

OK
WORLD
Coupons

CITIES SHOULD CONTROL LIQUOR

W. R. Shier Says High License or Abolition is Not the Best Solution.

In regard to the big liquor issue that is now confronting Toronto, most Socialists contend that the best solution of the problem is not high license, local option or prohibition, but municipal bar rooms, in which the incentive of profit being absent, treating would not be allowed or the "dope" or "kick" would be limited to induce the dispirited, and William R. Shier, speaking on "The Right to Live" at the Labor Temple yesterday afternoon. To go about doing good and do things to create happiness for other people was one of the things that were well worth while in life and that he thought that the doctrine of contentment was the perversion of the doctrine of cheerfulness. It was quite possible to be cheerful without being contented and the more cheerful a person was the more likely he was to be an active, wide-awake citizen. To the doctrine of contentment the socialist opposes the doctrine of expression. Socialism could be defined as universal public ownership plus a working class administration of the government.

MANY JEWISH CONVERTS

Church of England Mission Does Good Work in Toronto.
According to the monthly report of the Church of England Mission to the Jews recently established in Edward street, the institution is proving phenomenally effective.
Rev. P. L. Berman, the missionary, in his report says: "Quite an unusually large number of Jews have called at the mission, men young and old, and amongst them of orthodox and fanatic type.
One Jew about 29 years of age told the missionary that he was studying the New Testament with the aid of commentaries at the public library reference room, as his parents are too orthodox for him to do so at his home.
Among the converts the report announces that of "wonder Rabbi" who claimed to be able to work miracles.

Called to London.
LONDON, April 6.—Rev. R. W. Norwood of Trinity Church, Montreal, has accepted a call to Memorial Church, London, to succeed Rev. Canon Hague, who went to Toronto. He comes to London, June 1.

Ottawa Sleeper.
Leaving Toronto on Grand Trunk 10.20 p.m. train will be discontinued after April 7 and from Ottawa April 8.

Worth Ten Cents a Pound more
LIPTON'S TEA

GOES FARTHEST FOR THE MONEY

UP THE HUMBUR IN HIS CANOE

Thomas Cox Was First Man to Reach the Old Mill by Water This Year.

Rowing against a current which frequently dashed his small craft against the icebound banks of into some Boatmen Bay, Thomas Cox, a resident of Humbur Bay, succeeded in being the first one to reach the Old Mill by water this spring when he went up the Humbur River in a boat late Saturday afternoon.

It took Mr. Cox three hours to cover the distance which is made in the summer in one hour. He was caught in the ice flow at the second bend and for a few moments was in grave danger but succeeded in getting to shore. To be the first one to the Old Mill is an honor which Cox has won. Last year George Horwood made the initial trip and was after it again this year but was beaten out.

Athletic Training Rule Now Becoming Obsolete

The rule that athletes should not smoke nor drink any spirituous liquors shows indications of becoming obsolete. Many of our professional ball players smoke cigars and even cigarettes and a "wee nip" once a day or just before retiring is not frowned upon if it is not made too strong. The usual way is to take a pint of some absolutely pure and sparkling water, generally "Radnor" with the spirit, but spirits need to be used very moderately. Lime juice or milk with Radnor is popular with most of the younger athletes.

STORY OF A DON FRESHET

Continued From Page 1.

a muskrat's back. And so the rocks were carried down till the ice was broken or stranded; if stranded the rocks and gravel and soil will be found released on the flats in a few days of melting. Other big boulders will be dropped in the river, to be moved again a mile or two further down next year by the same incessant process. And that is how Farmer Brown's stepping stones disappear every year or two!

Great Deposits Left.

But it is true that ten boulders were seen floating down the river on the tops of ice cakes? Yes. When the big flows with imprisoned rocks underneath went over the dams, they turned bottom side up and left the big stones gradually falling down the river on top; and if he once got fairly into the lake, he might float with a favorable wind to the mouth of the Credit before his host would drop him; and strange as it may seem, the water level of all he'd there was grappled by a stonehooker and brought into Toronto, as prime building material this very spring. Nature moves things about in this surprising way at times. And every farmer who owns a flat on the Don, if not one year, then another, has great deposits of gravel and building sand left on his place that he can team off and sell. Some of his fallen trees are floated off and other trees from those above are stranded on his place in the way of compensation.

Thousands of tons of ice went out, still many times that amount of snow water went down the river from the fields that make up its drainage basin. And in this flood there were thousands of tons of the best soil in the fields. The Don takes down an enormous tribute in this way every year. A sloping plowed field covered with snow followed by a rushing train of ice, and the poor farmer who has a sloping field should be kept

in grass says the modern professor of conservation.

Greater Rivers.
In the old days—before settlement there were none of these present day spring freshets with the ice rushing out in few hours. The rivers were greater and wider because of the forests and the water and ice and snow all held back by fallen timber, vegetation, dams, and intervening swamps. There was a steady flow of water for weeks and no low water till midsummer. The Don will go to a ribbon in a few days. In years gone by it floated down great spars for the first lumbermen for long weeks in the spring.

But once man began to cut the forests and to open up the beds of the rivers, to remove the dead trees for firewood in low water late in the summer to make it more easy to float his logs, he wrenched the whole course of nature and in place of a gradual rising flow of water over months there came these spring freshets limited to a week or less, and its destructive work along the river banks. Washes of all kinds came with the freshets. The greatest rivers, like the Mississippi notably, as well as the Don, have changed in the most surprising way. And to our great loss.

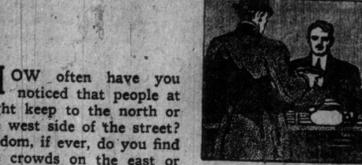
What is the Cause?

Read the report of the conservation commission which accuses that growing scarcity of water owing to this unnecessary but fatal disturbance of nature caused by man in his blindness, in his wastefulness, in his reckless disregard of succeeding generations.
Pages 2-5 general introduction. "Water powers of Canada." Conservation Commission Report, 1911. Only one-sixth of the annual rainfall actually gets into the earth to replenish what is called the ground water which is this ground water that helps to nourish agriculture and supplies the domestic water for the great bulk of our people, and in many cases, for the most of our animals to drink. The level of this ground water—into which all the wells are sunk, and from which irrigation water is steadily receding—is level is lowering—and this is caused by deforestation and reckless drainage of the stores of water in the higher swamps. Freshets are a most expensive business.

BIG DRYDOCK FOR SOO.

OTTAWA, April 6.—F. H. Clergue, Alex. Simpson of Ottawa and D. D. Porter of London, Eng., are behind a proposal to construct a two million dollar drydock at Saint Ste. Marie. They will approach the government for a subsidy under the terms of the Drydock Subsidies Act, and it is expected will get it if the terms of the act in respect to specifications are complied with.

The Store Across the Street



HOW often have you noticed that people at night keep to the north or the west side of the street? Seldom, if ever, do you find the crowds on the east or south side.

BECAUSE no one wants to walk in the dark when they can have the light. No one wants to shop in dingy, dismal, half-lighted stores when those that glow and radiate with cheerful, brilliant light invite them.

THERE is a south side grocer down Queen East who has taken notice of the universal trait of human nature, and is daily profiting by it.

HIS store used to be as gloomy as his competitors. Until one day he realized that if his business was to go ahead and be bigger, it would first have to be better.

HE didn't start a series of bargain days, nor whomp up "Selling Out At Cost," "Renovating," "Rejuvenating" or "Semi-Annual" Sales. He didn't lower prices with a notch or two in quality at the same time. He didn't offer "premiums" as bait for new business. No! He didn't do any of these things.

THE fact is what he actually did do was so extremely simple, and perhaps so obvious that you'll smile. He simply put in a new system of lighting—Tungsten Lamps at that.

BUT you ought to see the difference it has made, both in the appearance of his store and in the amount of his business.

PEOPLE, of course, don't always speak of his place as "The Store Across the Street." But when they do refer to it in that way to their friends, nearly everybody seems to know the one they mean.

TUNGSTEN lighting will not make every store stand out like a lit match in a dark pantry, because every store is not on the east or the south side of the street. But it will increase your illumination by nearly a third without any increase in your lighting bills.

THE Tungsten gives a softer light—whiter light—and a brighter light. It is easy on the eyes and shows articles in their natural colors. You have vastly fewer breakages with the Tungsten, and far better satisfaction all round.

I SNT an economy lamp with a hundred point efficiency in illumination worth your serious consideration?

WOULDN'T it be to your advantage, then, to use the Tungsten, when it gives you all these benefits at no greater cost? Wouldn't it be a good idea, first of all, to call us up and have one of our illuminating engineers go into your lighting problem with you?

Even though you are likely to find the information helpful, valuable, his services will cost you nothing. And you're under no obligation to accept his suggestions in any event.

ADELAIDE FOUR O FOUR

Adelaide 404 Will Put You in Touch With the Service Department at Once

THE TORONTO ELECTRIC LIGHT CO., Ltd.

12 ADELAIDE STREET EAST.



"SAY, George, these cigarettes are a pretty fine line; what do you call them?"
"Club Virginias—Tuckett's, you know. Do you like them?"
"Rather. I've been over all the hurdles in cigarette sampling, but none I've ever tried can touch these for a really gilt-edged smoke. I thought I had reached what you might call the ultimate in cigarettes, but these Tuckett's have put me one notch higher. Just as an evidence of good faith, I'm going to call the waiter and order another box."
"All right, old man, I'm with you."

Tuckett's Cigarettes

As an accompaniment to a grill lunch, Tuckett's Special Turkish or Tuckett's Club Virginias—according to your taste—contribute a definite enjoyment. The fine, mellow flavor of the pure leaf tobacco blends delightfully with the coffee and adds a pleasurable finality to the meal.

Three Varieties:
Tuckett's Club Virginias, 15c. for 10
Tuckett's Special Turkish, 15c. for 10
Tuckett's T. & B., 10c. for 10

Sold most everywhere, including your favorite club or grill-room.

TUCKETT LIMITED, HAMILTON, CANADA

FIVE FIREMEN OVERCOME AT FRONT STREET BLAZE

John J. Fee's Warehouse Guttled With a Loss of \$30,000 on Saturday Afternoon.

When a fire broke out in John J. Fee's wholesale produce warehouse at 44 East Front street, about 4:35 Saturday afternoon, thousands of spectators were thrilled even more than had been a blood-curdling melodrama. Five firemen were overcome by the dense smoke on the ladders leaning up against the burning building. They were rescued by brother "smoke-eaters," and carried to earth by means of ropes, which were wrapped around the waists of the limp bodies.
All the excitement happened within twenty minutes. But the blaze carried on its destructive work for two hours, completely gutting the building and playing havoc to the extent of about \$30,000. The building was owned by the Manning estate. Both building and contents were insured.
The blaze centred in a large pile of packing cases on the second floor, near the rear. About the firemen were in the building trying to smother it, but were driven back by the thick smoke several times to the front street window.

Those who fainted were Oliver Poole, John Best, William Shelts and George Sinclair, all of whom were at the Fire Station, and Lieut. Hughes of Queen-street Hall.
Collapsed on Ladder.
Poole was the first man to keel over. He climbed out of a second-storey window, closely followed by Sinclair, gained his footing on a ladder, and commenced to descend. About half-way down he collapsed against the fire rung.
"Grab Poole; he's fainted!" yelled Sinclair. A fireman rushed to a wagon, secured a rope, and then ran up the ladder to his fallen comrade, and in the meantime Sinclair was holding him by the scruff of the neck for dear life. No sooner had the rope been placed around Poole's waist and held there by a hook than Sinclair showed signs of weakening.

"Catch Sinclair!" shouted Chief Thomson, who was hanging on the other ladder nearby. Sinclair started to slip down. He was dead to the world. About six feet from the pavement his ears all descent was checked by a confere. A number of spectators had rushed to the foot of the ladder and caught him in their arms after a drop of about six feet.
Shortly after it was observed from below that Shelts was again in by the smoke and he was assisted to safety by two men. Then John Best peeped his smut-smear face out of a second-storey window, and tried to inhale a breath of spring atmosphere. Presently he collapsed on the window sill. He was carried down by a squad of officers, who by this time had organized themselves into a Red Cross brigade. When Best was safely on terra firma, Lieut. Hughes of Queen-

street hall clambered aboard the ladder from a third storey window and started down, step by step. About half way from the bottom he stopped and could go no farther, but rested his body against the rungs of the ladder. Like Sinclair, he commenced a downward slide, which looked something similar to a ride on a coal chute. He was rescued from serious injury by a fellow fireman.

Resuscitated.
All the suffocated men were carried into the warehouse of Rutherford, Marshall & Co. and resuscitated in a few moments. But they were unable to again tackle the blaze, which was gradually being brought under control.
The fire originated behind an elevator on the second floor, presumably from a defective wire. No other cause can be determined. When the alarm was rung in it had got off to a fair start, because no one was working in the building except in the front-street office on the ground floor. Nine sections from all the stations in the downtown district were soon upon the scene. Four streams were played on the blaze from Front-street and two lines of hose were used in a lane in the rear.

The warehouse was well stocked up with lard, eggs, butter and honey, which did not fall a very willing prey to the flames, but instead, kicked up



When your order comes from the grocer's see that he has sent you WINDSOR TABLE SALT. Why should you bother with salt that "cakes" as hard as rock, when you can get WINDSOR SALT? Windsor Salt is all salt—absolutely pure and every grain a perfect crystal. It costs no more.

WINDSOR TABLE SALT

WEBSTER'S NEW ILLUSTRATED DICTIONARY COUPON

APRIL 8th, 1912.
SIX COUPONS OF CONSECUTIVE DATES CONSTITUTE A SET.

Cut out the above coupon, with five others of consecutive dates, and present them at this office, with the expense bonus amount herein set opposite any style of Dictionary selected (which covers the items of the cost of packing, return and receive your choice of these three books).

The \$4.00 WEBSTER'S NEW ILLUSTRATED DICTIONARY (Like illustration in advertisement elsewhere in this issue) is bound in full Limp Leather, flexible, stamped in gold on back and sides, printed on Bible paper, with red edges and corners rounded, beautiful, strong, durable. Besides the general contents as described elsewhere there are over 600 subjects beautifully illustrated by three-color plates, numerous subjects by monochrome, 16 pages of valuable charts in two colors, and the latest Census. Present at this office SIX Consecutive Dictionary Coupons and the Expense Bonus of \$98c.

The \$3.00 WEBSTER'S NEW ILLUSTRATED DICTIONARY (with square corners, SIX Consecutive Coupons and the Expense Bonus of \$81c) is exactly the same as the \$4.00 book, except in the style of binding which is half leather.

The \$2.00 WEBSTER'S NEW ILLUSTRATED DICTIONARY (with square corners, SIX Consecutive Coupons and the Expense Bonus of \$48c) is in plain cloth binding, stamped in gold and black; has same paper, same illustrations, but all over 600 plates and charts are omitted. SIX Consecutive Coupons and the Expense Bonus of \$48c.

Any Book by Mail, 22c Extra for Postage

Distribution hours from 9 a.m. to 5 p.m. daily; Saturday, 9 a.m. to 2 p.m. at The World Office, 40 Richmond Street West.

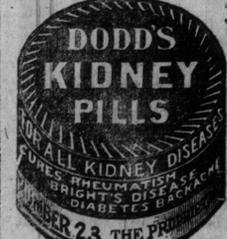
A large amount of smoke. This made it such heavy going for the firemen. Much damage was done to the stock by water, for the place was virtually flooded. All the books were saved. A cold storage located on the third floor in the rear was filled with perishable goods, but it remained intact from the flames. The interior of the building was burnt considerably, but most of the damage was done to stock.

Seven Boys Arrested For Shooting Gulls

Seven boys were arrested on Saturday afternoon for shooting gulls in the Rosedale ravine, close to the Don River. They will appear in court on Monday. During the past two months gulls and ducks have flocked about the outlet of the Rosedale sewer into the Don, and men and boys have found it easy picking with rifles.
Gulls are protected on account of their scavenging propensities.

SIR ROBT. PERKS COMING
NEW YORK, April 6.—(Special.)—Sir Robert W. Perks, M.P., arrived in New York to-day from London on his way to Ottawa.

Sir Robert was a partner of C. T.



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