

## The Toronto World.

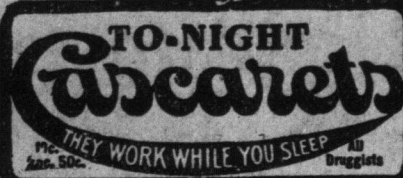
A Morning Newspaper Published Every Day in the Year.

**BALFOUR HOISTS THE STANDARD**

After his speech at Birmingham on Wednesday, there can no longer be any doubt that Mr. A. J. Balfour's education has been completed touching the merits of tariff reform, as to quote the terms of the resolution adopted by the meeting, "a necessary means of increasing employment at home and strengthening the empire at large." It is noteworthy that this declaration follows upon a working arrangement between the tariff reformers and the handful of Unionist Free Trade members whose seats were in jeopardy through the appearance of tariff reform candidates in their constituencies. The agreement is understood to be in effect that should a Unionist Free Trade member find himself unable to support the tariff policy of a Unionist government, he will at once place his seat at the disposal of the party whips, who will exercise their discretion in making his resignation operative. This settlement is stated to have been brought about with the full concurrence of Mr. Chamberlain, and the general election, when it comes, will therefore find the Unionist party presenting an undivided front against the budget, and with tariff reform as its alternative policy.

Mr. Chamberlain made his famous speech, initiating the campaign, to which the British opposition is now definitely committed, also at Birmingham on May 15, 1903, and the Tariff Reform League was formed in July following. This organization has maintained a persistent agitation and to its efforts are undoubtedly due the popularity of the movement and the final alignment of the Unionist party in its support under Mr. Balfour's leadership. The rapid developments leading up to the ex-premier's decisive announcement were the direct result of Mr. Lloyd George's budget bill and particularly to his proposal to tax the unearned increment of urban land values, opening up, as it does, a hitherto untapped source of revenue of great potential richness. This was the government's answer to the contention that the free trade system of the United Kingdom had broken down and that sufficient income for the necessities of the country could not be raised by further direct taxation.

Mr. Balfour has accepted the challenge and his Birmingham address makes tariff reform the Unionist alternative to the taxation of urban land at its true value. Probably this momentous decision was unavoidable at this stage of the controversy, but it is probable that political considerations were the preponderating factor in reaching it. Many will be inclined to hold that tariff reform is not so much an alternative to land taxation as supplementary and complementary to it. Social reforms of a drastic character are certainly needed in the United Kingdom. The land monopoly must be broken if the foundation of a new and better polity is to be laid. But along with that there must be a measure of protection for home industries that are suffering from the unrestricted competition of nations enmeshed behind high tariff walls. Even the partial closing of the British market would enable reciprocal concessions to be arranged and besides it would prepare the way for that inter-imperial preferential system which the overseas British states have repeatedly and unitedly urged as a valuable means of strengthening the empire. Be that as it may, the lists are now closed and the slogans of the next general election declared. Will the house of lords force



## GUELPH AND PUBLIC OWNERSHIP

Guelph prides itself with reason on the progressive policy that has placed it in the van of Canadian cities. Yesterday the municipality was busy employed in celebrating the opening of the new water system, the latest of the public enterprises that have engaged the attention of the citizens and one which will no doubt be as beneficial and profitable as are the other civic undertakings. Guelph has been wise in its day and generation. It owns and operates its transportation, gas and electric services, as well as its waterworks. All of them have been managed in a business way, and the gas and electric rates have been several times reduced since they passed under municipal control.

With its public utilities freed from the conflicting influence of private profit, Guelph is not troubled by unending quarrels with franchise holding corporations. It has no agreements believed to secure its rights but liable to contrary construction by courts of law. Its citizens are not expected to pay excessive rates and fares in order that dividends may be earned on watered stocks, that represent no real assets. Guelph can extend its services to suit its requirements without hindrance, and as it grows and its services grow, the people know that they will reap the benefit of their foresight, both directly and indirectly. Fortunate Guelph!

## ONLY ONE POLICY.

On mature reflection and perusal of The Globe and The World articles of yesterday morning, The Star has abandoned the idea of changing the agreement with the Street Railway Co. The Star is well advised. The people would not stand for it. Neither would the street railway except on terms which are quite inadmissible by the city. There can be no change in the agreement nor any extension of the franchise.

So far The Globe agrees with The World. But it is quite intolerable that for twelve years to come the citizens of Toronto are to put up with the makeshift service which the railway company is able to supply out of a degrading plant, an unextended service limited to the older parts of the city, involving double fares for large suburban districts.

There is only one cure for the evil that will become more irritatingly oppressive to the citizens as time passes, and increasingly a clog on the growth of the city.

The street railway should be expropriated at the earliest possible moment, when all these matters would settle themselves. To say that Toronto is unable to run its own street railway, when Guelph has made such a triumphant success of its service, is to echo the wisdom of the horse car aldermen of 1891. Their inspiration did not issue from a keen appreciation of the needs of the city twenty years later. The sooner their mistake is repaired, the sooner will three-cent fares, necessary extensions, adequate plant, and an efficient service come into force.

Expropriate the street railway.

Southern France, especially Provence, has been visited by a heavy storm, accompanied by earthquakes.

## ASKS MUNICIPALITIES TO JOIN WITH COMMISSION

Hon. Adam Beck Suggests a Standardization of Specifications for Power Plants.

Hon. Adam Beck, chairman of the Ontario Hydro-Electric Commission, has addressed the following letter to the mayors of the thirteen cities and towns which have signed contracts with the commission.

Ontario's power minister evidently intends to take no chances on the failure of his pet project for local mismanagement of the needs of the situation, or lack of effective co-operation of the municipalities interested.

"As the schemes of distribution of light and power in the various municipalities are now being completed, it appears to me that in the interest of the undertaking as a whole, co-operation would be very advisable, and I suggest that a meeting should take place between those engineers on Wednesday next, the 29th inst., at which a discussion might be had relating to the scheme as a whole and the needs of each municipality in particular, the whole with a view:

"1. To promote proper co-operation and understanding between the municipal engineers and those of the commission.

"2. To ensure a standardization, as far as possible, of the specifications to be used.

"3. To arrive at conclusions as to the best methods of distribution for each municipality and the standardization of same, as far as possible.

"4. To give to each municipality the benefit of consideration of each case by practically a board of engineers.

"5. To sum up, practically to ensure standardization as far as possible and the elimination of the personal equation of individual engineers.

"The conference would deal with such matters as:

"1. The size and characteristics of transformers and other apparatus which might be used, so as to ask for as far as possible interchange between municipalities, thus cheapening the cost, reducing spares and permitting of exchange during breakdown or for special demands.

"2. The best voltage and wattages of incandescent lamps to be used to meet commercial and operating conditions for each municipality in view of the scheme as a whole.

"3. The use of synchronous apparatus for correcting power factor and decreasing the power used and paid for by each municipality.

"4. The most modern systems of street lighting and their apparatus in each municipality, especially in view of recent improvements in arc and incandescent street lighting.

"I may say that without such co-operation it is quite possible that some municipalities may be seriously handicapped and would be unable to obtain the same advantages that they would with more uniform equipment.

"An answer by return of mail will greatly oblige."

**New Anglican Hymnal.**

The sale of the new Anglican hymnal is reported by the publishers, Henry Frowde & Co., to have been quite phenomenal. The book was placed on sale on Friday, 7th, and since that date the first edition of 250,000 has been practically sold out. This includes 15,000 of the choir tune-books. There is a constant demand for the new book from all over the Dominion, from Halifax to Vancouver. All but one church in Toronto to have adopted it.

**Agitation in Spain.**

MADRID, Sept. 23.—The Republican and Liberal parliamentary groups have decided to demand the immediate restoration of the constitutional guarantee, and the reassembling of parliament. In case of refusal they announce their intention of commencing a "profound agitation" throughout the country.

**\$1200 New York and Return**  
(From Suspension Bridge).  
Via Lehigh Valley R. R., every day, Sept. 24 to 30 inclusive, account Hudson-Pulton celebrations. Particulars at King-street east, Toronto, Ont.  
S.18.20.22.23.24.26.28.29.30

## REAL ESTATE ADVERTISING ANALYZED.

(Reprinted from New York Commercial.)

This column has a distinct educational value to businessmen, because it gives them ideas on advertising that they can utilize.

Our businessmen readers, as well as advertising agencies, are invited to express their views on the merit, value, growth and future of advertising. By such interchange of views, great good, it is felt, will come to all participants.

—By Miss M. L. Schabehorn—

Miss M. L. Schabehorn, Treasurer and Advertising Manager, N. Y. C. Reeves and Company, successful New York Real Estate Broker, says:

"Every right kind of man or woman has one object in view—to increase business. The way to do this quickest is to advertise."

"Then comes the question: What is the best way to advertise?"

"Let us take the case of a real estate concern that might decide, for example, to spend ten per cent. of all commissions in advertising the name of the firm—the methods of doing business and its holdings."

"By doing this, and by giving everybody a square deal that firm is morally certain of success equally to the advertising and to the policy of honesty."

"One firm in New York with twelve thousand customers has secured ninety-eight per cent. of all the clients on its books through the advertising placed in the New York City newspapers."

**Don't Be Sensational.**

"The high class real estate firms do not indulge in sensational advertising."

"Neither do they believe in 'knocking' competitors, since this is only advertising their own name."

"High class real estate advertisements persist in stating what the broker has to sell, where it is located, always stating the price, and offers to take the prospective customers out to see the property, letting them see it for themselves."

"Many concerns never take into consideration this or that paper, but they have a large circulation and the other has a small one."

"We have attained better results in some cases from the papers with a small circulation than from the papers of large circulation that carried the same advertisement."

"Ordinarily one does not recommend the placing of advertising the same day in the same class of readers."

"Ten or fifteen New York City papers used in one day will produce just as good results, from a financial point of view, as if you had gone into every one; but the main theory among real estate operators is to place the advertisement where the property and the price asked for it."

"Another rule to follow is: Say as much in the least number of words as possible. Occasionally using small cuts to attract attention, but no more than one."

"Small advertisements sometimes produce greater results proportionately for the cost than large ones."

"In the selecting of newspapers no one policy can be adopted and adhered to. Conditions are always changing."

**All Papers Are Good.**

"The newspaper that you go into three or four times and do not get an answer from frequently turns out the very next issue, to sell more property than all the rest put together. So one is led to advise sticking to it."

"Take a line of papers; stick to them. Advertise persistently, but above all things don't place any misleading advertisements. They cost money, and do more harm in the end than they do good. A sensational misleading advertisement may bring a crowd, but they will knock out all the real buyers that are with them."

"If an advertising policy is adopted and stuck to fifty-two weeks in the year, results will come faster and faster and the business is bound to grow bigger and bigger. That has been the experience of the successful firms in New York, and it will be the same policy which will adhere to the same policy."

**Don't use a lot of meaningless superlatives as "Best on Earth," "Biggest Bargain," just say what you honestly know to be so, and express yourself in language that means something, not a lot of high-sounding talk.**

**BALFOUR CAN TAKE UP CHAMBERLAIN'S WORK**

Made it Plain That Unionists Would Supplant Budget by Higher Revenue Tariff.

NEW YORK, Sept. 23.—I. N. Ford's London cable to The Tribune re Balfour's speech at Birmingham says:

A. J. Balfour's speech at Birmingham contained nothing so aggressive and defiant as Joseph Chamberlain's message. Approval was roared from eight thousand throats when it was known that the veteran statesman, in enforced retirement at Highbury, was eager to have the lords throw out the budget and force a general election. The enthusiasm of the vast assemblage was unrestrained when Mr. Chamberlain's name was mentioned, and the message was read that he hoped the lords would see their way to obtain a referendum from the people on the rival financial policies.

Mr. Balfour's own success in commanding the warmest welcome which was due to his unequivocal acceptance of Mr. Chamberlain's cause. He advocated it as progressive, hopeful and constructive legislation for the kingdom and the empire, which would produce an adequate revenue for the navy and for social reforms, and contrasted it with the socialist legislation which was creating widespread depression and bottomless confusion. While he did not undertake to work out in detail a tariff reform policy, he made it plain that the Unionist party, if returned to power, would broaden the basis of indirect taxation and would raise the requisite millions by a higher revenue tariff.

His speech has satisfied the tariff reformers that he can be depended upon to take up Mr. Chamberlain's work and carry it out. At the same time he has not needlessly irritated the unconvinced free traders of his own side. His speech was a better debating effort than either that of Lord Rosebery or of Premier Asquith.

## EATON'S DAILY STORE NEWS

## New Fall Hats That Every Man in Toronto Would See



Among which are—the new fawn soft shape, the cadet blue "Trooper," the new black "derby," the very latest style with narrow roll brim and round crown.

First with the new things—the new things always first in our thoughts; that's this hat store for men. And to-day the Fall stocks contain more real interest and usefulness than any previous showing we ever knew.

In our \$2 Derby alone the new season's full range of approved styles is displayed. The hat is of genuine fur felt; in black and the new shade arctic blue, a "color" the young man will select to set off his blue serge suit. This 2.00 hat is a value that will appeal to men everywhere.

THE LATEST NOVELTY in a Soft Felt Hat for young men has a close-rolling brim, with raw edge, worn with dip in front, and medium-height flat crown. Fawn shade, with brown silk band. It's a splendid style, a decided change, a hat young men should take to with a vim. The price ..... **2.00**

**YOUR AUTOGRAPH** copied in gold on the band of any hat from 1.50 up—free of any charge—right in the department—while you wait  
MAIN FLOOR—QUEEN ST.

## Men's Turn Saturday to Buy Boots for \$2.00

Two dollars is a very low price for a fine pair of boots, especially such smart, snappy styles as this lot contains, but ready cash achieves wonders in buying, and this is an instance of what may be accomplished. They're all splendid styles. Some almost verge on the extreme—the style the dressey young man prefers. All Goodyear-welted, and it's rarely you can buy Goodyear-welted boots, made of very fine velour calfskin, on smooth, bright finish, that takes a beautiful polish. Sizes 6 to 11. While the lot lasts, Saturday, per pair ..... **2.00**

## Women's Kid Boots, Per Pair, \$1.65

And it's genuine Dongola Kid—the most comfortable, durable leather for an everyday boot. Most kid in a boot at this price is merely glazed sheepskin—a spongy, peeling perishable leather. The difference in cost is considerable, but we're willing to take a very small profit owing to the greater quantity sold by giving such good value. Dull kid Blucher top, patent toe cap, extension soles, 1.65 medium and high Cuban heels. Sizes 2-12 to 7. Price, pair ..... **1.65**

## A Good Boot for Boys.

After perfect, the principal requirement in Boys' Boots is durability—material and workmanship. Little imp overruns made, more time spent on certain important phases of making. We never showed so many styles as this fall. For men and women, all one price ..... **3.00**

For Women—Viel kid, Goodyear welted and turn sole, patent leather, tan calf, and tan calf, all sizes ..... **3.00**

For Men—Box calf, with linen or leather lining, tan calf, all sizes ..... **3.00**

patent colt, all sizes ..... **3.00**

Second Floor—Queen St.

## THE T. EATON CO. LIMITED CANADA

NEW YORK, Sept. 23.—Francis B. Sayre, of South Bethlehem, Pa., who is returning from work with Dr. Wilfred T. Grenfell's mission at Battle Harbor, brings back a story of the romance of Dr. Grenfell and Miss Anna McLachlan, of Chicago, the wreck of the memorial vessel Andrew T. McCosh, which left New York about three months ago, and a tale of a remarkable run made by the Strathcona. Dr. Grenfell's mission ship, while her coal bunkers were afire.

Dr. Grenfell went to England early last spring to bring his aged mother here for a visit. On the steamship he met Miss McLachlan and visited her at her home. Then he went to Battle Harbor. He will return to Chicago and wed Miss McLachlan there on Nov. 17.

Dr. Grenfell's ship, the Strathcona, put out in August for a run along the coast. She was pulling out of Indian Harbor when it was discovered that her coal bunkers were afire. Dr. Grenfell, instead of putting back, crowded on more steam and pounded along on his mission as if nothing were the matter. The evidence showed that the fire broke out in the forenoon, and into the bays and inlets looking after the ill and destitute.

Every day or so the flames would burst forth; water would be thrown on them and the vessel urged ahead to the next station. Dr. Grenfell does all his work in the summer as the harbors are ice locked at other times. He thought it more important that he get to his patients than to put into harbor and make sure the fires were out. He ran for ten days with the flames burning intermittently, and covered more than 500 miles. Then he put the fire out. He had thirty tons of coal aboard.

**LOTS OF COAL IN GREENLAND.**

Peary, in an interview, in credited with saying: "There's unlimited coal in sight now in Greenland and lots more in Ellesmere Land, only waiting for someone to come and carry it away."

**COAL BUNKERS A-FIRE DIDN'T STOP GRENFELL**

For Ten Days He Continued on Regular Trip, Before He Extinguished Flames.

**The Beer With A Reputation**

Purity, Quality, Flavor. Filtered and pasteurized—Best Barley Malt and Hops. Delicious—Thirst Quenching.

**The Light Beer In The Light Bottle**

O'Keefe's Pilsener is an ideal tonic and aid to digestion. Order a case from your dealer.

**COMPANY NEGLIGENT**

Verdict of Jury on Death of William Hornsall.

"That the Connell Coal Company showed gross negligence in not having a more effective method of transporting coal to the island." This was the rider attached to the verdict of Coronar Greig's jury which, sitting at the morning, Oct. 2, decided that William Hornsall was drowned in the bay, Sept. 21, when the snow loaded with coal upon which he was swamped and sank. The evidence showed that the snow was unevenly loaded.

**Miners Find Petrified Human Head.**

MAHONEY CITY, Pa., Sept. 23.—Miners excavating a tunnel in the Maple Hill Mine, near here, to-day discovered, 800 feet below the surface, the petrified head of a human being. It lay under a rock over which water runs, and is supposed to have been the head of a miner who lost his life in the mine many years ago. The head is in excellent condition and will be sent to a Philadelphia museum.

**Shot Burglar Clinging to Rope.**

NEW YORK, Sept. 23.—After taking the trouble to hire an automobile and in the guise of a prospective tenant go

**HASSAN**  
CORK TIP  
CIGARETTES  
THE ORIENTAL Smoke  
TEN FOR 10c.

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**"VIVELLA"**  
New stock of  
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All 60

**SCARCE M**  
Black and ful  
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