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|  | Fourteen pages-THURSDAY Móorving aprli 18 gia-Fourteen pages |  |

The Survivors Will Arrive at New York City To-night


THE TITANIC'S OFFICERS.


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 stat Roportor)














 Which is now at the botiom of thae Atlautce with over twelve handred of fte passensere as the - obiunt of a coilition



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.

three prominent new forkers who are mong those who lost their luve iv the tifanic disaster.

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CAPT. SMITH HELD TO BELIEF MODERN LINER COULDN'T SINK

## Rim-Cutting Wrecks 23 Tires in every 100


 800,000 have been sold--sold to the shrewdest clase oquip 200,000 Cars and not one has been ruined by rimcutting.

The diagram shows why
No-Rim-Cut Tires are held in place by the round surface
Ordinary tires must be held by a hook-shaped ring with the sharp edge of the ring next to the tire. The con-
stant rubbing of this sharp edge of the ring cuts the tire and in of puncture ruins the ire in a few moments.

## GOODFETEAR <br> No-Rim-Cut Tires

## 10\% Oversize


They have $110 \%$ more carrying capaity-provide for
overloading. They add, with the average eur, $25 \%$
We will be flad for send our hook "HOW TO
SELECT AN AUOMOBLE TTRE," Hee.
The Goodyear Tire and Rubber Co. of Canada, Limited Head Office, Toronto
ctaon, Boomesrill
85.87 QUEEN STREET EAST, TORONTO.

## $300 \mid 551 \mathrm{IIIIG}$

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## Tells What is Done When

Steamer Strikes an Iceberg First, Men Next, if Any Room.




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| SAFE ON BOARD |
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## International Baseball League Race Starts To-day


"It's the Little Things That Count"
A COLLAR may be the key note of a ApaVAT des.ancercen CRAVAT may have as strong an effiect may be the proof of good taste (or lack of itt). Don't neglect the little things. In our MEN'S FURNISHING GOODS you will find the same style, the same quality, and the same tone of good taste that distinguishes our Men's Clothing.
English and American Model
Spring Overcoats.........
English and $A$ me
$\$ 15.00$ to $\$ 25.00$
MUEL MAY\&CO

RECULATION


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New U.S. Ball League To Start Playing May 1 To Start Paying Ma anco







THE REPOSITORY
BURMS \& sMEPPARD,


AUCTION SALE 150 HORSES BUSH HORSES Mosese. EEporet Brome \& Co.
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 TORONTO CITY AGENT PERCY A, MOBRIDE
343 YONGE STREET


It drives "offce weariness'
way, and for the toiler whos away, and for the toiler whose
muscies earn his bread a good
big dind big drink refreshes and in
vigorates.

Try it yourself.
At dealers and hotels.
Brewed and bottled by
DOMINION BREWERY
COMPANY MMITED TORONIO


## A Bottle of WHITE LABEL ALE

helps a whole
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## OANIES RUNI-2

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 SPERTOZONE

 MEN'S DISEASES



## Never Count Your Chickens Until You Look Into the Incubator













## our Presentation \$4.00 DICTIONARY



And Receive Your Choice of the Three Books
Description of
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Man Who Struck Italian With
a Billiard Cue Goes to
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## Millinery Bargains

 Byidas bargin

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Infants' and Girls' Wear




 Black andWhite House Dresses Shepherd Checks




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will give good wear; made
from English tweeds and wor-
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greys, with fancy stripe. They
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buttons styile, good mohair lin.
iggs and well tailored. Worth
THE BIG DAY FOR MEN'S $\$ 1.98$ TROUSERS.
 MEN'S WORK OOATS.
Sade from a heavy grey cottonade, thoronghly rubberized,
lined with a check Mackinaw corduroy collar, patent faasteners.
A coat proof against wind and rain. The kind most suited to this A coat proof against wind and rain. The kind most suited to this
weather. Bargain price. ....... ............
BOY8' WASH SUTTS.
 BOYS' SAMPLE SUITS.
That are made from neat patterns of browns, gres, and greens,
and trimmed in firrt-class style, cut in the fancy Russian strle
Huge Derby Hats Offering of Furnishings

 to soll them Friday for, eeoh Sizes $65-8,63-4,67-8$, and
garment.......... $.44 c$ Neglige shatrs, in a range of Mitn's Twoed Hook-down
neat designs, made from fine asps, checks, stripes, and fancy materials that will wash and
wear well some slightly soil.
af. Sizes in the lot 14 to 17 a. Sizes in the lot, 14 to 17 .
Regularly 75 ch , 11.00 , and $\$ 1.25$.
Priday bargain . ........ 49 c

Men's Pyjamas
 White, oream, and skry,
These are made by a
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## 1,000 Pieces of Jewelry






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## Wash Goods

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Bargains in
Wash Laces
 ${ }^{\text {to }} 21 / 2 / 2$ inchese wide qualities. Friday bargain, yard, 30 Hundrode of yards of Cambric
Embroideries and Insertions and Beadings, immense variety of pat-
ternus from 1 to 4 inches wide, 80 anal


## Spring Cleaning

is aimost universal among civiized peoples, and naturally
then is the time when the fumishing needs become most
apparent. Here are some Friday bargains to fit into your home

The Grocery List
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2h Las puat oblown that im

