The Toronto World FOUNDED 1880.

H. J. Maclean, Managing Director. WORLD BUILDING, TORONTO. NO. 40 WEST RICHMOND STREET.

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all departments.

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Telephone Regent 1946.

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SATURDAY MORNING, OCT. 5.

Watered Stock in Paper Mills.

In connection with the unfair efforts of the paper mills of Canada to boost the price of paper to our news- a counter campaign against the Bripapers and the public, The World has tish propaganda which distributes already referred to the fact that all leaflets with speeches of allied statesof these mills are paying enormous profits on stock that was watered; in tions by airplane service among the other words, the watered stock in German armies and in German cities. these companies, as a matter of fact, Siegfried Heckscher, of the Hamburgin nearly every case represents the American line, thinks the German Govcapitalization of concessions that they ernment should adopt the British had in regard to pulpwood limits on methods and defeat them. public lands and rights to produce power on public streams. Hardly any but we fear it would be exceedingly of this capital stock on which big difficult for the German Government. dividends are being paid is represent. It merely consists in telling the truth. ed by cash payments into the treasury

of the concern. But there is a still more important phase of the matter. These companies inder the law now have to pay a war tax on profits and will have to pay it for a good many years in the Danforth Avenue and Theatre future: and if profits on watered stock have a preference over the war tax, the amount of their contribution to the government will be reduced by just whole question of watered stock will come up for discussion, not only here theatres on Danforth avenue, in Canada, but also in the United

Continue to the continue to th

sented money, and how much of it re- have the effect of interfering with the presented merely water. He should go further in our opinion, and treat as watered stock capitalization based upon public franchises received practically for nothing by the company. The paper companies will find when parliament meets that they cannot much longer capitalize, as against the public, franchises received from the public without proper monetary conderation. Eventually this water will e to be squeezed out.

Fixing Food Prices.

doubt the Ottawa authorities have good intentions, but in the new proposals to control the cost of living they appear to be woefully deficient the British Government. in practical common sense. The plan "fair price committee" is about the which in pre-war years would have craziest suggestion that has yet been looked upon as fakish and unside-stepping the whole business than

Trade and commerce, to begin with, will well repay perusal, while of course are a responsibility of the government the 350 pages of information on Canathere should be no attempt to any advertiser. shirk it. The cause of high prices is well known, and the exhibition of a of this standard book, and both its little backbone would soon remedy appearance and its contents the graver evils. The only possible RATS ADVERTISING AGENCY success for the proposed plan of Limited, of Montreal and Toronto.

having the municipalities regulate the prices would be to get a convention of municipal delegates to frame up a scheme. The house of commons is such its authority delegated to it and can carry out any policy that is necessary. The United States Government can do dt. The British, Government can do it. Any government can do it that has the independence of a municipal council.

Suppose Toronto adopted the Ottawa suggestion and appointed a fair price committee which fixed prices at a fair rate. Right away the places which hadn't fixed fair prices would become the recipients of all commodities adversely affected. The middlemen would see to that.

It is evident from all this shuffling that the government has no real desire to tackle the question.

Difficult Task for Germany. German authorities are calling for men and statements of actual condi-The British method is very simple

Other People's Opinions

herewith a copy of a letter which I have written the members of the counthat much. As a consequence the cil in regard to the proposed bylaw to restrict the erection of any more Will you please publish the letter in

introduction to the DESBARATS "ALL CANADA" NEWSPAPER DIRECTORY-1918-19, which quotes a report issued by the Association of British Advertising Agencies to show

In Canada as in England, advertisof empowering each municipality to ing in periodicals has been extensiveappoint two men or more to be a ly used for many national purposes and in a practical and scientific way, floated, and looks more like a way of dignified, but which has proven its the government. value by achieving great results.

The introduction to the Desbarats

"All Canada" Newspaper dian periodicals is of great value to

The publication is the 7th edition ADVERTISING



HINDY'S GOAT

IDA AT THE POLICE INQUISITION

BY IDA L. WEBSTER.

At last the police investigation has been concluded, that is, the evidence has all been heard, and Mr. Arthur Roebuck has made his closing speech. And speaking of speeches, the young man certainly excelled himself. After almost three weeks of the most monotonous bantering which one could imagine, the lawyer for the Great War Veterans was able to recall practically every shred of the entire case; however, he was not given half a chance, as usual because the commissioners were so very busy chipping in with all sorts of advice and remarks. For many, many years the public

HOLD PROTEST MEETING.

Employes of the customs department held a meeting of protest and decided to send a deputation to Ottawa to interview the government in connection with two appointments made recently to be passing. And it is passing unin Toronto. It is claimed that the two vacancies were filled by bringing one man from Moose Jaw and another Victoria, and the Toronto men think this was unfair and will so tell



A Line of Cheer Each Day of the Year By John Kendrick Bange.

MEMORIES.

The riches best of time are memories,
And some bemoan them since they
spell regret, Life's sad and grievous moments I for

There is no good in dwelling on our fears,
Or with remembered evils killing joy.
No over-emphasis on long shed tears
One jot of life's past beauty should
destroy.

will you please publish the letter in Sisters; and we have no doubt, especially in the case of watered stock based on concessions got from the state, that the companies will either be compalied to eliminate these sentitled to profits in presentate as entitled to profits in presentate as a point that the course of many many profits in presentate as a point that the course of many many profits in presentate as a point that the presentate of the presentate as a point that the presentate of the presentation of the present

In my opinion, it is all wrong to now start "Village Legislation" which will have the effect of interfering with the expected rapid building up of the street.

Yours truly,

J. A. Phin.

THE BRITISH AND THE CANADIAN GOVERNMENTS ENDORSE ADVERTISING IN PERIODICALS,

The war has brought about many changes, but few have been more radical than that in the point of view taken by governments on the subject of periodical advertising.

Reference to this is made in the introduction to the DESBARATS

"ALL CANADA" NEWSPAPER

To the war has brought about the mind of the introduction to the DESBARATS

"ALL CANADA" NEWSPAPER

To the war has brought about the more radical than that in the DESBARATS

"ALL CANADA" NEWSPAPER

To the war has brought about the policy of the deputy's salary, and the commission give in the proper of th the government commission give, in this connection to the men who are fighting with their lives in defense of Canada, including the properties of

these makers? The day of a cheap press, one of the safeguards of civilization, seems der the regime of a government charged with the defense of that civilizaif ever government were so charged

NATURALIZATION REFUSED.

Judge Winchester yesterday after oon refused to consider naturalizapapers in the case of a man, Batuo Bey of 74 Bathurst street, who was alleged to have been with the Turkish army since the outbreak of the present war. He held two other cases over for investigation, and sent n about 55 applications for naturalization to the authorities at Ottawa for ratification.

THE WIFE By JANE PHELPS

Claude Beckley Enlightens Ruth as to Brian's Whereabouts.

CHAPTER LIV.

Ruth hurried home as soon as noon came. Crawford gave her a light uncheon, then gratefully went home

for the day. Oh, how good it seemed to be home for a whole afternoon! Ruth went from room to room, doing little things here and there; moving the furniture around; fussing just as every woman loves to fuss-if she doesn't have to do

it too often. Wouldn't Brian be surprised, when he came home to find she had had half a day off? Perhaps she better telephone him. He might come home real early, then they could dress and make a party of it. Go to some nice place for dinner and to a play after-

She waited until about half past four, then she called the office where he had desk room. The stenographer nswered.
"Put Mr. Hackett on the wire, please

This is his wife."

"Mr. Hackett isn't in. He went out to his luncheon and hazn't returned. I'll tell him if he comes in, but he isn't likely to come back today," the girl volunteered.

Buth tried to he come!

Ruth tried to be sensible. Brian Ruth tried to be sensible. Brian had probably gone out on a matter of business. But in spite of herself she pictured him as lunching with Mollie King, then—but he wouldn't spend the entire afternoon away from the office with her—she was getting silly, allowing herself to be so jealous of that King girl.

It was long after six when Brian It was long after six when Brian

came in.
"I telephoned you, dear. The girl said you hadn't been back since noon.
I had an afternoon off and thought
we could go out to dinner and go to a
play. Shall we? We'll have to get
dinner out, for I gave Crawford the
day off."

But heatiged Brian flushed when

Ruth noticed Brian flushed when she told him the girl said he had not been back, but the determined not to

FIRE PREVENTION

Extracts from

PROCLAMATION

Issued by His Honor the Lieutenant-Governor of the Province of Ontario.

And whereas the saving of human life, thrift, and the prevention of loss of property through destruction by fire, is an aid which every one should give willingly to the community at large; And whereas the reckless and impoverishing fire waste that confrons people of our Province is appalling; Therefore, believing that the loss can be minimized only by awakening in the public mind a universal watchfulness against carelessness, accumulation of rubbish and unsanitary conditions;

Because of this great need and in order to arouse a sense of watch-fulness, carefulness and cleanliness, and to create a greater personal responsibility in reducing the number of preventable fires; We have thought fit, by and with the advice of our Executive Coun-for Our Province of Ontario, to name, and do hereby name Wednes-

9th DAY OF OCTOBER, 1918

FIRE PREVENTION DAY

And We do hereby urge that on this day, throughout our Province of Ontario, attention be called in schools and public places to the conditions that exist and to the need of immediate action and co-operation on the part of everyone; and special exercises, addresses and other means be employed to impress on the public mind lessons of Fire Prevention.

The Proclamation should be read in all Schools and at Public

Office of the Fire Marshal of Ontario, Department of the Attorney-General Toronto, Sept. 21st, 1918.

too annoyed to laugh. And had she known that they had sat over that lunch on for the entire afternoon, she would have felt more like crying.

WARNS NINETEEN-YEAR-OLDS.

A word of warning was issued again Brian felt a little ashamed as he took the bilk her last. She had been mighty good about Mollie. Had, made hardly any fuss, altho he knew she had been hurt. He mustn't do it again. He'd not take Mollie out unless Ruth were away; then he would use his own monay. to the 19-year-old men by the Toronto



IMPERIAL BEERS

LAGER

Make one feel good all over and reach the "dry" spot.

O'Keefe's Imperial brews are delicious and invigorating. Any member of the family can drink them with relish and benefit. Made under the most cleanly conditions, and by absolutely sanitary processes, Imperial beers are superior to any other similar brews on the market and are as close to the old famous O'Keefe's beers as experienced brewers and exceptional facilities can make them under the Government's regulations.

> Ask for Imperial beers at hotels, restaurants, or order by the case from your grocer.

O'Keefe's-"O.K." Brand and York Springs Ginger Ales on sale at all hotels, restaurants and refreshment stands.

THE O'KEEFE BREWERY COMPANY LIMITED, TORONTO **PHONE MAIN 4202** Canada Food Board, L-15-102

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Gentlem

Contract Ca \$2,000,0

over to the mil 60 days and the

carry out the TRACK-LAY

A big gang o ought to finish All the cars

JURY EXO ooper on Sept ider to the ef he opinion tha

treet, who wa ing, Yonge str on a stool in t last night by who were wor