Lack of Binoculars in Crow's Nest Prevented Iceberg Being Sighted In Time to Avoid Wrecking Boat vunue Stome Properhon Siphe Sailoro Woro Not in Their Placeo-Blamed



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## Lacrosse $\begin{gathered}\text { High } \\ \text { Salories }\end{gathered} *$ Baseball ${ }^{\text {Newark } 6}$ Toronto 3 . Turf $\begin{gathered}\text { The Barrie } \\ \text { Thorobredo }\end{gathered}$

| Note and Comment |  | Baseball Records | The Dyment | 6 |
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85-87 Queen-st. East, Toronto



\section*{Motor and <br> Steamer Rugs <br> 

## JOHN GATTO \＆SON




If you cook with gas，and want the best results，use a

## Detroit Jewel Gas Stove

－II It is durable，economical，hand－ some and sanitary．II It has pa－ tented triple flue oven，and will retain heat in oven longer than any other stove on the market．The burn－ ers are made of one solid casting and are of the drilled star type．II The oven linings are all removable for cleaning purposes．If We will re－ fund money after three months＇use if they do not prove satisfactory．
A．WELCH \＆SON
304 QUEEN Street west ＂THE STOVE STORE＂

## ＂Count Your Blessings＂ <br> 

WOULD you be willing to go back to the standards
of living that prevailed in 1812 ？
In spite of all the praise of＂the good old days， would you be content to give up the many conveniences we have gained in the past century？

Former generations knew nothing of the luxuries of modern travel with its observation cars，individual lights modern travel with its observation cars，individual lights
in Pullman berths，phonograph recitals，rich appoint－ in Pullman berths，phonograph recitals，rich appoint－ ments，home－like comforts，and special safety devices
with which the modern railway system surrounds its passengers．

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\begin{array}{ll}
\text { The rural telephone now places } & \text { tion which made them readily ace } \\
\text { the farmer in instant communication } \\
\text { cessible to ma all. }
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$$

Advertising is service．Science，invention，commerce are all indebted to its＇aid．It has raised the standard of living，elevated business ethics，and put us within reach of more real comforts，more real blessings，than we ever enjoyed before．

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Advice regarding your advertising is avoillable through any recogized Canadian advertisisng asence，or the Secrotarn of
the Canadian Press Association，Room 503，Lumsden Blds， Toronto．Enquirs Association，Room obligation on your part－so
Trite，if interested curite，if interested．
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A Man With Piles
Cannot Work
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\(\cdots\) Woman＇s Realm－the Household，Fashions and Society \(\div\) ＂SALADA＂ means everything that is choicest in fine tea． grown Ceylon＂－with all the exquisite freshness and flavor retained by the sealed lead packages． BLACK，OREEN O MIXED

\section*{SCIETY}


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\section*{TITANIC FUND BENEFIT} AT PRINCESS THEATRE

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bille by cheque．The balance wis secure and earning secure and \(\qquad\)} \\
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\section*{Theflicilamps}

PROMINENT among the suburban home localities in the vicinity of Toronto is The Highlands-situated, on the plateau overlooking the Don Valley and the grounds of the Rosedale Golf Club.

Favored by a munificent nature in the matter of stately pine, birch and maple--among which wind gracefully curved boulevards--coupled with the magnificent view of the entire city, glimpsed through the follage
--the location of The Highlands is especially advantageous for the purpose -the location of The Highlands is especially advantageous for the purpose
for which it is intended-a district by itself of strictly high-elass suburban for whic
homes.
THE HIGHLANDS lie just north of and adjoining the grounds of the Rose dale Golf Club, and in addition to its scenic advantages, it enjoys the ocial and athletic features of not only the Rosedale Golf Club, but also questered nooks, bowling green and tennis courts.
FOR THE FIRST TIME in the history of Toronto's suburban subdivisions, property is being placed on the market where one will be enabled to ac ing over an acre of ground, and a nimber having 100 feet frontage by

\section*{SALE OF LOTS NOW OPEN} ALL CITY IMPROVEMENTS

\section*{Will be installed-Be}

BUY NOW your let in THE HIGHLANDS-the name is symbolical of wha you will find upon investigation-a high, healthy, rustie subdivision, artis you win
tically laid
stricted.

If you want a homesite and are about to build a suburban


\section*{Jethays Co \\ LIMITED \\ 168 Bay Street}

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Differences Betweenn chase Prices of DownLand and Tax Values.





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THE LEADIMG STOCK YARDS OF CAMADA
Cattle，Sheep，Lambs Hogs and Horses
All Modern Convonionces for Qulek， DIRECT CONNECTION WITH ALL RAILROADS
UNION STOCK YARDS
F TORONTO，LIMITED
tapril


PORCUPINE and COBALT
\(=\)
N
 J．M．WILSON \＆CO．



Au Poroupine and Cobalt stopys
Bought and sold on Commaslop
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A．J．Barr \＆Co． Stock Brokers

W．J．NEILL \＆CO．



J．T．EASTWOOD
24 KING MTEEET WEST
F．W．DUNGAM \＆ 00 ．
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Cobatt and Porcuovine Stocks
Tol．Maln 7417． 36 Toronto 88
W．T．CHAMBERS \＆SOX
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 SHILLINGTON Good showings GOLD and
sILVR．MO．R ISO N＇S
FOUR CLAIME \(\$ 200,000\) ，for
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Cyanide Plant Must Be Com－
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\section*{Rio and Sao Paulo Up--Bank Raises Dividend--Niagara at \(20{ }^{\circ}\)}


\section*{DOMINION OIL COMPANY}

\section*{AUTHORIZED CAPITAL, - \(\$ 1,000,000\)}


\section*{J. A. MORDEN \& COMPANY 239 Confederation LIfe Chambers, товонто}


THE STOCK MARKETS
TORONTO STOCKS


WHICH?
\(\left.\begin{array}{c}\text { Private Plant } \\ \text { Power }\end{array}\right\}\) or \(\left\{\begin{array}{c}\text { Central Station } \\ \text { Power }\end{array}\right.\)
\begin{tabular}{|c|c|}
\hline Expenaive to install- & Minimimin installation cat- \\
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\hline Limited eapucity & Safe in operation- \\
\hline Dangerous to life & Low insurance rates- \\
\hline High insurance rateo- & Niagara Power backed by Steam Reserve- \\
\hline Unreliable- & Minimum repair charges- \\
\hline Requiring expenive repute- & Low investment needed, hences low fixed charges- \\
\hline High overhead expense- & Capital free for your busi- \\
\hline Reducing your working capital- & A heating plant for heat-ing- \\
\hline eating with & Placing your power problems \\
\hline Requiring you to assume the burden of responsibility- & in the hands of experts trained and employed to handle them- \\
\hline Heavy cost- & Lowest cost- : \\
\hline Low efficieng- & Highest efficiency- \\
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\end{tabular}

Is it wifficult to decide which of these altermates is beat?
The comparison might be continued, and every itemi wrould further emphasize the choice-"Central Station" elec-
tric power service represents the latest development of industrial engineering. It includes service as well as power - Highly trained specialists are always at the command of the consumer-They relieve him of all worry connected with increase the efficiency of any department in his establishment -They see that he gets full value for every dollar of his power bill.

Have you investigated Central Station Electric Power as en economy in your business?

If not, do so. NOW.
Call Adelaide 404 and arrange an interview with one of our power experts-you place yourself under no obligation to
accept his advice.

The Toronto Electric Light Co.
Limited
WILL
ecurity-the supervision
oint as your
e Company TORONTO

MRRKET SHOWS MORE BUOYAICY More Prolific of Featuresin Lead ?
 Has Been Sought-Status of Development and Prospects.
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Mortgages and Trust Deed securing the Bonde and the regulaity of thie
Woue have been approved by Meemrs. Rowell, Reid, Wood \& Wright, Toronta




 construotion, untiil they are completed. In addition, the
dirpoot obligation of the Canndian Interiake. Line. Iimited.

The following information has been furnished by offcorse of the Comparys


Insurance policies covering every possible loss or damage to or by aio rossels to the extent of at least 150 per cent, of the outatanaing bonds will
be made payable to and held by the Trustees, as security. for Bondholders. shinence fund.
 to be sixty years, the TTust Deed provides for an Annue
cient to retire the whole of the isoue within the term of the bonde fiftoeen years. The bonds so retired will be cancelled; but the whole of the necuritos
remains intact until the last bond is retired in 1927. COMP ANY AND FLEET.
Cansdian Interlake Line, Limited, was incorporated by Dominion eliartest
 "Renvoyle, boure completed, reeppectively, 1st May, June and October of this
"Calgarian, to be
year. year. M, will constitute, the fnest, most modern and best equipped fleot of
buulh canal size package and bulk steel freighters on the great lakes. The fleet will have a decided advantage over vensels operating singly, in
that it will be able to contridet for freight in lerge quantities, and will be blie to give much better despatch. The regular route of the vessels is between Montreal ond intermediato
ports and Poit Arthur, Fort William and Westiort, the lake ports of the portse great Canadian railways. At the head of the lakes there are now
throe
\(16,000,000\) bushels of grain awaiting transportation by water, and vessel owners have refused charters at rates \(11 / 2\) cents per bushal in edvance of ratese
for corresponding months last year. The continuouse development of of the Werst insures plentiful cargoes of grain, in addition to which the fleet- will bo
important carriers of iron ore, coal, cement, wood pulp, pulpwood, ete. Fack: age freight westbound, for which the boats have been specially constructed,
is increasing annually. The Company has valuable freight contracte, one of Which runs for a series of years, and all of which promise good proints. The
Company works in elose conjunction on rail and water freight with the Cat adian Paciflo, Grand Trunk Pacific and the Canadian Northern Railwayg, MANAGEMENT. The Company's Managing Director, Mr. J. W. Norcross, has had a wide lakes, and, later, in the management of transportation ompanpanies. Ho is gransportation, and his important traffic affliations will be of great value to the
transpita company in keeping the fieet actively and provral of empion have been actively
agement he will be supported by Directors several of whom
associated with lake shipping for many years, and whose businoss connectiong associated be valuable in securing traffic.

Price--Par and Interest, to Yield 6\% Copies of the Trust Deed and the certificates of the Appraiters and \(A\) most Interim certificates will be issued pending delivery of definitive bonds. Circular deseribing the issue in detail, and embracing the letter of the
Managing Director, and certificates of the Appraisers and Auditors, will be Bonds secured by a first mortgage on modern, steel-elzd freighters are held in high esteem by conservative investors. Mr. Lawrence
Chamberlain, in his recently published work on the prinatples of Bond Investment. states that, approximately \(\$ 40,000,000\) of new
steamship securities have been floated and as yet there has been no
default."
A. E. AMES \& CO. Investment Bankers Union Bank Building . . Toronto, Canada
EnSMTPSON：

Royal Values Given by Women＇s Suits and Coats Dresses and Skirts
WOMEN＇s OR sMALL－size women＇s surss． Wheoey
 tolars，others plain or ornamented with buttotos or novelty
touches．Skirts are gored，panel，or pleated stylesh with raised
waistline．Colors black，navy，brown，dark and light tweed mix SUITS OF SERGE AND IMPORTED TWEED MIXTURES． 24 to 26 inches long，with long revers and silantingen．cilars fase coatened
with bone buttons．Skirts have the raised waistline，with gored d panel effect．Special value for．．．．．．．．．．．．．．．．．．．．．． 812.80 DRESSES FOR MIISSES AND SMATL－SIEE WOMEN，
Attrectively made，of imported English serge，Waist ha
 COATS FOR WOMEN OF GOOD TASTE．
 With new coller
Speciel value．
NORFOLR OOATS FOR MISSBS AND SMALL－sIze womens．
Beautiful tweed mixtures，in green and gry straight lines，with shaped yoke et back gro botit round woint
Singloebreasted，with coilar and revers，and breast pooket．Sleeves at an extremely low price．．．．．．．．．．．．．．．．．．．．．．．．．．．latest styplea

Black and white shepherd＇s cheok，of splend
 The cuffs are fifished with rea，red piping are and buttons．pookota．
vise
value for WOMEN＇s SEPARATE SKIRTS．
We have a good line of Separate Skirts which we＇d like your
to osee．Made of fine，allwool serge，in black and navy，in a six－
gored style，with high waistline，one sored stile，with high waistine，one
sided fifiect on front and baok panels，
 \％
Millinery Offered for Thursday 100 dozen of higholass hat siapes．
Two wholesalers sold us at a fraction of their usual cost all
their odd lines and a small lot that they could not handle through
their usual channels．Tagels and Milans，all fresh，and in the very



Exquisite Bridal Lingerie perfectly matched in inderfully fine and ane the trinmming dainty
Matched Briday ser and corset cover，finished nainsook，trimmed in latest style，with
fine embroidery insertions and frills，beading and silk ribbons，
sizes 32 to 42
Each set Matched Bridal Set of 4 pieces．Gown，Arawers，corset
Ger，and petticoat．fine nainsook exquisitely trimmed with cover，and petticoat．fine yainsook exquisitely trimmed with
finest Val．lace and binin embroidery，beadings，and silik rib．
bons，sizes 32 to 42 ．The 4 pieces for ．．．．．．．．．．．．．．\(\$ 12.00\) Matched Bridal Sets of beautiful imitation hand－embroidered
ansook，finished with silk ribbons and beadings， 3 charming nainsook，finished with silk ribbons and bearings， 3 charming
pieces，gown，drawers，and corset corer，sizes 32 to 42 ．The set
for．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．． 86.75

Dainty Fabrics that Wash


SHOPPING HINTS FROM The Simpson Store Black Suit－
ings \＆Dress
Fabrics Thursdayat 69c per Yard Included in this special of
fering of Black Fabrics are
some of the most stapie，as well us imported，noveltije from the fashion centros of Europe．New
Parisian Suitings，Weat of En arisian suitings，West of Eng－
land Serges，All－wool Hen．
iettas，Pollis， rietias，Poplins，San Toys，Ben－
galine Coris，Sill Voiles，Satin Striped Thaffetas，
All－wool Voiles，in Al－wool Voiles，in fine，med－
ium，and coarse mesh；；Venetian
Clothen Cloths，Mohair Lustres，etc．， otc．All high－grarale goods，guar－ and best permanent finish； 42

Imported Negligee Gowns for Women Formerly \(\$ 18\) to \(\$ 25\) for \(\$ 7.95\)
 Negligee Gowns；elaborately trim－
med with fine lace and insertion：


\section*{Toilet Goods}
 ジuTz \(=\) \(-\mathrm{y}=\mathrm{x}\) \(=x^{2}=\)

\section*{Notions}


 anteed．Regularly 65 c to 95e
pair．Thursday，pair． 50 c
Two and Four－hole．Peat Tutro and Four－hole Pearl
Cansed dozen ．．．．．．．．．．．
45 in Pearl Buttons， 24 to
 Kimono Dress
kimono
waists． \(\begin{gathered}\text { Shiellls，for } \\ \text { Thursday }\end{gathered}\) 36 and 45－inch Mohair Boot－
laces，per dozen．




\section*{DiningChairsat \\ DiningChairs at LowPrices}
 Dining Ohairs，in solid oak，finished golden；sets of five small chairs and one
arm chair．Thursday．．．．．．．．．．．\(\$ 8.50\)
Dining Chairs，with upholstered seats，made of hardwood，quartered oak
finish；sets of five small chairs and one


Men＇s Goodyear Welted Boots 2.95
Nom
 1. Men＇s Fine Underwear in Hight and dork natural shas，mad
in England from selected yam in England from selected yarns，
which are guaranteed sanitary
and unshrinkable fow slight
Iy counterasoiled；sizes 34 to 04 ．Regn．
larly \(\$ 1.00\) ．Thuredey men＇s neghaes． With pleated or plain bosom，coat
style．These are a new range of Amerín
can negliges，showing the new stripe
effecte，on a
 beautifully laundered；；ises
Regularly \(\$ 1.00\) ．Thursiday

\section*{Men＇s}

\section*{Overcoats for Spring Wear}
\(\begin{aligned} & \text {＂Durward＇s Englishmade Overcoats，＂from London，} \\ & \text { England，have all the good style features that English tail－}\end{aligned}\)
ring can give it．A plain fawn English covert cloth，made
lined，good tailoring．Price：．．．．．．．．．．．．．．．．．．．．．．．\(\$ 25.00\)
\(\begin{aligned} & \text { the new single－breasted Chesterfield style，with English } \\ & \text { Reglan shoulders，leather buttonis，unlined，good tailoring } \\ & \text { Price．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．}\end{aligned}\)
\(\begin{aligned} & \text {＂Durward＇s＂Rich Brown Engliah Choviot Cloth，in al } \\ & \text { most plaim pattern；made single．breasted Chesterfield style，} \\ & \text { vithout lining，except in sloeves，which heve silk }\end{aligned}\)
\(\begin{aligned} & \text { without lining，except in sleeves，which have silk linings，} \\ & \text { English Raglan shoulders，best style and tailorigg } \\ & \text { Price ．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．}\end{aligned}\)
boys＇spranc overcoats
\(\begin{aligned} & \text { Light－weight Spring Coat，in a fine imported English } \\ & \text { tweod，with grey stripes，out on the smart Chestorfield but } \\ & \text { ton－through strle the mehein thin and }\end{aligned}\)
\(\begin{aligned} & \text { ton－through style，has mohair lining，and is perfectly tail } \\ & \text { ored．Sizes } 26 \text { to } 30,57.00 ; 31 \text { to } 33,58.00 \text { ．}\end{aligned}\)
boys＇blouse sutt
avy Blue Untinished Serge Sailor Blouse Suit，collar

Men＇s Stiff Hats of the Newest Blocks Stiff Hats，of fine English fur felt，black only；
sizes \(61 / 2\) to \(73 / 8\) ．Thursday．．．．．．．．．．．．．．．．．．\(\$ 1.00\)

Men＇s Soft Hats，correct American and Eng－ and the new shades of grey and brown mixtures；
fine quality fur felt．Thursday ．．．．．．．．．．．\(\$ 2.00\)

Middy Waists


\section*{Chinaware}



\section*{Selected Grocery List 2umation \\ \(\qquad\) \\ Wivis \\ Watyw}
armanan```

