

The Toronto World

FOUNDED 1884.
A Morning Newspaper Published Every Day in the Year.
WORLD BUILDING, TORONTO.
Corner James and Richmond Streets.
TELEPHONE CALLS.
Main 333-Private Exchange Connecting all Departments.
Readers of The World will confer a favor upon the publishers if they will send information to this office of any news stand or railway train where a Toronto paper should be on sale and where The World is not offered.

SATURDAY MORNING, APRIL 16, 1910.

MEN, NOT METHODS.

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

Thus The Evening News, in defence of the present method of selecting the men who are supposed to govern Toronto.

"If the government of this year is inefficient, the electors will speak next January," declares The News. As similar declarations have been made during any number of years, the novelty of this hope is not startling.

To the best of our belief the electors have been thoroughly in earnest whenever they go to the polls. But they only go when they can get a chance to vote for candidates who arouse their enthusiasm. The records show that not more than half the available vote is ever polled.

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

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 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, but 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. The routine alone is an oppressive burden.

With Mr. Drayton and Mr. Johnston Toronto will have as bright a combination as the city can command to look after its legal affairs. How long, under the present system, can they be persuaded to remain?

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," and of "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 AP. PROVED.

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 Macbe, chairman of the railway board, under date of March 10, 1910, referring to an agreement made in 1908 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 Pleasant Telephone Company and the Bell Telephone Company has never been submitted to, nor approved of, by this board."

"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 cured. I feel as well as I ever did, and I can do all the work I want to do."

System was so weakened that I had to build up with a good tonic, so I took Nerviline. Don't let your doctor rub you down with a bottle of Nerviline. Get Nerviline only, large size bottle, 50 cents, or sample size, 25 cents; sold everywhere or The Catarrhose Co., Kingston, Ont.

CURED 1-2 YEARS

Roche, for defendant, G. H. Kilmer, K.C., for plaintiff, contra. Motion by defendant to dismiss action as frivolous or vexatious, or for security for costs under C. R. 119 (b). Motion dismissed. Costs in case to plaintiff in any event.

Booke Manufacturing Co. v. McBean—J. A. McVey, for defendant, motion by plaintiff for order of costs. Motion dismissed. Costs in case to plaintiff in any event.

Pringle v. Dow, C. J. Holman, K.C., for defendant, motion by plaintiff for order of costs. Motion dismissed. Costs in case to plaintiff in any event.

Thompson v. Court Harmony—L. F. Heyd, K.C., for defendant, motion by plaintiff for order of costs. Motion dismissed. Costs in case to plaintiff in any event.

Standard Construction Co. v. Wallberg—M. L. Gordon, for the appellant, G. McFarland, for respondent. An appeal from the judgment of the County Court of York of Feb. 8, 1910. Argument by counsel from yesterday and concluded. Judgment reserved.

Before the Chancellor, Latchford, J.: Middleton, J.

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AT OSGOOD HALL ANNOUNCEMENTS.

The Hon. William Edward Middleton, K.C., presented the petition 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 the oath of office before the honorable, the chief justice of the high court of justice of the province of Ontario, the chief justice of the chancery division, Mr. Justice Anglin of the supreme court of Canada, Justice Macbe, Chief Justice of the Ontario court of appeal, Mr. Justice Irving, K.C., treasurer of the Law Society and G. F. Shepley, K.C.

Peremptory list for divisional court for Monday, 18th inst., at 11 a.m.:
1—Austin v. Riley.
2—Lawrie v. C. N. O. Railway.
3—Widdow v. Ennis.
4—Heintzman v. Bloomer.
5—Beattie v. Vandeleur.
6—Nesbitt v. Trustees.

Master's Chambers.
Before Cartwright, K.C., Master.
Farmers' Bank v. Wicks—W. H. Hunter for plaintiff, motion by plaintiff for order of costs. Motion dismissed. Costs in case to plaintiff in any event.

Re Canadian Order of Home Circle and Hicks—J. H. Spence, for the society, J. E. Jones, for claimant. No one for 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.

Quigley v. Irwin—W. J. Clark, for defendant, Grayson Smith for plaintiff, motion by defendant for particulars of claim. Order made for particulars of claim of wrongdoing relied on, stating times and places within two weeks. Costs in the case.

Pavlini v. Robertson—Clement (Du Vernet & Co.), for defendant, motion by defendant for order of costs. Order made.

Hyde v. Toronto Theatre Co.—F. J. Hyde, for plaintiff, motion by plaintiff for order of costs. Motion dismissed. Costs in case to plaintiff in any event.

McKenzie v. Quebec Contracting Co.—Casey Wood, for defendant, P. Aylesworth, for plaintiff. An appeal by defendant from order of the master in chambers referring their motion.

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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,' are 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 province, 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 bemoan 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 advertising campaigns which for some accountable reasons did not bring the desired results?"

"The advertising man who is in earnest and devoted to his calling leads a strenuous life; that is his charm, because it demands an alertness and resourcefulness which develops the best that is in him. At the same time we can, I think, pride ourselves on the fact that advertising is not so hazardous as it is used to be. Take up an old magazine or an old newspaper and you at once realize that great progress has been made, and that the advertiser of to-day compels attention in a more direct and forcible manner than in those days."

"But it is not a fact that womenfolk now are far more interested in the newspaper advertisements of large departmental stores than they are 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 Canadian men in Canada, for instance, are, many of them, adopting the Canadian clothes and civilization, not forgetting the cigarettes. (I was going to name the brand 'Sweet Caporal' cigarettes, 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 Northwest 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 same kind of such methods to the problems of publicity will bring similar successes when we start to 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, printed 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 of 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 'Rip Van Winkle' with perhaps the biggest surprise 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 got up there and have my swim right in the middle of winter," this man had said. He admitted there were icicles 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.

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.

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BANISH PIMPLES AND ERUPTIONS

In the Spring Most People Need a Tonic Medicine.

If you want new health and strength in the spring you must build up your blood with a tonic medicine. Follow the long indoor winter months most people feel depressed and easily tired. This means that the blood is impure and watery. It is this state of the blood that causes pimples and eruptions. To this same condition is due attacks of rheumatism and lumbago; the sharp stabbing pains of sciatica and neuralgia; poor appetite, frequent headaches and a desire to avoid exertion. You can't cure these troubles by the use of purgatives; you need a tonic and a tonic only, and among all medicines there is none that can equal Dr. Williams' Pink Pills for their tonic, life-giving, nerve restoring powers. Every dose of this medicine makes new, rich blood, which drives out impurities, stimulates every organ, and brings a feeling of new health and energy to weak, tired out, ailing men, women and children. If you are feeling out of sorts give this medicine a trial, it will not disappoint you. Mr. Paul Charbonneau, a young man well known in the town of St. Jerome, Que., is one of the most who bear testimony to the value of Dr. Williams' Pink Pills. He says: "When I left school I became a book-keeper in an important office. Probably due to confinement I began to suffer from indigestion and loss of strength. I became pale and seemingly bloodless and was often seized with palpitation of the heart and violent headaches. I tried several remedies, but they did me no bit of good. I was advised to try Dr. Williams' Pink Pills and did so, and the use of eight boxes brought me back to health and strength. I have since enjoyed the best of health and cannot say too much in praise of this valuable medicine."

Sold by all medicine dealers or by mail at 50 cents a box or six boxes for \$2.50 from Dr. Williams' Medicine Co., Brockville, Ont.

Twelve Millions a Year.

When people buy, try, and buy again, it means they're satisfied. The people of the United States are now buying Caseolets Candy Cathartics at the rate of twelve million boxes a year and it will be thirteen millions before New Year's. It means merit proved, that Caseolets are the most delightful bowel regulator for everybody the year round. All druggists, 10c, 25c, 50c a box. Cure guaranteed.

Irrigation Problem.

Shall ten new liquor licenses be granted in the New Liskeard district? Is a question which is at the present time being fought out by the temperance people on the one hand, and some large financial interests on the other. The former are urging Provincial Secretary Hanna to stand by his former declaration not to grant any more licenses either old or new in Ontario.

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For sale by ily by The pronto, On

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