

17 1912
PALMERSON

**hundred
 heads
 Below the
 production**

pure white enamel fin.
 in 3 ft. 6 in. and 4
 strong and durable
 For Thursday spe-
 cial \$3.30

pure white enamel fin.
 heavy posts and heavy
 in 3 feet 6 in., 4 ft.,
 Regular selling price
 special \$3.70

per illustration, fin-
 nel, with decorated
 panel at both
 head and foot
 end, in 3 ft. 6 in.
 and 4 ft. 6 in.
 widths; an ef-
 fective design.
 Regular selling
 price \$8. For
 Thursday spe-
 cial \$5.00

**Wilton
 bath and**

house where small rms.
 between rooms, at the bed-
 room front of bureau. We
 color to meet all these
 33 x 18, at 85c each.
 \$1.95, up to the finest

in various makes and
 1.75
 3.45

ministers and Wiltons:
 \$9.85 and \$11.85
 10.85 and 14.45
 8.95 and 12.20
 11.15 and 14.15

tain Cork Carpets, and
 are ready to show in

nd linings at, per square
 85c, \$1.10, \$1.25
 Floorcloth, in beautiful
 Domestic Manufacture
 27c and 32c

feet and 12 feet wide,
 40, 45, 50, and 55

adapted for office, show-
 room and natural color, in
 Domestic. We hold big

**ment
 elsewhere**

**ES' GINGHAM
 DRESSES**

resses, of fine gingham
 in grey or blue, waist
 full groups of wide and
 front and back, deep
 ft. plain fitted skirt.
 44. Priced for Thurs-
 day \$2.25

**Kimono
 Gowns**

Kimono Gowns of
 silk, pretty daisy pat-
 tern, Copenhagen, pink or
 blue and cuffs trimmed
 with ribbon. Sizes 34 to 44.
 \$5.00

**RAY DRESSING
 SACQUES**

ing Sacques, of fine
 light or dark blue, made
 with V-neck, cuffs
 and belt, trimmed with
 gingham. Sizes 34 to 44.
 \$2.00

**This in the
 ch Room**

Afternoon, 3 to 5.30
 Fruit Ice Cream
 with Cake
 10 Cents

Supplies

whole, per lb. 25c
 3 tins 75c
 25c 25c
 14c 14c
 10c 10c
 2c, tin 2c
 3 packages 3c
 6 lbs. 6c
 3 tins 3c
 4 packages 4c
 3 bottles 3c

and fine flavor: a 25c
 25c

**\$11,000
 PALMERSTON BLVD.**
 Detached, ten rooms, two bathrooms,
 oak floors and trim, large veranda
 and balcony.
 E. H. WILLIAMS & CO.
 25 King Street East.

PROBS: Fresh northerly winds; cool and unset-
 tled, with local rains.

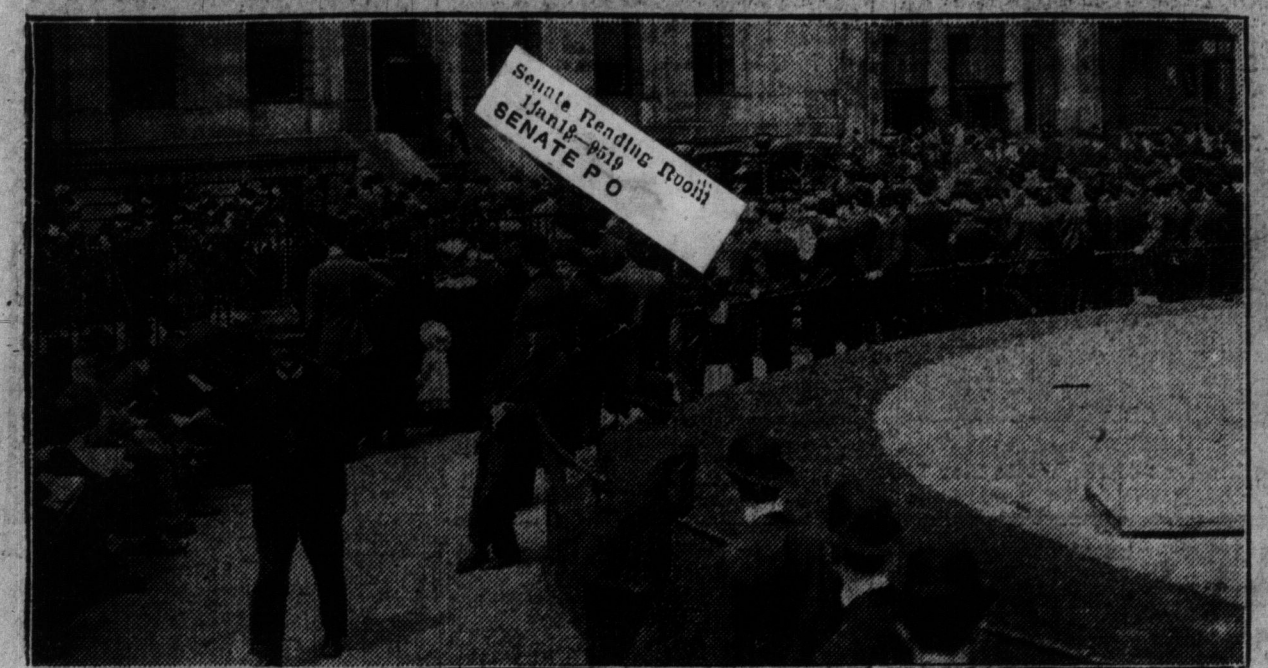
The Toronto World

Retail Store For Rent
QUEEN, NEAR SPADINA
 Good show windows; will lease for
 five years.
 E. H. WILLIAMS & CO.
 25 King Street East.

FOURTEEN PAGES—THURSDAY MORNING APRIL 18 1912—FOURTEEN PAGES

VOL. XXXII—No. 11,582

The Survivors Will Arrive at New York City To-night



Anxious crowds in front of the White Star offices in New York waiting for news of the loved ones aboard the ill-fated Titanic.

THE TITANIC'S OFFICERS.



CAPTAIN EDWARD J. SMITH, COMMANDER OF THE SUNKEN TITANIC, AT THE RIGHT, AND LORD PIRRIE, WHO DESIGNED THE \$10,000,000 'UNSINKABLE' TITANIC.

DEATH TOLL IS AT LEAST 1312 AND MAY REACH CLOSE TO 1500 ONLY 328 OF FIRST CABIN SAVED

List of 282 Has Received No Additions, and Hopeful Relatives and Friends Are Keenly Disappointed—Reports That Only 705 Were Rescued Not Borne Out.

NEW YORK, April 17.—(Can. Press)—The roll of the saved from the Titanic disaster to-night seems complete.

Practically every attending circumstance in the transmission of news from the Carpathia goes to show that only 328 of the 610 cabin passengers of the Titanic are safe on the rescue ship.

The 282 cabin passengers whose names have not appeared in the lists sent ashore yesterday by wireless must probably be conceded as numbered among the 1312 lives which the collision of the mammoth new steamer with an iceberg off the Newfoundland Banks Sunday night is believed to have taken.

Thousands of hopeful hearts were turned to despairing ones when the United States scout cruiser Chesper wireless ashore late to-day that she had been in communication with the Carpathia and had asked repeatedly for the full list of the first and second cabin survivors, and that the rescue ship reported that all the names had already been sent ashore. The remainder of 340 persons saved were passengers in the steerage or members of the crew.

Continued on Page 7 Column 5.

Has Baltic Any Survivors?

—By a Staff Reporter—
 HALIFAX, N.S., Thursday Morning, April 18.—The wireless operator on the Minia has picked up a message stating that the Baltic had 210 and the Carpathia 760 passengers aboard. The message was flashed between steamers, the names of which were not ascertained. As nothing has been heard direct from the Baltic, not much credit is placed in the story.

DR. PAIN'S PARENTS AWAIT THEIR SON'S RETURN IN VAIN

HAMILTON, April 17.—(Special)—Eng., and was returning to take up the practice of medicine in this city. His father, Capt. Albert Pain, a well known commission merchant of the city, is broken hearted, and his mother is prostrated with grief over the fate of their boy. Mrs. Pain was passionately devoted to her son, and was joyfully anticipating his early home-coming, when news of the great marine disaster was received here. When Dr. Pain left for the old country last fall, his mother accompanied him to Quebec, where she bade him good-by for the last time.



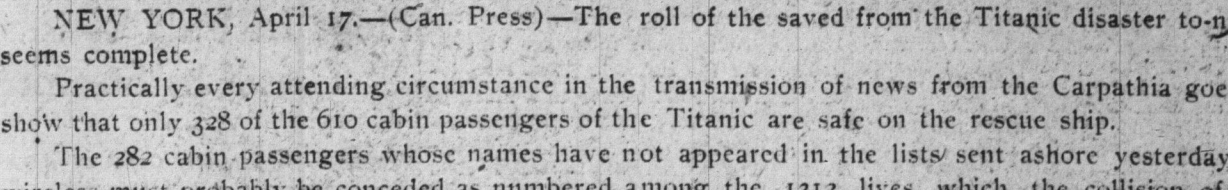
CAPTAIN EDWARD J. SMITH, COMMANDER OF THE SUNKEN TITANIC, AT THE RIGHT, AND LORD PIRRIE, WHO DESIGNED THE \$10,000,000 'UNSINKABLE' TITANIC.

Which is now at the bottom of the Atlantic with over twelve hundred of its passengers as the result of a collision with a giant iceberg. Captain Smith was known as "The Grand Old Man of the Sea," and was the oldest and considered the most reliable mariner of Atlantic ocean liners. Lord Pirrie underwent a serious operation the day after his great ship left England on its maiden voyage, and as he is still in a serious condition, word of the terrible disaster has been kept from him. He was removed to his country home, forty-five miles from London, in order to make doubly sure that he would not hear of the terrible failure of his pat, and it is almost a certainty that the awful news would prove fatal.

THE PUBLIC MAUN BE FOOLED

Down South: Go very canny w' th' Glob's John! It's a gran property compared to yer bit sheety an' th' whole Scotch Block o' Canada regardin' it o'at th' Bible. So dinna pit in o'ast'ing that'd shock th' Presbyterian vote. But any a good word for th' pair-mutuals in th' sports department whenever ye call on th' editorial nags for th' pitlin' doon o' th' Bar. Maister Nelson is th' prescedin' judge at th' Woodbine an' th' meenister is th' rhapsodist i' th' pulpit! Ye're doin' great work in th' Landmark files. Th' authorize ye pitlin' in a bit picture o' yer feem Hiram. But dinna believe a that carl Bob Hasleton tells ye about me bein' in th' cave. I was in th' cave t're days an' t're nights but I was no in hibernation in th' days! I was keepin' a bit shoppo on Yonge Street whaur th' folk o' Little York could get sugar an' wet goods in jars. It's th' experience I then had o' th' awful ravages o' rum that I'm for pitlin' doon th' bars, but keepin' th' bit shoppo's pursuin' th' scientific work o' gladdenin' th' hearts o' th' pair workin' men in Woe York. It's awfu' th' swamin' per. It'll pit me in bankruptcy. It's a may more than t're days an' a night. But do we've ye in both papers to help Robert John see up North Toronto to a new franchise for th' Metropolitan on Yonge Street. Let th' deal be made, an' th' once made, come out strong for annunciation! Journalism is a fine art th' day, ye mean for th' pair public ta succeed. So gie them their full John. Jaff.

THREE PROMINENT NEW YORKERS WHO ARE AMONG THOSE WHO LOST THEIR LIVES IN THE TITANIC DISASTER.



From left to right: Benjamin Guggenheim, the millionaire smelter king; Henry B. Harris, one of the biggest theatrical producers in New York, and Isidor Straus, the millionaire merchant philanthropist.

FIFTY MILLIONS INSURANCE ON LIVES

Deaths of So Many Men High in the Financial World Will Affect Life Insurance Companies to Greater Extent Than Any Disaster in Years.

(By a Staff Reporter.)

NEW YORK, April 17.—While the marine insurance companies have suffered a heavy loss by the sinking of the Titanic, authorities in this city say there is still a more considerable loss that has not yet been taken into account, and which will undoubtedly exceed that of the marine companies. This is in life insurance. It is practically impossible to hazard a guess as to the amount involved, but the death of so many men, high in the financial world, will affect the life insurance companies to a greater extent than any disaster that has happened in years. One man, prominent in the life insurance world, says he will be surprised if the life insurance companies are not called upon to assume the payment of once of policies aggregating at least \$50,000,000.

"It will be remembered," says this authority, "that prior to the New York State insurance investigation, all of the big companies in this country were promoting what they called the \$100,000 clubs. Of course, only men of large fortunes could afford to carry such policies, but the American man of wealth likes to have things more others can afford, so most of them enrolled in not one \$100,000 club, but in several. Perhaps the English insurance companies," says this authority, "will suffer more than the American companies."

7000 a Foot For Yonge and Carlton. The south corner of Yonge and Carlton streets, occupied by the Bank of Montreal, 54 feet on Yonge by 132 feet on Carlton, was sold yesterday to J. G. Kent for \$7000 a foot, or \$774,000. Mr. Kent will put up a ten-story office building. Mr. Kent is the president of the Toronto Exhibition this year, and is well-known in business and financial circles. This is by far the biggest price yet paid for upper Yonge-street property. It is expected that the Eastern Company will soon make their plans public for the big block on the north side of Carlton by approaching the city council for certain street readjustments.

THE PUBLIC MAUN BE FOOLED
 Down South: Go very canny w' th' Glob's John! It's a gran property compared to yer bit sheety an' th' whole Scotch Block o' Canada regardin' it o'at th' Bible. So dinna pit in o'ast'ing that'd shock th' Presbyterian vote. But any a good word for th' pair-mutuals in th' sports department whenever ye call on th' editorial nags for th' pitlin' doon o' th' Bar. Maister Nelson is th' prescedin' judge at th' Woodbine an' th' meenister is th' rhapsodist i' th' pulpit! Ye're doin' great work in th' Landmark files. Th' authorize ye pitlin' in a bit picture o' yer feem Hiram. But dinna believe a that carl Bob Hasleton tells ye about me bein' in th' cave. I was in th' cave t're days an' t're nights but I was no in hibernation in th' days! I was keepin' a bit shoppo on Yonge Street whaur th' folk o' Little York could get sugar an' wet goods in jars. It's th' experience I then had o' th' awful ravages o' rum that I'm for pitlin' doon th' bars, but keepin' th' bit shoppo's pursuin' th' scientific work o' gladdenin' th' hearts o' th' pair workin' men in Woe York. It's awfu' th' swamin' per. It'll pit me in bankruptcy. It's a may more than t're days an' a night. But do we've ye in both papers to help Robert John see up North Toronto to a new franchise for th' Metropolitan on Yonge Street. Let th' deal be made, an' th' once made, come out strong for annunciation! Journalism is a fine art th' day, ye mean for th' pair public ta succeed. So gie them their full John. Jaff.