Carpathia Surounded by Wall of Silence-Story of Survivors Is Awaited.

SHIPS TO MEET RESCUERS

Virginian, Parisian and Other Boats Find No Others at Scene of Titanie Disaster-Weather Prevents Wireless Calls.

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NEW YORK, April 17.—That the final roll of the rescued from the Tiinnic disaster virtually had been made op was the impression that grew almost into conviction last night as the ours were on with the revision of lets adding measurably to the total of known survivors.

Of definite news of the disaster the night added little. Down the Atlantic Coast, fog-enveloped in many places, crept the Cunarder Carpathia, bearing the 868 lives that had been matched from the waters when the Titanic's rebeats, laden to the limit, made their way from the giant liner as it became own that she was soon to take her atal plunge.

### Wireless Remains Silent.

But although the rescue ship was reached within wireless range of the Sable Island wireless station at a com paratively early hour and every wire of a receiver, which might mean that the great secret of the liner's death was about to be given up, midnight came and went and the night began to grow old, and still the world had not een spoken.

Carefully compiling the available lists, the record of the identified sur-civors of the disaster stands signif-

portions of women and children in the steerage, where the passengers in the Taft League victorious, Delegates Titanic's care numbered 719, it seems probable that the greater part of these 140 were women and their little ones.

Nothing could show more plainly the beroism of the crew, and the men par-sengers who stood by the doomed ship, sengers who stood by the doomed ship, facing inevitable death, and sent the women and children away in the life-boat. Some would have to be left. But to all appearances the men who were left stayed behind deliberately, calmiy stepping aside to let the weaker ones, those to whom they owed protection, take their way to safety.

### Last Word From Brave Men. Sinking by the head; have cleared

oats and filled them with women and This was the final message these brave men sent the world, for it was directly afterward that their wireless signals sputtered and then stopped al-

signals spatiered and then stopped altogether.

The picture that inevitably presents itself, in view of what is known, is of men like John Jacob Astor, master of scores of millions; Benjamin Guggenbeim, of the famous family of bankers; Indor Straus, a merchant prince; William T. Straus, emerchant prince; William T. Straus, ended engineer—of any or all of these men stepping aside any or all of these men stepping aside and bravely, gallantly remaining to die, that the place he otherwise might have filled could perhaps be taken by some subot-shod, shawl-enshrouded, illiterate and penniless peasant woman

## Men Remain to Die.

Thus the stream of women with toddling infants or babes in arms, perhaps most of them soon to be widowed, filed up from the cabins and over the side and away to life. The men—by far the greater part of them—remained to die—millionaire and peasant and men of middle class alike—bravely, it must have been, sharing each other's fate and going down to a common

grave.

Of the survivors, what: Their story of peril and suffering, with the revelation they will furnish of just what happened on board the stricken ocean giant, remains to be told. How quickly they will be able to tell it and clear up all the mysteries of identity, of which the limited carrying capacity of the Carpathla's wireless has left the world in doubt, seemed entirely to deworld in doubt, seemed entirely to de-

orders, searching for bodies that ma-Fear Grows Hourly.

Ep to 1:30 this morning, so far as could be learned at any of the coast stations, no syllable of tidings had come from the Carpathia since she was able by the aid of the Olympic's relay, many hours before, to send waveringly ashere a list of the names of first and except cable. Titanic survives when

second cabin Titanic survivors whom she had on board, It is thought—feared would be the

within range. It was thought, too, that the wireless operator on the Carpathia had become fatigued from his long siege at the key and that he was rest-ing, preparing for the transmission of messages when the ship comes into communication with stations on the American coast.

NORTHERN PACIFIC MAKES AN-NOUNCEMENT OF CHANGES.

Minneapolis Man Is Appointed to Be General Manager of Lines West of Paradise, Mont.

ST. PAUL Minn., April 17,- (Special.) -Edwin C. Blanchard, of Minneapolis, general superintendent of the North-ern Pacific lines cast of Mandan, N. D. with offices at St Paul, was appointed today general manager in charge of maintenance and operation of the lines west of Paradise, Mont. This appointment is considered a promotion and carries with it the title of fourth vice-president of the Northern Pacific lines. Harry C. Nutt, recently fourth vice-president, resigned to take a similar position with the San Pedro road at Les Angeles. Mr. Blanchard is well known in railroad circles here, having begun his early career in 1852 and since has filled many important post tions in the operating department of the Northern Pacific.

the Northern Pacific.
C. L. Nichols, now general superintendent at Livingston, Mont., has been premoted to fill Mr. Hlanchard's place here in St. Paul. J. M. Rapelje, now superintendent at Spokanc, will succeed Mr. Nichols at Livingston. The successor to Mr. Rapelje has not been announced yet by President Elliott.

These changes become effective at once.

DELAWARE AND HAWAII SELECT DELEGATES.

Dover Convention Also Indorses Senator Dupont--Kuhlo and Frear Are Sent by Islands.

DOVER, Del., April 17 .- The Repubcan state convention here elected yesterday the following six delegates to the Republican National convention: United States Senators Henry A. Du-pont and Harry A. Richardson, Gov-ernor Simeon S. Pennewill, Dr. George W. Marshal, Edmund Mitchell and Ruby

Vall.

The delegation was not pledged, but favors President Taft, whose Adminis-

## POPCORN WAGON BURNS

Alarm Brings Eight Pieces of Apparatus to Blaze.

Eight pieces of fire apparatus and a battalion chief hastened to the cor-ner of Third and Washington streets early this morning to extinguish the blaze of a burning popcorn wagen. Three engines, two trucks, a hosecart and two chemicals went clanging their way through the street to the point where the odor of overdone popular and peanuts was drawing a crowd

The gasoline heater on which the popeorn is roasted, exploded in the face of Cliff Noakes, aged 28 years. His hair and eyebrows were singed and his face somewhat burned.

A detective turned in an alarm. The total loss of the wagon is placed at \$50. It is insured.

### DECORATING CONTRACT LET

Twin City Decorating Company to Erect \$25,000 Structure.

Contracts were let last night to the Twin City Decorating Company for the construction of the great Court of Honor, which is to form the most prominent feature of the decorations designed for the coming Elks Convention. The Court of Honor will occupy an area of ten blocks in the heart of the city. The contract calls for the expenditure of \$25.250. There will be \$25.000 slectric lights in this portion of the decorations.

A triumphal arch will also be erected at the Union Depot. Work will begin on this arch immediately.

## Mrs. La Fol'ette Is Entertained.

Mrs. Robert M. La Folieite, in company with Mrs. Frederick Eggert, Mrs. Sarah Evans and Mrs. Grace Watt Ross, toured the city Tuesday in an automobile, calling on Mrs. Abigail Scott Duniway just before they went to the Hotel Portland, where an informal luncheon in honor of Mrs. La Follette was given by the state central committee and the College Equal Suffrage League. In the afternoon Mrs. La Follette spoke at the Women of Wooderaft Hail at 3 o'clock, under the suspices of the campaign commit-

# EPIGRAMS PLEASE

better word—that this list now virtually is complete.

As for the rest, direct advices from Sable Island reported that weather conditions were bad for transmission and that only faint communication was had with the ship, she being barely within range. It was thought, too, that

### REMARKS HIT BULLSEYE

Principles of Successful Salesmanship and Advertising Told in Language Which "Carries Weight With Every Blow."

Portland's progressive business menore than 260 of them, at leastprinciples of successful salesmanship and advertising at the Commercial Club Tuesday night and when he concluded his remarkable address they begged for

The Detroit automobile manufacture The Detroit automobile manufactur-or's address was remarkable in many ways. It scintilated with snappy, for-ciable epigrams. It was not eloquent, as the term usually applied. It was a successful bulsness man's talk to bust-ness men, told in a businesslike way. It was filled with homely, and ofttimes humorous, similes, which drove home his point with unerring accuracy. He said more that was worth while in his brief address than the average speaker would say in a month. Here are a few

A booster is a man who does all he "A booster is a man who does all he can, for as long as he can."
"Everything I know I learned from someone else; we're all imitators, from childhood up."
"A business man deals principally with five things—money, machinery, materials or merchandise, markets and

Advertising Method Outlined. "In advertising, be honest, be sens-ible, be persistent,"

"The newspaper of today is the best possible advertising medium."
"There are only two excuses—not reasons—for not advertising. They are; "Because you have so much business you don't have to;" Because you have so little you can't afford to."
"In either case, it reminds me of the

bave so little you can't afford to."
"In either case, it reminds me of the man with the blue gougles who winked at a beautiful woman he passed on the street; he knew he was winking, but no one else did."
"Be persistent in your advertising; the hardest thing to find today is yesterday's newspaper."
"Salesmanship constitutes nine-tenths man one-tenth territory and product."
"The hardest thing for a man to organize is himself."

"Enthusiasm is necessary to the suc-cess of any business. The man who thought out the slang phrase, 'Always on the job,' did a good day's work right there."

Those are a few of the ideas ex-

Those are a few of the ideas ex-pressed by Mr. Chalmers. "Business men deal principally with five things, all beginning with M-money, machinery, materials or merchandise, markets and men," said Mr. Chalmers, after a short reference to the remarks of C. C. Chapman, who introduced him.

Too Few \$10,000 Men.

mind.
"All advertising is salesmanship, and vice versa. In both the aim is to teach the people to believe in you and the goods you have to sell. They occupy the relative positions of the pub-lic and private schools—in one you talk to thousands; in the other you talk to a few.

"Be honest in your advertising. Advertising does not create value, it simply tells value. The value must be there. You have got to deliver the goods you advertise you will.

Advertisers Must Keep at It. sensible. The readers have

Be persistent. The hardest thing to find today is yesterday's newspa-per. We are living so rapidly today that we forget quickly, when you that we forget quickly, when you come to railroad crossings you know there is danger. The railroads know you know it. Yet they do not take down the 'Stop, look and listen,' signs that warn you. Advertising is a warning to the people that you are in business and have something to sell.

"One of the most tiresome inlings today is to sit through the average minister's sermon. You generally need a

ister's sermon. You generally need a fan in one hand and a dictionary in the other. And I say this with all due respect to their calling.

"Make your copy interesting. If the reader does not finish your advertisement after starting to read it, don't blame him; blame yourself. He gave you the chance and you failed to make "I think the newspaper is the best

possible advertising medium. It car ries the news of the day, and the people in reading the news, stumble on the advertisements. Newspapers are used by all. They bring the best results."

Banquet Tendered Speaker. Mr. Chalmers was banqueted by the Progressive Business Men's and Ad-clubs A. G. Clark, president of the ormer organization, acted as toastmaster. C. C. Chapman, of the Commer-cial Club, welcomed the honor guest on behalf of Edgar B Piper, president of the Commercial Club, who was ab-

Several selections were played by Prasp's Orchestra. Songs were sung by Mrs. Lulu B. Miller, J. Ross Fargo and John Mentetth.

Three songs written for the occasion. The Town Belongs to Hugh, "Gee, out We're Glad to Have Hugh Here in

world in doubt, seemed entirely to depend upon atmospheric conditions.

Wenther impedes Messages.

The weather was thick on the coast last night, not only interfering, it is believed, with the wireless communication from the liner to Sable Island, but probably with her rate of progress to New York, whither she is heading.

Meanwhile other methods of communication with her than by the lund stations are being tried. From the Virginia capes the scout cruisers Salem and Chester, armed with powerful wireless apparatus, are speeding toward the Carpathia and before many hours have clapsed it is hoped they will be in touch with her.

All hope that some of the Titanic's survivors might be on board the Parisian or the Virginian had to be aband dened late yesterday, when it was learned that neither steamer picked in the when she was struck at night with the rate of progress in the vicinity of the disaster of the was and the vicinity of the disaster of the vicinity of the disaster of the was not seriously hurt and was able armed that neither steamer picked in a cool airy nince. See the same of the vicinity of the disaster of the was seriously that and was able armed that neither steamer picked in a cool airy nince. Seep of the same to the proper the vicinity of the disaster of the same that the vicinity of the disaster of the same that the vicinity of the disaster of the vicinity of the disaster of



Special bargains every day at The Lion Store, which is two minutes from the highrent district. This enables the Lion to sell you the best clothing below the usual price.

Today come in and see what we are doing to the prices of cravats - cutting them in half.

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-Troy Record. A wealth of ideas. -Boston Transcript.

Genuine aspiration and power. -Occult Review, England. Near the stars.

-Portland Oregonian. Astounding fertility. -Brooklyn Times. A striking book of verse.

-Boston Post.

Price \$2.50 G. P. PUTNAM'S SONS, Publishers, N. Y.



PHONES: Main 153-

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Goodrich-the Original American Clincher - started right 15 years ago, by adopting and per-fecting the integral

Molded Construction Tires "built as a unit, cured as a unit" proved greatest in strength,— cohesion,—mileage service, then, as

Today, the strongest adherents of other methods are turning to the moided process. They know now it is the best way to make a good automobile tire. We did the experimenting long ago and offer users a two-fold

benefit:-Sound construction to begin with and more than a portant

imitable White Tough Tread. Goodrich Tires are made in all styles, to fit all rims and to suit all purposes.

There has never been a season when the direct, unforced demand for these tires did not exceed by thousands the utmost capacity of our factories. The issue has been met this year by a

tremendously increased capacity which will enable us to care for dealers and users to the full-

est extent. Now is the time to decide, Will it be-good value?
-organized service?

-a square deal? tires"?

Akron, Ohio



B. F. Goodrich

Company ARGEST IN THE WORL

### Pull Out a Hair The Way to Tell Whether or Not Your Hair Is Diseased.

Even if you have a luxuriant head of hair you may want to know whether it is in a healthy condition or not. Ninety-eight per cent of the people need a hair tonic. You can make a test yourself that you can see and understand, which will tell you whether understand, which will tell you whether your hair is healthy or not. Pull a hair out of your head; if the bulb at the end of the root is white and shrunken, it proves that the hair is diseased and requires prompt treatment if its loss would be avoided. If the bulb is pink and full, the hair is healthy.

We want every one whose hair requires treatment to try our Rexall "93" Hair Tonic. We promise that it will

duires treatment to try our Rexail "3a"
Hair Tonic. We promise that it will
not cost anything if it does not give
satisfactory results. Rexail "33" Hair
Tonic is designed to overcome dandruff, relieve scalp irritation, stimulate the hair roots, tighten the hair
already in the head, grow hair and
eradicate baldness.

Out of 100 cases where it was given
a thorough, conscientious test, it grew
hair on 92 heads, which should be suf-

hair on 93 heads, which should be sufficient proof that Rexall "93" Hair Tonic contains extraordinary remedial and hair-growing qualities. It is because of our knowledge of this preparation and our sincere faith in its goodness that we want you to try it at our risk

ur risk. Rexall "93" Hair Tonic is a clean, clear preparation, which does not grease, gum or thicken the hair, and it has a very pleasant odor. We have it in two sizes, prices 50 cents and \$1.00, Sold only by the Owl Drug Co. Stores in Portland, Seattle, Spokane, San Francisco, Oakland, Los Angeles and Sacramento,

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The big cake that does not waste, scatter or melt

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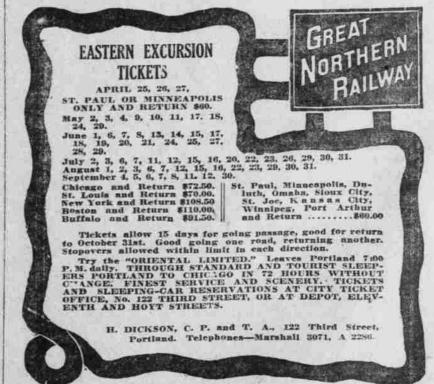
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