

Wide Awake Toronto Boys Find it Profitable to Sell The World

Population of a Town

Number of Those Engaged Directly or Indirectly By The World Runs Into Hundreds.

Enough people make all or part of their income thru spending all or part of their time in the employ of The Toronto World to populate a fair sized town, with a government and social system all its own. In point of numbers the vendors and dealers head the list. In the City of Toronto there are approximately 700 persons from whom the morning World can be purchased. The Sunday World can be secured from about 1000 vendors. Boys who wish to make a little money on the side but do not like getting up early in the morning reinforce the ranks of the sales force when the Sunday edition is out, naturally adding to the number.

He is a Fascinating Study.

Anthropological students need never run short of a subject while the newsboys are "on our midst." As a study they are fascinating. Wide-eyed, hustling, they stand on the corners or edge in and out of a crowd, looking into every face for the unmistakable expression which is more or less apparent on the countenance of him who wishes a copy, and which vanishes as soon as his want is satisfied. They also keep the hands of the passer-by in sight in readiness to jump toward him if they move toward his pocket. If you put your one hand in your pocket as you approach a corner on which are a number of "newsies" you will be almost immediately surrounded by a clamorous crowd who insist on putting a paper into your other hand.

There is a greater percentage of business-men (or rather boys) among the newsboy element than in any other class. The majority of them are independently engaged in business. It is a case of each man for himself among the ones who get out on the streets and cry their wares. They are out to make a living. The ones who deliver the papers in the early hours are a class distinct. They are often the sons of well-to-do parents but who are not satisfied with the paternal cash allowance. Being strong, sturdy youths they tumble out of their cozy nests and tie their feet to the agent's store, get their papers, deliver them, and run home with an open appetite due to the bracing morning air. Then when their pay day comes round they are the envy of all their schoolmates when they march into class-room munching candy or exhibiting the latest novelty. Generally these boys are the leaders of their little "gang." Their work breeds independence and strength of character which is an invaluable asset in after life.

In Toronto there are 17 sub-stations where boys are supplied with The World. Most of these places have a staff of delivery boys under the control of the agent.

Love and Faithful Frieid.

When asked how long he had been selling The World, F. W. Beebe of 412 Spadina-avenue said: "Look up the files and find out when the first one was printed and you will see that I have been in the business since then." In looking up the files we find that the paper was established nearly thirty years ago. Therefore Mr. Beebe has been on the job since 1880. He has been up with the sun every week-day morning for the past 30 years, ready to supply all comers. He has seen the paper grow from a small four-page edition, to the large 10 to 18 page edition (with the large circulation) of today.

Mr. Beebe handles on an average 600 Daily Worlds and 2400 Sunday Worlds. He supplies 30 boys with the Daily and 40 with the Sunday.

C. F. Wright of 118 East Dundas-street, ward 7, who supplies West Toronto with most of its literature, is another old-timer. In point of service he has been up with the sun every week-day morning for the past 30 years, ready to supply all comers. He has seen the paper grow from a small four-page edition, to the large 10 to 18 page edition (with the large circulation) of today.

Mr. Wright has been selling The World for nineteen years. He likes his business and has, as a matter of course, been successful. Before he went into it he was a druggist. That profession did not suit his health, so he changed. Now he handles on an average 1000 Daily Worlds and 1200 Sunday Worlds. About 18 boys get their falls from him and 40 get their Sundays.

J. Will is 776 Yonge-street, is another long-service man. He has been getting up before the delivery wagon arrived for 44 years. He gets up of about 300 copies of the Daily and 1100 of the Sunday. Ten boys carry the Daily and 25 the Sunday for him.

F. Wynne, 155 Dundas-street, has been in the game for three years. He thinks selling The World in conjunction with another business is about the greatest ever. "As a side-line it is a dandy money-maker," he said. "I



Hustlers For The World, Lined up in Front of F. W. Beebe's Agency, Spadina Avenue.

Preparing a Sunday Paper Requires Much Forethought

Few Glimpses of How Sections of a Big Edition Are Made-up.

A weekly newspaper differs from a daily in editorial style, aim, scope, variety of general and special departments, contents, mechanical make-up, exterior appearance, advertising, clientele and in methods of circulation and business conduct.

Judging by incidents which occur in the editorial offices of The Toronto Sunday World — the first Sunday newspaper in Canada — one is forced to opine that the public believe that the contents of this periodical's four sections, which comprise, all told, at least thirty-six pages, are written, edited, set up in type, proof-read, corrected, placed in the "forms," adjusted, locked up, matrixed, stereotyped and the three regular editions, totaling weekly 48,000 to 50,000 copies, printed in a few hours on Saturday, the day on which the editions are "run off" on the presses for distribution throughout Canada and the large cities of the United States, Great Britain and continental Europe. The fact is that the editorial section, the illustrated supplement and the comic pages of The Toronto Sunday World are planned far ahead of actual publication, while the preparation of the contents of these sections goes on continuously for a period of two weeks, of which one is inevitably the week preceding publication in order that his present object is the preparation of the very latest features in the way of important special articles on current matters of public interest with editorial comment on the news and events of the day and the march of civilization.

Different Sections.

Examine any edition of The Toronto Sunday World and you will discover that it is made up of four general parts — the news section, the editorial section, the illustrated supplement and the comic section. The present article deals only with explaining how the contents of the illustrated supplement and the editorial section are prepared and prepared for publication.

The illustrated supplement contains half-tone reproductions of beautiful natural scenery of important and interesting men, places and events, local and foreign, and sometimes special descriptive and practical articles, oriented and embellished with appropriate "fine screen" cuts. To produce these The Toronto Sunday World retains a staff of expert photographers and engravers. The burden of planning and designing the illustrated supplement of The Toronto Sunday World falls on the staff, its large circulation and its human appeal to all classes of society has resulted in, virtually, a daily flood of photographs of all sorts, from amateur cameraists and Kodaks, who gladly submit them to the editor for reproduction in this periodical.

It is the editor's function — and it is not by any means a "soft job" — to select from the miscellany of photographs those which are worth while being reproduced. This requires a nice sense of what has news value and of what is universally appealing to the human delight in "pictures," just because they are in themselves a "short-hand" story of interesting, or notable, men, women and places and significant social, political or industrial events. The editor chooses from the photographs at hand those which will best serve the purpose of a really live, up-to-date weekly newspaper, such as The Toronto Sunday World.

After making the requisite set of proofs, he instructs the engraver both as to the size and style in which he wants the photographic subject reproduced for printing in half-tone or fine screen. The delivery of these metallic reproductions is "right on" on a regular basis. The illustrated supplement of The To-

Hocken or Geary, Who Will Be the Next Mayor?

MAKING A NEWSPAPER.

Men who make newspapers sometimes believe that their profession is an exacting one. They are wrong. It is the simplest calling. Making a newspaper is an easy trick. Anybody can do it.

A lawyer, with only a diploma and a brass sign, who would lose a suit even if the other side was ready to confess judgment, will tell you how to run a newspaper. A physician who would send his patient to the morgue before the prescription has been filled will know all the fine points of making a newspaper. An actor who never earned any other plaudit than a soft tomato will give instructions in handling the world's news. Any old lady who knows enough to get off the street car backward has positive opinions on the press. Even a society person who never paid anything but a call or made anything but a visit, did anything but a tailor, knows how stupid these men are who write "stories," edit "copy," wrestle with heads and won't fit, and get the paper out on time.

The reason for the universality of perfection in this trade among those who do not work at it is that everybody has been employed in it. It is the most unusual thing to meet a man who, when the occasion seems ripe, will not say: "I used to be a newspaper man myself."



Newsboys Who Get Their Papers From the Agency of J. M. Weeks, Toronto.

tea, dinners, out-of-town visiting, week-end parties, engagements, and marriages.

The theatres and Toronto is known on the continent as a city of critical theatre-goers are given relatively the greatest amount of space in the pages of the editorial section of The Sunday World. It is by reading these columns that devotees of the drama, comedy and opera are most assisted in choosing what "performance" they will attend during the week of the date of announcement in The Sunday World. It has been acknowledged by the New York and Chicago critics that the dra-

nomination can be taken seriously, becomes more remote. For one individual of the city's six daily papers has pretty definitely committed themselves to one candidate or the other. The Telegram is waiting in the hope that someone else will start something, whose boss on the municipality. It doesn't practically matter who it is so long as he wasn't in the city council of 1909.

Ward Vision Vanishes.

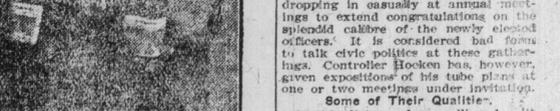
Controller Ward's visions of becoming mayor are growing fainter. The refusal of the official Liberal organization to back a candidate is not encouraging any more than the fact that the Globe and The Star have shown leanings to Controller Hocken and Geary respectively. What is more, if you search the records back for a quarter of a century or more you cannot find an instance where one Liberal mayor has been followed by another.

The campaign will begin to develop speed in a couple of weeks or so when the rivals will confront the hard-headed taxpayers in their homes, at the expense of the candidates. At present they are using halls and lodge rooms for which other people pay the bills, dropping in casually at any meetings to extend congratulations on the splendid calibre of the newly elected officers. It is considered had form to talk civic politics at these gatherings. Controller Hocken has, however, given expositions of his tube plans at one or two meetings under invitation.

At this distance from polling day, it looks like a candidate who is all oppositioniveness opposed by another who is not a builder in any sense. Without his being a candidate, Controller Geary might be much more of a force in municipal affairs. He has unfortunately developed a capacity for quibbling, which has proved a long way toward preventing his being able to meet an issue fairly and squarely. He is, however, as gentlemanly a debater as could be found in any assembly. He certainly deserves to be so regarded, but a strong feeling is abroad that Toronto needs as mayor a man who will do more than adorn the position in conventional style.

Must Be Good Guessers.

Turning to the controllership race, the prospects are for the most part kind of struggle. The probabilities are that the board will split even politically, which means that Ald. McMillan, Church and Foster, the three Conservatives in the field, will have to seat to divide. Controller Hocken is out for re-election, and probably Controller Ward, with Albert Chasberlain as a certainty, and Ald. Bessie and F. S. Spence to contest also, making five Liberals. Only the best of good guesses are a chance of predicting the four winners, and the issue is certainly interesting.



Carriers of The World, Lined up in Front of F. Wynne's, Toronto.

MAN OF GENIUS IN NEWSPAPERDOM

Man Who Controls The Times Has Had Remarkable Career.

One hundred years ago Napoleon strove to consolidate Europe into a confederation of states under his sole rule; the means employed were blood and iron. He failed, for his motives were personal and not patriotic.

Fifty years ago Bismarck, with equal pertinacity, sought to consolidate Germany into a confederation of states under the hegemony of Prussia; the means he employed were the same. He succeeded, for his motive was patriotic and not personal.

To-day Alfred Harmsworth, Lord Northcliffe, seeks to consolidate the states of the British Empire; the means he employs are very different. To the sword succeeds the pen, to the serried battalions, the press. Will he succeed, or will he fail? Are his motives patriotic or personal?

With some such unanswered questions in my mind I chatted with the man as he appears to the world at large, and after I left him my imagination was far too stimulated to allow of any analysis of the impression he gave. Even now, with the lapse of hours, the picture is blurred and the coloring false, but so much depends on the light in which it is painted that it is almost impossible in one sitting to reproduce the man as he is.

The Pen as a Weapon.

Lord Northcliffe is a genius with all the temperamental qualities and defects that his kind he knows his defects and continually guards against them. He has the impetuosity of an Irishman combined with the caniness of a Scot and the sentiment of an Englishman; he has intuition, imagination and ambition. Let loose such a combination anywhere at any time and what is the result? A century ago Napoleon, to-day Lord Northcliffe, with the difference that where Napoleon allowed passion to reign, Lord Northcliffe allows sentiment. Both men are alike in the intuitive summing of the circumstances under which they live, they differ in their employment of the sword. Napoleon founded an empire with the sword, Lord Northcliffe will wield one with a pen.

Just as a critic may not agree with a musical genius' interpretation of a masterpiece, so may men not agree with Lord Northcliffe's interpretation of principles. In both cases in order to understand the interpretation "the forces behind the genius must be examined, for it is because of those forces that Lord Northcliffe stands where he does.

He says himself that his ambition was to control The Times. Possibly he may have had this ambition from the earliest days of his career, but even had he told me so, I should doubt it. A man can never definitely mark the time when he first begins to make up his mind to attain a certain object; it is a gradual evolution as the horizon of achievement extends. Further, he is a man that does not plan campaigns too far ahead. Like Napoleon in this as in most things, he sees an opportu-

ty, calculates his chances, and, his mind once made up, concentrates all his forces on the attainment of his object. It is in this calculation of his chances and the making up of his mind that he shows genius, striking home while other men are examining the opportunity. Having attained that object, he has his horizon extended and sets off once more on a new quest, leaving his generals in command of the positions he has won. If there was a field-marshal's baton in the knapsack of every soldier of the Grand Army, there is an editor's chair awaiting every scribe in the Harmsworth entourage.

Thus having attained control of The Times he achieves his ambition and sees further kingdoms to conquer. His imagination brought these kingdoms within his ken in the same progress of evolution during the time he was planning The Times campaign. That campaign became absolutely necessary in order to extend his influence, for The Times is sentimentally, if in no way else, part of the British constitution. It gave the man a position nothing else could give, just as his penance gave him a business asset of immense value. He is not a man to neglect the advantages of a spectacular advertisement, for his intuition limns the picture that is driven home on the imagination of the people by such advertising. His ambition having conquered a kingdom, he beholds him craving for empire.

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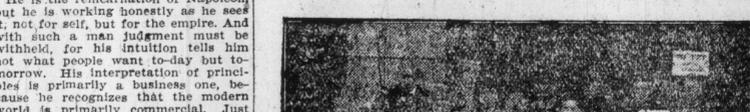
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J W Wilson Agency at Ottawa and the Boys Who Handle The World in That City.

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ty, calculates his chances, and, his mind once made up, concentrates all his forces on the attainment of his object. It is in this calculation of his chances and the making up of his mind that he shows genius, striking home while other men are examining the opportunity. Having attained that object, he has his horizon extended and sets off once more on a new quest, leaving his generals in command of the positions he has won. If there was a field-marshal's baton in the knapsack of every soldier of the Grand Army, there is an editor's chair awaiting every scribe in the Harmsworth entourage.

Thus having attained control of The Times he achieves his ambition and sees further kingdoms to conquer. His imagination brought these kingdoms within his ken in the same progress of evolution during the time he was planning The Times campaign. That campaign became absolutely necessary in order to extend his influence, for The Times is sentimentally, if in no way else, part of the British constitution. It gave the man a position nothing else could give, just as his penance gave him a business asset of immense value. He is not a man to neglect the advantages of a spectacular advertisement, for his intuition limns the picture that is driven home on the imagination of the people by such advertising. His ambition having conquered a kingdom, he beholds him craving for empire.

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