

The Toronto World.

FRIDAY MORNING, APRIL 7, 1922.

WHAT BRINGS CUSTOM TO ADVERTISERS.

While The World has a large circulation and a rapidly increasing one, we think for some reasons we will point out, that advertising in it is more likely to draw custom than elsewhere. It is not a paper bought hurriedly in the evening by whoever can afford a copy, and read till they are far too sleepy, having gone through the news, to care for the advertisements. Our paper has mostly subscribers who buy it for a period in advance, well-to-do people whose custom is worth having, and who getting it in the morning before they go to make any important purchase, glance at what is advertised for sale. Also, our circulation in country and village is half of the whole, and as is well-known, these are the persons whose advertisements really reach; the townspeople knowing the stores without being told. Altogether such a circulation as ours may be thought likely to bring customers to twice the amount brought by its equal in an evening paper, or one confined to the city. It is not the amount of advertisers reached, but the amount of customers brought, which pays.

ABOUT JURIES.

Twice during the recent Wentworth cases Mr. Justice Cameron deemed it necessary to find fault with the verdict of the jury, and twice did he read the jurors a severe lecture because the verdicts did not accord with his own ideas of correctness. Without entering into the question of the right or wrong in either case, it may be said that the circumstances indicate that Wentworth jurors are made of the stuff which enables them to return independent verdicts according to their own ideas, irrespective of the wishes of the bench.—Hamilton Spectator.

THE ABOVE PARAGRAPH IS A MERE CEN- SUR.

The facts of the case are that at the recent Hamilton assizes justice was flagrantly defeated in two cases owing to the jury returning verdicts contrary to the evidence, contrary to what must have been their own conviction. One canning man on a jury is sufficient to defeat the law, and as a matter of fact this is much oftener the case than the public imagine. There are men and lawyers who do not scruple to "work" or "fix" jurors both grand and petit. And they do it systematically.

THE JURY SYSTEM SHOULD BE BROUGHT BEFORE THE JURY OF PUBLIC OPINION.

We have no hesitation in saying that if this is done a good deal of its usefulness will be found to have gone. One of the weakest points in connection with it is the rule that the verdict of a jury must be unanimous. The remarks of our contemporary, the Canadian Journal of Medical Science, which we published yesterday are deserving of great attention from the Ontario government. It seems to us that if it is desired that the health act shall accomplish the purpose for which it was intended, the very best man to be had should be selected for secretary. Is it possible to procure such a man for the salary it is proposed to allow? We believe not. The secretary will have very important duties to perform, and he should be endowed with a happy combination of experience in his profession, some literary ability, a knowledge of the topography of the province, being well read in the science of public health and vital statistics, and will be expected to make a great mistake in pursuing a policy in a matter of so much importance, for statistics prove that the observance of public sanitary laws will save thousands in lives as well as money. We trust that nothing will be allowed to stand in the way of securing the best talent even should the one best qualified be a conservative. The delay manifested in making the appointment is a serious matter. We do not believe the public would begrudge a proper salary to a thoroughly efficient officer.

CONVENTION POSTAL NOTES.

We referred recently to a proposal to reduce the rate of postage by the United States. This is followed up by another step forward in the bill which Mr. Bingham submitted to the house. It embodies improvements in the postal money order system which several classes of people will appreciate. Among its minor features are an increase in the amount and a slight reduction in the cost for the issue of the present style of money order. Under the proposed change, a single money order for as much as one hundred dollars can be issued at a charge of forty-five cents, and an order not exceeding ten dollars for eight cents. This extension of the possible dimensions of a money order will be of no slight convenience to certain classes of business men and others. The main innovation, and the one which is most important by far the most important, is that which authorizes a postal note system for the transmission of sums under five dollars for a charge of four cents. By the issue of a note payable to bearer, under certain simple but effective limitations as to duration and renewal, a vast amount of inconvenience will be saved both to the people and to the postal service.

COUNTY V. PROVINCE.

The board of audit of the county of York refuse to pay certain accounts due to the sheriff, the county attorney, and a medical gentleman, on the ground that as the debts were incurred in the administration of the criminal justice, the province should meet them. The attorney-general does not take this view of the matter, and has promised to bring under the notice of the council, the law which he says justifies him in holding that the province should not pay these accounts. In other counties besides York is this question unsettled, the councils having decided to await the result in the case of York.

THAT PAST TRAIN.

Mr. Broughton is carrying new barrels for the Great Western, and he is doing all he can to give the patrons of that road rapid travel. Every evening at 5.30 a fast train leaves New York on the Central, reaching the Falls at 6.30 a.m. It then takes the Great Western and Michigan Southern and arrives in Chicago before ten, making the distance in less than 28 hours. Only bonded baggage is carried, and only through passenger tickets are sold. That, say, Canadians reap little advantage from this excellent work of a Canadian road. For instance, a Toronto man in New York may buy a ticket to the Bridge but not to Hamilton or Toronto; if he wishes to get on the train and travel past the Bridge his ticket must be good for Detroit. We do not see why Canadians should not be allowed to avail themselves of all the advantages possible.

THE CHAIRMANSHIP OF THE PROVINCIAL BOARD OF HEALTH.

The late Lord Cranborne was born blind, but he seems to have been compensated for this loss by the possession of a death sense. He could distinguish colors unaided by the touch and could tell the dimensions of any room he entered by the sound of his feet.

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INSURANCE.

GOOD DEEDS.

During the past year the METVA LIFE INSURANCE COMPANY has paid to the families of its deceased members \$1,231,639.36. These payments were distributed as follows:

Table with columns for State/Province and Amount Paid. Includes entries for Alabama, California, Connecticut, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, Wisconsin, Wyoming, Florida, Kansas, Oregon, and British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland, and various other regions.

DEATH LOSSES AND ENDOWMENTS.

Paid by the METVA LIFE INSURANCE COMPANY during each year from 1921 to 1922. Table showing annual totals for 1921 and 1922.

ARTIFICIAL LIMBS.

Artificial leg and foot. Description of the product and its benefits for amputees.

RUPTURE CURED.

Advertisement for a cure for hernia or rupture, claiming to be a permanent and painless solution.

TRAVELLERS' GUIDE.

Table providing travel schedules and routes for various destinations including Montreal, Quebec, and other regional cities.

RELIABLE GOODS!

Advertisement for high-quality goods, including clothing and household items, emphasizing reliability and value.

EDW. LAWSON.

Advertisement for Edw. Lawson, a business or professional service provider, located at 185 King Street East.

J. EYRES & SONS.

Advertisement for J. Eyres & Sons, a business or professional service provider, located at 302 Yonge Street, Toronto.

WINNIPEG ADVERTISEMENTS.

Advertisement for Van Buskirk & Keizer, Surveyors and Mining Engineers, located in Winnipeg, Manitoba.

MANITOBA!

Advertisement for Scott, Brown & Co., Real Estate Agents, located in Winnipeg, Manitoba.

VALUATORS ETC.

Advertisement for George B. Elliott & Co., Valuers and Investors, located in Winnipeg, Manitoba.

WEST END