

This Lamp
Brings
You More
Business



The Bright Store Gets The Trade

To get trade, your store must get attention. Trade follows the light and in all ages—light has exercised a magnetic influence upon the mind. Time was when stores at night were dimly lit, full of shadows, dark nooks and corners—but all that belongs to an age of the past. This is the luminous age.

The Humphrey Gas System of Outdoor Illumination makes your store stand out in the night time. It illuminates your windows and illuminates the street, tending to draw people. This is our system. Lamps loaned. Maintained weekly at small cost. Send for representative. Phone M. 707.

The Consumers' Gas Company
12 and 14 ADELAIDE STREET, WEST. PHONE MAIN 1933

SALESROOM OPEN EVERY EVENING.

CLUSTER LIGHTS SCARCE BECAUSE MONEY SHORT

City Hydro Commission Unable to
Erect More Pillars, Appropriation Having Run Out.

In a few days, it is said, the city council will be asked by the hydro-electric commission for further instructions as to the continuation of the work of installing lights. Calls have gone up from all over the city for pillar lights, and there is not enough money to build them. The business streets, such as Queen and many others, demand the pillar lights in place of the single lamp lights, for they say it is necessary in their business. The small lights were provided for in the appropriations, but if pillar lights are put up the commission will need more money.

Since the city commission was formed there have been no cluster lights put up. The citizens think not enough were placed before then. There are only 500 pillars in Toronto. The recent bylaw passed in Hamilton calls for 400 for that city. Toronto has a population of nearly 400,000 and Hamilton about 80,000.

The matter will in all probability come up before the city council at the next meeting, for the city against the small, single lamp lights on the business streets has gone forth. The commissioners are in a rather awkward position in the matter. They cannot do what the residents on the streets ask them to do without consent of the council. The many objections have arisen as to the placing of lights, they must let the city council lay down a course of procedure. The lights are being paid for by the city, instead of the people on the business streets paying for them.

West Richmond-street, from Yonge to York, is one on which the property holders want pillar lights. It is a considerable night traffic, and it will have considerable more when new proposed buildings, such as The Saturday Night building, have gone up. During most of the year there are large crowds who go to the Gayety Theatre, to the evening entertainments and lodge and the city hall. The building, and all the year around there are many who go to the garages on the street and to The World office.

PRICES CONTRASTED.

Editor World: As an American who has recently located in Toronto I have been most interested in the arguments put up by the local papers both for and against the principles of reciprocity. Having lived in both countries I am in a position to look at the matter from the standpoint of a consumer and to be able to compare prices paid here for the necessary articles of food with those paid in the States. The comparisons appear below:

	U.S. Canada
Butter	25c. 30c.
Eggs	22c. 27c.
Bread (loaf)	4c. 5c.
Beef steak	20c. 25c.
Strawberries	10c. 15c.
Melon	35c. 60c.
Cumprants	12c. 15c.
MA.	15c. 20c.

and so on thru the entire list of articles for domestic use, the price here is considerably higher than in the States. Reciprocity to me, as a consumer, looks like a good thing, looking at it from a selfish point of view, as the natural results of reciprocity will be to cheapen all articles of food. On the other hand and looking at it in the light of a producer, I think it is about the worst calamity that could happen for the farmers of Canada, as they would find that the States could and would undersell them in almost all the commodities of every day use.

How the farmers of Canada can be persuaded to believe that reciprocity is going to bring them higher prices for their produce is beyond my comprehension, as they will find out to their sorrow if it ever becomes an agreement.

Alexander Ramsay.

The Morning World is delivered free to subscribers who pay for it by mail or by cash in advance. For terms of subscription, see page 1.

Liquor & Tobacco Habits

A. McTAGGART, M.D., C.M.,
75 Yonge Street, Toronto, Canada.
References as to Dr. McTaggart's professional standing and personal integrity permitted by:
Sir Geo. W. Ross, ex-Premier of Ontario.
Rev. N. Burwash, D.D., President of the Methodist Church of Canada.
Rev. J. G. Shearer, B.A., D.D., Secretary Board of Moral Reform, Toronto.
Right Rev. J. F. Smyth, Bishop of Toronto.
Hon. Thomas Coffey, Senator, Catholic Rec. London, Ontario.
Dr. McTaggart's Vegetable Remedies for the Liquor and Tobacco Habits are healthful, safe, inexpensive, home treatments. No hypodermic injections, no publicity, no loss of time, no business, and a certain cure. Consultation or correspondence invited.

BORDEN ISSUES MANIFESTO TO THE PEOPLE OF CANADA

Continued From Page 1.

fishing bounties and takes away our power to give such encouragement to any industry affected by the agreement.

"It will destroy the distinctive character and reputation of our staple products, which will henceforth be merged in those of the United States, and will be known as American rather than Canadian products."

"It exposes our natural resources to the depredations of the gigantic trusts which have already secured control of those of the United States."

"It will assist those trusts to exercise an undue influence and pressure upon provincial governments for the purpose of forcing them to abandon the wise policy of conserving our natural resources and of converting them into finished commodities by the labor of our own people."

"Surrender to American Trusts."

"It will give to American trusts a power, an influence, and a control in this country equal to that which has been exercised so remorselessly and unscrupulously in the United States."

"It will for the most part reduce the prices which our producers will receive for their output, while the control of the trusts will be maintained under which such a policy was preserved."

"It will discourage the higher and more progressive methods of agriculture by which the product of the farm is turned out in finished form, and the fertility of the soil maintained and preserved."

"It will encourage the export of our raw material and unfinished products for manufacture abroad instead of at home."

"It will establish conditions and regulations from which it will be extremely difficult and even impossible to retreat, except with the consent of the United States or under terms dictated by her."

"And, finally, it is at the best a rash and perilous experiment, inconsistent with the policy of the government, taken, in a period of unqualified development and prosperity after Canada had long since outgrown the conditions under which such a policy was once thought desirable."

THE PRIME MINISTER'S MANIFESTO.

"The address of the prime minister may fairly be taken as indicating the position of the government party in this contest. Let me examine it briefly."

"He attempts to represent the opposition of the trusts as consisting of the loyalty of the Canadian people. There is no foundation for such an insinuation. The loyalty of the Canadian people is undoubted. But no people can escape the consequences of their own acts, and if Canada places itself under the commercial control of the United States, it must accept the consequences, if retained, will be a shadow and not a substantial reality."

"Three chief contentions are put forward by the prime minister. First, 'At all times during the last 40 years it has been the constant effort of all political parties in Canada to make with the United States a treaty of free trade for the free exchange of natural products between the two countries.' It is absolutely untrue. This proposition has been repeatedly shown to be untrue in parliament and on the platform, that the prime minister by his own utterances during the last ten years has repudiated and denied such a policy. The repetition of this statement in his election manifesto is made with cynical disregard of the facts."

"A Vote False."

"One quotation from his utterances will suffice: 'There was a time when we wanted reciprocity with the United States but our efforts and our offers were put aside. We have said good-bye to that trade and we will not go back. We will support the British trade (Imperial Conference, May 1, 1907).'

"The prime minister next refers to the supposed advantages of the 'free American market.' In parliament he repeatedly demanded from the advocates of the treaty a detailed and systematic statement of the advantages covering the whole agricultural, industrial and commercial situation in Canada; but our demand was not complied with. The main facts have, however, been made clear in other ways. Looking at the result of the whole situation I assert that the government and its friends have totally failed to make out a case. The disadvantages of opening up our farmers' markets to the United States, to the whole British Empire and to twelve other countries, far outweigh any possible advantages to accrue from allowing free entry of the farm products to the United States."

"Americans Want Annexation."

"Lastly, the prime minister endeavours to rebut the argument that the reciprocity treaty will lead to annexation. Whether it will do so or not, no man can tell. But it is a fact that the possibility of doubt that the leading public men of the States, its press and its people, believe that it will lead to annexation. The plain fact is that in entering into this treaty the people of the United States believe that they are accomplishing the first step towards annexation. My position is that we cannot safely ignore it. It is the compact, and that sooner or later we shall have to reckon with them. Surely this is a view which will commend itself to all reasonable and thoughtful citizens."

"Other Issues."

"But there are other issues which also merit attention. The government has twice refused any effective investigation of the expenditure on the National Transcontinental Railway, which is assuming startling proportions. This refusal has been persisted in, although the public mind is becoming more and more charged by engineers of high position on the works."

"Shortly after the election of 1908 the prime minister was invited by the leading liberal journals throughout the country to clean the Augean stable of the government's spending departments. The cleaning process has not commenced. Scandal after scandal is unearthed in the last two decades of the century, and not a tenth has yet been told."

"Since the last general election the government has refused to accept a new line of policy in regard to naval affairs which is of far-reaching importance. The policy adopted was not debated before the people during that election and it bears all the earmarks of a hasty and ill-considered scheme. In my judgment our duty to the empire cannot be properly or effectively fulfilled by such a measure. I hold that the plan of the government contemplates the creation of a naval force that will be absolutely useless in time of war, and therefore of no practical benefit to Canada or to the empire. It will cost immense sums of money to build, equip and maintain it, and it will not add an iota to the strength of the empire. The more it is considered, the more does it become evident that the whole naval plan of the government is an unfortunate blunder."

"The remarkable inefficiency and lack of business capacity manifested by the government in connection with the Quebec bridge and other great public undertakings should also receive the grave consideration of the electorate."

"The Conservative Platform."

"The Liberal Conservative party gives its pledge to carry out the following policy if returned to power: (1)—A thorough reorganization of the public service, which is now supervised. The increase in what is known as ordinary controllable expenditure, from \$21,500,000 in 1907 to nearly \$47,000,000 in 1911, is proof of extravagance beyond any possible defence."

"(2)—The granting of their natural resources to the prairie provinces."

"(3)—The construction of the Hudson Bay Railway and its operation by independent commission."

"(4)—The control and operation by the state of the terminal elevators."

"(5)—The necessary encouragement for establishing and carrying on the chilled meat industry."

"(6)—The establishment of a permanent tariff commission."

"(7)—The granting of substantial assistance towards the improvement of our public highways."

"(8)—The extension of free rural mail delivery."

"(9)—The extension of civil service reform."

"(10)—The granting of liberal assistance to the provinces."

EATON'S DAILY STORE NEWS

The Third Day's Exceptional Values in the Great August Sale of Rugs



Seamless Axminster Squares, a number of patterns taken from regular lines and reduced for the August Sale of Rugs; colors are green, floral, chintz, self green, blue and tan medallion and fawn floral; you will find something in this lot suitable for parlor, bedroom and living-room; size 9 ft. 10 in. x 13 ft. 1 in. August Sale price 21.75

Axminster and Wilton Squares, seamed and seamless, imported goods; made from a very heavy yarn, giving the rug a deep rich pile, and will stand almost endless wear; these are green Oriental, green and rose, with chintz border, Oriental medallion and plain grey, with touch of rose in border: Sizes 11 ft. 3 in. x 12 ft., and 9 ft. x 10 ft. 6 in. August Sale price 30.00
Size 9 ft. x 12 ft., and 11 ft. 3 in. x 13 ft. 6 in. August Sale price 35.00

Seamed Brussels Squares, woven without mitres or cross seams; a heavy durable floor covering. This range is so large you will find no trouble in getting just the rug you want for any room in your home. Every rug marked below regular for the August Sale of Rugs. The patterns are floral, Oriental and conventional, in shades of green, red, fawn, blue and brown, in all the most wanted sizes:

6 ft. 9 in. x 9 ft. August Sale price 7.75
6 ft. 9 in. x 10 ft. 6 in. August Sale price 9.25
9 ft. x 10 ft. 6 in. August Sale price 12.25
9 ft. x 12 ft. August Sale price 13.95
9 ft. x 13 ft. 6 in. August Sale price 15.75

Axminster Seamed Squares

A heavy durable square, with a deep rich pile, and pretty color combinations, making a useful rug for any room; you may select from self green, green conventional, tan floral, chintz, plain green and tan centres, with chintz borders, all specially marked for August Rug Sale:

Size 6 ft. 9 in. x 9 ft. August Sale price 11.25
Size 9 ft. x 9 ft. August Sale price 14.75
Size 9 ft. x 10 ft. 6 in. August Sale price 17.25
Size 9 ft. x 12 ft. August Sale price 19.75

Selvedged Smyrna Rugs

A mill clearance that we bought at a very low figure is responsible for this extremely low price; come in floral and Oriental designs, in a good variety of colorings, making a useful rug for bedrooms, kitchens and baths; size 30 x 60 in. August Sale price 1.48
—Third Floor.

THE T. EATON CO. LIMITED

The Toronto World

THIS CERTIFICATE, with 25 others of consecutive dates (Sundays excepted) if presented at the business office of THE WORLD, 40 Richmond St. West, will entitle the bearer to one WORLD COOK BOOK absolutely free. If the Cook Book is to be sent by mail, send the necessary certificates in an envelope, also enclosing 14c in stamps, to the Cook Book Editor, care of Toronto World.

Not more than one Cook Book will be given to one person.

This is an opportunity for every good housekeeper to become possessed of the very best Cook Book on the market. It is of convenient size, substantially bound, and is designed for utility.

Caution:—Not more than one coupon bearing the same date will be accepted.

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THE TORONTO WORLD COOK BOOK, AUGUST 15, 1911. Valid if presented after SEPTEMBER 24, 1911. Be sure to write your name and address plainly in the lines below on at least one of the certificates, if you wish the Cook Book sent by mail.

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