## STEAMER GOES DOWN 20 TO 25 LIVES LOST

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STILL AFTER THE FARMER



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## EASTER CLOTHING

Our way to a big business has not been by accident, it's our merchandise that has put us at the top of the clothing world. Ask for "SOVEREIGN BRAND" Clothing and be satisfied with nothing else. Now, the simple reason that this brand carries success is because it is by all means the best-THE VERY BEST-you couldn't find better clothes, in quality or in value, if you searched the city through from end to end. You may believe this or not but you will be wise if you investigate. We never allow a garment to leave the store unless it is right and we stand behind them with our guarantee, even if you go to the end of the world.

Our big store was taxed almost to its capacity on Saturday, and we have had to add to our selling staff this week in order to care for the needs of all and get you fitted correctly for EASTER. We have so many exclusive and beautiful patterns to show it would take volumes to attempt to describe them. The price will please, no doubt of that, whether it be $\$ 10, \$ 12$ $\$ 15, \$ 18, \$ 20$ or up to $\$ 40$.

SPECIAL-Just to hand, new Dress Suits, Tuxedos, Prince Alberts, Coats and Vests, and a magnificent range of fancy Vests.

## OAK HALL Clothiers

Cor. Yonge and Adelaide Sts.
J. C. Coombes, Mgr


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TOO MANY PIGEONS
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The Toronto World

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MAKES HOME BAKING EASY


Light Biscuit Delicious Cake Dainty Pastries Fine Puddings Flaky Crusts
and the food is finer, more tasty, cleanly and wholesome than the readymade found at the shop or grocery

Horrec axkex fowoser co, new rome



## Dewars <br> Special Liqueur

## Is Soft, Mellow and Fragrant *

## Cglenernan <br> Scotch Whiskey

 A blend of pure Highland malts, bottled in Scotland, exclusively for MICHIE \& CO., Lid,toronto

EDDY'S matohes

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 of our friends in Toronto have wondered if Liggett's was the "Drug Trust" referred to. We wondered also, and are still wondering. All this tells a story that should prove interesting to the intelligent citizens of Toronto.
Liggett's is not a trust, but has a trust--a trust of public confidence, of responsibility. To respect this confidence, to measure up to its responsibility, and to do this by giving the people of Toronto honest drug and toilet products of the highest quality at the lowest prices, consistent with honest business methods. This, and this only, is our "Trust."

Liggeft's success depends entirely upon public support. If Liggett's doesn't do business in a manner to secure public approval, and to retain publie confidence and patronage, then Liggett's naturally will fail.

The teferred to advertisement asks, "Will the Trust Succeed?" A "trust" is commonly supposed to
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Liggett's buys purchasing capacity. Fverybody knows that the ability to buy in large cintit. Lget advantage is cash prices, and the public thereby reaps all that the ability to buy in large quantities secures the lowest possible les, naturaily brings about

You, the people of $T$
competitive basis. If Liggett's cannot offer yestinies of Liggett's, who must and will do business on a dise for the same money, Liggett's doesn't you the same merchandise for less money, or better merchan Time alone will tell whether we were right in our idea that that doesn't expect it.
that the people of Toronto would appreciate a drug store operated as Tigs room in Toronto for Liggett's Liggett's is the biggest retail drug concern on th is cone operated as Liggett's will be.
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Liggett's policy is to always supply the public with what it wants-as it wants it-and always give he best for the least money-IT WILL PAY Yiu PU YOUR TRUST AND PATRONAGE WITE LIGGETTIS.
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The Star Printing and Publishing Co.

Messrs. Liggett's Ltd.
106 Yonge Street.
Centriemen:-
Received yours of the lst inst., and in accordant
with our conversation, I beg to state that we do not feel at
2iberty to furnish the name of an anonymous advertiser mithout, h1s consent.

Yours respectfully
Come to Liggett's and make a comparison of what is offered as compared with what you get elsewhere. You will be and we shall be satisfied to have you do that, because Liggett's policy of doing business must and will merit the confidence and support of all who recognize honest merchandise, low prices, efficient and clean service.

Liggett's will maintain its standard guarantee of "Money back to any customer upon request, if any purchase proves unsatisfactory."

No drug store in Toronto will be able to deliver the goods and undersell Liggett's.
N.B.""Meet me at Liggetts" on Opening Day Saturday, April 15th, 1911 18 consent.

106 Yonge St.
SixDoors from Adelaide
Toronto, Canada


 Usual Feeling of Hesitancy on Wall Street, Awiting Surreme Court
Findings-Small Losses Experieceel in Toronto Market.


The Toronto General Trusts corporation
GUARANTEED INVESTMENT PLAN
as an Absolutely Safe Investment
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DYSPEPSIA Can Bc Cured.

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Get the Best Lot

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