

The Toronto World

A Morning Newspaper Published Every Day in the Year. MAIN OFFICE, 85 YONGE STREET TORONTO.

A favor will be conferred on the management if subscribers who receive papers by carrier or thru the mail will report any irregularity or delay in receipt of their copy.

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THEY WANT 'IMPERSONAL' JOURNALISM.

The World once again returns to the question of "personal journalism," as some of our critics choose to speak deprecatingly of our references to certain newspaper enemies of public ownership.

The World is a believer in personal journalism. In the right of the reader of every paper to know what individual controls it, writes it, or gives it its tone; who owns it and who the owner has in view; if a group control it, who are the main spirits in that group.

But there are men in journalism and out of it who profess and uphold what they call "impersonal journalism"—for reasons that they know best.

Once the newspapers of Toronto were owned by individuals who spoke their views in their own sheets and sought the approval of their readers, as such, they were loyal to their city, to their party in a reasonable way, and THEY WERE LOYAL TO THEIR READERS, THEIR SUBSCRIBERS.

Let us look back a bit in Toronto. George Brown, Gordon Brown, ran The Globe, and they ran it on personal lines. People knew who inspired the paper, and it named the men who inspired its contemporaries.

And this thing has been going on so steadily and so rapidly that now most of the newspapers of any account have passed into the control of capitalists with ends to further. These capitalist-owned newspapers are all for "impersonal journalism," and all against the public.

This whole group of newspapers have fought public ownership of power in Ontario; they have tried to force Adam Beck out of public life, and they have little, if any, genuine protest to offer to that worst thing in Canadian politics for many a day, rushing a guarantee of a big loan to the Canadian Northern Railway thru the Ontario Assembly in its dying hours.

FOR MARRIED MEN ONLY. When your razor is dull as a hoe, ask your wife if she wasn't paring her corn. Get her Putnam's Corn Extract; it's the only painless and safe tractor. All dealers sell "Putnam's."

The Dollar That Can't Be Spent

By Herbert Kaufman.

Every dollar spent in advertising is not only a seed dollar which grows a profit for the merchant, but is actually retained by him even after he has paid it to the publisher.

Advertising creates a good will worth the cost of the publicity. It actually costs nothing. While it uses funds it does not use them up. It helps the founder of a business to grow rich and at the same time keeps his business from not dying when he does.

It eliminates the personal equation. It perpetuates confidence in the store and makes it possible for a merchant to withdraw from business without having the profits of the business withdrawn from him.

It is really an insurance policy which costs nothing—pays a premium each year instead of calling for one and renders it possible to change the entire personnel of a business without disturbing its prosperity.

Advertising renders the business stronger than the man—independent of his presence. It perpetuates systems of merchandising, the track of which is left for others to follow.

A business which is not advertised must rely upon the personality of its proprietor, and personality in business is a decreasing factor. The public does not want to know the man who owns the store—it isn't interested in him, but in his goods.

It is as straightforward for a man to build a business which dies with his death or ceases with his inaction as it is unfair for him not to provide for the continuance of its income to his family.

P.S.—Talk No. 6 will appear in The World on Wednesday, April 22.

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EATON'S DAILY STORE NEWS

-This Store Opens at 8 a.m. and Closes at 5 p.m.-

All Ready with Baseball Supplies of all kinds. BATS MASKS BALLS PROTECTORS. Besides all kinds of Sporting Goods at low prices. -Basement.

Quilts. This beautiful pastime should claim many devotees this spring. We can supply the Toronto youth with all the quilts in a pound. -Basement.

Sailing Notes. Dingy Sails—Now's the time to fix up the sailboat. Yacht Sails, too, we can make to best advantage. Our Boat Cushions That Float are light and adapted to any launch or canoe.

Men's Wear: Spring Overcoats New Brown Suits. Top coats are on parade, and the stylish brown suit is blossoming forth. The choice of the season is here—and price-saving.

Right Hats for Men. The bumper Easter business served to show our unique position for the spring business to come, rather than to deplete the ranks.

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3 Good Ones in Books

1st—"The Port of Missing Men," by Meredith Nicholson, author of "The House of a Thousand Candles." Cloth-bound and illustrated. Price50

2nd—"Ring in the New," by Richard Whiting. In this he deals as only the author of "No. 5 John St." and "The Yellow Van" can deal with social problems to make them of absorbing interest. Regular copyright edition, cloth bound. Price50

3rd—"In the Days of the Comet," by H. G. Wells. This author's former books are an indication what to expect in this his latest and best creation. Regular copyright edition, cloth-bound. Price50

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Some Items Condensed From Sunday World

LOCAL—The Canadian Courier says The Toronto News is to be a Conservative organ, but Mr. Flavelle and Mr. Willison say they know nothing of it.

CANADIAN—General Manager Leonard of the C.P.R. has been entrusted with the work of carrying out a policy of retrenchment.

It is believed the marine department enquiry will fix the chief blame on the late Hon. Mr. Prefontaine.

Two boys in Prince Edward County were assaulted and forced to drink liquor until medical aid was necessary.

These nominations for the legislature were made Saturday: Dufferin County (Conservative), C. R. McKee, M.L.A.; East Wellington (Liberal), Alex. McKinnon; North Wentworth (Liberal), R. A. Thompson, M.L.A.; Durham (Liberal), Thomas Baker.

Private Mdr of Wolesley Barracks, London, shot and killed Col.-Sergt. Lloyd and escaped. He is supposed to be insane, having almost shot two civilians earlier in the night by the reckless firing of a rifle.

D. Sullivan, an attorney for the G.T.R. at Montreal, was killed in the New York "subway," with indications of suicide.

Person Guntham cut his throat in Winnipeg.

It is not the townsite of the G.T.P. terminal of Prince Rupert, but a smaller place eleven miles away that has just been sold.

Edward Nolan, aged 9, was drowned at Chatham.

Only nine men of the Cabot Miners' Union obeyed an order to go on strike on Saturday.

AT OSGOODE HALL

Master's Chambers. Cartwright, master, at 11 a.m. Judge's Chambers. The Hon. Chief Justice Mulock, at 11 a.m.

Toronto Non-Jury Sittings. Peremptory list for 10.30 a.m.: 1. Canadian Express v. Maughan. 2. Grant v. Jacobs.

Divisional Court. Peremptory list for 11 a.m.: 1. Archer v. Ellis. 2. Pinn v. Jones.

Court of Appeal. Peremptory list for Tuesday at 11 a.m.: 1. Lamont v. Wenger. 2. Cardew v. Cooper.

Re Rex v. Louis Beboning. 11. Re Skill and Thompson. 12. Collins v. T. H. and B. Railway.

Re Rex v. G. T. R. and C. P. R. (Bay-street). 10. Rex v. Louis Beboning. 11. Re Skill and Thompson.

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Right Hats for Men

The bumper Easter business served to show our unique position for the spring business to come, rather than to deplete the ranks. In best of shape again Tuesday to fit your head with the hat that suits it best—whether derby, fedora, alpine, or soft shape—black, brown, fawn, pearl grey, or slate—at \$1.50, \$2.00 and up to \$5.00.

If a Cap, there's a big choice in tweeds, serge, beaver cloth, and cravenette—hook-down, motor, golf and yacht shapes, at15 to 3.00

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John G. Seaso

Ladies' Sp. Short, high Coats, plain, navy, will Venetian dress appropriate season's new Regular values, this will be \$22.

Long Twe. Ladies' and quarter Coats, but the popular dressy garments and materials, etc., etc. Regularly THIS W.

Ladies' Te. Ladies' Suits as Panamas, broadcloth, in effects, with all good color, hip length, in workmanship a FOR T.

Oriental S. The popular in demand this in great profusion of shades, Shantung, Ass. etc., etc., etc., including coin plain tweeds, etc., etc. Regularly THIS W.

More Fou. Our last offer silks was so have now secured new grounds, in all etc.—splendid, etc., etc. Regularly THIS W.

Eastertide. For Easter of our articles listed, any of acted by lovers, etc., etc. Regularly THIS W.

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The Traders Bank of Canada. 77 BRANCHES IN CANADA. CAPITAL AND SURPLUS, \$6,350,000. A GENERAL BANKING BUSINESS TRANSACTED. COLLECTIONS PROMPTLY MADE. DRAFTS BOUGHT AND SOLD.

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