

The Toronto World

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SATURDAY MORNING, APRIL 16, 1910.

Men, Not Methods.

"Once the electors become thoroughly in earnest a better administration is certain."

"If the government of this year is inefficient, the electors will speak next January," declares The News.

The best of our belief the electors have been thoroughly in earnest whenever they go to the polls.

It is the city street cleaning department which is to be merged with another, then Property Commissioner Harris seems to be by far the best man in sight for the management.

A majority of that half elect the successful candidates, who therefore represent perhaps one-third of the actual electoral population.

There is no chance even to propose the candidates who might stir the electors to earnestness under the present system.

All communities are naturally attached to their traditions, and the Liberal and Conservative papers alike of Toronto are strongly conservative as regards the present methods of government.

It is true, the board of control is the result of an evolution and therefore to be commended.

It is true that it has been an improvement over the old method. But government by commission is merely an extension or development of the board of control idea, and there is no reason to suppose that it would not prove to be as much in advance of the board of control as the board of control method surpassed its predecessor.

MR. DRAYTON FOR COUNSEL.

The recommendation of the board of control to appoint Mr. H. L. Drayton as counsel will no doubt receive the approval of the council.

The city is badly in need of legal advice on a large number of matters, but especially in connection with the street railway situation.

The world does not forget that Mr. Johnston, the city solicitor, has been unflinching and indefatigable in the city service, and that the city owes a great deal to his knowledge and acuteness.

It is morally impossible for one man to attend to all that is required in the legal offices of a city like Toronto. The wonder is that Mr. Johnston has done so much.

With Mr. Drayton and Mr. Johnston Toronto will have as bright a combination as the city can command to look after its legal affairs.

MARK TWAIN.

Mark Twain, the most original and the most brilliant literary genius of his generation in America, is lying at death's door.

His life has been embittered in later years by domestic affliction and commercial embarrassment. But thru it all the genial humor and the wholesome outlook on life have remained sweet and true.

Literary excellence is a matter of the taste of each age. Shakespeare was once regarded as impossible, and there are bright young men to-day who will tell you he is "rotten."

Scott and Thackeray and Dickens have been alternately enthroned and dethroned and exalted again.

Mark Twain, the author of "Joan of Arc," "The Prince and the Pauper," and "Huckleberry Finn," and "Old Times on the Mississippi," to mention only a few of the shelf of volumes of which he would say he has been guilty, is one of the great writers of the age.

It will take a generation or two for the academicians to find it out. By that time "More Tramps Abroad," will be regarded as a classic of travel, and there will be pilgrimages to the grave of Samuel L. Clemens.

BELL AGREEMENTS NOT APPROVED.

It is not very long since counsel for the Bell Telephone Company made capital of the declaration that the corporation he represented never broke the law, but observed all the regulations strictly.

The point at issue was the submission of agreements made with independent companies to the Dominion Railway Board. It was stated that all these agreements had been submitted and ratified. This was denied, and evidence of the good grounds on which the denial was based is forthcoming.

A letter from Justice Mabee, chairman of the railway board, under date of March 10, 1910, referring to an agreement made in 1898 with the Mount Pleasant Telephone Company, is explicit.

"In reply to yours of the 5th inst.," says the chairman, "I beg to say that the contract between the Mount Plea-

sant Telephone Company and the Bell Telephone Company has never been submitted, nor approved of, by this board."

POWER FOR STRATFORD.

In spite of the bitter opposition of the Stratford Beach power bylaw to raise \$85,000 for the erection of the local distribution plant, and the purchase of the whole or as much of the gas company's plant as could be utilized therewith, was carried by a majority of 192.

A stubborn fight has been made at Stratford at every stage of the movement to get cheap Niagara power for the citizens. Everything that misrepresentation and prejudice could do was done by the pro-corporation interests.

"It is a mill-stone round our necks," declared The Beacon, the day before the election.

The erection of the plant, the distribution and use of the power, will speedily convince even The Beacon of the absurdity of this contention.

A man in Minnesota is to be let out of jail for writing poetry. He will be hard out.

If the city street cleaning department is to be merged with another, then Property Commissioner Harris seems to be by far the best man in sight for the management.

He has proven himself an indefatigable worker, an excellent administrator, and a disciplinarian who can get the best there is from his employees without being harsh or unfair.

It is not likely that Dr. Sheard's successor as medical health officer will combine those qualities which made the merger of the street and medical departments desirable under the retiring incumbent.

AT OSGOOD HALL.

ANNOUNCEMENTS.

The Hon. William Edward Middleton, K.C., presents the patent of his excellency, the Governor-General of Canada, appointing him one of the judges of the supreme court of judicature for Ontario, and a justice of the high court of justice for Ontario, chancery division, and took the oath of allegiance and oath of office before the honorable, the chancellor, in the presence of the chief justice of the exchequer division, Mr. Justice Anglin of the supreme court of Canada, Justice Magee, Chief Justice of Ontario, and Mr. Justice G. P. Shepley, K.C., treasurer of the Law Society, and G. P. Shepley, K.C.

Peremptory list for divisional court for Monday, 18th inst., at 11 a.m.:

1-Austin v. Rulick. Motion by plaintiff for leave to amend.

2-Lawrie v. C. N. O. Railway. Motion by defendant for judgment.

3-Windover v. Ennis. Motion by plaintiff for judgment.

4-Heintzman v. Bloomer. Motion by plaintiff for judgment.

5-Beattie v. Vandeleur. Motion by plaintiff for judgment.

6-Nesbitt v. Trustees. Motion by plaintiff for judgment.

7-Master's Chambers. Before Cartwright, K.C., Master.

8-Farmers' Bank v. Wishart. W. H. Hunter for plaintiffs. Motion by plaintiff for leave to amend.

9-Canadian Order of Home Cities and Hicks v. H. Spence, for the society. J. E. Jones, for claimant. No case.

10-Mary Hicks. Motion by society for leave to pay \$2000 insurance money into court, less costs of motion and of payment in. Order to go for payment to Everett S. Hicks, less costs of motion. Order not to issue for a week and notice of setting to be given executors and widow, Mary Hicks.

11-Quigley v. Irwin-W. J. Clark, for defendant. Grayson Smith for plaintiff. Motion by defendant for particulars of third paragraph of statement of claim. Order made for particulars of acts of wrongdoing relied on, stating times and places within two weeks. Costs in the cause.

12-Pavlini v. Robertson-Clement (Du Verney & Co.), for defendants. Motion by defendants on consent for order dismissing action without costs. Order made.

13-Hyde v. Toronto Theatre Co.-F. J.

"Nerviline" Cures Rheumatism

And Here is the Proof—A Solemn Statement From a Four-year Cripple Who Says "Nerviline" Did It.

"If I had lived through my sufferings another year it would have been a miracle." This is the opening sentence of the declaration made by Mr. J. Eccles Squires, member of one of the best-known families for twenty miles round Sydney.

"My hands were drawn out of shape, even my fingers were gnarled and crooked—my lameness, stiffness and inability to get about all showed the havoc Rheumatism made with my health. The blessing of it all is that I have heard of Nerviline, and now I am well for the first time."

Others who have tried it will tell you how they may get well for the first time. My system was so weakened that I had to build up with a good tonic, so I took Ferruzone at meals. But I never stopped rubbing on Nerviline—it had a powerful effect on my joints, and bottles after bottles of the painless parts. Nerviline cured me. I am well to-day—have been well for the past year.

You also can cure rheumatism, lumbago, sciatica, neuralgia or any pain or stiffness in the muscles or joints—do so use Nerviline. Don't let your druggist substitute. Get Nerviline only, large size bottle, 50 cents, or sample size, 25 cents; sold everywhere or The Catarthozone Co., Kingston, Ont.

Roche, for defendants. G. H. Kilmer, K.C., for plaintiff, contra. Motion by defendants to dismiss action as frivolous or vexatious, or for security or costs under C. R. 1198 (b). Motion dismissed. Costs in cause to plaintiff in any event.

Booke Manufacturing Co. v. McBean. J. A. McEvoy, for lienholder. Motion by lienholder on consent of all parties for order dismissing action without costs and vacating certificates of lien and its pendens.

Pringle v. Dow-C. J. Holman, K.C., for defendant. R. McLaughlin, K.C., for plaintiff. Motion by defendant in a case for construction of will, for particulars of certain paragraphs of statement of claim, also to strike out paragraph three as irrelevant and embarrassing, and to amend style of cause. Judgment: Motion for particulars enlarged until after the examination of defendants for discovery, as counsel for plaintiff states they cannot give any definite answer to the particulars set out, until the paragraphs three, merely historical and perhaps unnecessary, cannot be considered separately. No further order. Costs in cause of Mr. Dow's death, than the mention of the fact in the statement of claim, as has been done. The action being what it is, the costs of this motion may properly be in the cause. Defendants may have a week to deliver their statement of defence.

Judge's Chambers. Before Meredith, C.J. Re Clark-T. G. T. Corporation v. Bank of Montreal. W. Proudfoot, K.C., for all parties. Motion for order compelling report for distribution by trust corporation, and to disperse with payment into court. Reserved.

Re Emmett and A. O. U. W. A. G. Lawrence, for the society. E. G. Cattanach, for the infant. Motion by the society for leave to pay \$2500 insurance money into court less their costs, and to be thereby relieved from responsibility. Order made.

Re Manes-E. P. Brown, for executors. Motion by executors for leave to pay \$288.81 into court to credit of infant. Order made.

Re Emery, supposed lunatic-F. Aylesworth, for petitioner. Motion to declare lunacy enlarged at request of petitioner, until 29th inst. to supplement material.

Re Douglas and Toronto and Niagara Power Co.-W. H. Hodges, for beneficiaries. E. C. Gattasach, for official guardian. Motion by beneficiaries for leave to apply for judgment for payment out of court. Reserved.

Lemesurier v. Quebec Contracting Co.-Casey Wood, for defendant. Aylesworth, for plaintiff. An appeal by defendants from order of the master in chambers referring their motion to postpone trial to the trial judge. Motion enlarged before Latchford, J. Re Roseman Estate-W. R. Smyth, K.C., for all parties. Motion for order compelling report and for payment out in accordance therewith. Order made.

Re Fee and Mackey and Adams-C. E. Moss, for the landlords. Motion by tenant for an order directing Judge Vallin to certify proceedings before him under the overlying tenants act to the high court. Order made for writ that judge be served within three days and three days after return of writ notice of motion to be made. Either party may set down.

Re Maron Trusts-H. S. White, for Martha Howard. Motion by Martha Howard for payment out to her of interest which is payable to D. A. Howard, deceased. Order made for payment to her as executrix of husband's estate.

Checheto v. City of Guelph-F. Aylesworth, for defendants. Motion to compel plaintiffs to issue order. Direction to Mr. Aylesworth to write and bring upon plaintiff to issue order of Feb. 25, 1910.

Single Court. Before Meredith, C.J. Re Graham-G. C. Campbell, for petitioner. F. W. Harkourt, K.C., for children of devisee. An application of the trustees of will of late John Graham, deceased, under Settled Estates Act, for authority to sell the northerly 32 feet of lot No. 23, and the southerly 14 feet of lot No. 20, on the west side of Yonge-street in the City of Toronto.

Judgment: Under the special circumstances of this case, and having regard to the personal interests of the parties, the estate is desirous that the proposed sale be carried out, and the further fact that, as soon as August next arrives they will become absolutely entitled, I may, I think, properly determine that I so determine and authorize the proposed sale accordingly.

The order must provide for payment into court of the cash payment and the mortgage for the unpaid purchase money must be made to the accountant. The costs of all parties will be paid out of the purchase money, the balance of the purchase money as between solicitor and client.

Upper Ontario v. Cahill-H. W. A. Motion for judgment. No one contra. Motion for judgment. Report of Judge Vallin, to whom action was referred for trial, under section 121 (b) of the Judicature Act, is received.

Judgment: The course pursued by the plaintiff in moving for judgment appears to be in accordance with the practice and the usual procedure for the plaintiff accordingly for the amount found due to him with costs on the high court scale, including the costs of the order of reference and dismissing the defendant's counter claim.

Divisional Court. Before the Chancellor, Magee, J., Latchford, J. Thompson v. Court Harmony-E. F. Heyd, K.C., for defendants. H. E. Rees, K.C., for plaintiff. Appeal by defendants from the judgment of the County Court of York of Feb. 8, 1910.

Argument for the plaintiff commenced yesterday and concluded. Judgment reserved.

Before the Chancellor, Latchford, J., Middleton, J. Standard Construction Co. v. Wallberg-M. L. Gordon, for the appellant. G. P. McFarland, for respondent. An appeal by Wallberg from the order of Falconbridge, C.J., of March 20, 1910. The order dismissed an appeal from the master-in-chambers who refused leave to enter a conditional appearance. Argued and reserved.

Before Mulock, J.; Magee, J.; Sutherland, J. McKnight v. Robertson-E. Week, K.C., for plaintiff. Lynch-Staunton, K.C., for defendant. The judgment on appeal already reported was varied by allowing the appeal with costs up to and including the date of the appeal, and the judgment varied so as to provide for reference to the master, to ascertain what sum of money should have been paid to the plaintiff as reasonable for his care during his illness for the period covered by the claim mentioned in the plaintiff's statement of claim, and that for such sums as may be found by the said master to be due to the plaintiff in judgment against the defendant inclusive of the costs of the reference.

MODERN ADVERTISING AN EDUCATIONAL CAMPAIGN

O. S. Perrault's Recent Address to the Advertising Men of Winnipeg.

One of the prominent visitors to a recent luncheon of the Winnipeg Advertising Men's Club was O. S. Perrault, advertising manager of the Imperial Tobacco Company, Montreal, and with him was P. K. Walters, vice-president and W. Miller, the Winnipeg manager of the company.

In addressing the members of the club Mr. Perrault spoke in part as follows:

"I always place great value on my visits to the west, as I regard them as a sort of mental tonic. Like all Canadians, I have faith in the future of the Dominion, but I find that I need to come into periodical contact with the optimism of the west to keep that faith bright. This is 'Canada's century' and words which can be spoken with much greater conviction after having seen for one's self that part of the Dominion wherein lies the greatest hope of the future of the prophecy, because, as Winnipeg and the west grows, the east is bound to grow also. Montreal might learn much from Winnipeg, and this very club is one of the features of your life which I should like to see reproduced there."

A Fascinating Study. "Advertising is a fascinating study and one which never loses interest. Some people are inclined to borrow the fact that advertising is not an exact science, but would not our occupations become somewhat dull if we knew exactly what would happen when we issued certain advertisements?"

"Have we not all seen what appeared to be in every way splendidly conducted campaigns which, in fact, for some accidental reasons did not bring the desired results?"

"The advertising man who is in earnest and devoted to his calling is a strenuous life. It is a charm because it demands an alertness and resourcefulness which develops the best that is in him. At the same time we can, I think, realize that great progress has been made, and the reason is that the advertiser of to-day compels attention in a more direct and forcible manner than in those days."

"But is it not a fact that womenfolk now are far more interested in the newspaper advertisements of large department stores than they were in the so-called news, and the reason is that the departmental store people so prepare their advertising matter that it compels attention by its freshness and vitality. Then, again we find many people nowadays who get more enjoyment out of reading the advertising pages of the newspapers and the magazines than they do from the inside matter. If there is one thing more than any other that advertising men have to be thankful for it is the spread of education, which enables them to appeal to people's intelligence, with better proportionate results than was formerly possible. The Chambermen in Canada, for instance, are many of them, adopting the Canadian clothes and civilization, not forgetting the cigars (it was going to name the brand 'Sweet Caporal' cigars, but I won't)."

Government's Success. "I am told that, thanks to the Hon. Mr. Fisher, minister of agriculture, and to the provincial governments, scientific methods as applied to agriculture are giving increased results and new products in various parts of the North-west and by a careful study of the conditions of the climate and experimenting with seeds, the productiveness of the soil is marvellously increased. May we not hope that the application of such methods to the problems of publicity will bring similar successes?"

"We can trace the evolution of advertising from its crude beginning to the time when education began to be general, and advertisers took advantage of it by discarding the big drum and the bell and using instead the newspapers, magazines, bulletins, placards on walls and fences, bulletin boards in cities and villages. We can, however, notice a great contrast in the character of the billboards of today as compared with early efforts."

"Printing processes have vastly improved and the resources of the artist, the sign painter, the bill poster and the electrician are now made use of in a manner which would furnish any of the biggest surprises of all. These things are all more effective because of education, and the advertising of Canada which has done the most good has largely been in the nature of an educational campaign."

Western Optimism. Mr. Walters, the vice-president of the company, yesterday expressed himself as being most surprised at the optimism and the civilization in the west. This optimism he had met everywhere and in talking with the men in the cities, towns and villages, with the farmers and many others, he found that each told the same story of belief in Western Canada and each was satisfied with his own lot and prospects.

Everyone thought that Western Canada was the best place to be in and each thought his particular city or district was the best in Western Canada. In Banff he had met a man who spoke of the bathing ponds there. "I go up there and have my swim right in the middle of winter," this man had said. He admitted there were ledges on his hair when he came out, but these soon melted away. Mr. Walters thought this illustrated how optimistic the people of the west are.

Speaking of the civilization in the west, Mr. Walters said that he did not mean merely the matter of going to church, or education, or of wearing one's clothes decently, but the larger civilization of using the present rightly and of preparing rightly for the future. He was impressed especially by the cities, towns and villages of the west, by their wide streets and the breathing spaces around the homes. Mr. Walters believed that the west was trying to avoid the menace of slums, and his experience in European cities enabled him to speak with authority in this regard. He said that as far as he could judge, Western Canada was building to avoid that sort of thing.

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SUN SHINING ON IT



"That old gray bonnet with the sun shining on it" isn't quite the proper thing for these spring days. It's bad for business. What you want is something that will make you look prosperous. A hat with the name of a big maker on the inside band.

Come here to-day or to-night and we will show you what is stylish in New York or London. And the price of the hat will fit your pocket-book. Derby hats \$2.00 to \$5.00. Alpine hats \$2.00 to \$5.00. Silk hats \$5.00 to \$10.00.

Store open every evening.

DINEEN

140 Yonge Street



Extra Granulated and other grades of Refined Sugar represent perfection in sugar refining, and are the result of experience and modern machinery.

MANUFACTURED BY THE CANADA SUGAR REFINING CO., Limited MONTREAL, QUE.

Advertisement for Old Gold Cigarettes, featuring an illustration of a man and the text "It give my last quarter I could only get a light" and "CIGARETTES".

Advertisement for Banish Pimples and Eruptions, featuring the text "BANISH PIMPLES AND ERUPTIONS" and "In the Spring Most People Need a Tonic Medicine."

Advertisement for Dodds' Kidney Pills, featuring the text "DODD'S KIDNEY PILLS" and "CORRELS KIDNEY DISEASE, BRIGHT'S DISEASE, DIABETES, BACKACHE."

Vertical text on the far right edge of the page, including "JOHN EXT SPE", "NEW T UNDER", "MOIRE UNDER", "SUMMI HOSIE", "FOULA", "MEN'S CHANC", "HAND FLOW", "FLANN BLAN", "ITALIA LOUNG", "THE 114", "MICHIE'S Extra Old Rye Whiskey is always of the same even quality and mellow flavor—none better.", "TO MOVE TRINITY", "DODD'S KIDNEY PILLS", "CORRELS KIDNEY DISEASE, BRIGHT'S DISEASE, DIABETES, BACKACHE."