

# Speed With Most Efficient Work in Producing Large Editions

## Allegiance to Public Interests IN ALL SEASONS AND CIRCUMSTANCES Has Made The World a Power

### How one man has Affected Many Reforms by Being True to Basic Principles of Journalism.

The World derives its significance as a newspaper primarily from the all-important fact that the man in control is known through Canada from ocean to ocean. A newspaper editorially has no inherent personality of its own apart from that of the individual or group of individuals, who direct and control its policy. It is just a weapon which for its use depends on the man who wields it. That is the basic element in journalism, the fact is often forgotten or ignored by the public to whom it is of vital interest. Newspapers may and do differ in the quality of their contents, in the attractiveness and value of their services, in the manner of treating information and so on, but its organization and internal mechanism, one paper may dominate its contemporaries, but in the nature of its policy, in the hidden forces which govern its attitude on moral, political and social questions, lies its true significance to the public at large. To-day in Canada and in the United States there are hundreds of newspapers ostensibly devoted to the public interest, with editorial columns conspicuous by their constant profession of devotion to the cause of the people, that are in reality owned by interests in the worst degree antagonistic to popular rights. The ordinance that has fallen into the enemy's hand will serve its new masters just as readily and destructively as it did the country that first forged and named the liberties. So will a newspaper, but a newspaper has far more subtle potencies of danger. Newspapers established by patriotic and able men, have honestly achieved great results, stations simply because the men behind them were themselves faithful and conscientious public servants. But the time may come, has often come, when they pass under different and less righteous control. Then their very reputation becomes the most effective ally of their new masters. The old accent of sincerity is maintained, the familiar features remain, but their policy is no longer conditioned by public considerations. They serve personal interests, not openly but secretly and hypocritically. So in considering what a newspaper is, what its significance is, what it stands for—the crucial question for the people at large, for those who have learned to regard it as incorruptible and trustworthy, is—Who is the man behind the paper?

No subtlety, no concealment exists regarding the man behind The World, William Findlay Maclean. Thru its editorial columns he speaks as he speaks in the Federal House of Commons as the member of parliament for South York. The policies he argues in parliament are the policies advocated and expounded in the newspaper he controls.

It has often been remarked by the opponents of his policies, not without a tinge of derogatory sarcasm, that Mr. Maclean would be nothing, would have little public influence, apart from The World. But the man and the gun are not separated, all the less when as in this instance it is his own creation. Thru The World, Mr. Maclean has been able to speak to a wider audience than parliament affords and has been able to include the complex of ideas which might easily have prevented his policies from appealing to the public mind. In the earlier days of his parliamentary career when the movements with which he is now so closely associated were flouted and derided as fads and dreams, it was a matter of vast moment that he could speak thru the columns of his paper day in and day out and year by year. Mr. Maclean and his public policies have made The World what it is to-day, have given it the reputation it enjoys to-day, have taught the masses of the people to recognize that it has a journal inspired by progressive ideals. Fearless in defence of popular rights, constant in promoting public interests and protecting them from open and covert attempts at their exploitation for personal or selfish purposes. These are the watchwords of The World, as they ought to be of every sound and sincere democratic newspaper.

For another side of The World's significance as a newspaper is its unswerving faith in the principles of democracy. It believes in government by the people, for the people. It maintains that the greatest good of the greatest number should be the goal of all democratic governments. On this foundation the whole policy of The World rests and this is why it wages unceasing war against monopolies, against aggressive capitalist combinations, against any and every endeavor to bring the many under subjection for the advantage of the few, against any and every attempt to make the weak the prey of the strong. Violation of this fundamental principle has created in the

United States the formidable evils from which that country, its states and cities are now suffering. To prevent the development of similar conditions in Canada, in its provinces and cities, The World has striven to the best of its ability and will continue to strive while William Findlay Maclean is the man behind the gun.

Loyalty to democratic principle explains the independent political attitude of The World. It is not a Conservative newspaper nor a Liberal newspaper but a democratic national newspaper. These party names in Canadian politics are really misnomers more especially if they are intended to connote differences as these are found in the United Kingdom. The World has little use for them. Its policy on particular measures is not influenced by party affiliations but by regard for national and public well-being. It desires to see Canada, the home of a genuine democracy where the people shall share to the full in the benefits that ought to come from the splendid natural wealth and resources which are their heritage. The World is therefore in the strictest sense of that often misused word an Independent newspaper, aligned with no party nor interest and forwarding no policies except those which it advocates openly and unreservedly. It wants good government, capable government, honest government, conceived and pursued in the straight interests of the masses of the people, a government that will ensure and preserve the highest possible standard of living among the working classes and that will afford to every man and woman, every boy and girl, equality of opportunity in the race of life.

What then are the policies and measures which The World stands for and with which it seeks to be identified?

It stands for purity and freedom of election because this is the first necessity of true democracy. If the voice of the majority of the people is to prevail, the electoral vote must be jealously guarded. Any and every government which fails in this watchful care, which refuses or neglects to vindicate the right of the people to free expression of their will, violates the most sacred of their duties.

The World stands for civil and religious liberty.

The World stands for the abolition of political patronage of every kind and for an independent civil service in all departments of the state.

The World stands for the upbuilding of Canadian industries, thru the measure of protection which is necessary to equalize competition with nations in a more advanced stage of industrial development, or whose standard of living is lower. But it also recognizes that protection must not be abused thru artificial combinations, in restraint of trade, or for the undue boosting of prices, and it holds that the consumer must be protected from conspiracies of that kind. It wants a permanent tariff commission with



At Work, Type Setting From Cases Held By New Wrought Iron Frames, the Latest Things in Composing Room Equipment.

be taken to strengthen the bond that unites the imperial states. With that object, The World supports an inter-imperial preferential trade arrangement, an all-empire free trade union, and the establishment of an imperially owned and operated cable service.

The World stands for the assumption by the Dominion of a reasonable share of the burden of imperial defence, subject to the final voice of the Canadian people thru their parliament and government.

These then are the main lines of imperial and national policy with which The World has been identified and that from its new and permanent home it will continue to advocate. Its significance as a newspaper editorially depends on its loyalty to the democratic principles underlying the measures that are above briefly indicated. That again depends on the personality of the man behind The World. His public record speaks for itself and in its own best interpreter. For the future this can be said: While The World remains under its present control it will follow the course in public affairs it has hitherto pursued. It will stand out in all circumstances and at all times to champion the rights of the people as it understands these to be. It will seek the advancement of that same imperialism which shall make the British nation a mighty world influence for peace. It will assist to the utmost of its power in building the Dominion of Canada into a great democracy worthy of its unrivalled inheritance, ruling itself in righteousness and inspired by the noblest ideals of work and service.—C. Maciver.

## Suburbs Appreciate Efforts to Give Them Best Local News

### The World's Circulation In and Around Toronto Exceptionally Large.

A strong feature of The Toronto World has always been the reliability and enterprise which has always marked its connection with York County matters, and its advocacy of everything calculated to improve the material and moral progress of dwellers in this the metropolitan county in Canada.

The World was the first to truly appreciate the intimate connection between the dwellers in the big city and nearby suburban points and the magnificent rural population within a radius of twenty-five or thirty miles around the city, whose interests are all so closely interwoven.

While realizing that the aims and aspirations of a great city are in the outset not local or even provincial, but national in character, The World has always been impressed with the importance of dealing with matters at close range. In catering to the suburban and rural population of York County its success can in no way be more accurately judged than by the number and class of its readers. Judged by this standard the success of The World has been phenomenally rapid. A circulation of from 16,000 to 18,000 beyond the borders of the city and within a radius of from 25 to 30 miles, among a class of readers unaccustomed to a better newspaper service, has been attained such an enormous circulation in York County, speaks volumes.

The World in York County as elsewhere, has always strongly maintained the rights of the people as against the corporations. The marvelous growth of the independent telephone company, and the splendidly rapid rise of The World in the very outset in the little village of Leucut Hill, for the recognition of the independent companies against the Bell Telephone Company, resulting after long struggle in the order from the Railway Commission granting the rights long contended for, is still fresh in the public mind.

Efforts That Bore Fruit.

The fight for a two-cent rate on the Metropolitan Railway and its affiliated lines and the persistent advocacy of a better service has also borne good fruit.

Similarly not a little of the success which has attended the great enterprise known as the "Iron Rock" strike in West Toronto may fairly be traced especially in its initial stages to the hearty support accorded by The World. Not alone by reason of its bright and attractive county news service, but as a medium thruout, the "Iron Rock" strike, for the dissemination of facts pertaining to the farm and agriculture in general has The World won a strong piece in the minds and hearts of the farmers from the shores of Lake Ontario on the south to Lake Simcoe on the north. While York County in its relation to agricultural matters in general possesses no particular claim over any other agricultural county, the conditions by reason of its nearness to the city are peculiar. The market gardening industry around the city is fast assuming enormous proportions, and in its advocacy of a higher custom duty against United States imports, and its unequalled suburban news service, The World is a great favorite with the market gardeners, and as an advertising medium is without a peer.

Always enterprising, always abreast of the times, and with a staff of correspondents chosen by reason of their special fitness and who are active thruout the towns and villages of the county, it is not a matter of wonder that The World in this as in all other departments has forged to the front.

Its Success Recognized.

The World is now generally recognized as one of the greatest mediums for the furthering of any great movement in the county in the line of progress. The big light successfully inaugurated and carried out by The World for the opening up of parallel roads thru the town of North Toronto against corporation influence, and similarly the sewerage (the latter temporarily delayed) were endorsed by the public. In the annexation of East Toronto, West Toronto, Earlscourt, Brantford, Deer Park, and later the "midway," The World was early a warm advocate

### FIGHTING FOR FAIR PLAY

and supporter of the movement. The Bloor-street viaduct, while primarily a city project, will constitute one of the great highways giving rapid and ready access between the city and county, and in its relation to the latter, is vital to the future of East Toronto. This one is among the big projects that The World is consistently and persistently supporting.

In close touch with the social, religious and farm life of the county with even greater diligence in the acquisition of all that is latest in news gathered from every part of the big county, and to this end invite the co-operation of rare thousands of readers, if anything which you regard of sufficient importance happens in your neighborhood, telephone or write The World, and we will cheerfully assume the cost of transmission, providing the news is valuable.

The World is now comfortably located in new and handsomely appointed offices on New James-street (World Square) and cordially invites its thousands of readers thruout the county to call and visit us. We will make you welcome.

## POLE EXPLORER ON RECORD TOUR

### Lieut. Shackleton Will Tell Story of His Dash at Least 123 Times.

A record lecturing tour will be commenced by Lieutenant Shackleton on Pole explorer this month, when he inaugurates his public lecturing at the Queen's Hall, London.

"Never before," said the manager of the lecture agency which has arranged the program, "has such a long list of lectures been set down to the name of a famous man for one single tour."

All the principal towns and cities in the United Kingdom and the chief capitals of Europe, including Paris, Rome, Berlin, Vienna, Budapest, Dresden and Munich will be visited. Then will follow a visit to the United States, where lectures in at least thirty of the chief cities will be delivered.

At the very least Lieutenant Shackleton will tell the story of his dash to the South Pole 123 times. He will listen to 123 votes of thanks to himself and have to formulate 123 replies.

In travelling between the towns at which he is lecturing, including his American visit, Lieutenant Shackleton will cover over 20,000 miles. He will address more than 200,000 people. His lectures, if he spoke continuously would extend over seven days sixteen hours thirty minutes, and he will utter more than 1,200,000 words.

The European lectures eighty-three will be delivered in 122 days, from November 1 to March 2 of next year. Twelve were given in England from November 1 to November 12. Then follows a visit to Paris, where two lectures were given on November 14 and 15. The British tour was resumed on November 18 at Edinburgh, and from that date to December 30—thirty-three days—there will be thirty-five lectures.

Then follow visits to the great Continental cities. Between January 2 and January 21—nineteen days—fourteen lectures will be given, including four in Berlin, two in Vienna, and one in Rome. Returning to England thirty more lectures will be given, making seventy-seven in all in the United Kingdom.

A sample of the arduous task which Mr. Shackleton has set himself will be found in the week from December 19 to December 17. On the 16th he will lecture in Bedford in the afternoon and Windsor in the evening; on the 17th at Leamington and at Malvern; on the 18th at Belfast; on the 19th at Dublin; on the 15th at Cork; and on the 17th at Birmingham.

## BRANDS OF PRISON CLING TO CONVICTS

### Discharged Man Finds Injustice Awaiting Him and Complains.

Here is a story that will be of interest to the humanitarian. We are inclined to think it contains a considerable amount of truth:

"I was discharged from San Quentin six weeks ago. I was given a new suit of clothes (that was branded 'prison' all over, but no matter about that.) I was given clothes to cover me, \$5 in cash, and the good wishes of the warden and the man who drives the van. Very good, you say, for an ex-convict? Well, listen to this. On the day I was given my freedom, my picture with my description was sent to every sheriff of every county in the State. 'This man is free—may be coming your way. Look out for him.' Now, there is nothing dangerous about me, or at least, there never was. I was a street-car conductor, a decent enough sort, when one night I got drunk and hit a man. Unfortunately for both of us, it nearly killed him. I got four years, I paid the penalty. Should I be let alone now or not? I gave more than four years out of my life to the State. I lost my health. For that reason I applied for work gave it to me, then I took my honorable discharge out of my pocket and showed it to him. He picked up a cane that lay across his desk and yelled at me: 'You get out of here or I'll knock your brains out.'"

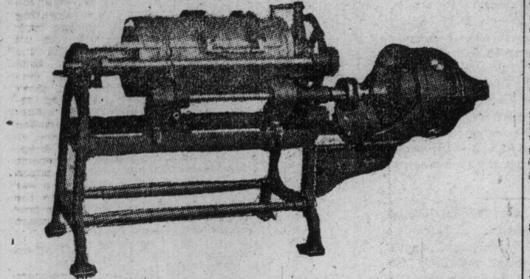
It is needless to draw any facile moral from this condition. The facts are intricate. The difficulties are many. A bitter situation faces the prisoners who wish to lead an honorable life after his discharge. A delicate situation faces the man who would employ him. The employer knows the rules; it requires some sacrifice to principle and humanity on his part to test the particular case in order to avoid helping to crush a man who may be one of the exceptions. Sentimentalism in the treatment of crime is not to be encouraged, but injustice is still worse.—Collier's.

## Value of Church Property.

From U. S. Census Bulletin No. 109:

The total value of church property reported in 1906 for all denominations was \$1,257,575,967, of which \$335,942,578 was reported for Protestant bodies, \$39,638,787 for the Roman Catholic Church, and \$28,994,602 for all the remaining bodies. The following statement shows the principal families ad separate denominations arranged in the order of the value of church property, as reported by them, together with the average value by organizations reporting:

Roman Catholic Church	\$28,994,602
Methodist bodies	225,450,996
Presbyterian bodies	150,189,416
Baptist bodies	139,843,666
Protestant Episcopal Church	126,040,498
Lutheran bodies	74,826,399
Congregationalists	65,240,805
Reformed bodies	50,648,247
Disciples of Christ	20,995,316
Jewish congregations	23,195,275
Unitarians	14,268,577
Universalists	10,575,686
German Evangelical Synod of North America	9,376,402
United Brethren bodies	9,073,779
Evangelical bodies	8,990,979
Church of Christ, Scientist	8,806,441
Independent churches	3,924,577
Friends	3,857,451
Latter Day Saints	3,168,543
Dunkards or German Baptist Brethren	2,802,583
Christians (Christian connection)	2,740,322
Adventist bodies	2,425,209
Mennonite bodies	1,237,124
Eastern Orthodox churches	964,791



Part of the Press Room Equipment. Motor Equipment For Outing Plates. It is Used in Cases of Emergency.

ample powers to compel a square deal between protected industries and the people.

The World stands for a white Canada that the essential features of a British community may be retained in its integrity and because the presence in any considerable number of races that cannot be assimilated and with an inferior standard of living, would be a national menace.

The World stands for the conference of the franchise on women on equal terms with men, believing it to be necessary for the purification of public and political life.

The World stands for the sharp separation of federal and provincial rights and the maintenance unimpaired of their respective jurisdictions.

The World stands for the public ownership and operation of all services and utilities which are by nature monopolies or that can only be successfully worked as monopolies. It holds that their transfer to companies for private profit is detrimental to the community and that, until such services are resumed, all franchises holding corporations should be under close supervision and control, not only in their working, but also as regards their capitalization and stock and bond issues.

The World stands for the imposition on all Canadian railroads of a universal two-cent-a-mile rate for passenger traffic and that as a matter of national policy.

The World stands for the conservation and scientific administration of all natural resources so that a proper measure of benefit shall accrue to the general body of the people.

The World stands for the supremacy of the people and asks that the right of recall, initiative and the referendum should be adopted into the constitution of the Dominion, its provinces and municipalities.

The World stands for the sovereign rights and powers of the Dominion and of her provinces and for their full right of control within the limits of their respective jurisdictions.

The World stands for the continuance of the Dominion as a constituent part of the British Empire in that form which regards the empire as a partnership of free, equal and autonomous nations and holds that every available opportunity should be

## A CENT'S WORTH OF POWER.

### Some Things That Can Be Done With a Pinch of Electricity.

- Probably few people have ever stopped to think what a power electricity is. If you have never thought the matter over it will be surprising as well as interesting to know what can be done with one cent's worth of this marvelous power.
- On the average rate and discounts of the ordinary consumer, says Harper's Weekly, a cent's worth of electricity will operate a 12-inch fan for nearly 90 minutes.
- Will operate a sewing machine motor for three hours.
- Will keep a 6-pound electric flatiron hot for 15 minutes.
- Will make four cups of coffee in an electric coffee percolator.
- Will keep an 8-inch disk stove hot for seven minutes, or long enough to cook a steak.
- Will operate a luminous radiator for eight minutes.
- Will bring to a boil two quarts of water, or operate the baby milk-warmer twice.
- Will make a Welsh rabbit in an electric chafing dish.
- Will operate a 7-inch frying pan for 12 minutes.
- Will keep a heating pad hot for two hours.
- Will operate an electric griddle for eight minutes.
- Will run the electric broiler for six minutes.
- Will run a massage machine for nearly four hours.
- Will heat the dentist's electric hammer and drill going for 30 minutes.
- Will keep the foot-warmer hot for a quarter of an hour.
- Will run an electric piano for one hour.
- Will vulcanize a patch on an automobile tire.
- Will heat an electric curling iron once a day for two weeks.
- Will pump 250 gallons of water 100 feet high.
- Will keep a big glue pot hot for an hour.
- Will drive the electric clipper while shearing one horse.
- Will raise ten tons twelve feet high with an electric crane in less than one minute.
- Will raise a large passenger elevator five stories a minute.

## Abraham Lincoln's Tribute.

I am not accustomed to use the language of eulogy. I have never studied the art of paying compliments to women; but I must say that, if all that has been said by orators and poets since the creation of the world in praise of women were applied to the women of America, it would not do them justice for their conduct during the war.

## ODDITIES OF PAGAN TRIBE IN NIGERIA

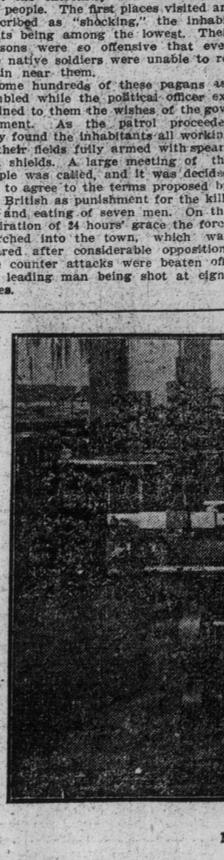
### Cannibals of the Lowest Type Who Worship Worst Fetich.

London Telegraph: Reuter's Agency has received from Northern Nigeria some interesting particulars of the operations undertaken by the British among the cannibal pagan tribes in the remote parts of the Province of Muri, on the Upper Benue—operations undertaken for the purpose of establishing effective administration over a territory so little known that in many cases the villages visited had never before been seen by a white man. The relations between the government and the Wumbari people, the tribe chiefly concerned, had never been friendly, and the three expeditions previously sent against them having had no satisfactory result, a fresh force was sent into the country in consequence of attacks upon traders and also for the purpose of finally bringing the Wumbari under control. The people are described as being of the lowest type, every village being cannibal. Worship consists of the worst form of fetich. In most cases the entire population is quite nude.

The force started from Gateri, on the borders of the Bahrchi and Muri provinces, some 30 miles north of the Benue, and marched in a southeast direction over an entirely new country, of which nothing was known except the extremely bad character of the people. The first places visited are described as "shocking," the inhabitants being among the lowest. Their persons were so offensive that even the native soldiers were unable to remain near them.

Some hundreds of these pagans assembled while the political officer explained to them the wishes of the government. As the patrol proceeded they found the inhabitants all working in their fields fully armed with spears and shields. A large meeting of the people was called, and it was decided not to agree to the terms proposed by the British as punishment for the killing and eating of seven men. On the expiration of 24 hours' grace the force marched into the town, which was cleared after considerable opposition. The counter attacks were beaten off, the leading man being shot at eight paces.

## Matrix Roller (on the left) and Steam Beds; of Which There Are Four (on the right).



Matrix Roller (on the left) and Steam Beds; of Which There Are Four (on the right).