Did You Hear Something Drop in London?

The World proposes to discuss at still further length that extraordinary threat made by The Financial Post against the credit of this province, and against the credit of those municipalities that have had the hardihood to think of going into public ownership schemes, and especially going into the distribution of electric energy for light and power. That we may not do an injustice to anybody we propose to again quote the article :

Financial Post: The provincial treasurer of Ontario, Hon. A. Matheson, has secured authority for a \$4,000,000 loan, of which \$1,000,000 is to be appropriated for the Temiskaming & Northern, and the purpose of the remaining \$3,000,000 is not designated or its uses are not earmarked, to quote the provincial treasurer. The appropriation of this \$3,000,000 for a transmission line is expected. We believe that when the provincial treasurer goes to the London market it will be necessary to define the purposes for which he wants the money. If it is for a transmission line something will drop, probably the market price of Province of Ontario bonds.

Since The World's former criticism of this article Colonel John Bayne MacLean has written us a letter as proprietor of The Financial Post, and Mr. Stewart Houston, as managing editor of that paper, has subscribed to such letter, to the effect that The World's statement that The Financial Post spoke for the electric ring, and that it was a Mackenzie organ, was not true, that the paper is absolutely controlled by a company, of which the colonel is the head, and that it is in no sense an organ. Well, then, will either or both of these distinguished gentlemen tell for whom they made this threat? If it was not for the Mackenzie interest or for the electric ring, in whose behalf then did they make it? Is it in their own behalf, and is that the attitude of the Colonel towards public ownership and towards this province, and also is that the attitude of Mr. Houston, managing editor, towards the Province of Ontario, and towards the City of Toronto, and the other municipalities?

Or do these gentlemen profess to speak on behalf of the banks of this country? Certainly we know that Mr. Clouston of the Bank of Montreal has at times lectured the municipalities of this country in regard to public trading, and so at times has Mr. Walker; but we half suspect that the astute Mr. Clouston delivered these lectures so as to throw his weaker brethren off the scent, for in the meantime he has been able, and very glad, to take over the account of the City of Winnipeg, and we even hear that he is now after the account of the City of Toronto; and he has secured the bulk of the business of this Province of Ontario, that is actually now borrowing money (tell it not in Askelon) at three per cent. for this very purpose of building a transmission line for the people of the province!

It may be, however, that The Financial Post does speak for the banks that have their headquarters in Toronto. If this is so we think it is a great mistake on the part of these banks. Up to the present they have been glad to take the deposits and the accounts of the various municipalities of Ontario. In fact we have seen them chasing after these accounts, and all of them have been most anxious to secure the deposit accounts of the Province of Ontario, tho at times they have not been able to see their way to lending the province money in emergency cases. We do not think any such antagonism is good policy on the part of our banks, especially in view of the fact that when they antagonize all the people of the province they must not forget that it is from all the people of the province they get their deposits and the money for bank shares, which enables them to do business, and we never yet knew that it was the right or duty of the dependent member of a transaction to lecture the superior party as

If, however, it is the case that the banks are to lecture the province, and to lecture the municipalities in regard to public ownership, and to threaten their credit in London or elsewhere, then it is high time that the province and the municipalities revised their financial arrangements and financial connections so as to save themselves from further humiliation. We believe it is possible for the municipalities and the province to do their banking without having to put up with any such nonsense.

But again we come back to the gallant Colonel, and to his managing editor, and again ask them to tell us in whose behalf they threatened the credit of the Province of Ontario, and the credit of the various municipalities. The people of Ontario have been very good to both of these gentlemen. Time after time Mr. Stewart Houston has organized deputations to go to the Province of Ontario for various grants to certain enterprises with which he was connected. He has also gone many a time on the same mission to the City of Toronto, and we will await with some interest the next interview that Mr. Houston arranges with the treasurer of the province or the treasurer of the city. The people of Toronto have stood more than loyal to Mr. Houston as an amusement director and im-

As for the gallant Colonel, the people of this province have been more than good to him. They made him Colonel. They have allowed him to put a cockade on his coachman's hat, and were getting ready to attribute royal honors to him by reason of his connection with the late King of Portugal. There is a man who lives in our street that tells us that when he was in London he saw a policeman at Hyde Park suddenly rush to the gates and call out "Royals," and that, on said announcement, the public at once respectfully drew to one side, and every vehicle got out of the way and allowed any equipage that happened to contain members of the royal family the right-of-way. The World would have been very glad to have asked Col. Grasett to have instructed his policeman to call out "Royals" whenever the gallant Colonel approached Queen's Park, so that he might have gone in unmolested, and with a clear right-ofway; and when The World spoke of Mr. Houston as being the Colonel's orderly, the man who lives in our street says we made a mistake in giving a less rank to Mr. Houston than that of "equerry" because of aforesaid "royal honors." In view of the Colonel's threat upon the treasurer of this province, that the next time he goes to London for money he will "hear something drop," we ought to point out that the prime minister of this province and the treasurer of this province are also right gallant Lieutenant-Colonels, and outrank the boss of The Financial Post. Furthermore. we believe it comes within the definition of high treason to try and destroy the credit of a state! And what would the credit of Canada as a federation amount to if these gentlemen could wreck the credit of its premier

Until these worthy gentlemen apologize for their attack on public ownership, and for their attack on the credit of the province, and for their attack on the credit of the municipalities, and for their ungenerous threat, we think the Mayor of Toronto might instruct the assessment department to see that the Colonel is duly assessed on all these magnificent enterprises which he possesses in this city, and into which he has come by reason of the generosity and support of the people of this province. The gallant Colonel of The Financial Post is also the owner of a number of other papers that appeal to manufacturers, storekeepers, that appeal to various other organized interests in this province for support; yet this gentleman who is depending on all these interests has the hardihood to tell them that if as ratepayers of municipalities or citizens of Ontario they dare to uphold public ownership and to seek cheap light and power, he will see that their credit as a municipality and as a province is destroyed in London. As we have said before—"Fiddlesticks"—to these threats.

It is true that Colonel Pellatt and Commodore Nicholls did make similar threats on behalf of the Mackenzie-Pellatt-Nicholls power syndicate when the citizens of Toronto were voting on the power by-law, Perhaps it was for the colonel and the commodore that The Financial Post made the threat. God sometimes doses men with their own medicines!

And as for the threat itself, did anyone hear anything drop when the Bank of Montreal arranged a three per cent. loan of two millions for Ontario on the London market this week?

EDUCATION IN UPPER CANADA.

In his last report to the provincia ninister of education, Mr. S. George Hodgins, historiographer of the departnent, intimates that he had completed the twentieth volume of the documentary history of education in Upper Canada from 1769 down to the year 1869. This is a remarkable achievement in itself, but it is made still more notable from the high standard originally established and consistently maintained. And it is to the credit of the province that, so far as the historiographer, after enquiry, is aware, the only two countries that publish a connected narrative of the history and progress of education are the Empire of Germany and Pro-

This leads Mr. Hodgins into an ineresting episodical reference to the me-for the ordinary branches of education United States, for instance, publishes their time, and the historiographer adds extended summaries of the year's "It is a question whether, with all our transactions in each of the states and progress and advancement in popular in foreign countries, but without any- elementary education, we have many, if thing of a connected historical charac- any, of such thoroly practical and useter. This plan has also been followed by the English department of education. In Germany two unique col- gratulation for his record of devoted sections of volumes of educational his- labor and its fruitage will be of lasting

open in such cases. Mr. Hodgins thus

"Among the methods of presenting the history of education, there are two distinct, if not antagonistic, ones; the one deals exclusively, or chiefly, with the theories or schemes of education, which have been advanced and discussed by philosophic writers, and have occupled the attention of the educational world. * * The other method deals exclusively with facts taken from documentary sources, from school programs and regulations, and from records of progress."

It is the latter of these, "the Quellen ars generally," that Mr. Hodgins has invariably followed. His report contains much interesting information regarding the earlier public schools of the two established in Hope Township) one ous useful arts were well in advance of tery have been published, and one of benefit to the cause of education in On-the writers points out the two courses tario.

The Man Who Retreats **Before His Defeat!**

By Herbert Kaufman.

Advertising isn't magic. There is no element of the black art about In its best and highest form it is plain talk, sane talk—selling talk. Its results are in proportion to the merit of the subject advertised and the ability with which the advertising is done.

There are two great enemies to advertising profit, and both of them are caused by ignorance of the real functions and workings of publicity.

The one is to advertise promises which will not be fulfilled, because all that advertising can do when it accomplishes most, is to influence the reader of your copy to investigate your claims.

If you promise the earth and deliver the moon, advertising will not

If you draw men and women to your store on pretense and fail to make good, advertising will have harmed you because it has only drawn attention to the fact that you are to be avoided

It is as unjust to charge advertising with failure under these conditions as it would be for your neighbor to rob a bank and find yourself indicted for his misdeed. In brief, advertised dishonesty is even than unexploited deception

The other great error in advertising is to expect more out of adver-

Advertising is seed which a merchant plants in the confidence of the community. He must allow time for it to grow. Every successful advertiser has to be patient. The time that it takes to arrive at results rests entirely with the ability and determination you display in the effort. But you cannot turn back when you have traveled half way and declare that the path is wrong.

You can't advertising for a week and because your store isn't crowded say it hasn't paid you. It takes a certain period to attract the attention of readers. Everybody doesn't see what you print the first time it appears. More will notice your copy the second day, a great many more at the end of a month.

You cannot expect to win the confidence of the community to the same degree that other men have obtained it without taking pretty much the same length of time that they did. But you can cut short the period between your introduction to your reader and his introduction to your counters by spending more effort in preparing your copy and displaying a greater amount of convincingness.

You mustn't act like the little girl who planted a garden and came out the next day expecting to find it in full bloom. Her father had to explain to her that plants require roots and that, altho she could not see what was going on, the seeds were doing their most important work just before the flowers showed above ground.

So advertising is doing its most important work before the big results eventuate, and to abandon the money which has been invested just before results arrive is not only foolish, but childish, It would be just as logical for a farmer to abandon his fields because he could not harvest his corn a week after he planted it.

Advertising does not require faith-merely common sense. If it is begun in doubt and deserted before normal results can be reasonably looked for, the fault does not lie with the newspaper or with publicity-it rests entirely upon the head of the coward who retreated before he was defeated.

P.S.—Talk No. 5 will appear The World on Monday, April 20.

ATTEMPTED STREET EXTEN-

Editor World: If it were not so serious a matter the repeated failure of the city officials to carry out a single street extension would produce nothing but laughter and derision. The Follis-avenue attempt is the last instance, and it apparently has gone the way of Har-bord-street and all the other great and When will the city learn wisdom? Extension after extension is brought forward. Mr. Forman, knowing perfectly well that nothing will ever be achieved by the miserable piece of machinery at his disposal povertheless solembly pro-When will the city learn wisdom? Exduces it, and the same old farce is gone thru again and again. There is much

PALL MALI CIGARETTES The Latest London Success.

smoke, some noise, a great deal of expense and a vast waste of time.

Massey Hall, that have been so successful the past winter, has arranged an especially attractive service for tosmoke, some noise, a great deal of expense and a vast waste of time and energy, but we never get our street.

Is it not about time to call a halt to such ineptitude and to make an honest attempt to take the bull by the horns? Last year we were told that special legislation had been sought and found, an especially attractive service for tomorrow night in Massey Hall to celebrate the Resurrection. Easter songs will be sung by Miss Marie Laliberte (Hamilton), Miss Georgia Rodgers, Mr.

T. F. Gibbons and four blind students from the Institute for the Blind at legislation had been sought and found, or progression by the light of a large ut what has become of this weapon which we were assured was to set all the ceiling. The pictures will include magnificently-painted lantern slides on the Parables and the Seasons, and things right? Meanwhile, our great city grows on-a spectacle to gods and men; and while the city council talks Pathe's motion picture on "The Life of

method of procedure.

The sooner the city wakes up to the fact that no local body of ratepayers is ever going to be persuaded to make a present to the public out of their own pockets of a street, which is not going benefit them more (and in some cases not as much) than the communcases not as much) than the community at large, the better. Certainly as things are and as things are going the ngs are and as things are going, the day will come when the population of vast, almost streetless, sections of our city will roundly curse our present the present of the Carnegie Technical Schools of this city, on condition that the city purchase 42 acres of ground adjoining

city will roundly curse our present the present site of the schools. It is estimated that the ground will cost \$1,250,000.

EATON'S DAILY STORE NEWS

Dressy Suits for Young Men and Youths



E ask you to run your eye down this list of prices, which mean exceptionally small outlays for the correct dressiness. the good long wear, the satisfactory fit that you're sure of in Eaton-made

Nothing but out-of-the-ordinary buying advantages in materials, and selling to you direct at makers' prices could crowd so much good reliable quality into such small outlays.

Every suit is cut to meet the requirements of particular dressers. -Hangs well and looks smart! The linings are good. Every bit of material was carefully examined before it went into the suit-it's bound to be right.

For 8,00 Single-breast-ed styles, with broad lapels, cuff on sleeve, strong Italian linings, American styles. Sizes 31 to 35.

For 9.50—Young men's college suits in neat grey worsted, four button sack style, pockets with flaps, buttoned through,

For 11.50—Grey pepper and salt pattern in wor-

NEW ENTRANCE EXAM.

What the Toronto 'Teachers' Asso-

ciation Have to Suggest

The Teronto Principals' Association

have passed resolutions asking for a

provincial senior fourth class examina-

tion, the passing of which would en-title students to attend any high school,

title students to attend any high school collegiate or continuation class in On-

ario.. They would place the require

standing at 40 per cent. on each paper and 60 per cent. on the whole, and would have the result of the examina-

tion considered in connection with the teacher's estimate of the standing of

the pupil.

The principals would have "a reason.

able curriculum" of the work in the essential subjects drawn up for the pro-

vince and would have the education

department appoint a provincial board of examiners to set the papers for this

TEN THOUSAND AT STAKE.

Why Contractor Mitchell is Feeling

NEW YORK, April 17 .- (Special.)-

Still under the care of a physician,

James Mitchell, a railroad contractor

press Co. wagon on Wall-street.

Mr. Mitchell, who is a brother of Senator William Mitchell of Quebec, asserts that it was the driver's fault.

On April 24 he is scheduled to start work on a branch of the Intercolonial

Railway Co. to join the Matane and Gaspe branch. Unless Mr. Mitchell is

able to start work on the time promised he will forfeit \$10,000.

Celebration of Easter.

Mr. J. M. Wilkinson, as director of the People's Sunday night services in

congregation by the light of a large white electric cross suspended from

sted; three-button sack

For 13.50—Pretty mouse colored grey worsteds in double - breasted, sack style, long broad lapels, cuff on sleeves, twilled

For 15.00-Fine imported fancy worsteds in medium and dark greys; new effects and colorings, latest single-breasted mod-

Strongest Suit for Boys

Double elbows, knee pants have double seat and double knees. A three-piece suit of all-wool imported tweeds, mid-grev mixtures. Well lined and strongest of tailoring. Double-breasted coat. Sizes 28 to 33. It more than pays to buy clothing like this. and the price isn't high 5.00

*T. EATON COMITTED

IT'S THE CRIMP

-that's the part that counts.

And the Crimp that makes Washing Easier, and practically does away with any danger to the Finer Linens, is the Crimp that's RIGHT.

You'll always find the RIGHT Crimp in

Eddy's Washboards

Your Grocer has them --- and Eddy's Matches.

When Buying of Quebec, Canada, said to-day in his apartments in the Hotel Woodstock Wallpapers that unless he was able to reach his home city by April 24 he would stand to lose \$10,000 as a result of having been run down by a United States Ex-

From us, in addition to a magnificent stock moderately priced, you have the assistance of experienced and courteous salesmen whose advice will often save you from disappointment following your purchase.

ELLIOTT & SON, Limited 79 King St. West

TORONTO

Several Treaties Ratified.

tral powers in naval war and the limitation of the employment of force in the recovery of contract debts; between the United States and Great Britain a charge of stealing it.

Michie's Teas are Regular in Their Superior Quality and Flavor.

190 YONGE STREET.

The tea you like is somewhere in our store, and at your price.

The English Breakfast Blends at 50c. lb. are the favorites. but there are plenty of others.

MICHIE & CO., Limited 7 KING ST. WEST

Telephone Main 7591 Private Branch Exchange con necting all departments

concerning fisheries in waters contiguous to the United States and Canada and for extradition between the United States and the Republic of San Marino (in Italy).

The Joke's on George. George Wilson of Hamilton play-fully mounted William Goodwin's

JOHN GA SEASO

Ladies' Sp

Long Twee

Ladies' Ta

Oriental S

More Foula Eastertide

For Easter Gi
of useful article
listed, any of v
ated by lovers of
Black Lace Mi
Ostrich Feath
white).
Silk Limbrellas

Mail Order

JOHN CA 65, 57, 59, 61

THEN Portrait of Gener

ing.
The gift of a bution to medic ensuing year, wa Dr. Futcher of pital, Baltimore, of a series of c pices of the asso to-day. This is open t

eion.

The guests of Futcher, Dr. Ch. Larkin. Those were Dr. H. A. Dr. H. Parsons, Dr. Chas. Temp Dr. T. D. Mei C. Campbell, Df. W. Ross, Dr. Hendry, Dr. F. President-Elect erich; Dr. E. Seaforth; Dr. D. J. N. E. Brown. J. N E. Brown, Caulfield, Dr. Dr. W. Cerswel field, Dr. J. A Malloch, Dr. Al

Scandal I PARIS, April le Duc named I ed to one year's charge of havin to the army. ordered recently war, M. Picqua allegation that t ment of the ar scandals in the

More Th The clerk or than his reputat his integrity. F a money backin secure in any ev tee and fidelity men of every cs surers, collector surers, collect guaranteed to t etary responsibitee and Accider federation Life and Richmond-

Don At the Gayet Chaters won a donated by Mol had been recalle andience. Miss great favorite t

MONTEVIDE Texas, April 1 the government the Italian crui is in this port

Jamaican KINGSTON. endeavor is b government of trade agent of

THE SOUA

And square man gets wher from his corns tractor. For fift