WANTED

LOTS WANTED.

AND COPYING - Ada

TO EAT

CLEANERS.

ART RTS, specialists in por-

E FRAMING. ure framing, best work, nable. Geddes, 431 Spa-

LORISTS

arters for floral wreaths st; College 3729; 11 Queen 28. Night and Sunday ER STAMPS

Toronto. Stamps OOFING

RS AND JOINERS. KIRBY, carpenter, con-bing. 539 Yonge-st. ed-7

TCHERS MARKET, 482 Queen SICYCLES

ond-hand-Repairs, accester's, 92 Victoria street. SE MOVING NG and Raising done. J.

E BIRDS STORE, 109 Queen street AND STORAGE.

ing and packing of furni-os. Baggage transferred. lan & Co., Parkdale.

HANCES WANTED

ed success. Institute, 129 nto. Phone N. 4538. 64-7 CATIONAL.

TALOGUE of Kennedy pronto. Specialists in

Business College, corner Spadina; day school and positions assured.

capacity possibilities, the total num-ing immediately. bookkeeping, general imvil service, matriculation, itancy, taught individuated night schools. Get our inion Business College. J. V. Mitchell.

oasts of Australia.

crowds of natives, each of whom has,

y measure, government license, his ne cubic feet of space—that is nine

uare feet on the deck for self and

iks or lies and the main deck about m. That, as can be easily pictured.

thousands. It will be seen, easily, to carry, on davits, or on lifeboats to take such a mob

argues, on each steamer, according to her size, any number from hundreds

off in case of stranding or collision.

would be attempting the obviously im-

overcome in this wisc. Every one

of these steamers is required to carry. and it is seen to every trip by the licensing port officer before the steamer gets her clearance papers, that she has on board, ready, handy and effi-

cient, a sufficient number of rafts, strongly constructed of whole bamboo

poles firmly fastened to galvanized iron

KEEP OUT!

EEP OUT!" used to hang as a sign on every factory door. The old idea of secrecy in business made it seem a crime to show outsiders processes, materials, and methods of manufacture.

Now the white light of publicity is being let in by those who depend on public favor for business profits and business growth. The "keep out" sign is disappearing from factory doors and the "welcome" sign is taking its place.

Candor and honesty form the backbone of modern Advertising. Men tell the truth, and it pays. Modern selling relies more and more on the confidence and good will of the buyer.

To-day, eyes are too sharp and intelligences too keen to make deceit possible. Absolute frankness in Advertising is the straight road to confidence. The public demands the light; it abominates and fears darkness.

To-day, many canning factories, packing houses, bakeshops, and public kitchens welcome visitors, concealing nothing.

To-day, many public service companies use the newspapers to tell the truth about themselves.

To-day, many big industrial enterprises are open without hindrance to the inspection of an interested public.

To-morrow, many more companies, depending for their success and prosperity on public confidence, will lift the curtains that veil their board and workrooms—they too, will come to printing candid advertisements in the newspapers.

The public may overlook, but does not forgive, a lie or an abuse of its confidence. The public regards with suspicion those who attempt to serve it in secrecy and silence. The public is repelled by juggled facts or befogging words. The public rewards with its favor and money those who tell it the truth. It walks and shops where the light shines and where the paths are straight.

Throw on the light! Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503, Lumsden Bldg.,

Toronto. Enquiry involves no obligation on your part-so

write, if interested.

SAFEGUARDS WITH ECONOMY

It is an incontrovertible—a glaring, yet, until the arrival of the danger moment, a disregarded fact, that there is practically no steamship, constructed to carry white passengers, which has an equipment of lifeboats able to carry her human freight—even just to carry her human freight—even just to carry the heids them all in calm water when to carry her human freight—even just to hold them all, in caim water, when that vessel has a full, or even two-thirds full passenger list. Let it be made quite clear. There are many hundreds of passenger liners, good, sound vessels intrinsically, which coming to unexpected grief—are hopelessly unable to provide the slender, lessly unable to provide the slender, est chance for their passengers' estimated from drowning. That has been shown so often—almost as often as USELESS to urge that those responsible. shown so often—almost as often as there has been a terrific marine disaster—has been a terrific marine disaster—has been pointed out, quite unnecessarily and, as it has proved, quite futilely, by marine boards of enquiry and other expert examiners into such catastrephes, and STILL this miracle of utter carelessness for human life. of utter carelessness for human life waters for those whem the present goes without improvement or any concrete sign of intent on remedy. This matter is attended to in Indian, China equipment, is obviously inadequate, from several causes, to save. and far eastern seas with something more than even tentative effort. There are many hundreds of steamers, un-ISOLATION HOSPITAL der British, German, Dutch, Norwe-gian, Spanish, Italian, Russian, Siam-Investigations Will Be Held When ese and other flags, flying between Amoy, Swatow, Pakhol, Holhow, Hong Kong, Shanghal, and the Straits Settlements ports, ports of Java, Sumatra and the contingent islands of the Moluccas even down to the Complaints Are Made.

These carry

Investigations regarding the conditions of the Isolation Hospital will in may prevent a recurrence of the Titanic the future be held whenever criticisms disaster. or complaints sufficient to justify an enquiry are made. This was decided at the meeting of the local board of health ggage, and, at least, nine feet in yesterday afternoon, when a report of Frank T. Bullen Believes He Has gath between the deck on which he Dr. Hastings regarding the treatment Solution of the Great Problem. of contagious diseases was read. It was agreed that any investigations called for should be held by a disinterested

for of humans the vessel is authorized to carry. The shipowner, be he European, Malay, Japanese or Chinese, may not—cannot, possibly, escape this regulation. Therefore it is that, as not infrequently happens in these treacherous typhoon latitudes, when a coolie-passenger steamer meets disaster, aff the passengers have a fighting chance lor.

An attachment has been invented by Altho rubber has been in use since which two persons may hear the message is at the message is at the there are water-powers available repassengers have a fighting chance lor.

Equip All Boats With Wireless

Canadian Government Will Enquire Regarding Measures of Protection on Ocean-going and Coastal Steamers

OTTAWA, April 18 .- The disaster to an enquiry by the Canadian Government, or, at all events, by the marine committee of the house of commons. with regard to the efficiency of measures for the protection of life on ocean going and coastal steamships. If they are found to be inadequate regulations will be made more stringent.

It is widely stated that on many of the liners there have not sufficient lifeboats, and that not infrequently the boats are leaby. The discussion over the subject is very likely to lead to legislation.

along the coast, and requirements that all passenger steamers be equipped with it, are also probable. A few sessions ago, there was such a bill before the house, but it was not pressed finally, it being stated that most ships, both on the coast and lakes, are now fitted with such apparatus.
As a large part of the track of icebergs is in Canadian waters, or where Canadian liners navigate, the governternational patrol for the purpose of

BUILD FLOATING DECK

NEW YORK, April 18 .- A London for should be held by a disinterested cable says Frank T. Bullen, writer of party, since only by this method could sea stories, who had an intimate knowl-the hospital retain the entire conficience of the construction of the Titanic and her equipment, to-day said; dence of the people.

The members of the board admitted have long ago come to the conclusion that conditions at the Isolation Hospithe the the only practicable solution of the conditions at the Isolation Hospithe the transfer of the board admitted have a leave a leave to have a leave t tal were not satisfactory. Accommos the boat problem is to have a large dation was extremely limited and the portion of the boat deck so built that. facilities for handling patients were in a case like the terrible one we are unsatisfactory. It was announced just mourning, it could be detached however, that the new wing would be from the hull, forming a great raft ready by May 1, which will consider capable of floating 2000 or 3000 people ably relieve the congestion and will in had weather, it would probably permit repair work to be made on the only mean the lengthening of the buildings and additional lavatories ready too long agony, but on last Suninstalled. A motion was passed autho- day night, it would very probably have cylinders of sufficient buoyancy in the rizing Dr. Hastings to proceed to make meant that 1400 persons who were sea to support, when divided into the necessary changes in the old build-compelled to wait the rapid coming of death, ought all to have been rescued.

Fertunes-Compound Interest Secret of French Thrift.

Paris cables the other day told of Paris cables the other day told of more than \$1,00,00 being realized from the sale of art objects by the estate of Mme. Roussel, who up to that time was unknown in her own countre. Yet sale left a fortune estimated at ording. The sale is the way in granted the fam so not court notoriety or publicity, but rather seek to avoid it.

Investigation shows that there have been built up in France some enormous fortunes, although the American millionaires.

seek to avoid it.

Investigation shows that there have been built up in France some enormous fortunes, attac they would not compare with the largest of the American millionsires.

Oil, vermouthe, benedictines, brandles, pertumes and spellar appetizers—these have been the foundation of many frent forumes, for they have seen the foundation of many frent forumes, for they have all a werid-wind market. Not profits of so,000,000 many frent work. And some doubt exists as to the abolit fine controlled my a few individuals. A textile outsiness owned by tiffee brothers and two cousins has for years been producing sloud,000 in het protitis annually. A dry goods house which have a balance of \$60,000,000.

The town of kinema, with \$0,000 inhabitants, and Epernary, with \$0,000 inhabitants, and Eperna

PERLEXING PROBLEM OF RAILROAD TIES

"Ties as well as rails are raising many problems perplexing to the rail-roads," said an enstern railroad official. "It is not generally known that a \$6.05 ficial. "It is not generally known that a \$6.05 ficial. "It is not generally known that a \$6.05 ficial. "It is not generally known that a \$6.05 ficial. "It is not generally known that a \$6.05 ficial." The some of track that would require \$250,000 for rail maintenance would need \$45.00 for the upkeep. Furthermore \$6.40; I. \$6.00 ficial to get they need at a fair price.

"The Penneylvania uses about \$2.00,-000 ties annually and is able to get from its own timber lands about \$1.800,-000, leaving the balance to be purchased in the open market. Not long ago the company offered to pay \$1 per \$4.75; at \$6.55 ficial. "It is not generally and is able to get lab., a \$1.050 ficial the road 100,009 ties. This hid price \$4.75; at \$1.050 ficial the road 100,009 ties. This hid price \$4.75; at \$1.050 ficial the road 100,009 ties. This hid price \$4.75; at \$1.050 ficial the road 100,009 ties. This hid price \$4.75; at \$1.050 ficial the road 100,009 ties. This hid price \$4.75; at \$1.050 ficial the road 100,009 ties. This hid price \$4.75; at \$1.050 ficial the road 100,009 ties.

is about 10 cents higher than average."

SEVEN YEARS, MANSLAUGHTER

Clayton Bickford and Wife Guilty

CORNWALL, April 18.—(Special.)— Clayton Bickford and his wife were both found guilty this evening at the assizes of manslaughter, and were each sentenced by Mr. Justice Kelley to seven years' imprisonment with hard labor. The jury were out over an hour and brought in a verdict of "Guilty," with a recommendation of mercy.

The Bickfords were charged with causing the death of the little 11-year-old niece by neglect and ill-treatment. Both the Bickfords were heard in their own defence. They denied having ill-treated or beaten the child.

SUNDAY WORLD PICTURES.

The pictorial section of this week's issue of The Sunday World is crowded with an assortment of On the front page are: Pope Pius X. from a photograp to sen recently in the Vatican grounds; some of the Toronto ball players photographed in a southern city during their training trip; Rt. Hon. R. L. Borden on the golf links at Hot Springs, where he is resting after the work of the session: Toronto's bad roads-(1. A funeral cortege struggling thru a quaginire on St. Clair-avenue; (2) Motor car stalled on Mcrley-avenue, 50 feet south of Queen-street; a remarkable snapshot of a workman, on the new-C. P. R. skyscraper sliding down a wire cable from the twelfth to the fourth floor it took two seconds te cover the distance; group photo of London's city council and civic officials; and Cardinal Rampolla, who may succeed Pope Pius X at the head of the Cathelic Church in the event of the pontiff's

A whole page is devoted to pic tures of Guelph, the Royal City of Ontario, with its splendid nomes and thriving industries.

A reproduction of the man issued by the Civic Improvement Commit-tee in conjunction with its report on the advisability of diagonal thorofares and street extensions for a greater Toronto is to be found in

Other pictures that attract attention are: The Old Lit party caucus at Toronto University; recent photograph of Princess Patricia of Connaught in her motor car; new citizens-family of William Ray, who reached Toronto last week from Dumbarton, Scotland; back-door of an Elizabeth-street house near the city hall; curious double picture of Bill O'Harn, Maple Leafe left fielder, taken during the recent southern trip; two group pictures of Hamilton school children; opening of payigation—the arrival—of the steamer Dalhousie City in To-Don: Hydraulic Power Company's house and dam. Peterboro; "Royal George," owned by Richard Palmer; spring cleaning in Toron to's back yards; fire pictures -London's fire chief giving an exhibi-tion gallop and Woodstock'r hose wagen responding to a call.

But Nation Has Many Enormous Market Closed Much Easler Than Last Thursday-Hogs \$8.50 Per Hundredweight.

2. 112 lbs., at \$5.50; 1, 115 lbs., at \$5.50; 4, \$3.50.

Sheep—4, 125 lbs., at \$7.50; 2, 145 lbs., at \$6; 3, 115 lbs., at \$5.75; 2, 366 lbs., at \$5. 115 lbs., at \$6.75; 2, 366 lbs., at \$5. 118 lbs., at \$6.75; 2, 366 lbs., at \$5. 115 lbs., at \$6.75; 2, 366 lbs., at \$5. 115 lbs., at \$6.75; 2, 366 lbs., at \$5. 115 lbs., at \$6.75; 2, 366 lbs., at \$6. 115 lbs., at \$6.75; 2, 366 lbs., at \$6. 115 lbs., at \$6.75; 2, 366 lbs., at \$6. 115 lbs., at \$6. 11

OF TORONTO, LIMITED

THE LEADING STOCK YARDS OF CANADA

Cattle, Sheep, Lambs Hogs and Horses

All Modern Conveniences for Quick, Safe Handling of all kinds of Stock DIRECT CONNECTION WITH ALL RAILROADS

Swift Canadian Co., Limited -PACKERS

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CANADA

Beef Veal Mutton

Poultry Butter Eggs Cheese

And All Packing House Products

Pork

ESTABLISHED 1884

WINNIPEO

TORONTO LIVE STOCK COMMISSION DEALERS

UNION STOCK YARDS CARE.

TORONTO,

REFERENCE-DOMINION BANK, OFFICE PHONE JUNCTION 548

possesp. St. 3 bobs, 3 1.50 to 82 each: 60 stepts st. 30 to 82.0 to 82 UNION STOCK YARDS.

JOSHUA INGHAM Wholesale and Retail Butcher Stalfs 4, 5, 67, 66, 75, 77, ST. LAWRENCE MARKET

WOMAN'S BIG SHARE

Packing Company, Montreal, 72 steers, 20 to 1230 lbs. each at \$4.6 to \$6.90.

George Rewntree bought 216 cattle darging the two days as follows: Butchers, \$5.0 to \$5.70; cows, \$5 to \$5.25; bulls, \$5.0 to \$5.00; \$6.10.

W. J. Neely bought for Park, Blackwall, 200 cattle: Steers and heifers, \$5.0 to \$5.00; heavy eattle choice quality, at \$5.50; \$6.10.

W. J. Neely bought for Park, Blackwall, 200 cattle: Steers and heifers, \$5.0 to \$5.00; heavy eattle choice quality, at \$5.50; \$6.00; heavy eattle choice quality, at \$5.50; heavy eattle choice at \$5.50; heavy