# Rapid Growth of The World From Modest Beginning

Few Business Enterprises Demand so Much Skill and Attention to Insure

Success.

Perhaps no business enterprise de growth, as a daily newspaper.' Some businesses need only to be launched to sweep along on a prosperous career.

Many will even survive a period of managerial lethargy and neglect. But t so with newspapers. Energy must be steadily and persistently applied Each production is a one-day's creation. No stock is carried to fill orders during a temporary close down. Practically nothing is inherited from the

Persistent Skill Required. Thile some enterprises move along like a snow ball rolling down hill, a newspaper is more like a snow ball newspaper is more like a snow ball being laboriously rolled up hill. Newspapers are raised to greatness nowadays by never-flagging, painstaking exertion, intelligently and consistently directed; by the following of a sober, fixed policy editorially and in the dissemination of news without getting into a rult; by studying the weattered. semination of news without getting into a rut; by studying the wants of constituents and alding in the realization of those wants providing they are legitimate, without being mere opportunists bounding hither and thither in a cunning effort to reap a profit from the momentary whims of the rabble; and by exposing of fraud and deception in the enemies of the masses. Nine times out of ten, newspaper building times out of ten, newspaper building means an unrelenting struggle over a period of years on a diet of faith and hope. Occasionally a newspaper springs into popularity with a bound on the strength of its editorial utterances, but instances are rare nowadays. The New York Tribune experienced such a rise to favor under Horace Greeley's editorial management. But with the cheapening of production and the enlarging of the scope of the daily press the circle of readers has expanded, taking in others than the followers of editorial enlarges of the readers has expanded, editorial opinions on current events. Newspaper reading has become a world-wide habft. Thus a change has come about and at present the chief. strength of a newspaper lies in its

An Agent With Vast Power. stitution fraught with untold good or evil to the public, and it may be safe-ly affirmed that the good does not always accrue without a monetary sacrifice on the part of the publisher. Almost every newspaperman knows that there are phases of the journalistic field which offer unusually large profits to the publisher. It has been time and time again demonstrated that the newspaper which "plays up" the coarser side of life, persistently and systematically exploits crime, appeals to the lowest instincts of the worst element, copiously reports murders, suicides and the doings of the under-world with all its stories that shock and disgust the sober sense of the community, will always be sure of a large circle of readers. And it is not always the socalled worst element that patrontzes journals. It has been affirmed that all people have a touch of de-prayity in their make-up and the pubishers of sensational newspapers pe

capacity as a disseminator of news.

But the best journals have deliberate ly and from private preference chosen to consider themselves as the possessor of a privilege akin to a public fran-chise and aim to conduct themselves for the welfare of the community as much as for personal gain. They knew that by eschewing morbidly sensational matter and printing only wholesome news, they become a moral force. The standard of morality as well as of mental life in a community depends on the outstanding copies. A people is influenced by whatever is persistently brought to its attention. This is illustrated by the fact that a medicine, for instance, can always be sold in in-creasing quantities if it be persistently advertised. In the same way a yellow journal, by an advertisement of crime,

Satisfying All Kinds.

Since the chief importance of a newspaper is its news columns, one of the greatest difficulties publishers have to meet as the apportionment of space to the different events in the day's history. If all readers were of the same phase of mind it would be a comparatively easy task to learn their tastes and give them what they most delight in. But all kinds and conditions of people make up the readers of a great city newspaper. Here are the readers of the sporting page, the fol-lowers of religious and moral reform matter.

The opinion is often expressed that the secanners of political news, the devourers of society gossip and the records of the divorce court, the digesters of financial matters, the morbid delvers into the life of the police court, and accounts of tragedies. All these matters must be "covered" in a daily paper without boring one section of readers or disgusting another. But after all it is improbable one of the world's contraction.

The opinion is often expressed that the secret of The Toronto World's successiles in its manner of handling and presenting to the eye and mind of the reader the news of the previous 24 hours. The active business man finds it invariably demanded the editorial head being misinformed on the editorial head being misinformed or misised, with disastrous results. A news value. The Sunday paper particles without presenting to the eye and mind of the reader the news of the previous 24 hours. The active business man finds it easy sporting the editorial head being misinformed or makes misingle mistake might cost a newspaper yet so fivel and penitence to overcome. It should give a perspective view of the reader the nature of a review of the reader the news of the previous 24 hours. The active business man finds it easy sporting the editorial head being misinformed or mess together with other happenings of message to the last day's sporting news together with other happenings of misinformed or message to the last day's sporting the editorial head being misinformed or message to the last day's sporting news together with other happenings of message to the last day's sporting the editorial head being misinformed or missage The discrete of the according to the control of the properties of

VOL I-No. 1.]

TORONTO, THURSDAY, AUGUST 19, 1880.

PRICE ONE CENT.

BIRTHS.

A MUSEMENTS.

HORTICULTUBAL GARDENS ONE WEEK OF GRAND CONCERTS,

Monday, August 16th. MISS FANNIE HARTZ, Pinnist. SIG. BRIG NOLI, Ten

The famous Weber Male Onartette, of Boston

ange of programme every evening.
mission, 50 ets.; reserved seats, 75 ets.;
served seats at Nordheisser
mbers' tickets not available.

BUSINESS CARDS.

SULLIVAN & PERDUE, Barristers,

COWAT, MACLENNAN & DOWNEY, Solicitors, esc., Queen City Insurance Building, as Church-t, Toronto. Ouver Mowat, O.C., James Mac-say, O.L., John Downey, Thomas Langron, Dus-

EDUCATIONAL-

## NIVERSITY OF TORONTO

TUESDAY, SEPTEMBER 14TH, At 10 O'Clock, A.M. W. G. FALCONBRIDGE,

RAILWAY NOTICES-

# CREDIT VALLEY RAILWAY.

ON AND AFTER Tuesday, July 20th, TRAINS WILL LEAVE AS FOLLOWS Leave Union Station for Milton, Galt, Ayr, Woodstock Ingersoll, Brampton, Orangeville, Fergus and Slora an intermediate, points. Accommodation 8 a.m., Expres 430 p.m. Arrive from above points, Express roits a.m. JAMES ROSS, General Sur

BOOKS AND STATIONERY.

MANMOTH BOOK EMPORIUM

Received this day a consignment of second-hand Books from England, including Findon's Illustrations to Lord Byron—150 beautiful steel plates, 3 Vols. 4 calf. \$15.00 Pictorial History of England—original edition—

Allibone says of this little work.—"The possession the histories of England in existence from the ancies chronicles of Geoffrey of Maximouth to the yet unfinished mersion of Lord Macaulay inclusive, will not compensation the absence of the Pictorial History,

A. PIDDINGTON,

418.1250 & 252 YONGE ST. barley, 3, 186,004

TO-DAY'S DESPATCHES.

articulars of the Death of Adeleide Rell-

THE WEATHER.

GREAT BRITAIN. AN AMERICAN HORSE WINS.

LONDON, Aug. 18.—B. Tenbroccks Entre Nous won the race for Denham handicap plate at Egham yesterday. ANOTHER AMBRICAN LADY IN TROUBLE

Berlin, Aug. 18.—The last obstace to the appointment Count Von Hatsfeldt as Secretary of State for foreign affairs has been removed, his marriage with American lady, Miss Moveton having been bigally dissolved

PRUSSIA. DISHEARTENING REPORTS.

BERLIN, Aug. 18.—The papers are again full of disheartening reports of harvest in Silesia and east and west Prussia. The crops in certain districts are wholly destroyed, lives lost, railway and river embankments swept away, bridges broken down, villages flooded, farms inundated, and vast tracks of grain growing land converted into lakes. A great famine is feared.

FRANCE

ADBLAIDH NEILSON'S LAST MOMBETS. PARR, Aug. 18.—The remains of Miss Neftson are now on their way to England. There is no doubt she di-d of dropsy of the heart. Both of the coctors who attended her agreed on this point. Dr. Monnier is led to believe that mental trouble was connected with her illness. He asked the patient if there was anything on her mind; she replied, "Yes." While Mounier was attending lier, a bat flew into the room; Neilson was much alarmed. "Look at that great bird flying about me," she exclaimed in a terrified tone. The intruder was not got rid of without difficulty. Neilson's end was calm, but she suffered tarribly for hours before it.

Constantinopte, Aug. 15.—It is reported that the Sultan's Prime Minister, Kadu Pasha has resigned and a new Cabinet forming.

UNITED STATES.

New Yors, Avo. 18—The Horald says it has been discovered that for over 30 years the products of Great Britain have been admitted into American ports exempt from a discriminating duty of 10 per cent. in violation of the law. The set of 1828 requires the President to issue a proclamation discontinuing such duties in case any foreign nation which levies such duties on vessels belonging to American citizens or upon cargoes they carry. No trace of such proclamation in the case of Great Britain can be found. The only authority existing for the exemption is a circular issued by the Secretary of the Tressury in 1828, which has no legal force whatever. It has been decided at the Treasury, however, to take no notice at this late day of TRADE WITH GREAT BRITAIN. however, to take no notice at this late day of this non-fulfillment of the Act of Congress. All other nations, except Great Britain, have the benefit of the above act through the proclama-tion of the President.

NEW CENSON POR SOUTH CAROLINA. It is understood that new command the State

of South Carolina will be ordered. Supr. Walker with the approval of the Presidential empowered to remove the present supervisions to make new appointments.

THE MINNESOTA CROPS. St. PAUL MINN, Aug. 18 .- The Pioneer Press reports the wheat crop of Minnesots at 48,000, 200 bushels; orth, 27,640,400; corn, 18,560,00; MONTREAL.

CANADA.

BAND TRUNK RECHIPTS—THE STREET RAIL-WAY DIFFICULTY—THE STOCK MARKET.

MONTRHAI, Aug. 18.—The Grand Trunk receipts for the week ending the 14th were \$217,713, an increase of \$59,502 over the corresponding week of last year.

The local papers to-day denounce the majority in the Corporation for giving away the public rights to the streets for forty years to the City Passenger Railway without any adequate return.

THE LEAF TOBACCO STAMPS—THE BEAUCE GOLD EXCITEMENT. GOLD EXCITEMENT.

QUEBEC, Aug. 19.—The sale of leaf tobacco seems to have come to a dead stop. The new law provides stamps for all packages even to one ounce and lower. All leaf tobacco unstamped offered for retail is liable to seizure in shops and on counters. The habitants who cultivate tobacco for sale are gradually coming in for licenses. Mr. Baby's law promises to do away with contraband trade.

The excitement about the Beauce gold fields grows in in intensity, and the hotels are continually occupied here by a number of American speculators arranging for rights, etc. Several mining lots are reported to have changed hands of late.

"HARKY THE PIPER."

CHARING CROSS, ONT., AUG. 19.—An old man named Harry Wright, commonly known as "Harry the Piper," was killed last evening about 5 p.m., near here by a freight train. He was lying asleep on the track. An empty bottle was found on him. No inquest was deemed

BROCKVILLE, AVO. 19.—A wide woman named Mrs. Bead was found dead last evening at her residence. An inquest will be held. Supposed cause of her death liquor.

THE NEW PRESBYTERIAN HYMNAL.

aim by the Marquis

The new hymn-book is coming into general use among the Presbyterian churches in this city. It contains 349 hymns with 18 doxologies carefully compiled, and taken from the best writers of sacred song frespective of creed. Twenty-five of them are by Wesley, two of them by C. Wesley, while only nineteen are by Watts. Cowper, Toplady Doddridge, Addison, Keble, Montgomery, Milman, Heber and Neale are all well represented. And the 20th is by the Marquis of Lorne. It is as follows:

Unto the hills around do I lift upd
My longing eyes:
O whence for me shall my salvation come.
From whence arise?
From God the Lord doth my certain aid,
From God the Lord, who heaven and earth wh He will not suffer that thy foot be moved:
Safe shalt show be.
No careless slumber shall His cyclida close.
Who keepeth thee.
Behold, He sleepth not, He slumbereth na's
Who keepeth Israel in His holy care.

Jehovah is Himself thy keeper trise—
Thy changeless shade,
Jehovah evermore on thy right hand
Himself hath made.
And thee no sun by day shall ever smite,
No moon shall harm thee in the silent night. From every wil shall He keep thy soul."
From every sin:
Jehovah shall preserve thy going out,
Thy coming in.
Above thee watching, He whom we adore
Shall keep thee henceforth, yea for evermore

POLICE COURT-

The calender which was brought before Mr. Dedison this morning, was comparatively un-importent, there were the usual unmore of drunks, and petty assaults. The Lombard-street fighting gang, arrested last week, were remanded till the 27th. James Norris and John remanded till the 27th. James Norris and John Sprith, the two small country boys, were disc a g d. Thomas Ellis, a trisky youth, who was straight two or three days ago for refusing to pay as fare on the street cars, and who assaulted the officer was arrested him, past into the city tree say \$5 and costs. Thomas Breener, sha ged with translutantly obtaining a pawer fields from Wolf Simon, was discharged. J. L. Lout was fined \$39 and costs for keeping a none of all-face on Mattast straight. PERSONAL

Hon, John Carling is in town. Gen. Myer, chief of the Signal Service, priously ill-at the Palace Hotel; Buffalo. Mr. Arch. Blue, who has been night-or of the Globe for a year back, becomes one of

The colossal bronze statue of Burns for New York has just been completed by Sir Jno. Steal sculptor to the queen.

Mr. Thomas Gibson, nephew of Thomas Gibson, M. P. P., has been appointed shorthand secretary to Hon. T. B. Pardee

Mr. Thomas Bengough, the spicy editor of the Uhristian Helper and the Shorthand Maga-zine, left last night for a trip through the maritime provinces.

Mr. Thomas Henning leaves the Globe in a few days and starts for Europe, where he will in future reside. Mr. Chas W. Taylor takes his place as treasurer of the Globe Printing Co.

Rev. Joseph S. Bell, L. L. D., of Dublin, is about to make a tour of Canada and the United States, on behalf of the Irish Society "for promoting the scriptural education and religious instruction of the Irish speaking population." He will reach Quebec about September 1st.

On King street one hot afternoon last week On King street one hot afternoon last week an old gentleman, in a rather ancient alpaca cost, with straw hat on back of head, umbrella pounding the air, and his sun like countenance beaming with good nature, was affectionately hanging on the arm of a rather young looking man of olerical out, broadcloth leggings and wide awake hat. The couple were odd enough to attract the attention of passers-by, and those who asked who they might be were told that they were Dr. Ryerson and Bishop Sweatman.

they were Dr. Ryerson and Bishop Sweatman.

Mr. Alfred Baker, M. A., is a candidate for
the position of Dean of University College
Residence vacated by the resignation of Mr.
Pearman. Mr. Baker has been a successful
teacher at Upper Canada College and a still
more successful mathematical tutor in University College. Not only it he entitled to the
post on the ground of fitness and promotion
but he has the still further qualification of
being extremely popular with the students, and
a good disciplinarian as as well.

THE LONDON RITUALIST.

Mr. Mackenochie's Movements in Toronto Services in Holy Trinity this Morn-ing-His Visitore.

The Rev. A. H. Mackonochie, the incumbent of St. Albans, Holborn, London, who arvice of holy communion at Holy Trinity Church this morning before a congregation of about thirty persons. There was an air of, beremonialism about his conduct of the service, which is pretty high, even in Holy Trinity, and his passes and genaflexions before the altar would have done credit, to St. Michael's on a high Saint's day. To-day he is the guest of Rev. W. Stewart Darling, at his summer residence at Norway, where he is engaged this afternoon in receiving calls from his olerical and lay sympathizers. He leaves for Montreal and the East to-morrow, and consequently will not be officiate in this city on Sunday, as has been announced.

THE SITUATION in West Toronto is most assuring for the Liberal party. There is a regular split in the Tory ranks, and one that no amount of engineering will heal. Mr. Bickford's friends will not put up with Mr. Beaty, and Mr. Wright made a direct bld for their support last night. While a rag money man, Mr. Wright is a pronounced Conservative, and in spite of his rag money proclivities he is going to poll a fair share of the Tory votes. On the other hand there is nothing but unanimity in the Liberal party, and Mr. Ryan's election will follow if his friends only exert ti emse vis and this ting appear to be dossy to their utmost

Over a Century Ago Bramble and Dank Weed Flourished Amid the Scattered Settlers.

The site on which The World now has its offices has a history dating back for many years. A little more than a century ago—to be exact correct, on the 17th day of May, 1802—a grant of land was made by the crown to James Elliött. The grant was known as town lot 4, and consisted of four-fifths of an acre, bounded on the east side by Yonge and extending from the north side of Richmond-street (then called Hospital-street) to Queen-street, or, as it was then termed, Lot-street. A hundred and seven years is a long span to bridge over. Then George III., blind and half imbecile, sat on the British throne. The battle of Water.oo was yet unfought; the name of Napoleon was still a menace alike to prince and peasant in Europe, and Toronto, or York, contained scarcely 200 ratepayers. Queen-street was practically virgin soil, and but six houses were scattered along Richmond. Grim days were those in the early history of our for many years. A little more than a were those in the early history of our city, for bears were not unfrequently met with, and it is on record that an officer in the 100th Regiment (now the Royal Canadians) slew a bear on Baynitecturing is nain procedurally and first-orily and buildings wiselves, as that

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Process of Evolution. Now, by the inexorable process of evolution, log hut has given place to frame house, frame house to brick dwelling and to-day on the site where a century ago bramble and dank weed wrestled for supremacy, one of the most modern and best equipped newspaper offices in Canada has been erectived.

The first holder, James Elllott, did little to improve his property, and in February, 1804, sold it to J. Van Zants for the sum of £20 (100 dollars). Six months later, Thomas B. Gough became the owner, and, after retaining the property for some four years, herein turn, sold it to Joseph Wildcocks for £30 (150 dollars). And here is where the long arm of coincidence comes in, for Willcocks was a journalist, and one of momenn repute, being the editor of The Upper Canada Guardian, an opposition paper, first published in 1807. The Guardian was a bitter opponent of The Upper Canada Gazette, the first paper published in Ontario, dating back to 1793, and now known as The One The first holder, James Elliott, did paper published in Ontario, dating bat to 1793, and now known as The Ot tario Gazette. Willcooks had an inte esting career, which, however, to min-

Vote Cost Him Office. At one time he was sheriff of the Home District, but, thru giving a vote Home District, but, thru giving a vote contrary to the policy of the licutenant-governor, he lost his office. In 1812, his journal. The Guardian, like many another since then, came to an end, but with the outbreak of war Willcocks hastened to take up arms in defence of Canadian soil. Later, however he turned traiter and make his ever, he turned traitor, and, using his influence with his men, induced many of them to go over to the American side. He was afterwards killed at Fort Eric, but before his death, in 1810, as a matter of fact, he parted with his interest in the Richmond-street property to J. Wilson for a consideration of 1100 (500 dollars) thus realizing a profit of 100 per cent., which goes to show that acumen in real estate matters was not unknown to our forefathers. 'A year later, without improving the property, Wilson sold it to Jesse Ketchum for 150 (250 dollars).

Jesse Ketchum was a man too well known to need much introduction but a brief sketch of his career may not be

out of place.
Of Weish descent, he was born in New
York-State in 1782. He first came to Toronto some time prior to 1803, to look after the business affairs of an elder brother. Later on, prospering beyond expectation, he purchased a tannery on the southwest corner of Newgate (Adelaide) street and Yonge. He re-(Adelaide) street and Yonge. He re-turned to Buffalo in 1845, where he died 22 years later. But during his long useful life he found ample time to do good, and from the interest which he took in schools and religious institutions, he was known far and wide as "Father Ketchum, the children's

World Appreciated Its Value. But to return to the story of The World's present site. Records fall to show who the occupants of the two Before her husbanc Gied she went to the Catskills once; but since she became keeper of the light she has never been farther than across the bay. Her front yard—and back and side yards, toq—is a narrow railed platform; beyond that only water one all sides.—Harper's Weekly.

MYSTERY A STIMULANT.

Has it ever occurred to you that mystery is the greatest of all the many stimulants to the mind of man; and that to this man owes his higher

Now the property has been leased to The World, who, realizing the importance of its position, have constructed upon it their present handsome, modern building.

THE BALDHEADED MAN.

He comes across the frosty lea,

And in a little while
The festive coal man shouts in gies,
The plumber wears a smile.
The country dweller hunts a flat
And finds them rather high.
Tis winter's fault. Who cares for that?
The weather swais the fly.

## FAC SIMILE OF PAGE ONE OF THE FIRST EDITION ISSUED BY THE WORLD ON AUGUST 19, 1880—THE SIZE OF THE PAPER WAS ENLARGED IN FOUR OR FIVE DAYS.

it is, with one or two exceptions, our newspapers are too big to be great."

Following a Sane Policy.

journal, by an advertisement of forme, vice and vulgarity, in a way that amounts to approval and even applause, becomes one of the forces making for immorality. It is not possible to that the vast newspapers of our day are more than it is possible to trace definitely the increasible to trace definitely the increasibl not necessarily more nice than wise, that the vast newspapers of our day are more than is wanted for the money; that it would prefer not to buy, if it could help, a heap of each day's kitchen-middens, but a selected provision for each day's sustenance provision for each day's sustenance from the superabundance of yester-from the superabundance of yester-day's production in ail the forms of day's production and have made and all papers and day's production in ail the forms of day's production in ail the forms of day's production and have made and side yards, the story of any great vaper and distinction and have made in the fight director in its de-velopment. On this point Leonard not be neglected by a Sunday paper, velopment. On this point Leonard not be neglected by a Sunday paper. Courtney writes in The Contemporary:

"I must hazard in passing the sug-velopment all in making a Sunday paper, will be found respecting pending is—gestion that all papers which have sues. Above all, if it is to attain per-attained distinction and have made in galong these lines. It has accompanded a work world have been built up in definition of independence. Trace the platform, between the provision for each day's production in ail the forms of the spirit of independence. Trace the provision for the public a hint at even when she courtney writes in The Contemporary:

"I must hazard in passing the sug-velopment and have made in making a Sunday paper. Timely illustrations and able com-velopment. On this point a night negation to be neglected by a Sunday paper. Timely illustrations and able to mot be neglected by a Sunday paper. Timely illustrations and a night night in production in the light is never off in the provision for the day's product

Newspapers can no longer hope to examine into causes of public disorders.

Newspapers can no longer hope to examine into causes of public disorders.

beat out their neighbors by giving the public quantity, and therefore, about the only avenue for the attainment of excellence left to them is discrimination in the choice of material and the presentation of news and educational matter.

Judgment is required. It is an under taking of some degree of delicacy to and manifested itself in political independence as much as in prompt compendence as much as in prompt compendence in the could be the people or those in power it will often be regarded as the tool of a faction.

Value of a Sunday Paper.

A week-end or Sunday paper is not a daily newspaper in the correct sease of the term, although the term, although the invariably de-

money; that it would prefer not to buy, if it could help, a heap of each day's kitchen-middens, but a selected sues. Above all, if it is to attain perprovision for each day's sustenance from the superabundance of yester-day's production in ail the forms of human activity and experience. As it is, with one or two exceptions, our it is, with one or two exceptions, our in the superabundance of yester that all papers which have popular. The Sunday World is work-ing along the superabundance in the superabundance of yester that all papers which have popular. The Sunday World is work-ing along these lines. It has accompliance that all papers which have popular. The Sunday World is work-ing along these lines. It has accompliance the superabundance of yester the superabundance of yester the superabundance of yester the superabundance of yester the supera And here is where consummate the name of some one man whose en-judgment is required. It is an under-

of the term, altho it invariably de-

A LONELY LIFE. American women have the reputation

of being restless gadabouts, not, per- and that to this man owes his higher haps, without having given grounds for the accusation; but there's one Ameri-

years, and the number doesn't have any grade. mystic significance implying an inde-

can woman who is a home-stayer of the the earth, and the mysteries of life and Mrs. Kate Walker has lived in the human development would stop, and lighthouse on Robbin's Reef for 23 ere long civilization begin to retro-

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onomy or ding lifti paper m of the hing else

Oh. winter winds may blow and blow.
Thru all the livelong day.
The streets be full of mushy snow.
The skies be drear and gray;
I shall not care a cooky then
For wind or street or sky,
The weather swats the fly,
—Chicago News.