#### SATURDAY MORNING

#### THE TORONTO WORLD.

MAY 30 1905

The Toronto World rning Newspaper Published Every Day in the Year.

MAIN OFFICE, 83 YONGE STREET. TORONTO.

A favor will be conferred on the man- it is unjust to place the entire responnt if subscribers who receive ers by carrier or thru the mail will report any irregularity or delay in re- Europe. He may be, despite his receipt of their copy.

Office, 83 Yonge Street, Toronto.

NOT THE TRUE ISSUE.

Liberal candidates and in isolated in- But the cause of progress would be stances to run their campaigns on the hindered rather than helped by recry "Abolish the Bars." Whether a opening conditions prejudicial in the ture is desirable and expedient or the both empires.

reverse, it is not and cannot be an Another consideration which might MacKay has not sanctioned it, nor is to do so. The attitude of the provincial gov-

fectly open and above board. Mr. Whitney concurs in the principle that gives to localities the right to say whether they will have licenses or not, and there is no reason why less drastic reforms should not also be left to local in Russia.

option. On that ground and also because the city council of Toronto had itself left it to the popular vote, The

claration of the oversea British states serious interference in the internal politics of the Russian Empire. All democratic nations sympathize and sympathize deeply with the struggle for Russian constitutional reform, but

sibility for its refusal on the present czar and to pillory him in the face of puted liberal tendencies, too easily in-Forward all complaints to The World fluenced by the bureaucracy on whom he is dependent and he may be unequal

to the tremendous effort required to transform a traditional autocracy into Efforts are being made by individual a constitutionally limited monarchy licensing reform proposal of this na- highest degree to the best interests of

issue, in the present election. An have weighed with the remonstrants aspirant to legislative honors is of is the effect which such provocative course quite entitled, as a matter of action as is urged would have on the personal conviction or as a politic Franco-British entente. France and electoral move, to identify himself Russia have for years asserted the with any measures that appeal to him- dual alliance and however profitable self or that he imagines may appeal that arrangement has been for the Musto the constituency he hopes to repre- | covite, it at the same time provided a sent. But no proposal brought for- way by which the republic was enward in that way can become an issue abled to resume its proper place in in the general election. Only its ac- the European concert. Gratitude alone ceptance by the leader of the party has helped France to maintain its po and its appearance on the platform of licy and the hope has been openly voicthe party can do this, and in the case ed that Britain may also enter the alof the abolition of the bars neither of liance. For many reasons this step these requisites obtains. Mr. A. G. appears undesirable so far as the United Kingdom is concerned, but an there any indication that he intends open rupture with Russia at this particular juncture would certainly be no less impolitic. Looked at internation ernment towards license reform is per- ally the protest of the Radical-Labor

which it has been formulated are to be regretted. It will not smooth the diplomatic path and as certainly it will not advance the cause of reform

### CANADIAN IMMIGRATION.

In the last ten years Canada has re-World opposed the arbitrary action of ceived more than 500,000 immigrants. the majority of the council in cutting Of these, sixty per cent, have been down the number of licenses. The British-speaking and forty per cent. prudence of that view was clearly foreign. More than 75,000 former shown by the subsequent history of United States voters will poll Canadian the bylaw and will be still more evi- votes in the next Dominion election. dent at the next municipal elections. Matters of this nature ought not to complicate either provincial or muni-cipal elections and they simply distract attention from other important re-forms which must come before the electors. This it is that strongly sup-ports the contention which attributes both the passing of the bylaw and the intervention of the bylaw and the strong of the contention of the bylaw and the strong of the bylaw and the strong of the bylaw and the strong of the st **REPORT ON THE SEA WALL** 



Circulation is a commodity which must be bought with the same common sense used in selecting potatoes, cloth and real estate. It can be measured and weighed—it is merchandise with a provable value. It varies just as much as the grocer's green stuff, the tailor's fabrics and the lots of the real estate man.

Your cook refuses to accept green and rotten tomatoes at the price perfect ones. She does not count the number of vegetables that are delivered to her, but those that she can use. When your wife selects a piece of cloth she first makes sure that it will serve the purpose she has in view. When you buy a piece of property you consider the neighborhood as well as the ground. Just so when you buy advertising, you must find out how much of the circulation you can use. You must consider the neighborhoods where your copy will be read with the same thoughtfalness that you devoted to selecting the spot where your goods are sold.

A dealer in precious stones would be foolish to open up in a tenement district, and equally short-sighted to tell about his jewelry in a newspaper largely distributed there. Out of ten thousand men and women who might see what he had to say not ten of them could afford to buy his goods. These ten thousand readers would be mass without muscle. He could make them willing to do business with him, but their incomes wouldn't let them become customers.

One of the greatest mistakes in publicity is to drop your lines where the fish can't take your bait.

Circulation is, as you see, a very interesting subject, but very few people know anything about it. It would surprise you to know that this ignorance often extends to the business offices of newspapers. I have known publishers to continually mistake the class of their readers and have met hundreds of them who had the most fantastic ideas upon the figures of their circulation.

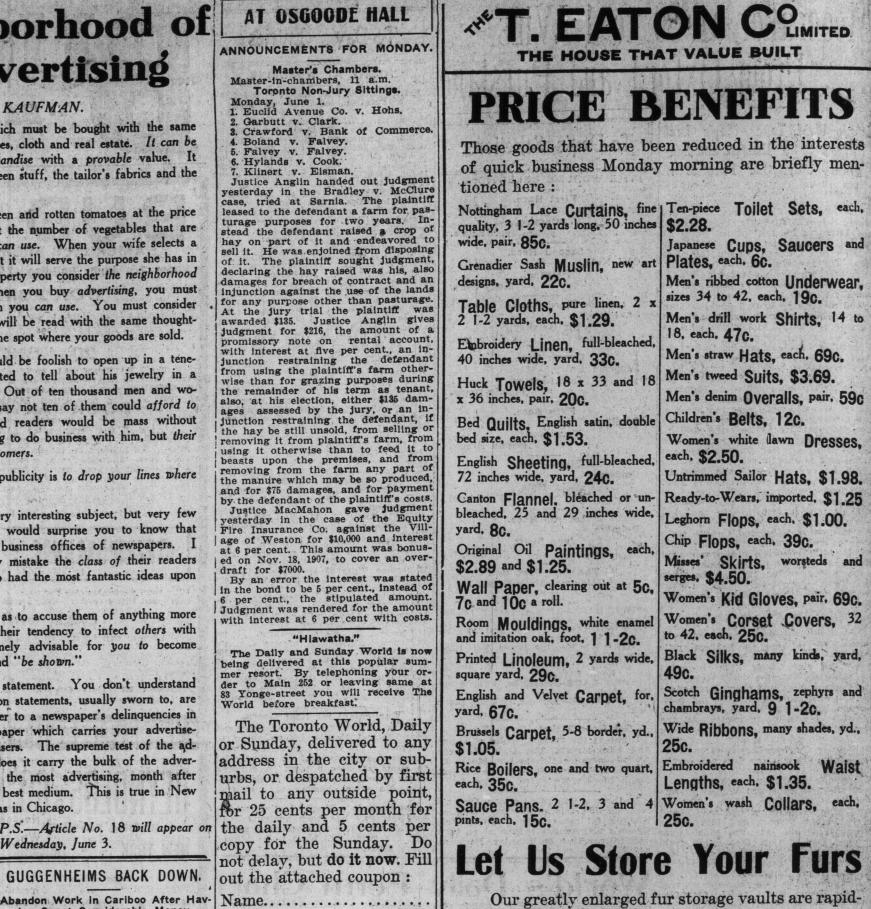
While I would not be so harsh as to accuse them of anything more than being mistaken, none the less their tendency to infect others with this misinformation renders it extremely advisable for you to become a member of the Missouri society-and "be shown."

You don't want a circulation statement. You don't understand the tricks in their making. Circulation statements, usually sworn to, are dust to blind the eyes of the advertiser to a newspaper's delinquencies in producing results. Make the newspaper which carries your advertisement show you the list of its advertisers. The supreme test of the advertising value of a newspaper is does it carry the bulk of the advertising ? A newspaper which prints the most advertising, month after month, year after year, is always the best medium. This is true in New York, Boston, Philadelphia, as well as in Chicago.

> P.S.-Article No. 18 will appear on Wednesday, June 3.

GUGGENHEIMS BACK DOWN.

ing Spent Considerable Money.



JOHN FXC Hou Cha Table Pure Is M. On ad Will clear Bath T White sive first Towel Pure L plain-20x Honey Pearl H Flann Blank White 10-4 90c Pair Don't Mi Cottor (R Good w Bheets—to hems—fin 2x2 1-2 at 95c eac 2x2 1-2 od, regula at \$1.08 e Dama 27x27 in Damask---regulari Another Linen Na facturer measure up to \$4-Printe Covers For sun tive patte Curta Muslin Odd san Curtainin to make 1 Outin Special Initia For Jun nice pure Towel with a pride beautifull

etter on tock-\$6

Mail

JOHN

LACROS

St. Kitts

St. Catl

ior C. L.

team to 1

phy, the i attraction cumseles a st 3.30. T St. Klitt cover-poin second de Parke; co Ripley; se Sullivan; Kalls. Tecumse fiths; cov Stewart; i defence, third hon home, Gi Whitehead Adamson. The ent at the m grand sta as last ye The Cap C.L.A., wi of the Se an exhibi Park this last try-o the mana a. full tur The fin crosse Le quois Ho o'clock 'si to send d tance will The Eu play this line up a McAdams fence, Wi Mathews; Twig; cer man; sec home, Le home, Le home, No All playe Queen at than 2 o' The We will play this after M. C. A. Varsity o Robinson Gates, Pe and any

lce Japa cons and SPE People e

bars to the desire in certain interested quarters to put a spoke in the wheel of the progress of the Whitney-Beck Telephone Main 207. ntroduction of the abolition of the cause of their reliabilit power policy. \$3000.00 IN PRIZES.

The position of the present government regarding licensing reform and

Since the inception of the Galt Horse the administrating of the license law Show, it has always been a successful needs no defence. It has earned just commendation even from political op- which will be held on June 18, 19 and ponents for its vigorous enforcement 20, will surpass its predecessors in exhibitors and entertainment.

of the statutory regulations, and the of the statutory regulations, and the Three thousand dollars are down on Jones earn his salary of \$2700 a year as general principle the premier has con- the prize list and already the entries purchasing officer of the department? stantly advocated is emphatically that of trust the people. Attempts have been made to create prejudice against Show. There will be excursions on all the government in connection with the the railways, and special freight rates Dr. Sheard, the asked some time ago to whom the property now reverts. have been arranged for the exhibitors. to report upon the subject, had failed Superintendent Holson is again before local option becomes effective. There is much to be said in favor of the proposition that restrictions of this class ought to have behind them more the show will thoroly the function. There is much to be said in favor of the show will thoroly the function. The Gait Horse Show has become a social feature many look forward to, and there is every reason to believe that visitors to the show will thoroly enjoy the function. The case the show will thoroly the function. The case the show has become a social feature many look forward to, and there is every reason to believe that visitors to the show will thoroly enjoy the function. The case the show has become a social feature many look forward to, and there is every reason to believe that visitors to the show will thoroly enjoy the function. The case the show has become a social feature many look forward to, and there is every reason to believe that visitors to the show will thoroly enjoy the function. requirement of a three-fifths majority The Galt Horse Show has become

than a bare majority. This is said to be anti-British, but as matter of fact

CHINESE SELL DRUGS.

the local option bills proposed in the Number of Vancouver Tradesmen Ad-British Parliament required more than mit Lucrative, if Illegal, Business,

SENTENCE COMMUTED.

attorney and the presiding judge, ex-

Expression of Thanks.

pressed at the trial.

a simple majority, and similar provi-VANCOUVER, B.C., May 29 .- (Spesions are now in force in New Zealand cial.)-In connection with the riot and other British self-governing states. claims enquiry before W. L. M. King, But Premier Whitney has himself de- half a dozen Chinese grocers and genclared the measure to be experimental eral merchants admitted that they aland that the government preserve an so carried on the business of drugopen mind should the results disclose it to be inadvisable. The most significant feature of the three-fifths agi- nearly all patent medicines, and that tation is that while it enlists the en- nearly all their patrons were their own ergies of many sincere and honest li-countrymen. Some of the clerks were trained in schools of pharmacy in censing reformers, it is being eagerly China, but a large number were not, supported by the would-be wreckers of and not one held a British Columbia the Whitney-Beck power policy. Cheap certificate.

power is the true issue of this election, since in order to its accomplish-

ment, the government must be sus-As was expected the Ottawa authoritained. Electors who are caught in death passed on John D. Tearse, ties have commuted the sentence of the net that has been openly set be- Brampton, for shooting Farmer Curry fore them will aid the forces that are last Xmas night.

determined to bring Toronto under the heel of the electric monopolists. Tearse will be sent to an tas is in accord with the opinions of the crown A REGRETTABLE PROTEST.

While a measure of sympathy can-

not be withheld from the motive Mrs. James Bain and Watson Bain prompting the protest made by a secwish to take this opportunity of extion of the Labor and Radical parties pressing their deep sense of appreciaof Great Britain against King Edtion of the many acts of kindness ward's proposed official visit to his ne- which were shown to the late Dr. James Bain during his last illness. phew-in-law, the Czar of Russia, the They are unable to reply individualprotest itself cannot be justified and ly to the numerou expressions of symstill less the method and manner of it. pathy which have been sent them and Ebulitions of feeling of this kind are would ask their friends to kindly accept this public acknowledgment. more effective when controlled and

ly relations with the Russian government, should also be identified with REAL FACTS ABOUT SCIATICA the other school of ultraists who are Like other parts of the body, the boulevard be constructed along the torever preaching universal peace at sciatic nerve is subject to an inflam-any price. It would be a strange way of promoting peace to revive in the durance. No remedy in existence can durance. The instant effect of Nerviline is simply grand—it penetrates the tissues durance.

ed jealousy and suspicion that so long disturbed the relations between the Russian and British governments. Curiously enough, too, it is this iden-tical section that resented so strongly the supposed interference with British internal policy occasioned by the de-

Year-John Jones and His Duties.

Does ex-Street Commissioner John Jones earn his salary of \$2700 a year as Ald. Foster brought up the question Ald. Foster brought up the question The principal shareholders in the at yesterday's meeting of the civic works committee by complaining that original enterprise are Sir Wm

concerning the value of Mr. Jones' services, declined to discuss the matter beyond saying that Mr. Jones' duties as purchasing officer included checking over all the supplies of the department and certifying to that

Ald. Saunderson fought hard but in vain to get a recommendation that a

funds could be found by a little financ-ing, whereupon the mayor said that Every floor, and the roof, of the new

at Dufferin-street was badly construct-and is ready to receive the wooden ed and but for the protection of the flooring. western sandbar would have been This is called a reinforced concrete

western sandbar would have been finds because the ceiling, floor and The committee approved the intro-duction of a bylaw authorizing the city work "reinforcing" the strength of the engineer and assessment commissioner concrete itself. to report on the extension of Temperance-street. The commissioner's report endorses ited will be the strongest that human the sea wall project as completely as Controller Ward could wish. He sug-gests that the crib work under con-lutely fireproof, damp-proof and im-

struction opposite the exhibition pervious to vermin and rodents. In grounds, about 200 feet from shore, other words, the floors of the new store should be placed 100 or 150 feet fur-ther out, to allow for the expansion will be safe, clean and hygienic. of the necessities of international dip-lomacy. And it is surprising that these same extremists, who urge what is practically a refusal to maintain friend.

for aquatic sports, while a board bou-levard should flank the sea wall. who, in addition to injuries to his face He also recommends that a spacious and arms, may lose the sight of one eye. shore all the way from the Queen's which had failed to explode.

Street..... VANCOUVER, B.C., May 29 .- (Special.) The Guggenheims have finally abandoned work in the Cariboo and P.0.... Would Like a Portion Built This purchase of the Cariboo Consolidated Date..... Company. This decision is reached only after Send to the above address

spent in carrying out the initial work The Sunday World until forfor digging a series of ditches for sebid. curing a water supply.

Guggenheims also paid a similar amount to the contractors to be re-MOULDERS ON STRIKE. leased from the contract to install the water system, which in all was to Object to a Wage Reduction at Mof fatt Stove Works.

Forty-five union moulders out, either Horne and R. B. Angus of Montreal. strike or perforce, in the Moffatt Stove Company's works at Weston Superintendent Hobson is again in There has been trouble brewing for some weeks on account of the company having threatened a reduction of either 20 or 25 per cent. on piece work

Van Horne recently wired instruc- prices The men are attached to Iron Moulders' Union No. 28 of Toronto, and have been in negotiation with the internaseason's work, and preparations being made for a big clean up. tional executive. Word finally came advising the men to stand out against

# Reinforced Concrete

bylaw for a viaduct across the Don at Wellesley-street be submitted on Jan. 1. He claimed respecting the con-tention that the city was near the limit of its borrowing power that the curde could be found by a little financ-is for floors that shall be thoroly admantine, fireproof and clean.

Farewell to R. G. Kirby. ing, whereupon the mayor said that he was conferring with the city trea-surer in the hope of rendering the city's ited, will be made of what is called "rendering the city's ited, will be made of what is called ing, there will be a special musical surer in the nope of reintering the city's they will be indee of what is called in the final of the will be a spectrum the sum of four or five mil-lions which had accumulated as a sinking fund should be treated as an interesting process. First, a little below the top of the steel beams a tion. farewell service given in honor of R To lay a reinforced concrete floor is G. Kirby, who, after 13 years as mu-

sinking fund should be treated as an asset, but with this Mr. Coady had disagreed. Ald. Hales believed that a bridge north of Gerrard-street was needed to serve the rapidly growing district of North Riverdale. A viaduct to connect with Bloor-street was the most desirable solution, but it appeared too far off. Ald. Foster's opinion was that the Bloor-street viaduct was the only will be the pour of the steel beams at tion. The musical service will include Handred by wires. Next, steel rods, about six inches apart, are laid across the top of the Lord." Leslie's "Pligrim's Chorus," Rheinberger's "Evening Hymn," and Gound's (Motette) "Gallia." There are only ten appeals out of this system of rods, 16,034 names in connection with the pour of the required amount of con-

the Bloor-street viaduct was the only poured the required amount of con-three county judges to-day. In Hamil-crete, which, when leveled, is left to ton, with 5000 registrations, there are one to be considered. Ald. Foster complained that that portion of the sea wall already built ly hardened, the casing is removed,

BLASTING ACCIDENT.

INGERSOLL, May 29.-(Special.)-

in a stone quarry at Centreville to-

Who beside more computing.

serious blasting accident occurred

Roberts was removing a charge

The great Uterine Tonic, and yonly safe effectual Monthly

Michie's Teas are Regular in Their When finished the floors of the new store of the Robert Simpson Co., Lim

Superior Quality and Flavor.

> The tea you like is somewhere in our store, and at your price.

reduction, and they have stood. The men call it a lockout, on accoun

of the company having violated the

agreement which was to have run un-

The English Breakfast Blends at 50c. lb. are the favorites, but there are plenty of others.

MICHIE & CO., Limited **7 KING ST. WEST** 

Telephone Main 7591 Private Branch Exchange connecting all departments

ly filling up-room yet for your furs. Before we place them in storage After that each piece will be we will thoroughly clean them, tak- hung by itself and a below zero dry winter's breeze will fan the furs ing out every particle of foreign until it is time to send them back to you again. matter.

> For this careful keeping of your furs we ask a moderate sum based on the value you place upon the garments, and we insure them for you to the amount you value them at. If you are in the city phone us and we'll send for your garments. Out of town customers will have to send them in.

-But do it now.

## The Auto Strop Safety Razor

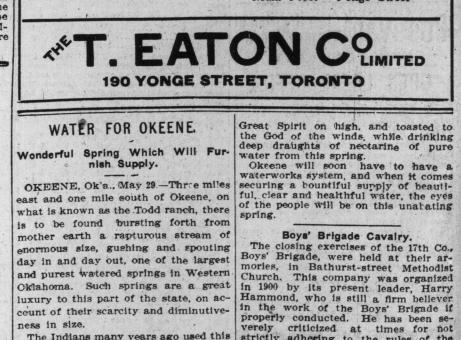
Its-chief feature is-through a simple mechanism the blade can be stropped correctly without removal from the holder. You can't strop it wrong if you try.

> Frame-Quadruple plate of pure sil-ver, hand-burnished, an antiseptic order for a lifetime. The guard makes it impossible to cut the face. Its mechanism permits of a drawing cut for the more obstinate beards.

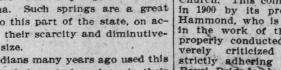
> BLADES\_One dozen of finest ra-zor steel. Regular stropping, the "Auto" way, keeps them as keen for the hundredth shave as for the first.

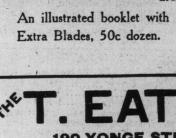
An illustrated booklet with each. Price ..... 5.00

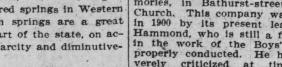
-Main Floor-Yonge Street-



The Cheyennes and Arapahoes finally formed a compact and alliance, and A noted improvement has been in the drove all hostile tribes from these re-gions, and were left in undisputed pos-also well organized and physical culdrove all hostile tribes from these re-gions, and were left in undisputed pos-session of this beautiful slope and many a war dance and feast was pulled off in exultant glee around, this beautiful clear water spring. The Indians in an exalted pow-wow made merry to the







trailing to and fro, when on the war path and on their buffalo hunts.

The Indians many years ago used this strictly adhering to the rules of the spring as their watering place, in their Boys' Brigade, but is also a firm believer in new ideas.

The past season has been the most successful in the company's history.

