

The Toronto World

A Morning Newspaper Published Every Day in the Year.

MAIN OFFICE, 83 YONGE STREET, TORONTO.

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THE WORLD SCORES AGAIN.

The World is always winning out, and that is one of things that make our kind contemporaries sore.

We were the only paper in Toronto to describe the proposed reduction of hotel license as a trick of Robert John Fleming devised to attract the Beck policy. Mr. Fleming engineered Mr. Spence into a controllership and then handed him the license reduction bill. Some day soon the story of the circus at Ald. Hales' house in regard to the deal will be told.

The judgment of the court has settled the matter for the present. Everyone accepts the decision as a just ending of an unjust trick.

The World's further contention was that the people should settle this question, not the council; and it is more than likely that a proposal to reduce the number of licenses will be referred to the electors at the next municipal contest. The wish of the people as it may be then expressed at the polls will have to be accepted by the court, by the trade and by the commission. The people are the absolute masters in this respect and the trend of public opinion is in the direction of further limiting barroom drinking.

THE ARBITRATION TREATY.

Beyond giving formal expression to the conviction of the two great English-speaking peoples, that settlement of international disputes by friendly arbitration is proper and desirable, the treaty now ratified by the senate has little direct practical effect. Indeed, it is far more exclusively restricted in its terms than are the arbitration agreements previously entered into by many European nations. This, however, has not been due to the United States on this point occupying a less advanced position than that which other civilized communities have reached. Nor can it be attributed specially to any lingering remnant of the Anglophobia once so prevalent among the citizens, nor even to the political manoeuvring always associated with affairs touching the Irish vote. It is undoubtedly to be attributed to the constitutional provisions regulating the treaty-making power, and to the jealous care with which the senate guards its right of ratification.

The treaty now coming into force has this incidental importance, that it contains for the first time a provision that any agreement made to refer a question to arbitration shall not be binding on the British government until it has been concluded by the senate and its terms accepted by the British government by the exchange of notes. Hitherto it has been held that a treaty bound Britain from the moment of signing, while no treaty was binding on the United States until it was ratified and proclaimed by the president. Conditions will now be equalized, since in the event of the senate delaying ratification for a long time, or the committee on foreign affairs remaining indefinitely inactive, the British government can let a treaty lapse by refusing to exchange notes.

Another quiet but noteworthy innovation in the reservation by Great Britain of the right to consult any of the self-governing imperial states before concluding an agreement affecting their interests. This, it is believed, is the first time a clause of this character has been inserted in a formal treaty, though in commercial arrangements the independent position and rights of these states have been recognized. The reservation now made will form a precedent to which all subsequent treaties involving, or likely to involve, the autonomous dominions and states, will no doubt conform, and it marks another stage in the imperial evolution. Considerations to national sentiment are never recalled, and as the over-seas states grow and develop their personal share in international negotiation over matters that concern themselves must increase and become more direct. Nothing can disturb orderly progress towards the realization of that conception which sees the British Empire in its final form of a partnership of equal self-contained and independently self-governing nations.

"GOVERNMENT BY CORPORATIONS."

On Thursday the New York Evening Post, under the above caption, took as an editorial text a remark made by Mr. William J. Bryan on the recent revelations concerning the \$500,000 contributed by the street railways of New York for political purposes. He said:

"When you consider for a moment that this \$500,000 which was contributed by a single corporation in this city was more than we were able to raise in either of the campaigns in which I was a candidate from more than 6,000,000 voters, you get a fair idea of the tremendous influence, one way or another, that the corporations can exert if they want to."

Commenting on this, The Post points out that for more than a generation people have been complaining, with more or less specification, that the machinations of both political parties are run by corporation influence. It continues: The Pennsylvania Railroad, for

example, has been notorious as a corrupting force in the politics of Pennsylvania and New Jersey; the New York Central in New York; the New York, New Haven & Hartford in Connecticut; and Rhode Island; the Boston & Maine in New Hampshire; the Prudential Insurance Company and the Public-Service Corporation in New Jersey; and the protected interests in the national convention. No one could watch the proceedings at Harrisburg, Trenton, Albany or Washington without becoming convinced that big corporations were trafficking in laws and law-makers; but definite proof was often lacking.

The Post proceeds to show that "since the last presidential election, however, the damning evidence has poured upon us like a torrent." It refers to the admission that each of the three large life insurance companies had paid \$50,000 to help elect Mr. Roosevelt, and to the letters between E. H. Harriman and the president, showing that the former had raised \$300,000 late in October, 1904, for the obvious purpose of buying votes in New York State. It quotes Mr. Harriman as saying: "At least \$50,000 votes were turned in the City of New York alone."

"And now," The Post proceeds, "comes this last addition to the list—the Metropolitan Street Railway. It backed any party from which it could secure a quick profit. The managers of this traction company robbed their stockholders in order to oppose Mr. Bryan; robbed them in order to secure support of Democrats and Republicans at Albany; robbed them in order to placate the Grand Old Party under the leadership of Odell; robbed them in order to fasten Tammany under Charles F. Murphy. It was an orgy of political debauchery."

This terrible indictment does not appear in any yellow sheet, but in the editorial columns of one of the sanest, soberest and, in some respects, most conservative of United States newspapers. Nor can it be ascribed to any violent anti-corporation feeling, for The Evening Post is not a public-ownership journal. It feels and speaks strongly because the evidence of gigantic and wholesale corruption is too clear and convincing to permit of a contrary opinion. But can a system which permits of such conduct as is described be justified at all, or can it be regulated so that a continuance of the evils denounced will be effectively prevented? The World holds that it is impossible to do so except by a measure of control which practically means public ownership and operation of public services.

So long as public franchises are open to private exploitation, so long will they be the field of unscrupulous finance, and the occasion of legislative and electoral corruption. Straight public ownership and operation alone can secure the rights of the public in their franchises. The possibilities of illegitimate dealing are too great to be placed in private hands.

AGRICULTURAL ASSOCIATIONS.

In a pamphlet recently published by Mr. Arthur Montefiore Brice some very important information is given regarding the remarkable popularity of agricultural associations organized for the collective sale of their products, or for the co-operative purchase of agricultural necessities, and often for both purposes. Mr. Brice's immediate object was to urge the adoption of these new and successful methods by British agriculturists, especially those who are taking advantage of the improved facilities for the acquisition of small holdings. But if these methods have proved their worth and efficacy on the continent of Europe and if the production and export of agricultural produce has been vastly stimulated, the principles which underlie agricultural associations of the class indicated are of interest everywhere.

According to the statistics collected by Mr. Brice there are more than 600,000 producers in France, organized into about 2500 associations for the collective sale of their products. Germany has more than 1000 societies for the co-operative purchase of agricultural necessities and nearly as many for both production and sale. Holland, he affirms, rescued itself from a terrible agricultural crisis by embracing the co-operative system, but it is in Denmark that it has attained widest popularity. With a population of about 3,000,000 Denmark has 300,000 individuals who are members of co-operative societies. As a specimen of the extraordinary care and thoroughness with which the Danes maintain the standard of their products it is mentioned that every egg can be traced by means of the stamp to the original supplier, and any member who sent in for the second time a stale egg would be expelled from the society.

Strong efforts have been made to introduce these societies into Ireland, largely on the initiative of Sir Horace Plunkett. As a result there are now 800 associations affiliated with the Irish Agricultural Organization Society. Attention has now been turned to England, where the opportunities provided by the recent Small Holdings Act are being extensively accepted. Mr. Brice quotes the results obtained in various parts of the country, where societies established along similar lines are doing good work, and he contends that the rural exodus would be arrested by better cottages, small holdings, credit banks and co-

PALL MALL

CIGARETTES

Exclusive in Quality.

The Perambulating Showcase

BY HERBERT KAUFMAN.

The newspaper is a huge shop window, carried about the city and delivered daily into many thousands of homes, to be examined at the leisure of the reader. This shop window is unlike the actual plate glass show case only in one respect—it makes display of descriptions instead of articles.

You have often been impressed by the difference between the decorations of two window-trimmers, each of whom employed the same materials for his work. The one drew your attention and held it by the grace and cleverness and art manifested in his display. The other realized so little of the possibilities in the materials placed at his disposal that unless some one called your attention to his bungling you would have gone on unconscious of its existence.

An advertiser must know that he gets his results in accordance with the skill exercised in preparing his verbal displays. He must make people stop and pause. His copy has to stand out.

He must not only make a show of things that are attractive to the eye but are attractive to the people's needs as well.

The window-trimmer must not make the mistake of thinking that the showiest stocks are the most saleable. The advertiser must not make the mistake of thinking that the showiest words are the most clinching.

Windows are too few in number to be used with indiscretion. The good merchant puts those goods back of his plate glass which nine people out of ten will want after they have seen them.

The good advertiser tells about goods which nine readers out of ten will buy if they can be convinced.

Newspaper space itself is only the window, just as the showcase is but a frame for merchandise pictures. A window on a crowded street in the best neighborhood, where prosperous persons pass continually, is more desirable than one in a cheap, sparsely settled neighborhood. An advertisement in a newspaper with readers loyal to independent thought and in the middle walks of life possesses a great advantage over the same copy in a medium circulating among persons who possess no means. It would be foolish for a shop to build its windows in the alleyway—and just as much so to put its advertising into newspapers which are distributed among "alley-dwellers," and to people who never carry them home.

P.S.—Talk No. 8 will appear in The World on Monday, April 27.

operative societies for sale and purchase. There can be no doubt that it is due in great measure to the institution of such societies and the influence they have exerted in stimulating agricultural production and enabling a high standard of excellence to be attained and maintained that Denmark has gained so high a place among the exporting countries of Europe.

AT OSGOOD HALL

ANNOUNCEMENTS FOR MONDAY.

Chambers.

Cartwright, master, at 11 a.m. Toronto Non-Jury Sittings.

Peremptory list for Monday, 10.30 a.m.

1. Finn v. Gosnell.
2. Cockburn v. Clarkish.
3. Yeaman v. Heintzman.
4. Boat v. Roaf.
5. Robb v. Gates.
6. Guthrie v. Foster-Cobart.

Divisional Court.

Announcements for Monday. To be spoken to at 11 a.m.:

1. Re Wright and Coleman, etc., Co.
2. Re Young and Scott.
3. McLeod and Enright.
4. Downey v. Munro.
5. Re Duncan Sinclair.

Peremptory list:

1. Re Rogers and London and Canadian Loan Co.
2. Portier v. Chener.
3. Clary v. Lake Superior.
4. Gibbons v. Smith.
5. Cole v. Pearson.

Accepted Drafts.

James P. Scott & Co. of Toronto have begun proceedings against the Canadian Brass Manufacturing Co. of Galt claiming \$715.78, the amount of certain drafts accepted by the defendants.

Mining Company Wound Up.

Upon petition of Frank B. von Taeky of Titusville, Penn., Chief Justice Mulock in chambers granted an order to wind up the Cobalt Eldorado Mines Co. The Union Trust Co. was appointed interim liquidator and the reference is directed to Official Referee Cartwright. The company was incorporated in May, 1907, with a capital of \$2,000,000. W. W. B. McInnes, Vancouver, is the president.

Banwell's Bond.

The action to recover \$11,000 on the guarantee bonds of Edwin St. George Banwell and Francis M. Mannell, thru Banwell's defaultation of \$40,000, is now before the court of appeal. The Crown Bank of Canada used the London Guarantee and Accident Company to recover on the bonds. After the trial, Judge Mahe, in December last, gave judgment in favor of the bank and directed a reference to J. A. McAndrew, to take an account. The Guarantee Company is now appealing to the court of appeal.

Alleged Breach of Contract.

Somerville, Limited, has been made defendant in a suit brought by Miln-Bingham Printing Co., who are claiming unpaid damages for alleged breach of contracts.

Suing Upon a Charge.

Matilda Burns Brown has begun an action against John McLeod of Toronto to recover \$1085.25 under the terms of a certain charge.

Would Not Wind Up.

The application of the Sovereign Bank to wind up the Canadian Vicker Engine Co., Limited, was refused by Chief Justice Mulock in chambers. The head office of the company is at Galt. The company was incorporated in May, 1906, with a capital stock of \$100,000. The bank has a claim of \$14,431.03 against the company.

Automobile Accident.

Proceedings have been instituted by John J. Warfe of East Toronto against Herman Nerlich to recover damages resulting from an automobile accident. Warfe is claiming \$2000 damages for injuries sustained by his daughter, Eva, who was injured on June 27 last, thru the alleged negligent driving of Nerlich's automobile.

Cobalt Ores in Demand.

NEW YORK, April 24.—The long idleness of Anaconda and many other copper mines in the west, which turn out a large amount of silver as a by-product, has caused active competition among smelters for the Cobalt silver ores. More smelters are now bidding for ore from Cobalt mines than ever before in their history, and in consequence the producers are enabled to obtain more satisfactory prices.

SCARLET FEVER CASES PREVALENT IN MARCH

Over 500 Reported With Fifteen Deaths, According to the Official Figures.

The provincial board of health reports that smallpox, scarlet fever and diphtheria were more prevalent in March than for the corresponding month last year.

The returns give 85 cases of smallpox and two deaths, but the most marked increase is in scarlet fever, there being 529 cases reported, with 15 deaths, and for the same month in 1907 only 235 cases and five deaths were reported, but the mortality for both periods may be considered low. Diphtheria caused 27 deaths, being an increase of 11. Measles appear to have been much less prevalent, only 80 cases and one death being reported.

Typhoid fever also reached a low point, only 12 deaths having been reported. Tuberculosis continues to carry off its many victims, causing over 200 deaths for the month.

The total deaths from all causes were 2848, being 15.5 in 1000.

DEATHS IN THE CITY.

Deaths registered at the city hall yesterday were:

Lila Wagstaff, 11 months, pneumonia. Agatha Taylor, 21 years, consumption. W. A. Kerr, 38 years, appendicitis. Elias Muir, 72 years, heart failure (sudden). William Herbert, 2 months, diphtheria. Lillian Thomson, 14 years, tubercular meningitis. Edna Horley, 22 months, broncho-pneumonia. Nell McLennan, 18 days, bronchial pneumonia. Mary Clark, 65 years, cancer. Bridget Christie, 72 years, apoplexy. S. Gill, 3 months, convulsions. Mary Scott, 52 years, accidentally killed.

Canada's Trade Outlook.

NEW YORK, April 24.—Bradstreet's says:

In Canada better weather and reports of advanced work in all agricultural lines are stimulating trade slightly. Spring wheat planting is well advanced in the northwest, and a 30 per cent. gain in acreage is possible. In building there is more activity at all centers, but in other lines of industry work is slower. Immigration is large and the number of unemployed heavy. Collections are better. Failures for the week number 26, against 29 last week, and 23 in this week a year ago.

Michie's Teas are Regular in Their Superior Quality and Flavor.

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

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

THE T. EATON CO. LIMITED

THE HOUSE THAT VALUE BUILT

It's About Good Clothes---Read It!



It would be weakness on our part to boom the ready-to-wear clothing part of our business unless we had clothing to back up our arguments; garments so distinctly out of the ordinary that your finding out would agree with our say so.

There are several points about ready-to-wear clothes that must work together, and yet each point must stand firmly in its own strength, because in that chain no one link must be weak.

IN THE FIRST PLACE THE MATERIAL is of great importance. It must be of dependable quality. It must be honest. It must be a good pattern, and it must be purchased direct from a reliable mill to ensure getting down to lowest cost. Every yard you find here confirms these requirements.

THEN THE STYLES. No matter how good a suit is, it's a "hand-me-down" if it isn't right up to the day in style. Our designers not only keep abreast with the fashions, they know the new styles months before they appear on the backs of Canadians, and every new style twist has come into our garments.

THEN THE MANUFACTURE. Nowadays even tailor-made clothing is largely machine-made, because the sewing machine is accurate and it's honest, besides being a mighty time-saver. Our garments are made by experienced tailors, who work under the watchful eyes of inspectors—not because the tailors are worth watching, but because the store's reputation is worth protecting.

And there are many little details of excellence about our suits or overcoats that in everyday advertising the store believes you take for granted; the sewing on of buttons; the making of buttonholes; the lining, the inner parts of the garment that hold the thing in correct shape. All these little things are most important in our eyes and better work goes into each detail than you'd expect.



But a young man says—Buy Eaton's clothes—that's a woman's store—What do they know about men's clothes?

It IS a woman's store; ask any woman friend you like WHY. She'll tell you because it has the goods the women want, in the styles they want, of the material they want, made to give the long wear they want and to agree with the amounts they want to pay.

Satisfy a woman on all these points and it should be easy to satisfy the men.

It's just as much a man's store as a woman's; does that part of the business as well as the other; does all the business as distinctly better way than it ever was done before.

But enough for to-day.

Let's finish this talk at the store, face to face with the evidence.

Attention to four sample suit values upon which we'll hang our reputation for putting the maximum of quality into every suit at its price.

At 8.50—A nobby spring suit made from neat medium and dark pattern of tweeds, herring bone effects, single-breasted style, twilled Italian linings, sizes 36 to 44.

At 10.00—Good solid worsteds in stylish grey shade, with stripe pattern, seasonable weight, single-breasted style, well made and lined; sizes 36 to 44.

At 11.00—Navy blue clay twill worsteds, imported materials, single or double-breasted styles, fashionable cut and well made.

At 16.50—Fine all wool English fancy worsteds in new effects and colorings, the season's latest single-breasted model, best linings and tailoring, hand padded collars.

—Main Floor—Queen St.

THE T. EATON CO. LIMITED

190 YONGE STREET, TORONTO

ESTABLISHED JOHN CAT

Month End Ladies' Tail

Special lot of Suits, latest design Venetians and B. Brown Copenhag line a sprinkling silk lined, best value when selling

Month End Ladies' Two

Ladies' Tweed Suits, suitable for riding, in neat the latest design box back styles, \$15.00 to \$18.00.

Month End Menslin Dress

Clearance of white and white Princess and we trimmed with Val Very Special at

Famous Lin

Having secured Pure Linen and from New York, a famous tion because of damages (some of are in a position to represent the and affords a good lot in value at \$5.00, for \$3.35; reg Other reductions

Scarce Ori

We have been offering the B. is the rough by popular this season full line of shad Assams, Tussore madahas, etc.; also lot of fancy print stripe patterns, Cl

Summer Ca

Ladies' Fast Wool Hose, width to 10 inches, soft, unlined, 35 cent for \$1.00.

White Shirt

3 Specials

No. 436 Sheer check, pin tuck and Val collar at 34 sleeves, all size No. 788 Sheer check, tailored, 6 pleat, pleated back cuffs, soft de front, long sleeves No. 388 Fine Ch embroidered Ang pleats and box open front, stiff collar, long sleeve each.

MAIL ORDER

UNSURE

JOHN CAT

55, 57, 59, 61 (Opposite St. TOR

CYCLONE IN BR

Vancouver, Ship

80

VANCOUVER, 2

A violent storm, then and of the g this morning with houses were unroofed were broken loose adrift.

May Be

STRAITFORD, 2

The opinion is that the officers in the wanted for murder, and that the on his tracks and hiding close to the two days.

This belief is

finding of a rain one worn by Moly are shoes near city. These articles late as yesterday find, which was would indicate, is that very recently in a southwest dents in the north claim to have seen hair in the west grounds yesterday.

His experience

ning indignity p his elusive flight, is that he is clutches of the yet been offered.

\$11.00 Washi

Via Lehigh Vall perine Bridge, 4 King-street

Engine Rolls D

TROY, N.Y., A Railroad thru which left Troy, tennoon, met wit Hosack Junction line jumping the broke from the r rolled down a ste the fireman and sinner Edward h sprained his wrist hurt.

Had the train ther it is altogether passenger coaches carried down wi many persons w ed.

Phone M. 2765.

Recent "Bickm THE TORONTO M Manufacturers of Window shades, on Covers, Tarp in Canvas, J. B. Berkeley