

The Toronto World

A Morning Newspaper Published Every Day in the Year.
MAIN OFFICE, 83 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 what the owner has in view; if a group control it, who are the main spirits in that group. And we also believe that in criticizing a newspaper or its views the public, a public man, or another newspaper, has a perfect right, often a duty to perform, in naming the owners or writers of such other paper, and to investigate their motives if one sees fit.

A public man is always named, and his motives are always open to investigation; why not a public newspaper?

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. They use that rather unusual Latin term "impersonal" to indicate that the person owning, writing, or inspiring a newspaper should not be mentioned, or his motives investigated. They wish the journalist to be free to mask himself behind the name of his paper; that to unmask him is a sacrilege—that he is a kind of a North American Trading Company!

Never was impersonal journalism so much out of place as it is to-day, and so much out of place as it is in this City of Toronto.

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. THEY NEVER BETRAYED THESE LATTER IN ANY SHAPE OR FORM. TO-DAY IT IS A TRADE, A BUSINESS, TO BETRAY THE PUBLIC WHO SUPPORT NEWSPAPERS.

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. But a day came when the Brown interest was superseded by a "commercial interest" that professed Liberalism, supplied the Liberals with an organ, but whose main business was to build up fortunes at the expense of the public, of those who read and supported the paper. The Crow's Nest Pass Coal deal came along; Robert Jaffray got on the Niagara Falls Park commission and began handing out concessions to friends and to companies of which he was director; editors were selected to pose before the public as exponents of righteousness and temperance reform—while the real owners of the paper were using it insidiously to promote their own interests, to get themselves franchises, to check legislation that would regulate monopolies in which they were interested, to head off competition, especially the new kind, known as "public ownership." These insidious methods are many: say one word in favor of the people and next minute say two to ten in favor of the enemies of the people; to profess an academic friendship for a public benefit, but say that it is a little visionary just now; to go into hysterics over "vested interests," and to hold up hands in horror at something that will wreck public credit; TO SUPPRESS THE REAL FACTS AND EMPHASIZE IMMATERIAL ISSUES; to be a party to deals between professed opposing parties that join together in tying up the public to a monopoly.

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. The same group of men who control The Globe control The Star, The News, The Canadian Courier, The Star is registered as held "in trust." Not one of these papers is loyal to the public who buy it—or, to put it fairly, they often betray their readers in the interest of their owners. As for Rev. Mr. Macdonald, J. S. Williams, Joseph Atkinson, they are all against the Beck power policy, but they are all for moral reform. It stops over at every turn. They see how The World as a thing of evil and as a paper that will not respect the anonymity (another of their words) of journalism.

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 the credit of the province, to the men who were fighting the Beck power poli-

cy. And Mr. Whitney, who was behind Beck (with his back to the wall), was voting a great credit to the Mackenzie interest!

And take care of The Financial Post, a weekly newspaper that professes to speak for bankers and investors. It threatened the credit of the Province of Ontario in London if any attempt at public ownership of electrical energy was attempted. It said the moment Col. Matheson went on a borrowing mission to London for that purpose he would hear something drop. It was The Financial Post that said this; and when Col. John Bayne MacLean and Mr. Stewart Houston stepped into print as owner and manager of the sheet, and denied that it spoke for the Mackenzie or the power interests we named them (they had named themselves) and asked for whom they spoke. They have not said yet. The World then took them in hand and told the people of Ontario and the people of Toronto (and these people had been more than good to both of them) who they were, and tried to tell in whose interests they spoke. Certainly not in the interest of the people. Now some of their friends think The World was unfair in dealing with them personally. For months they've been doing this as "The Financial Post"; when they are brought up with a sharp turn, are named, are asked on whose behalf they try to boycott Ontario in London, their friends complain. No one has any personal grudge against these journalists—if they are willing to be so classed as citizens, and as citizens only they are entitled to "the impersonal life"; but when they go after the credit of the state in a way that they would sooner see its financial standing wrecked than that the people who make up the state should get cheap power if they want it, we named them, we went after them, perhaps we bantered them—and we brought them, we trust, to a realizing sense of their responsibility.

There is just another phase of this modern kind of "interest"-controlled journalism: it is always ready to supply any political leader who aids their objects with as many organs as he may require. Now that the guarantee vote has gone thru we read that Mr. Whitney is to have one; Mr. Roblin has long had one of this kind, and Sir Wilfrid Laurier has two to three in some cities!

A political leader who goes straight ahead no organ; who he is none the worse off if papers who support him when he is right have the kindness to tell him of it, when he is wrong.

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

THE REASONS OF REDUCED PASSENGER TRAVEL.

Canadian railroads are complaining of dull times. Business is quiet and fewer passengers than usual are being carried. In this of course they are not alone—the pinch of the recent financial trouble is felt all round in all branches of commerce and industry. But the up-to-date merchant or manufacturer does not find in this situation only occasion for murmurs and whimpers over the lack of custom, he sets himself assiduously to increase his trade by reducing prices, offering more favorable terms, laying out attractive offerings and so on and so forth, according to his capacity and shrewdness. Why should the railway companies not follow the merchant and manufacturer and invite passenger traffic by reasonable and in the long run permanently advantageous concessions?

Experience proves that in populous districts the reduction of fares, the allowance of commutation rates and the provision of other facilities is always followed by increased travel on the part of the public. That increase, too, more than compensates—usually far exceeds the apparent loss arising from the lower charges. Now why do the Canadian railroads, alone among great business enterprises, content themselves with dolorous complaints about the reluctance of people to travel instead of setting about devising methods of overcoming it? If the public find they cannot afford to move freely about with fares at the rate of three cents a mile, let the railroads make the experiment of reducing the rate to two cents. Better have crowded trains at the smaller fare than carry a half or a third of the full complement at the higher.

Then again Canadian railroads have never cultivated and promoted the suburban department of their city traffic. The British companies have found this to be an enormously profitable branch of their business and do all they can to encourage it. The cities of England and Scotland are girdled and intersected with steam roads serving the outlying districts and suburbs in a thoroughly convenient, efficient and cheap fashion. Season or commutation tickets working out at a fraction of a cent a mile are universal and have done much to add city extensions and increase passenger travel. Similar facilities afforded in Toronto and other large cities would not only benefit the public and the communities, but materially swell the revenues of the companies. The railroads of Canada instead of building up the country and their own traffic are starving both by continuing their fossil policies. They are waiting for traffic to come to them instead of setting themselves out to cultivate and develop it. Cheap fares all over and the establishment of good local and suburban services in the populous centres will pay them better than their present impracticable attitude.

RAILROAD TRAVEL IS SO HIGH THAT OUR PEOPLE ARE LEARNING TO DO A LOT OF THEIR BUSINESS OVER TELEPHONES INSTEAD.

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 changes a name to an institution—an institution which will survive after the death of its builder.

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. When an unadvertised business is sold it is only worth as much as its stock of goods and fixtures. There is no good will to be paid for—it does not exist—it has not been created. The name over the door means nothing except to the limited stream of people from the immediate neighborhood, any of whom could tell you more about some store ten miles away which has regularly delivered its shop news to their breakfast tables.

It is as short-sighted 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.

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.

About 8000 men, on a basis of 80 per cent. of regimental strength, will go from Ontario to the Quebec celebration.

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

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. McKeown, M.L.A.; East Wellington (Liberal), Alex. McKinnon; North Westwold (Liberal), R. A. Thompson, M.L.A.; Durham (Liberal), Thomas Baker.

Private Mott of Wolseley Barracks, London, shot and killed Col. Sgt. 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.

Pierion Guntham cut his throat in Winnipeg.

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

Edward Nolan, aged 3, was drowned at Chatham.

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

James Waugh, ex-immigration agent at Chatham, has been arrested for alleged false pretences.

Wreckage of an unknown vessel has drifted ashore on Vancouver Island.

J. E. Dalrymple, general freight agent of the G.T.P., has been transferred to the Grand Trunk Pacific.

UNITED STATES—

Congressman Longworth, in the house of representatives, stated that the trouble over the Hill appointment of a German ambassador was due to the fact that his private fortune was not sufficient for the position. He condemned "an office-holding aristocracy based on wealth."

The United States cruiser Albany, at San Francisco, has been ordered to prepare for active service in South America.

An evicted family seeking shelter in a boiler-room, were overcome by gas, one dying.

A Kansas murderer set fire to the jail and was cremated.

There is a strike on the Cumberland, Md., Electric Railway employees.

Three thousand Texans have been driven from their homes by floods. Four lives have been lost.

FOREIGN—

An Italian squadron will go to Turkish waters because of trouble over the establishment of postoffices.

Winston Churchill delivered six addresses in Manchester on Saturday. Should he be defeated, he will be provided with a safe seat elsewhere.

A Swedish army balloon which left Stockholm on Thursday evening landed near St. Petersburg on Friday.

The Conservatives of the riding of South Wellington will hold a nominating convention in the city hall, Guelph, on Saturday, May 2.

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 Extractor; it's the only painless and safe cure. All dealers sell "Putnam's."

AT OSGOODE HALL

ANNOUNCEMENTS FOR TUESDAY

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. Clarkson v. Jacobs.

3. Mail Box Print v. Garner.

4. Anketell v. Heintzman.

5. Yeaman v. Heintzman.

To be spoken to at opening of the court:

1. Clisdel v. Lovell.

2. French v. Port Credit.

3. Finn v. Cassell.

Divisional Court.

Peremptory list for 11 a.m.: 1. Archer v. Ellis.

2. Lamont v. Wenger.

3. Fortier v. Chenier.

4. King ex rel motion v. Brown.

5. Plant v. Jones.

6. Bendick v. Stewart.

Court of Appeal.

Peremptory list for Tuesday at 11 a.m.: 1. Lamont v. Wenger.

2. Cordew v. Cooper.

3. Harrison v. Mobbs.

4. McMillan v. Powassan Lumber Company.

Cases set down for sittings beginning Tuesday, April 21:

1. Lamont v. Wenger.

2. Cardew v. Cooper.

3. Harrison v. Mobbs.

4. McMillan v. Powassan.

5. Mon. and Western Trusts v. Dom.

6. Rex v. McCallum.

7. Johnston v. Wade.

8. Bell v. Goodfellow.

9. Rex v. G. T. R. and C. P. R. (Bay-street).

10. Rex v. Louis Beboning.

11. Rex v. Skill and Thompson.

12. Collins v. T. H. and B. Railway.

13. Perkins v. T. H. and B. Railway.

14. Johnston v. Wade.

15. Bell v. Goodfellow.

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33. Bell v. Goodfellow.

34. Rex v. G. T. R. and C. P. R. (Bay-street).

35. Rex v. Louis Beboning.

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.

Quoits

This healthful pastime should claim many devotees this spring. We can supply the quoits in 3, 4 or 5 lb. weights at five cents a pound.

—Basement.

Sailing Notes

Dingy Sails—Now's the time to get up the sailboat, boys. Make careful measurements, let's have them and we'll do the rest with least delay and expense.

Our sails are made by men who know the right thing for you, so you'll get best of satisfaction. Boat drill and Egyptian sail silk are the materials used.

Our Boat Cushions That Float are light and adapted to any launch or canoe. Give shape of seat and size. We'll quote a low price.

A Life Jacket is a handy thing sometimes. It's only an investment of \$1.35 but it's a big value. They're regular size, in solid cork covered with strong duck.

Yacht Sails, too, we can make to best advantage, both in price and sailing qualities.

Better call and let's help you with pointers as to the measurements. If you live out of Toronto give full directions in our summer Supply Catalogue.

—Basement.

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.

Suits of all-wool English tweed, brown; latest double-breasted coat, with broad lapels and best lining. Sizes 36 to 44. Price . . . 15.00

Fancy Worsted Suits—brown with faint stripe; single-breasted. Very dressy. At \$16.00 and \$16.50.

Overcoat of black chevrons; Italian body lining; silk-faced fronts and lapels. Knee length. Sizes 34 to 44. Price . . . 7.98

Grey and black chevrons of better and best qualities at \$10.50, \$12.50, \$15.00 and \$16.50.

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