

IF YOU RELISH COFFEE
With That Rich Flavor and Fragrant
Aroma, Try
ROWAT'S COFFEE, 70c Pound
T. A. Rowat & Co.
250 Dundas St. Phone 3051-3052

COAL
Egg, Stove, Nut and Pea
coal, the best obtainable.
Prompt delivery to all
parts of the city.

Orchard's
45 York St. Phone 384

Say it with Flowers
**DICKS
FLOWER SHOP**

COKE
MADE IN CANADA
HARD COAL
ALL SIZES
HOT AS BLAZES
**Hunt Coal Co.
LIMITED.**
Phone 412. — 276 Waterloo St.

**LONDON
OPTICAL**
HAVE YOUR EYES EXAMINED.
A. M. DAMBRA, Optometrist,
Dominion Savings Building, Richmond
Street, Phone 5180

**COAL, COKE
AND WOOD**
ANTHRACITE COAL,
SCRANTON
All sizes.
EGG, STOVE, CHEST-
NUT AND PEA
Well screened.
POCAHONTAS SMOKE-
LESS BITUMINOUS
COAL
Lump, Egg and Chestnut sizes.
DOMESTIC COKE
Egg and Chestnut sizes.
WOOD BLOCKS
12x16 lengths.
Chantler Bros.
Phone 347. 263 Bathurst.

MAYOR WENIGE BEHIND FIRE PREVENTION MOVE

Says Scheme Surest Means of
Reducing Insurance Rates
in City.

**ADVISES PENALTIES
Would Invoke Law To Enforce
Orders Issued by De-
partment.**

"Fire prevention will do more to
reduce the rate on fire insurance than
can be accomplished by extension of
fire-fighting ability," declared Mayor
Wenige last night, "and in this con-
tention I am supported by the Fire
Underwriters' representatives."

While in Toronto a deputation from
the city waited on the underwriters
to learn what could be done to re-
duce the first insurance rate in
London, or bring it back to the rate
in effect prior to the first of the
month.

"I put the question straight to
them," said the mayor. "I asked
them if we would increase the
number of men in the fire depart-
ment and the number of fire engines
and secure all the water possible
and get a new fire alarm system
they would reduce the rate if we still
had as many fires as before, and
they said absolutely no."

"Then I asked them that if we
took steps to prevent fires it would
reduce the rate, and they said yes,
if we reduced them."

"That bears out my contention
that we would gain more by fire
prevention than we would by ex-
tending fires. The reason is that
the insurance companies base their
rates on the fire loss and fire pre-
vention will reduce this loss."

"We have not had a real fire pre-
vention inspection in this city, and
I maintain that the fire depart-
ment can spend their time to ad-
vantage in making a close inspection
and then seeing to it that their orders
are obeyed. They tell some person
to clean up a basement, and then they
do not go back and see that it has
been done. They should set a cer-
tain time in which the cleaning up
is to be done. If the order is in-
vaded, they should bring the man into
court. Prevention like this, particularly
in the business section of any city,
means that fires will be reduced in
number and the fire loss will be less,
then rates can come down."

"The increase in rates recently put
into effect means that London is pay-
ing possibly \$75,000 a year more in
premiums, and the attitude of the
underwriters shows this will not be
reduced until we reduce the number
of fires. Inspection will do this."

"So far as I am concerned, I want
proper inspection and fire prevention



J. N. GREENSHIELDS, K.C.,
of Montreal, who defended Louis
Riel in 1885, is in a Montreal hospi-
tal following a slight hemorrhage of
the brain.

rather than spending more money for
firemen or engines or a bigger fire
alarm system. Some of my colleagues
on the council do not agree with me,
but I am going to fight for a real
fire inspection system, and I think
that will bring the results we de-
sire."

YOUNG BOY GIVES CROWDS A THRILL

Six-Year-Old Lad Dexterously
Avoids Being Struck by
Auto.

Johnnie Morris, six years old,
created a bit of excitement for the
5 o'clock theatre crowd yesterday
afternoon and showed rare presence
of mind in avoiding a serious acci-
dent at the corner of Dundas and
Richmond.

An automobile driven by Andrew
Thompson, on receiving the signal
from the policeman at the traffic
intersection started west on Dundas
street. At the same time Johnnie
took it into his head to cross from
the north side of Dundas to the
south, with the result that he was
struck by the car. Johnnie grab-
bed the front bumper of the auto
and was dragged a short distance.
Before the driver stopped his car,
however, the boy pulled himself up
on the bumper in a sitting posture.
When the motor was brought to a
standstill the crowd closed in to
see if the little fellow was hurt. It
was found that, aside from being
badly frightened, he was none the
worse for his experience, escaping
with only minor injuries.

ESTIMATES ARE SLIGHTLY CUT

Proposed Provincial Expen-
diture Show Decrease of \$1-
248,092 Over Past Year.

Canadian Press Despatch.
Toronto, March 25.—In the main
estimates for 1925, as submitted to
the legislature today, there is a de-
crease of \$1,248,092 from the total of
1924 as submitted last year by the
Drury government. The totals are:
1925, \$21,298,685; 1924, \$22,546,783.
The total estimates for 1924, in-
cluding main and supplementary, as
recently introduced in the House,
amounted to \$21,149,452. The total for
1925 cannot, of course, be compiled
until next year, when the supple-
mentaries are added to the main.

By departments the main estimates
for 1925 are:
Lieutenant-governor's office, \$5,450.
Prime minister's department, \$24-
128,875.
Legislation, \$222,000.
Attorney-general's, \$2,056,315.
Education, \$7,233,249.
Lands and forests, \$3,017,675.
Mines, \$696,650.
Public works, \$1,646,646.
Highways, \$424,725.
Health, \$632,675.
Labor, \$2,186,450.
Treasurer, \$755,274.
Auditor's office, \$61,325.
Provincial secretary, \$5,572,466.
Agriculture, \$2,315,710.
Miscellaneous, \$245,000.

There is a cut because of comple-
tion of the Chippawa construction
from \$34,713,012 in 1924 to \$22,000,000.
T. & N. O., because of less construc-
tion, is cut from \$3,670,000 to \$1,000-
000. Seven and a half million is to
be voted for hydro development.

The one million for construction
on the T. & N. O. Railway is in
part for an extension into South
Lorne. This branch line has been
ordered to be built by the govern-
ment, as announced by Premier Per-
guson in the House today.

SIX SWIFT LAUNCHES COMPRISE DRY NAVY

Fleet Under Direction of Treas-
ury Agent To Chase Rum-
Runners.

Associated Press Despatch.
New York, March 25.—Six swift
launches equipped with one-pound
guns will comprise the nucleus of a
new dry navy that will go into opera-
tion on rum row tomorrow, proba-
bly officials announced tonight.

The fleet will be under the direc-
tion of P. J. Sullivan, special treasury
agent, from Washington.

In Canada's Parliament

TODAY IN PARLIAMENT.

Canadian Press Despatch.
Ottawa, March 26.—Private mem-
bers' resolutions will be considered
and estimates of the department of
public works will be taken up.

YESTERDAY IN PARLIAMENT.
After a debate lasting until 1:05
this morning the House of Commons
passed an item of \$1,300,000 for the
purchase of the Union Bank Club
building on Trafalgar Square, Lon-
don, for the office of the high com-
missioner for Canada.

A vote of \$600,000 for the comple-
tion of the tower of the parliament
buildings was passed.

An act to amend the industrial in-
vestigations' act was reported back
from committee and is now ready for
a third reading.

ANCIENT HUMANS OF MODERN TYPE

Scientists Study Three Fossil
Skulls Found in Southern
California.

Associated Press Despatch.
Los Angeles, Cal., March 26.—Hu-
man beings of a comparatively ad-
vanced type inhabited Southern
California before the glacial period
which ended some 15,000 or 20,000
years ago, in the opinion of paleon-
tologists who are studying three
fossil skulls and portions of four
human skeletons unearthed in glacial
sands near here Monday. The
discovery was made in sands which
recently gave up a skull thought to
be the oldest relic of man yet
brought to light by scientists.

Yesterday excavators sought in the
mud and slush at the bottom of a
23-foot pit still further confirmation
of their belief that the skeletons un-
earthed, while showing development
far beyond that of the Neanderthal
man of Europe's glacial period,
nevertheless belonged to human
beings who roamed these shores in
glacial times.

INTEREST IS GREAT OVER EMIGRATION

Four Hundred Hebrideans Sail
From Barra For
Canada.

Associated Press Despatch.
London, March 26.—Considerable
interest has been aroused throughout
Scotland by the sailing of 400 or more
crofters from Barra and South Uist
Hebrides, this week for Canada on the
SS. Marloch. The emigrants will be
taken aboard the ship at Loch Bis-
dale, the Marloch going round there
from Glasgow for this purpose.

On her next voyage from Great Brit-
ain to Canada the Marloch will take
200 Hebrideans from Stornoway.

Many of these latest emigrants from
the Hebrides are closely related to
those who went out to the Dominion
under similar conditions last spring.

At least 30 families have sold out
their crofts and small farms with a
view to starting life afresh in the
Canadian west. Many wives and
children are sailing to join husbands
and fathers who preceded them over-
seas.

Scottish newspapers comment on
the emigration of the people from
the Hebrides to Canada is entirely
favorable to the scheme. Letters are
being printed in the newspapers from
Hebrideans already established in
the Dominion who speak well of their
experience in their new homes.

RUSSIAN DELEGATES SHOW MUCH STRENGTH

Believed They Will Have No
Power To Decide Questions
On Their Own.

Associated Press Despatch.
London, March 26.—Russia's dele-
gation to the conference in London
which is to decide the future rela-
tionship of Russia and Great Britain,
is remarkable for its business, tech-
nical and financial strength.

Most of the members, however, are
of the extreme communistic type and
are believed to exert only moderate
political influence on the present
government in Moscow. They, there-
fore, will have little or no power to
decide vital outstanding questions
without consulting Moscow. It is
expected they will content themselves
with listening to what Premier Mac-
Donald and the other British dele-
gates have to say without commit-
ting themselves one way or the other.

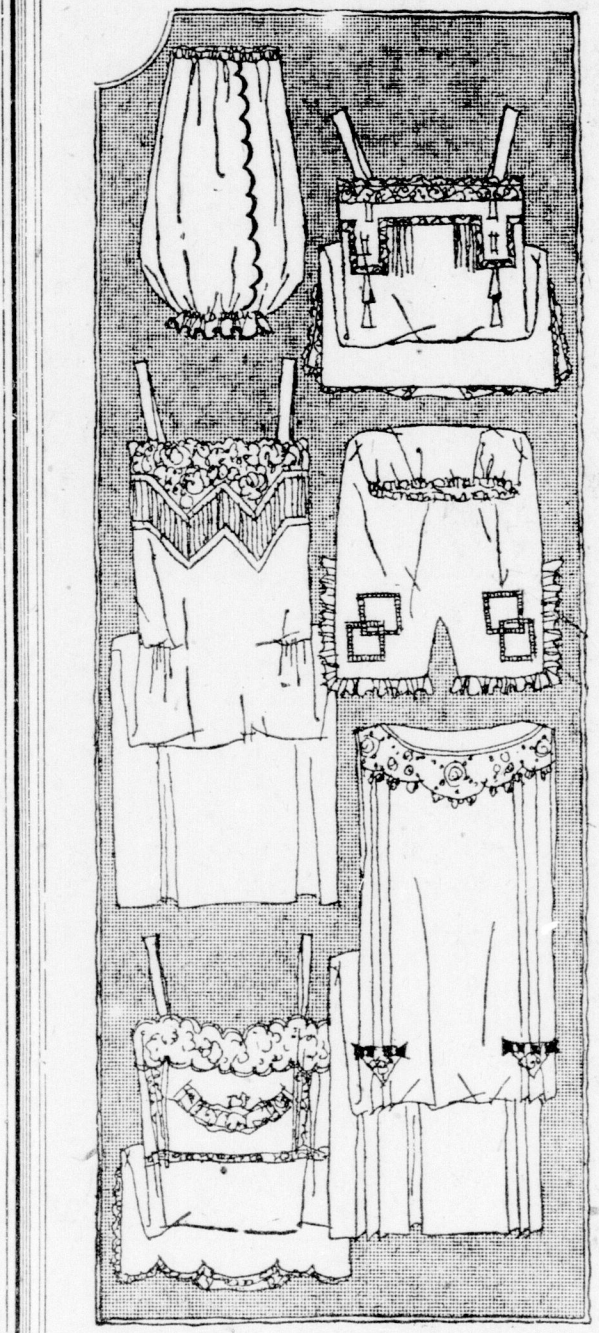
BELGIUM SUGGESTS SECURITY SOLUTION

Franco-British Guarantee Pact
Would Be First Move
of Officials.

Associated Press Despatch.
Paris, March 26.—Belgium's sug-
gestion for a solution of the security
problem reported in diplomatic circles
in Paris to have in view the con-
clusion, first, of a Franco-British
pact of guarantees, second a British-
Belgian pact and, third, an Anglo-
Belgian-French pact with the ulti-
mate hope of bringing about a Brit-
ish-Belgian-French and German pact
mutually guaranteeing against ag-
gressions by all the parties con-
cerned, as soon as Germany has been
admitted to the League of Nations.
For this purpose, it is said, the Bel-
gian government is anxious to call a
meeting of the allied premiers at the
earliest possible moment.

THIS IS SILK WEEK

Today We Talk Silks For Lingerie, Etc.



A lady expert in charge to show lingerie pieces made up, make
suggestions as to what's best, the quantity required, and the
most satisfactory way to wash lingerie silks.

GLOSKNIT (Circular), \$1.00 YD.
White, pink, orchid, in dainty
dropstitch work; no seams as this
is circular knit.

GLOSKNIT (Circular) \$1.19 YD.
White, pink, orchid; a very fine
dropstitch with neat open dia-
mond pattern.

GLOSKNIT (Circular) \$1.49 YD.
White, pink, orchid; our best and
finest quality, in plain knit.

**WHITE AND PEACH COLOR
CREPE DE CHINE, \$1.49 YARD**
A pure silk 36-inch crepe for lin-
gerie and scarfs, at this special
price.

**COLORED PONGEE SILKS,
\$1.19 YARD**
Selected pieces of raw silk, beauti-
fully dyed and finished. Most
women know them to be wonder-
fully wearing silks; pink, cerise,
Flemish blue, gold, old rose, sand,
navy, black, brown. All are 33
and 34 inches wide.

**WHITE BROADCLOTH SILK,
\$1.39 YARD**
300 yards of this beautiful mater-
ial for silk week. All silk Japan-
ese make; soft finish for lingerie
and men's shirts; 30 inches wide.

WHITE KONGORI OR JERSEY SILK, \$2.69 YARD
A popular price for this silk. A pure silk that washes perfectly; and
besides lingerie purposes it's a delightful silk for men's shirts, women's
dresses, separate skirts, etc.

**LINGERIE WASH SATINS,
36-INCH, \$1.98 YARD**

White, orchid and pink, in best
pure silk wash satin; a make that
is constructed firm to withstand
washing.

**WHITE AND COLORED HABU-
TAI SILKS, \$1.25 YARD**

A full yard wide, fine quality,
washable Habutai Silks, in a large
variety of the light and dark col-
ors.



TOMORROW WE'LL TALK WHITE SILKS TO YOU.

Your Shopping Service

These are such busy, crowded days! As
I go from one busy department to an-
other, I like to think that all this busi-
ness is the center of two concentric
circles. The inner circle has a compar-
atively short radius, and it includes those
of you who are near enough to come here
in person to shop.

But just because you are outside the
first circle is no reason for you to be
deprived of the pleasure and advantage
of choosing from our new and varied
merchandise for spring.

For you are interested in the newest
vagaries and decrees of the mode, the
new fabrics and fashions and colors,
wherever you may live.

And this Shopping Service of ours brings
even far-distant provinces within the
radius of the second circle. The oppor-
tunities your position affords you are
set forth daily in our advertising pages.

Do write to me when you are starting to
freshen your home or your wardrobe.

Judith

White Vests, lisle and mercerized,
finished with plain hem, camisole top,
or shaped shoulder. \$1.00 and \$1.25

Children's White Knitted Waists, sizes 4 to 12 50c

White Cotton Combinations,
low neck, finished with cro-
chet edge, sleeveless, flat lock
seams, and loose or tight
knee; open style, \$1.25, \$1.35
Extra outside \$1.50

White Lisle Combinations,
low neck, finished with plain
hem, sleeveless, flat lock
seams, reinforced for extra
wear; tight knee; open style
..... \$1.75 and \$2.00

Fine Mercerized Sea Island
Cotton Combinations, low
neck, finished with plain
hem; sleeveless or camisole
top, flat lock seams, rein-
forced, tight knee, open style
..... \$3.50

White Lisle Bloomers, Har-
vey make, elastic top and
knees, with extra large gus-
set \$1.25

Glove Silk Top Combinations, white
or pink, low neck, plain hem top,
sleeveless, tight knee \$3.50



**"WEAR-EVER"
ALUMINUMWARE
At Special Prices**

SMALLMAN'S

SPECIAL DINNER.
Thursday—65c.
ROAST YOUNG GOOSE,
With Apple Sauce.
Restaurant—Fourth Floor.

Strength

In life's struggle your
stomach is your best ally.
The victory goes to the
strong. And your strength
depends wholly on your
food-foundation.

Neal's Good White Bread

is the success loaf—pure
nutrition in every slice.
Strength and energy in
every morsel. Eat it to
build health and vigor.

Ask your grocer.

Neal Baking Company, Ltd.
Windsor, London, St. Thomas,
Sarnia.

INSURRECTIONISTS ARE ARRESTED IN MEXICO

Rebel Chief Taken Into
Custody When Negotiat-
ing Surrender.

Associated Press Despatch.
Mexico City, March 25.—General
Romulo Figueroa, Guerrero rebel
chief, who came to the capital to
negotiate his surrender, was arrested
in the war department building yester-
day, following an interview with
Under-Secretary of War Manzo.
With him were taken his brothers,
Ambrosio and Francisco, also Crispin
Samano and former Deputy Urbano
Lavin.

COOLIDGE LEADS JOHNSON IN SOUTH DAKOTA PRIMARY

Associated Press Despatch.
Sioux Falls, S. D., March 26.—

AUSTRIA, HUNGARY FAVOR REPARATIONS PLAN OF U. S.

Associated Press Despatch.
Washington, March 26.—The Aus-
trian and Hungarian governments
have approved "in principle" an
agreement proposed by the United
States for the creation of mixed com-
missions to settle claims with the
United States arising out of the war.

UNKNOWN AMERICAN SHIP IN DISTRESS IN NORTH SEA

Associated Press Despatch.
Wick, Scotland, March 26.—An in-
tercepted radio message from Wil-
helmshaven states that an unknown
United States steamship is in distress
at 55.51 north, 7.27 east, in the North
Sea. She has apparently lost both
her screw and rudder, and was badly
damaged.

Responsibility

Much—very much indeed—depends on the
responsibility of the one in whom you
repose confidence to fashion and fit your
eyes. Unless the lenses are ground abso-
lutely correct to prescription their entire
value may be lost to you. It takes an expert
with years of study and experience, to skill-
fully fit a pair of glasses so as to assure
comfort and style.

"Care For the Eyes That Care For You."

BROWN OPTICAL CO.
223 DUNDAS ST. — PHONE 1877

Branches—Hamilton, Montreal, Windsor
"Formal Functions Demand Rimless Glasses."