

The Season's Correct Corsets-There is only one correct Corset for this season, that is the Corset which follows the lines of the natural figure. The hips and abdomen are straight and snug. Every correctly gowned woman must look supple, easy and generally graceful in her gown, not tightly corseted.

American Lady Corsets produce the modish effect to perfection; they excel in giving the much sought after lines. Let us show you. Priced at..... \$1.39, \$1.75 and \$2.50

Colored Gingham and American Print Aprons at 18¢-Large sizes Colored Aprons in check gingham and dark print effects, on

50c Black Velveteen for 33c-Five pieces of Black Velveteen, 22 inches wide, rich silk finish, regular 50c value, Thursday special.33c NEW LACE CURTAINS SPECIALLY PRICED AT \$1.00, \$1.50, \$2.00

Just received a complete stock of White Nottingham Lace Curtains. They come in plain and floral patterns, 3 yards long, good tape edge, specially priced at.....\$1.00, \$1.50 and \$2.00

Printed Jacquard Foulard Silks at 29c and 39c

At 29c-50 pieces of Colored Printed Jacquard Foulard Silks, 27 inches wide with self dot and stripe, all colors, regular 50c value, at 29¢

At 39¢-Twenty pieces of Printed Jacquard Foulard Silk, 27 inches wide, with self spot and white dot, all colors; regular 65c

Girls' Print Dresses, Special at \$1.49-Just received, Girls' Stylish Print Dresses, in light and dark colors, sizes 6 to 14 years, on

\$1.25 Cambric Night Gowns for 89¢-Ladies' Cambric Night Gowns, in slipover style, trimmed with embroidery insertion LIST OF NOTIONS.

India Tape, former price 3 for 5c, notion special 6 for 5¢ Hair Nets (Red Cross), former price 10c, no-Wash Laces, values up to 10c, notion special

Pearl Buttons, notion special, per dozen. 5¢ Dome Fasteners, former price 5c dozen, notion special...... 2 dozen for 5¢ Hooks and Bar, former price 5c card, notion special3 cards for 5¢ Dress Shields, washable, former price 15c pair, notion special 3 pairs for 25¢ Linen Collars, former price 25c, notion special 15c

UMBRELLAS, Gloria Covers, Gloria Covers, Charles of OSCA

LADIES' UMBRELLAS, Gloria Covers,

Our Values Ought to Bring Us the Patronage of Every Thinking, Economical Shopper



RUGS

WILTON.

A magnificent display of English Wiltons, in floral and Persian patterns, room sizes, from \$20 to \$60.

TAPESTRY. Hundreds of Tapes try Rugs, in every pattern imaginable, in room sizes, from \$5

to \$20. Lace Curtains

from \$12.75 to \$25. Linoleums

AXMINSTER.

imported Axminsters,

mostly in Persian and

Oriental designs, many

odd sizes in Austrian Ax-

minster Rugs for small

BRUSSELS.

in all sizes and qualities,

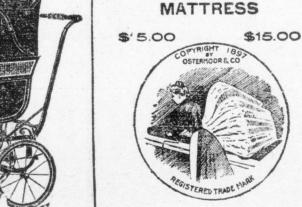
Many splendid patterns

Dozens of handsome

All patterns and qualities, in all widths, from 35¢ to \$1.50

300 pairs of Curtains, only 2 or 3 pairs of a kind, at 1-3 off, from 40¢ to \$8.00.

OSTERMOOR PATENT ELASTIC FELT MATTRESS



Manufacturers' Sale of Carts and Carriages

We have just received a large shipment of Sample Carts and Carriages. These are only slightly scratched. While they last, one-third off.

Folding Carts, worth from \$7.50 to \$10, at \$4.95.

Sole Agents for the Ostermoor Mattress

First Cost is Last Cost and Only Com

Every month the demand for this great mattress grows larger. Everyone who has one is a booster. We fully guarantee them. Prices: 3 feet, \$11.00; 3 feet 6 inches, \$12.50; 4 feet, \$14.00; 4 feet 6 inches, \$15.00.

The Banner Springs at \$8.00 with an Ostermoor, makes the ideal bed.

ONTARIO FURNITURE CO

LONDON'S LARGEST HOMEFURNISHERS.

Headquarters for

Sanitary Refrigerators

Dozens of styles and sizes in

See our specials at \$10.

porcelain, white enamel or

zinc lined.

\$12 and \$16.

Others up to \$50.

228-230 DUNDAS STREET.

SEVENTEEN CANADIANS LOST ON THE TITANIC

So far as could be gathered from late dispatches last night, nearly twenty Canadians are believed to have lost their lives in the Titanic disaster, while eleven were reported among the survivors on board the Carpathia. The lists of those believed to have been lost and those reported safe are as follows:

CANADIANS LOST.

Charles M. Hays, Montreal. J. Hugo Ross, Winnipeg (formerly of Toronto). I. Borebank, Winnipeg (formerly of Toronto). Geo. E. Graham, buyer for Eaton's, Winnipeg. Thompson Beattie, Winnipeg (formerly of Fergus). Dr. Alfred Pain, Hamilton.

H. Markland Molson, Montreal. H. J. Allison, Montreal. Mrs. Allison and son, Montreal.

Mark Fortune, Winnipeg.

Q. Baxter, Montreal Thornton Davidson (son-in-law of Chas. M. Hays),

V. Payne, secretary to Chas. M. Hays. M. W. H. Parr, Montreal George Wright, Halifax.

Ernest A. Sjostedt, Sault Ste. Marie, James McCrie, Sarnia.

CANADIANS SAVED. Mrs. Chas. M. Hays, Montreal. Mrs. Thornton Davidson, Montreal. Mrs. John C. Hogeboom, Toronto. Major Arthur Peuchen, Toronto. Mrs. Mark Fortune, Winnipeg.

Alice Fortune, Winnipeg. Ethel Fortune, Winnipeg. Mabel Fortune, Winnipeg.

Infant daughter of H. J. Allison, Montreal, and

NEARLY ALL OF THE GREW WENT DOWN WITH THE

Many Probably Perished From Exposure in Icy Wastes While Clinging to Wreckage—Latest Estimates Place the Toll of Death at More Than a Thousand.

ept as individual distress was abated by the gradual addition of names to the ist of the known survivors. There are no known survivors that are not on he Carpathia. The Virginian and Parisian were too late and found none

In the lcy, fog-smothered seas where the Titanic sank exposure must boats were gone and no help had come and the great steamship foundered. The receding Olympic, whose powerful wireless began on Tuesday morning to recite the names of the living, continued the work today of relaying the Carpathia's dispatches, and the successive bulletins posted at he White Star office kept many a despairing man or woman waiting a;

It is practically a certainty now that nearly all of the men of the Titanic's ife-preservers in the icy waste that betrayed them. They gave up life within sight of the little, rocking boats that held their women and children.

sent others away thanking God.

MANY DISTINGUISHED MEN AMONG THE LOST. It cannot be doubted now that among these were: President Hays, of the Grand Trunk Railway; Colonel John Jacob Astor, for Straus, Major Archibald Butt, aide to President Taft; George Widener, of Philadelphia: Karl H. Behr, the tennis champion; D. Millett, the American artist, and many, many more who were known or both side of the Atlantic. The toll of the Titanic's dead will be felt the

The names of the survivors wirelessed here by the Olympic include a small number of men who were able to find a place with the women and children in the all too few boats. Such good news as there is places among he living Henry Sleeper Harper, of the publishing firm of Harper & Comany, and Mrs. Harper; Dr. and Mrs. Henry Frauenthal and Mr. and Mrs. G. Frauenthal. Mrs. John Jacob Astor, with her maid, is on the Carethia, which is hurrying the survivors to this port and which should arrive here Thursday night. Among the others rescued are J. Bruce Ismay. managing director of the White Star Line; Mrs. George D. Widener, f Philadelphia; Sir Gordon and Lady Cosmo Duff, Mrs. Jacques Futrelle Mrs. Charles M. Hays, whose husband was president of the G.T.R.; Mrs. Henry Hattras and Mrs. Washington Dodge, of San Francisco. The list of surrivors includes women and children from first cabin, second cabin and steerage. No distinctions were made when the rule of the sea sent women and children to the boats and left the men to their fate.

THE OLYMPIC'S STORY. The first message from the Olympic that filtered through stormy airs early this morning that there were 868 survivors on the Carpathia, was nodified later in the day to "about 800," but whether one message allowed or the boat crews and the other did not was not made clear. There is no bsolute certainty here as to how many souls were on the Titanic when she nurled herself against a giant berg. The first estimate of the line here vas 2,180; the London office's estimate 2,385, and an estimate here today was 2,210, made up of 325 first cabin, 285 second cabin, 710 steerage and 890 crew. With the lowest total and the highest list of saved there would be 1,300 lost, and with the highest of both, 1,500. Bu no comparison can sen the dreadful story of broken families, of partings sadder than the pagination can grasp, of weak and suffering women wrenched cruelly from lear ones whose life was a matter of hours. Perhaps it was easier to die than to live in that short space of time while the Titanic staggered in her

KIYOSHK KILLED NAHDEE SAYS CORONER'S JURY

Young Indian's Body Showed That He Had Been Killed By Shots Fired at Very Close Range-No New Trial.

[Special to The Advertiser.] Port Lambton, April 16. — The in- his father and mother.

It is altogether likely that the senquest on the body of the Indian, Chas. Nahdee, found on the banks of the St. ried out. Clair River at Algonae on Friday, was held here today at 9 a.m., Coroner

Ferguson presiding. Some dozen witnesses were examined, chief among them being Belva and Mrs. Thomas Williams, Belva Williams said she was on her

way with her brother across the river to do some shopping, at Algonac, and discovered the body buried in the sand on the American shore. The body was found across the river and up-stream from where the tragedy

occurred. A fatal wound was caused by a shot from a gun at close range which penetrated the stomach, and a wound was found in the right leg, also from a shot, above the knee. The jury, after an hour's deliberation, brought in a verdict that Charles Nahdee came to his death by a wound

It was rumored that Stephen Kioshk on the night of the murder had confessed the crime to his mother, but

some time ago had threatened to shoot tence already pronounced will be car

EMSLIE LEAVES FOR CINCINNATI

Has Been Ordered to Report by President Lynch.

[Special to The Advertiser.] St. Thomas, April 17. - "Bob" Emslie left St. Thomas yesterday for Uncinnati, where he will umpire the game between Chicago and Cincinnati to-

MORGAN IS 75.

Florence, Italy, April 17 .- J. Pierpont organ has today received, on the occasion of his 75th birthday, an avalanche of telegrams and letters of congratulation from all parts of the world. The rom a gun in the hands of Stephen nessages included several from European sovereigns and rulers.

COLDS CAUSE HEADACHE. LAXATIVE BROMO Quinine, the world no evidence was found to substantiate wide Cold and Grip Remedy, removes this.

It was also rumored that Kiyoshk nature. L. W. Grove. 25c.

Going to Take Pictures This Spring?

The season is almost here when everyone wants to

KODAK

WE KEEP THEM. Our expert photographer with latest apparatus for printing and developing, guarnatees results. Your supplies can be procure

Strong's Drug Store

Over thirty years' experience, expert workpeople, and the largest plant in

Canada assure satisfactory work. R. PARKER & CO. DYERS AND CLEANERS,

READY ROOFING 1 ply, \$1 50; 2 ply, \$2 00 J. G. STEELE & CO.

211 Dundas Street, London, Ont.

The Best Place to Buy the Best Clothing

Where you get quality and value for every cent spent. M. FISHBEIN & CO.

OCEAN STEAMSHIPS.

New York, April 16 .- Arrived: Chicago, rom Havre; Lituania, Libau; Lulsiana, Genoa. Boston-Arrived: Manitou, from Ant-Verp. Liverpool—Arrived: Canada, from Port-Antwerp-Arrived: Finland, from New

When You Receive Your Pay Envelope

Would be an excellent time to open an account at this strong old bank. No one drawing a regular salary can afford to overlook the importance of laying aside a part of it EACH PAY DAY. Such a course leads to prosperity and financial independence.

WE PAY INTEREST ON SAVINGS ACCOUNTS

Compounded every six months.

Let us have your first deposit this pay day.

The

Bank of Toronto

FOUR OFFICES 'N LONDON. Cor. King and Richmond Streets. Cor. Dundas and Adelaide Streets. Cor. Richmond and John Streets. Cor. Dundas and Talbot Streets.

New York, April 16.—Nothing that came through the air from the sea coday mitigated in any degree the pity and horror of the Titanic tragedy, ex- List of Montrealers Who Went Down With Titanic Is Appalling -Four Winnipeg Men Also Went Down With Ill-Fated White Star Boat.

> Toronto, April 17.- The local office of the International Mercantile Marine rporation in the King Edward Hotel, was the headquarters of many anxis people yesterday, for, though no Toronto people remained unaccounted there were many on the Titanic passenger list who had numbers of close friends in the city. These constantly besieged Mr. H. G. Thorley, the agent, with queries, and their interest and anxiety increased rather than lessened as the successive supplementary lists of the saved were received, for among the few names in these lists were hardly any known to Canadians.

expressed at the steamship offices that the list of first second cabin passengers that was given out last evening by the company mpany went down with the ship when she plunged two miles toward the was not complete. According to the official figures there are 860 survivors, ean floor, or that they perished miserably while clinging to wreckage or and the list does not come to that number. Consequently the officials were hoping that the names of some of the first and second cabin passengers that were being sent over the wireless from the Carpathia to the Olympic might have been omitted by the operators or dropped while being sent.

The names of Major Arthur Peuchen and Mrs. John C. Hogaboom, both Toronto people, appear in the list of saved. The first intimation of Major Peuchen's safety appeared in the last edition of the Mail and Empire yesterday, and was confirmed when the fuller list reached Toronto during the norning. Mrs. Peuchen left for New York last evening to meet her husband

There is no report regarding Mrs. Sarah Soufsky, who is believed to have sailed on the Titanic to join her husband, Israel Soufsky, 59 William street, Soufsky, who immigrated to Canada with his brother two years ago, is not ertain whether his wife is travelling second or third-class.

MONTREAL'S LONG LIST. Aside from Mr Charles M. Hays the list of Montreal missing is appalling Mr. H. Markland Molson is known as one of the city's leading financial men. and Mr. Thornton Davidson, Mr. Hays' son-in-law, has already made his nark as a rising broker. Messrs. W. H. Parr and V. Payne (Mr. Hays' secretary), are other Montrealers not reported, and no word has been received of Mr. and Mrs. H. J. Allison or their daughter. Both Mrs. Hays and Mrs. Davidson are safe on the Carpathia, also Mrs. F. C. Douglas and Mrs. James Baxter, Mrs. Baxter's son. Quigg, a student, is

WINNIPEG PEOPLE MISSING. Mrs. Mark Fortune and her three daughters, Alice, Ethel and Mabel, are he only Winnipeg people definitely reported, though there is no reason to loubt that the "Mr. Graham" mentioned in the Carpathia's list is George E. Graham, of the T. Eaton Company. Mrs. Graham is at present staying at the residence of Mr. John D. Graham, 240 Dufferin street, a brother of the passenger. Mark Fortune, a prominent Winnipegger and head of the family nentioned above, is missing.

Messrs. J. J. Borebank, Hugo-Ross and Thompson Beattie, all missing rom the list of saved, are well known in Toronto, the first two being residents of this city in former years. Mr. Borebank was born here, and was engaged in the real estate business, transferring his activities to Winnipeg a year or two ago. Mr. James Borebank, 285 Euclid avenue, is his father. Mr. Hugo Ross was born in Toronto and educated at Upper Canada Colege. His early business life was spent in the west, but for a number of years he was in his native city as a partner in the brokerage firm of Fox & Ross. Latterly he has lived in Winnipeg. Mr. Thompson Beattle has also

ived in Winnipeg for some years, though a native of Fergus, Ont., where a brother still resides. Mr. Thomas McCaffery, reported missing, was western inspector of the Union Bank, with headquarters at Vancouver. Mr. James M. McCrie was returning home to Sarnia because of his wife's illness, after conducting oil

rilling operations in Egypt. Mr. E. A. Sjostedt, formerly chief metallurgist of the Consolidated Lake Superior Company at Sault Ste. Marie, was returning home from Sweden after a course of study. His wife and daughter are at present living in Toonto, the latter being Mrs. McAdam, of Tyndall avenue. Mr. Sjostedt was n the second cabin, as also was Dr. Alfred Pain, of Hamilton, Mr. George Vright, of Halifax, is another Canadian reported missing.

Miss Hilda Slayter, the English girl, who was coming out to marry Mr. Reginald Lacon, in British Columbia, was reported safe in one of the lists early yesterday, though her name was not repeated in the last list in the

Charles Lydiatt of Southampton, England, who is believed to have been steward on the Titanic, was a brother of Patrol Sergeant Lydiatt, of the Coronto police force. The sergeant has received no tidings up to date.

Versailles, France, April 17.—John Verrept, the well-known Belgian airman,

who has participated in many of the leading sporting events in Europe, was In Europe and Africa the eucalyptus killed this morning while making a flight at the aerodome here. For some unknown cause his monoplane collapsed ciency in draining swamps.

THE FIDELITY TRUSTS COMPANY Of Ontario

Authorized to act as Executor Administrator Guardian, Assignee or Agent. Acts in all business involving financial transactions. MONEY TO LOAN at lowest rates.

NO. 1 MASONIC TEMPLE, LONDON.

T. H. PURDOM K. C., NATHANIEL MILLS, Managing Director President.