

Rowat's Coffee
Its Popularity Proves Its Worth.
75c Pound.
Try a Pound Today.
T. A. Rowat & Co.
250 Dundas St. t. Phone 3051-3052



Youth!
YOU can have the vision of youth in old age if your eyes are not diseased. If the strain of years has weakened your eye muscles, and interfered with the focus our lenses will restore your vision.

"A man or woman is as young as he sees—keep mentally alert and youthful through perfect vision."

Carlyle
TREBILCOCK
OPTICIAN
233 DUNDAS STREET
TELEPHONE 2351.

Our fitters are experts. \$1.50 to \$10.00. We have Trusses to fit all needs.
ANDERSON & NELLIS
Dundas St.
Cut shows one of our many lines.

WINNETT'S
GOOD COAL
All sizes—for all uses—use Miller Creek Grade Coal. Office 232 William street, corner Horton.
PHONE 481. ywt

BADGES AND BUTTONS
MILITARY RIBBONS
At **PEEL'S**
Red Star News Company
10 MARK LANE.

GEO. E. LOGAN
FUNERAL HOME
871-873 DUNDAS STREET.
PHONE 1953. ywt

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 453.

J. FERGUSON'S SONS
R. R. FERGUSON, Manager.
74-180 KING STREET.
Funeral Directors and Embalmers.
Handsomeness, Promptness, Reasonableness and Quietness.
Phones: Office 543; residence, 2056W.

KEY SOON FOUND BY MIND-READER

Object Hidden by Mayor Recovered by Cornelius in Ten Minutes.

Cornelius Reuyter, known as Cornelius the Mind-Reader, appearing this week at the Armories in connection with "Joy-Week," demonstrated his ability yesterday afternoon, when he found a key hidden by the mayor in Victoria Park, the key having been put there unknown to Cornelius.

The man came to the mayor's office at noon. With nothing else to aid him he took hold of Mr. Wenig's wrist, and in ten minutes he led him to the spot in the park where the article was located.

Cornelius was born in Holland, but went to India when a young boy. It was while living there he learned the occult phenomena. Since then he has travelled extensively and has gained a world-wide reputation as a mind-reader.

Last night Robinson's family band, consisting of eight members of one family, won the small band contest at the Armories. The band was given the "Joy-Week" cup donated by the Winter Gardens for bands under 15 pieces.

THE FUNERAL HOME.
In a quiet, convenient location, with every facility for rendering a Superior Service at the minimum cost.

A. L. OATMAN
Funeral Director
Cor. King and Colborne Streets.



GILLIES
Coal - Coke - Wood
PHONE 1312.
COR. ADELAIDE AND BATHURST ywt

Quality Vulcanizing Only.
ART WILKES
London Tire Repair Depot.
554 WELLINGTON STREET.
Opposite McClary's. ywt

HAWKEN-LANG
COAL COMPANY
PHONE 522 ywt

Honesty is always our Policy
for
Hot As Blazes Coal
HUNT COAL CO.
—Limited—
Phone 412. = = 276 Waterloo Street.

HARMLESS LAXATIVE
All Children Love Its Pleasant Taste

Mother!
Hurry! Give Constipated Child
"California Fig Syrup"

Even a fretful, feverish, bilious or constipated child loves the pleasant taste of "California Fig Syrup." This gentle, harmless laxative never fails to sweeten the stomach and open the bowels. A teaspoonful today may prevent a sick child tomorrow. It doesn't cramp or overact. Contains no narcotics or soothing drugs. Ask your druggist for genuine "California Fig Syrup," which has directions for babies and children of all ages printed on bottle. Mother! You must say "California" or you may get an imitation fig syrup.—Adv.

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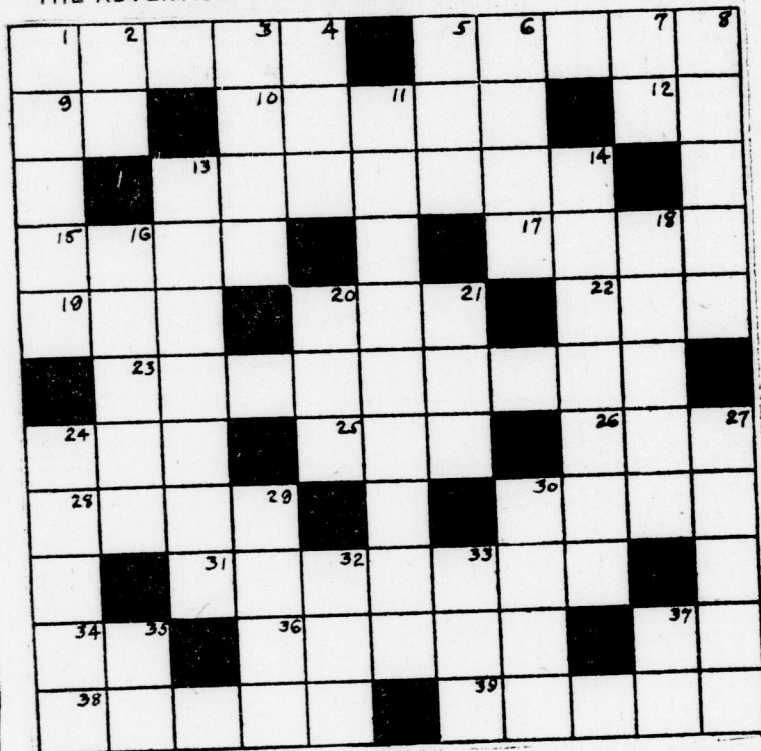
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VISTA EPHEMERAL

The title of this puzzle is the solution to a word or group of words appearing in this puzzle. Can you find them?
Each word reads from left to right (horizontal) or downward (vertical) according to position. Lettered in correctly, words that cross will interlock. Each number in the white squares also refers to a definition in the accompanying table.
Each definition suggests a word possessing the exact number of letters to fit the white spaces allotted to it.
Each white space is to receive one letter only. Words start only in numbered spaces.

THE ADVERTISER'S DAILY CROSS WORD PUZZLE NO. 141.



HORIZONTAL. VERTICAL.

- | | | | |
|--------------------------------|--|--|----------------------------|
| 1 Cardinal point of compass. | 25 Sense, reason. | 1 Known for her tears (Gr. myth). | 18 Pertaining to the sun. |
| 5 Metric linear unit. | 26 Talk nonsense (slang). | 2 Preposition. | 20 Not many. |
| 9 Proposition. | 28 River in Germany. | 3 Constant. | 21 Obtain. |
| 10 Tall coarse grasses. | 30 Arranged in lines. | 4 Pore pronoun. | 24 Shelter. |
| 12 Exclamation. | 31 Choking-colls to regulate electric lamps. | 5 1501. | 25 Protection. |
| 13 Revolving. | 34 Assimilated form of "ex-," before "r." | 6 Servile hiring (Old Eng.). | 27 A small gastropod. |
| 15 Caliber, internal diameter. | 36 View or prospect. | 7 Interrogative exclamation. | 28 Bend. |
| 17 Comfort. | 37 Pen. Nickname short-lived. | 8 Glad. | 30 Poetic preparation. |
| 19 Period of time. | 38 Demolished. | 11 Formal praises. | 32 Greek letter. |
| 20 Mat, haze. | 39 Dismay, terrify. | 12 Storage buildings for motor vehicles. | 33 Note in musical scale. |
| 22 5 1/2 yards. | | 13 Mountain-nymph (myth.). | 37 Southern state (abbr.). |
| 23 Transitory. | | | |
| 24 Bring to a climax. | | | |

SOLUTION TO NO. 140.

APPARENT
DIAL LOAD
CAD YOLK BOA
AD A TOR
LASTS QUIRK
A O PERUN A
S D IDEA C N
AGAIN YEARS
SR S MEA
HAM HOPE WAS
BRIE GRAM
STRANGER

ST. ANDREW'S WILL
PRESENT AWARDS
Junior Members To Be Honored at Morning Service on Sunday.

The morning service in St. Andrew's Presbyterian church next Sunday will be marked by the presentation of the session's awards to the junior members of the congregation for perfect church attendance.

The session's awards embrace a pin for the first year's attendance, an engraved silver bar for the second and up to the sixth year, and a solid gold medal for the seventh year's attendance.

Perfect attendance is taken to mean at least one church service each Sunday at St. Andrew's church if in the city. During summer vacations attendance at some special religious service is recognized if reported in writing.

Because of the fact that there are a large number of children to receive pins and bars this year a large turnout of the congregation is expected. Since the medals for the seventh year date only from 1923 there will not be any medals presented for some time yet.

MARQUIS OF SALISBURY
WILL SUCCEED CURZON
Named As Council President and Government Leader of Lords.

Associated Press Despatch.
London, March 27.—The Evening News today says the Marquis of Salisbury will succeed the late Marquis Curzon of Kedleston as lord president of the council and government leader in the House of Lords. The vacant position of lord privy seal will be taken by the Earl of Balfour or Viscount Cecil of Chelmsford, it understands.

MANY ATTEND FUNERAL.
Special to The Advertiser.
Exeter, March 27.—The funeral of the late Philip Rowcliffe was held from the family residence, 181 Wellington street, on March 23, at Trivitt Memorial church. The funeral services were held at 11 a.m., under the auspices of the Lebanon Forest lodge, No. 132, A. F. and A. M., Exeter, of which Mr. Rowcliffe had been a member for 36 years, and were conducted by Rev. A. Trumpeter, who referred to the fact that Mr. Rowcliffe had been for many years an official of Trivitt Memorial church.

Mr. Rowcliffe was in his 69th year, and is survived by his widow and one son, Arthur, and one daughter, Mrs. Mitchell. Among the many floral tributes were baskets from the F. H. Baker company and fellow-employees and a wreath from the Masonic lodge, Exeter.

Better Late Than Never
Says Quebec Lady, When Sending Us News of the Benefits Derived from the Use of Dodd's Kidney Pills.

Miss Mary Beaulieu Suffered From Backache, Neuralgia, and Headaches.

St. Athanasius, Que., March 27.—(Special).—The sterling value of Dodd's Kidney Pills as a kidney remedy is shown by the following testimonial from Miss M. Beaulieu, of this place.

"I am a little late in sending in proof of the efficacy of your Dodd's Kidney Pills, but as the old saying goes, 'Better late than never.' Yes, only two boxes of your marvelous pills have sufficed to completely relieve me from a complication of kidney troubles from which I have suffered for seven years. I have decided in future, not to suffer long before making a call on Dodd's Kidney Pills."

FIRES ON PRAIRIES NOW EXTINGUISHED

Damage of \$100,000, But No Loss of Life Over Large Area.

Associated Press Despatch.
Valentine, Neb., March 27.—After causing an estimated loss of \$100,000 or more to hay lands and ranchers' property, most of the prairie fires which have ravaged north central Nebraska and the southern section of South Dakota were extinguished early today, according to a survey made at noon.

No loss of life was suffered as far as known in Nebraska. Earlier reports that a school teacher and two children were burned to death in a schoolroom near here were found to be groundless.

NEW ST. JAMES' CHURCH
MARKS 85TH BIRTHDAY
Rev. Dr. McGillivray of Galt To Preach Anniversary Services.

Rev. Dr. McGillivray of Galt will be the special preacher at the 85th anniversary services of New St. James' Presbyterian church Sunday.

Dr. McGillivray is one of the leading anti-unionists of the Dominion and is vice-president of the Presbyterian church association. He will represent the continuing church at the Pan- Presbyterian congress to be held in Wales this June.

He was pastor of the church for seven years, and it was under his guidance that the congregation moved from what is now the Christian Science church to their present fine edifice. The period in which he was pastor was marked for the rapid increase in which the church extended her work.

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It is statements like this that have built up and maintained the reputation of Dodd's Kidney Pills hold today, as the old Canadian Kidney remedy.

You will find that Dodd's Kidney Pills will relieve kidney trouble, no matter where or in what form it is found.—Adv.

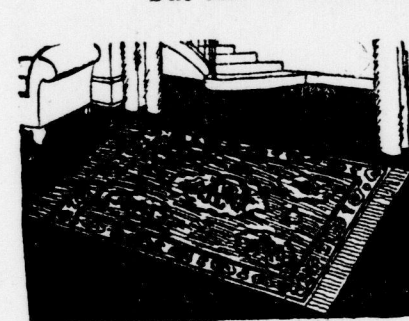
Cawnpore Reversible Rugs

A LARGE SHIPMENT OF UNUSUAL INTEREST

Four Sizes—\$7.50, \$8.50, \$16.50, \$42.00

RUGS AND ROOM-SIZE

New Rugs of emphatic interest—just in line with the current needs for new furnishings. Attractive prices are but one of their satisfactory features.



Deeper Oriental colorings, reds and blues or brown, in hall and living-room rugs—
27 in. x 5 ft., at \$7.50
2 ft. x 6 ft., at \$8.50

Copies of the finest Asiatic rugs, bringing with them the loveliest of Oriental color blendings. Soft pile and texture which rival the products of hand looms.

The charm and beauty of an Oriental rug in your home at the very much more modest price of these. The attractiveness of new rugs to adorn your hardwood floors at prices you will find conveniently moderate.

Rose, blue and buff tones especially featured in bedroom rugs. 28 in. x 5 ft. 8 in., at \$16.50
24x36 yards, at \$42.00

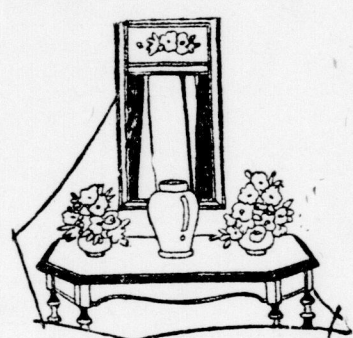
Carpet Department, Third Floor.

DECKING YOUR HOME IN ITS NEW SPRING TOGS

FURNITURE OF GRACEFUL DESIGN, RELIABLE MAKE. REASONABLE PRICE.

Make your home more interesting, more livable, more beautiful! On the first day that the furnace goes out and the screen door goes on—the warm sunlight will provoke unusual criticism of your furnishings. Without some touch of newness, even your favorite rooms will be entirely too reminiscent of long winter days.

Convenient prices are coupled with graceful design in a furniture stock of unusual interest. Occasional bits of pretty design. Living-room, dining-room and bedroom suites that reflect the highest of period art and the best of modern craftsmanship.



Furniture, Third Floor.

COCOA MATS

Very needful now to keep April rain and April mud well away from your polished floors and clean linoleums.

24x14 in. 75c. 27x16 in. \$1.25 and \$1.50. 20x33 in. \$2.00

Rugs, Third Floor.

CEDAR CHESTS

A HANDSOME PIECE OF FURNITURE—AN EXCELLENT STORAGE PLACE FOR HEAVIER THINGS OF WINTER

\$19.00, \$19.50, \$22.50, \$40.00, \$52.00

Each of these chests has a quality of workmanship sponsored by reliable maker. Beautiful woods to commence with—handsomely and skillfully finished.

Large flat chest, designed especially for smaller homes, where it slips easily under a bed \$19.00

Standard sizes—
40 in. x 20 in. x 12 in. \$19.50
42 in. x 20 in. x 12 in. \$22.50 and \$25.50
48 in. x 20 in. x 14 in. \$40.00

Walnut Chest, cedar-lined, 48 in. x 20 in. x 12 in. \$52.00

Furniture, Third Floor.

REED BABY CARRIAGES

White, Ecru, Mulberry, Royal Blue, Cafe au Lait, Various Priced, \$27.50 to \$49.50

Numerous points that contribute to lasting strength and service are featured in these Baby Carriages.

An appearance to please the mother. Frame and fittings to assure the greatest comfort for the small passenger. Fine, round fiber reeds, reversible gears, sliding hood, fixtures add to the efficiency of these.

Reed Strollers in ecru, mulberry and royal blue. \$25.00 up to \$36.75

Basement.

ROAST CHICKEN DINNER.

Today. Course Dinner with Roast Young Chicken, 11:30 to 2 o'clock. 65 Cents.—Restaurant.

SMALLMAN & INGRAM
LIMITED

TORONTO MEN SEEKING ELECTION AS DIRECTORS

Toronto, March 17.—Toronto men are collecting proxies to take to the annual meeting of the La. Roe Mining Company in Montreal in an effort to force the election of Toronto shareholders to the board of directors. In view of the "easy interest" in the property held here, it is argued that Toronto representation on the board is desirable.

STEEL COMPANY'S PROFITS.

Hamilton, March 27.—The Steel Company of Canada has issued the following financial statement for the year:
Profits after deducting charges for repairs, maintenance and improvements, and providing for inventory reserves, and income tax for 1924. But who should be waiting there for her but her daddy, and the smile that beamed from her face when she saw

"Retreat From Paris" By Means of Truck, Feat of London Lads

Four children, ranging in age from three to seven, were reported, lost from their homes yesterday afternoon. However, through the efforts of the police and several citizens who joined in the search, all the children were returned to their homes by 10 o'clock.

The youngest child could not tell the police where she lived. A search of the neighborhood where she was found failed to bring any results. She was brought to the police station. But who should be waiting there for her but her daddy, and the smile that beamed from her face when she saw

On Fifth Avenue

THE SPRING SILHOUETTE

Is putting forth its slender tendrils. Slim and simple, with almost no change. The difference is there! With the hint of a curve about it, a budding, fragrant femininity. Just the difference between it and the winter mode that you'll see between the silhouette of some exquisite tree in early January—and late March!

Step very guardedly into your new Spring Clothes. Have a heedful eye upon the wider ways of your Easter garments. The unwary woman, breaking through the sheath, is apt to troth into frills and blossom, not beautifully, but too boldly, into over-ornamentation. Cling to the "line." It is still the chief thing in sight.

DO YOU SEE RED?

Blouses that dazzle (a red with yellow in it), ensembles that shout the gay news—even frocks that declare it with flying colors—twinkle-toed shoes of it—Sports Suits of a shade that the euphemistic English in the Hunting Field call "Pink"—scarfs of it—and hats—hats that get right up on top and talk about it in no uncertain tones. You can't go wrong with red this season (unless you're buying on a Bullish market!)

THE BORDER LINE

Is one of the beauties of the season. These wide woven materials in black, white, or color, with their gorgeous borders, embroidered, painted, printed, are a joy to behold. Mistress Mary (no longer contrary!) takes the garden with her on her skirt, walking inside a border of flowers that Mother Goose was never able to grow! She can fence each arm in a little cordon of it, twist the remainder into a scarf to accompany the costume everybody is going to have AT LEAST ONE like that this season.

RIBBON MEDALLIONS

Are a pretty whimsey of the moment; a change from the flower everybody wears. Choose a novelty ribbon—colorful, patterned, touched with gold or silver—please yourself. Shrivd on a silk thread into medallions, round, square or oblong. One is for your purse or bag, one to wear near your left shoulder, twin flashes of color.

AND DAY BY DAY

As the Hounds of Spring give tongue louder and louder, the Avenue grows gayer and gayer, the skirts get shorter and shorter, and the crowns get bigger and bigger, and clothes get smarter and smarter—and the little boys go tearing up and down the Avenue, in and out among the friendly people on their roller skates—and yesterday, just around the corner of 42nd street, I met a little pig—just an honest-to-goodness little black porker, rooting hopefully in the pavement, waving his curly tail, and wearing a little blue blanket with yellow trimmings. I doubt if you believe it, but it's true.

Kathleen

Interesting Values In Basement Selling

36 only white enameled, round-cornered, 15-inch Bread Boxes, with the name "Bread" stencilled on the front, to sell at a very special price \$1.19

100 only Vacuum Washers, made of re-tinned metal, fitted with 32-inch handle. Very useful for washing heavy blankets and quilts. Special 79c

72 only highly colored metal Waste Paper Baskets, in canary, maroon, gray and pink. Specially priced at 69c

100 only Victor Flour Sifters to sell at 25c

Basement.

Opening of Summer Fur Storage

Fur Coats and Scarfs should be deposited now and avoid deposits of moth eggs. Storage room limited.—Furs, Second Floor.

FREE INSTRUCTION CLASS.

Mrs. Vase will instruct you in the use of Designer patterns with the Belprobe chart. Classes at 10:30 a.m., 2:30 p.m.—Third Floor.

WEST OXFORD DEBATERS TO ENTER FINAL ROUND

Special to The Advertiser.
Beachville, March 27.—In the

semi-final round of South Oxford U. F. O. debates, held Wednesday evening in the assembly room of Beachville public school, West Oxford U. F. W. O. were the winners.

"Resolved, that the railroads, mines and other national resources should be owned by the dominion government," was the subject of the debate. West Oxford, taking the negative side, was represented by Stanley Allen and Mrs. Norman Pullin, while their opponents, Dunas U. F. O., were represented by Archie Todd and Miss Beatrice Gerrie. The judges were G. James and Mr. Morand of Ingersoll and Rev. G. C. Haymer of Beachville.

Miss Marjorie Nichols gave instrumental numbers, and solos were sung by Mrs. M. Gray and Miss Margaret Thornton. Ed. Thornton was chairman for the evening.