## LINER PORT SIDE HIGH IN AIR

 PLOWED ON AT GREAT SPEEDTHEN SANK IN FEW MINUTES

| First Boat Launched，With Sixty Women and Chil－ dren，Was Capsized and All Drowned－－Boats on Port Side Useless－a 645 Survivors Are Now at Queenstown． | Total Survivors 764 <br> List Includes 462 Passengers and 302 Crew－－144 Bodies Recovered of Which 87 Are Identified． |
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|  | Eight Turkish Transports |
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# BRITISH ARMY WINS GREAT VICTORY NEAR FROMELLES Allies Deliver Important Blows to Clear Northern France of Germans FRENCH MAKE BIG ADVANCE ON ROAD TO LILLE 

## TWO IMPORTANT VICTORIES WON BY BRITISH AND FRENCH TROOPS IN COMBINED ADVANCE ON LILLE

## LATE CAPT. WARREN WAS PROVED HERO WAS PROVED HERO

Sir John French Capuree Considerable Ground on
Road to Fromelles and Rood to Fromelles and
General Joffre Gains Im.
portant Success on Road General Joffre Gains Im
portant Success on Roa to Lille -
the Rhine,



RUSSIANS HALT GERMAN DRIVE IN WEST GALICIA ON BIG FRONT STUBBORN FIGHTING KEEPS UP


PRIZE WINNERS
GAS RANGE Guessing Contest

## We, the undersigned, acted as judges of the Guessing Contest organized by the Consumers' Gas Co., and hereby

 Contest, organized by the Consumers' Gas Co., and herebycertify that the number contained in the sealed envelope, pur-
porting to be the number of ranges in use in the City of TorWe also certify that we eexamined the guesses recorded
and find that the following persons are entitled to the various prizes according to the rules of the contest.

Ist Prize-Otto Pram, 32 Ridley Gardens, 45,02
2nd Prize-D. Spence, 620A Bloor street West. 3rd Prize-Hattie H. Palmer, 29 Sorauren avenu 5th Prize-Mr. Hulme, 49 Nina avenue. 6th Prize-Mrs. Palm, 102 Quebec avenue H. B. SOMERVILLE, Advertising Mànager T ROBT. S. CORYELL, General Manager Adis Fo World. B. C. BURROUGHES, Vice-president F. C. Burroughes Co
JOHN J. ARMSTRONG, Secretary Consumers' Gas Co


## - NEWS OF SPECIAL INTEREST TO WOMEN

$\begin{array}{ll}\text { VANDERBLIT GAVE } \\ \text { IIFEBELTTO GRL } & \text { Attractions at the Theatres This Week SOME WOMEN DIED } \\ & \end{array}$


ARE AT THE FRONT

## Patriotic <br> bration of Twent Methodist Church Held. <br> 



## IMPORTANT ANNOUNCEMENT

patrons and the people of Toronto that final
fire which occurred in our stor
By the arrangement all the goods, for which orders were place
revious to the fire, are to be sold irrespective of cost so that whe
stock.
Nere tod give yon an idea of the sarings that may be oltained by eoming
$\$ 25$ to $\$ 35$ New Spring Suits . . $\$ 13.75$
$\$ 1.50$ to $\$ 2.50$ Lingerie Waists, $\$ 1.00$
$\$ 2.50$ to \$4.50 Silk \& Voile Waists, \$1.95
50c to \$1.50 French Flowers
25c
50 c to $\$ 1.50$ Neckwear
$\mathrm{NB}^{\mathrm{ran}}$


## Redferns Limited <br> 282 Yonge Street




## MADE IN CANADA

Full of "pep" and "snap!" The man who cuts out meat and other heavy foods and starts the day with

## SHREDDED WHEAT

will be surprised at the mental "pep" and "snap" he is able to put into his work. He will feel a mental buoyancy and light ness that can never come from high-proteid foods. Shredded Wheat builds strong, brainy men who are fit to fight the battles of the Empire.


and

## BASEBALL Toronto 6 ~LRCRONNL Schedule

SAME OLD STORY
Y LOSE ONSUNDAY Grays Double Score on Leafs
at Rocky Point on a Windy
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## Grays Grabbed One Run

 And Leafs Landed NoneE


## Kentucky Derby: H. P. Whitney's Filly Wins By Two Lengths



That Son-in-Law of Pa's


|  | Another Muddy |
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| Stick Pind | Coming to |
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| STXXTH RACE-The Norman, Oakland |  |


TORONTO

Imperial Army Inspection
TUESDAY, MAY 11, 1915 9 A.M.
TRAMSPORT, ARTILERY AND CAVALRY HORSES WANTED No Gray Horses Taken
This will be the last Imperial Inspectio:
AUCTIOM SALE WEDIESDAY, MAY 12, 1915 11 A.M.
HORSES OF ALLL CLASSES
By G. H. Wellington






Hixtax
p Wanted.
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Canadian Municipal Debentures<br><br>\section*{Dominion Securitites} CORPORATION LIMITYED

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## ImperialBank of Canada

Head Office ... Toronto

| Capital Paid Up_, |
| :--- |
| Reserve Fund |
| A Branch of the Bank has been opened at the |
| corner of Yonge and Ann streets in the City of |
| Toronto. |
| 15 |

## Record of Saturday's Markets

## MARKETTAKES NEW THE CANADIANBANK Stuation cooliy

Prices Remained Steady Under
Trying Conditions Trying Conditions-Q
and Determined HOLLINGER'S ADVANCE Porcupine Leader Touched Tenty-five-fifty, Finding
New High Record


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## EXPORT DEMAND FOR

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HERON \& CO.,


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## The Robert Simpson Company, Limited

## Sixteen 8.30 Specials for

 Tuesday Morn Just for ing Shoppers. Look 1 hem Over and Decide Which One You Will Make For First, I omorrow Morning.Wonderful Soap Value
English Milled Toilet Soaps, oatmeal, glycerine and cucumber lavender, rose, brown Winds
8.30 special, six cakes 25 c.

## 75c Hand Bags 39c

Seen, Morocco, Crepe and Pin Grain Leather Hand Bags, new, long, narrow and bean shapes; fitted with coin pur
mirror. Regularly 75 c. Tuesday, 8.30 special, 39c.

50c and 75c Umbrellas 33c
These Are Strong, Serviceable. Umbrellas, with good-wearing twill or taffeta-finished covers; eight-rib steel frames; plain or mount-
ed natural wood handles. Regularly 50 c and 75 c. Tuesday, 8.30 ed natural wo
special, 33c.
300 Dozen Limoges China Bread and Butter Plates 5c Each
 ati each, Sce
\$1.50 D. \& A. Corsets 89c
300 Only Pitin Woinem't Correts, lovely D. \& A. model for this season: frie white baiste, medium bust, long hips and back,
unbones skith, reintoreced abdominal section; finest rusprooof teelsis
 cord, sizes 19
cial, pait, 8 .

25c Wash Goods $91 / 2$ c.




Flannelette Clearing 5c Yard

 | about |
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| yard, $5 c$. |
| 25. |

## Women's 50c Hose 27c

Women't Hoes, mercerized silk finistec, ilise thread, mill sea onds, Penman's make, black only, for wear equal to tirst quality
doublesplicat heal toe
 Cannot guarantee to to fil phone orders.

Men's Cotton Socks Half-Price Anderican make, seameses, black only, elastic ribt top, sizes 9\%1/ price, pait, sc.

## Pique Collars

Piquec Cont Collar. Regulary sold at 35c. Tuestay, 8.30, 22e.
Great Clearance of Men's Hats 25c



## New Galvanized Refuse Cans



## Tin Wash Boilers

Scove and Range. Tin Cloches Boilen, sizes 8 or 9 . Regularly
An. Incem Pie and J Jelly Cake Platee. Usally 25 c cach. Tuestay,
$\$ 1.00$ "Wizard" Polish Mops and "Sanigenic" Mops for 49c


Prospector Boots $\$ 1.99$
130 Pains Only Mest, Promenotor Roos, black, tan and white
 7 -inch Ribbon 39c
Whito Moire Ribbon, most desirable quality, nicely corred and

## Dependable Clothes For Men and Smart Youths' Suits

## Suits at \$15.00



His First Long Trousered Suit
Suits for Young Chaps, $\$ 7.45$ - Regularly $\$ 12.50$ to $\$ 16.50$. A sample line in Eng.
lish tweeds and worsteds; grays and browns, in medium and light tones; English models; lish tweeds and worsteds; grays and browns, in medium and light tones; English models;
single-breasted yoke Norfolk and sack styles, with long, narrow-cut trousers. Only 85
suits in the lot. Sizes 32 to 35. Tuesday ...... ......................................... suits in the lot. Sizes 32 to 35. Tuesday
Boys' Summer Reefers, $\$ 2.95$-Regularly $\$ 4.50$ to $\$ 6.00$. Thits season's coats; perfectly tailored, in English wool coatings, gray and brown serges and fawn covert cloths. Only a few coats of each line. Sizes $21 / 2$ to 10 years. Tuesday, $\$ 2.95$

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The New Boots Are Here for

## Summer Wear

IN THE MENS "VICTOR" SECTION.
"The Pattern," young man's low shoe, dull black calf, "velvet finish," with an
inlay top of steel gray broadcloth; sizes 5 to 10 . Price $\$ 5.00$. MENS SHOE AT \$1.99.
Stylich Comfortable Low Shoes, patent colt with Goodyear welt, military and
English heels; sizes 6 to 10. Regularly $\$ 4.00$. Tuesday $\$ 1.99$. English her DISTINCTIVE, NEW OUEEN OUALTY,

DISTINCTIVE, NEW QUEEN QUALITY SHOES.
"The Thoroughbred," French bronze kid lace boot, cloth top, trimmed with
bronze kid, widths B, C, D; sizes $21 / 2$ to 7 . Tuesday, $\$ 6.50$. "The Modest", black polished French kid, without trimming; comes in a side lace
pattern; widths B to D; sizes $21 / 2$ to 7 . Tuesday, $\$ 6.00$.

LADIES' SUMMER BOOTS, $\$ 2.49$.
Twelve new lines, from the Julia Arthur factory, button and lace styles, with the
cloth tops, in colors, patent, dull calf and kid leather sizes $21 / 1 /$ to 7 ; easy, fitting widths. No mail orders. Regularly $\$ 4.00$. Your choice,
Tuesday, $\$ 2.49$.
Patent Kid and Vici Kid, One and Thpers, \$1.95.
pairs in the lot; sizes $21 / 2$ to 7 . No mail or phone orders. Regularly $\$ 2.95$ to $\$ 3.95$.
Tuesday, $\$ 1.95$.
258 Pairs of Childrend Ren's BOOTS, TUESDAY, 99c.
white calf and tan calf top, patent kid, Russia calf and white calf vamps, Goild kid, welt and McKay soles; sizes' 2 to $101 / 2$. No phone or mail orders. Tuesday, 99. .

Store Hour/ During May, Including Satur. dops, 8.30 a.m. to 5.30 p.m.

## UR HOMELOVERS' CLUB

Gives a Unique Opportunity for the Immediate Satis-
faction of your Furnishing Needs-Ask the Club Secre. faction of your fur

## Selected From Tuesday's Fur-

 niture Offerings





## Jewelry 28 Cents





## Materials For Curtains, Draperies      

## Gloves and Hosiery



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Hardware and Garden Tools






## GROCERIES




[^0]hat bows and summer
special, per yard, 39 c .
The Robert Simpson Company, Limited

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[^0]:    beautifully moired; a pericet robon or larg
    hat bows and summer girdes. Tuesday, 8.3

