



The Best Stocked Store in Western Ontario.

AN AVALANCHE OF

**Pants**

See Them Piled High on the Tables!

**\$10 000 Worth**  
(From the Tolton Mfg. Co. and Crown Pant Co.)

**FREE BRACES**

A pair of 75c Braces given with every purchase of Pants valued at \$3.50 and over.

**Get \$1 Free**

Every fifth purchaser of a pair of Pants valued at \$3.50 or over will be presented with \$1.00 in cash. **HUNDREDS OF ITEMS** in this sale which are not advertised today.

**LOT NO. ONE**  
Pants worth up to \$4.50 for **\$2.50**

**LOT NO. TWO**  
Pants worth up to \$6.50 for **\$3.50**

**LOT NO. THREE**  
Pants worth up to \$8.00 for **\$5.00**

**LOT NO. FOUR**  
Pants worth up to \$10.50 for **\$5.95**

**LOT NO. FIVE**  
Pants worth up to \$12.50 for **\$6.95**

**LOT NO. SIX**  
Pants worth up to \$14.50 for **\$7.95**

**200 DOZEN SHIRTS**  
Extra Fine Quality Shirts. French madras, beautiful pattern. Value to \$3.50. **\$1.95**

**200 Dozen ENGLISH-MADE SOCKS**  
65c value, for, pair ... 29c

**350 RAINCOATS**  
DUXTEX, best English make. Regular **\$9.25**  
Others up to \$45 at the same reductions. Come quick!

**Velour Hats**  
Regular \$5.00, **\$2.95**  
50 dozen **SAMPLE HATS**, valued up to \$2.50, for **\$1.00**.

**SNAP IN FELT HATS**  
While they last, all the newest shapes. Regular \$8.50 for **\$4.50**

**85 MEN'S SUITS**  
\$7.50 value, special **\$19.50**

**Big Overall Sale**

Has got them all coming. None sold to dealers at these prices.

**OVER 200 DOZEN**  
You save 25c on every pair of Overalls you buy here.

**MAIL ORDERS FILLED SAME DAY AS RECEIVED.**

**Wegner Clothing Co.**

The Heart of London Famous For Their Little Prices.

371 Talbot Street, Opposite Market.

## U. F. O. IDEAL TO INCREASE PRODUCTION

Repopulate Country by Making Agriculture Pay Better, Says Morrison.

ECONOMICS THE ISSUE

Lower Operating Costs, Cheaper Transportation, Is One Big Problem.

[By Staff Reporter.]

ST. THOMAS, March 31.—"Rural Depopulation and Its Remedy" was the subject on which J. J. Morrison, secretary of the U. F. O., addressed a largely-attended meeting of the Canadian Club tonight. In introducing Secretary Morrison, President E. R. Webb said that Mr. Morrison was a man with a purpose, and that he had accomplished great things.

"The current idea," said Mr. Morrison at the outset of his remarks, "is that I dominate a government; but I have an objection to that and a strong objection. What I stand for is the democratic form of government, and the struggle has only commenced. Democracy is at present only an ideal, but we wish to fill in the niche and accomplish the ideals of the people. The Farmer's Viewpoint.

"I have come here to put before you the farmer's viewpoint, and he who does not stand true to his ideals is not a patriot. There are many things the U. F. O. has done, and there are many things it has not done. The U. F. O. is undoubtedly a class organization, but I make no apology for this, because every organization is a class organization. Every class has its organization; even the clergymen have their ministerial association. Then why should not the farmers have theirs too? I ask those here tonight to put their finger on any act of the U. F. O. that has not been for the benefit of the nation. Their motto is 'Equal opportunity to all and special privileges to none.' Our organization attends to social uplifting, the increase of educational facilities, industrial progress and political progress. "But there is a fundamental principle which has brought into conflict the views of the urban and rural people. The farmer's viewpoint is that when he wishes to better his conditions in life it is necessary to increase his production. On the other hand, there are certain people who try to increase their resources by lessening production. Difference of Ideals.

"I am sorry to say anything against our Labor friends, but they are progressing along other lines. They have their reasons for lessening the hours of labor and seeking an increase of wages. Then the businessman seeks to improve matters by artificially making things dearer. He decreases production and increases the price. This is diametrically opposed to the farmer's ideal; this is where we disagree.

"Once the Government established a binder twine factory at Kingston and said that they would put out this product to the farmers at cost, but owing to the opposition of the binder twine manufacturers this was stopped. Then there came along a man named J. W. Hanna. He had a new idea. He said that it was not good for men to be on the stone pile, and so he put them on the jail farm, and every cabbage grown on these jail farms makes one less for the farmer to sell.

Mr. Morrison went on to say that the same thing happened during the war, when the people were encouraged to grow cabbages in their backyards, but the farmers did not complain. A National Tragedy.

Dealing with the matter of rural depopulation, the speaker said that this had been a great curse in the land. "It is a national tragedy," he declared, "that the people are vanishing from the land." Taking for example the population of Elgin County, Mr. Morrison said that it had decreased 5,754 in 30 years. In this period all the villages and towns in the county showed a loss except St. Thomas and Port Stanley. St. Thomas had gained 7,430 in its population in 30 years, and Port Stanley 120.

"I want to ask you businessmen," continued the speaker, "what are you going to do to stop this? We all agree that we must get the people on the land, but how is it going to be done? There are 150,000 less farmers in the Province of Ontario today than there were 30 years ago. Some say that this is owing to labor-saving machinery, but I cannot accept this. What about labor-saving machinery in the cities? Did this depopulate your cities? No; it did not.

"Is the county of Elgin producing half of what it should produce? I say no. This is an economic question, and you have to make agriculture so profitable that people will go to it. We want to make farming so remunerative that the back concessions will be coming with life. When the population of the townships went down, that of the villages went down with them, because these villages were semi-agricultural. Solution of Problem.

"I would lessen the cost of production and lessen the cost of distribution. If you follow these principles you will solve the problem. I would decrease the cost of production by removing the obstacles that make it costly. I would go in for co-operation and squeeze out all the water of the cost of the transportation companies. If this were eliminated the cost of transportation would be lowered. You businessmen must lessen the cost of your overhead charges, and there is no use in saying 'Back to the land' unless you make it worth while."

In conclusion, Mr. Morrison dealt with the system of two-party politics, which, he declared, was altogether obsolete and unsound, and said that he favored the group system because it afforded a much better opportunity for the people to bring forward their needs, but above all things he himself was a democrat.

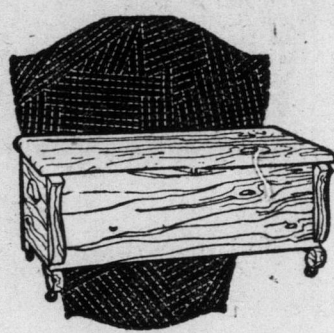
On the motion of the chairman, Mr. Morrison was accorded a cordial vote of thanks.

SEEK TO RECOVER LANDS.

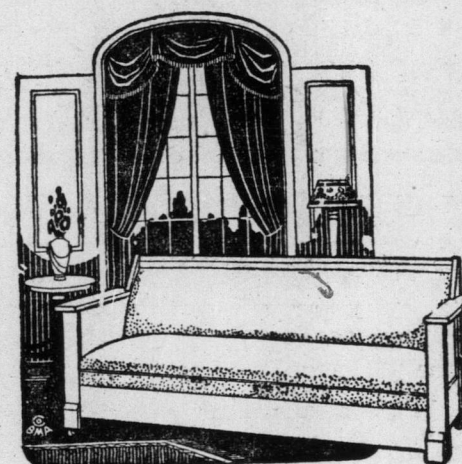
Moraviantown, March 31.—Great efforts are being made by the people here and at Muncietown to recover certain tracts of land in the State of Ohio formerly owned by them, but deserted when they came to Canada and settled on what is now called Moraviantown, which was considerably more than 120 years ago. Much money has been spent already and much more is being spent to get these lands back.



## At 20% to 50% Reductions From the Former Low Prices

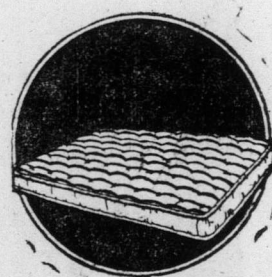


Duofolds at Almost Cost



Reduced Price of This Duofold Is \$59.00

It's a value beyond comparison at this new price. Solidly built of oak, golden finish, with oil-tempered springs, covered with durable imitation leather. It is readily converted into a full-sized bed.

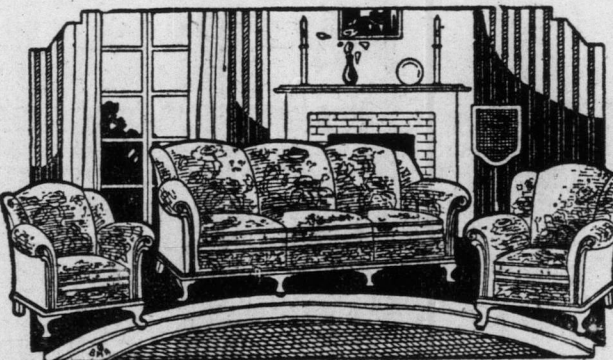


Genuine Simmons Felt Mattress for \$10.00

Made of pure cotton felt, covered in blue art-flicking, roll edge, fitted with handles for turning. A regular \$15.00 Mattress.

Our \$18.50 Mattress for.....\$13.50  
Our \$25.00 Mattress for.....\$18.00

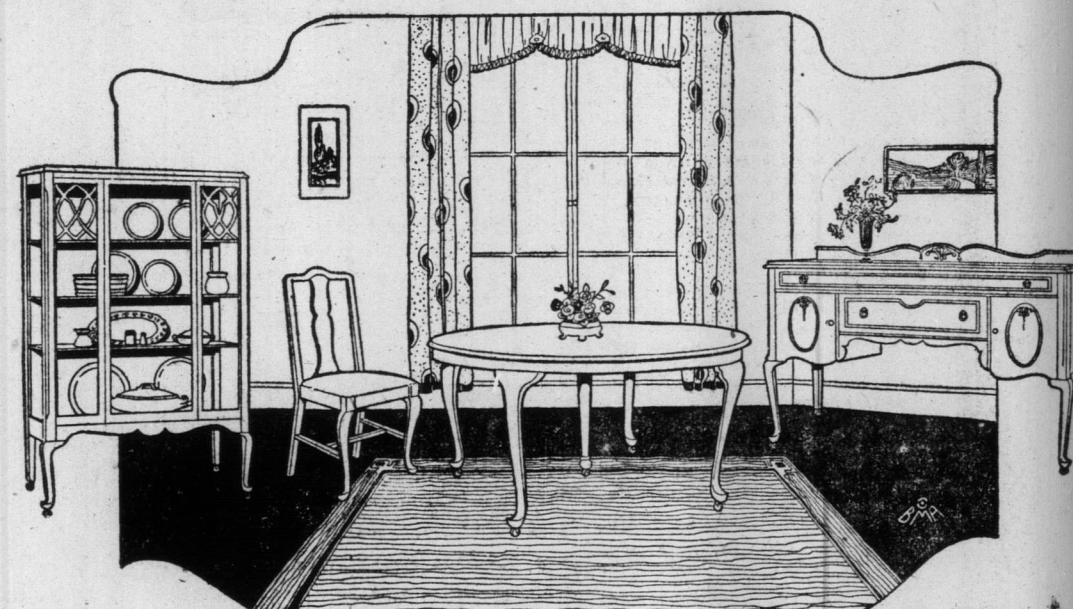
### 25 Tapestry Suites at Exactly 33 1-3 Per Cent Off.



Here's Some Value—This 3-Piece Tapestry Suite Is Yours for Only \$250.00

Don't be disappointed if you come in too late, as there are just three Suites like this at this price. There are others, however, equally as big in values, at record-making low prices. Anyway, come in early tomorrow if you want this particular Suite.

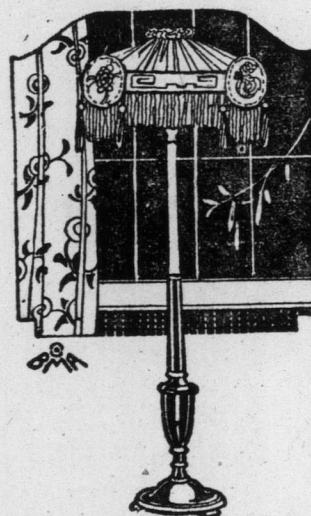
The covering is a heavy quality tapestry, beautiful tones and with floral design. Each piece has massive, comfortable, roll arms and a high-winged back. The seat and backs are spring-filled, the cushions are loose. Just you come in and see this value.



This Queen Anne Dining-Room Suite in Walnut Offered at the Reduced Price of \$325.00

Now, then, wouldn't you really like to own this handsome Suite, and isn't this truly a remarkably low price for such a Suite? Beyond a doubt, it is, and we want you to come in and be further convinced of its genuine worth, especially at the price.

There are six chairs, of course, one an Arm-chair, a large Buffet, China Cabinet and round Extension Table, each piece substantially constructed and finished in American walnut. It comes in the desirable Queen Anne design. Get it on terms if you wish, even at this price.



Lamps Reduced 33 1-3 Per Cent.

Now for a great final clearance of all Floor and Table Lamps. Come in, take your choice of any base or shade, and pay one-third less than the price ticket calls for. Early buyers are going to get values that will surely surprise them—33 1-3 off any Lamp.

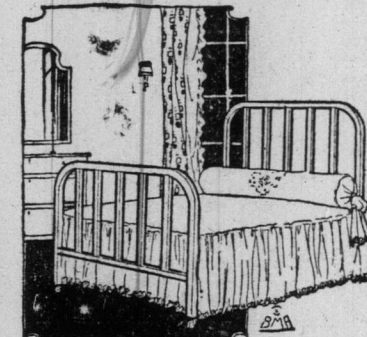


Think of It! Linoleums Offered Per Yard for \$1.09

Measure up the kitchen or bathroom floor and then come in tomorrow and pick out the pattern you most desire, for Linoleum. Good, high-grade, long-wearing Linoleum has not been offered at such a price in years.



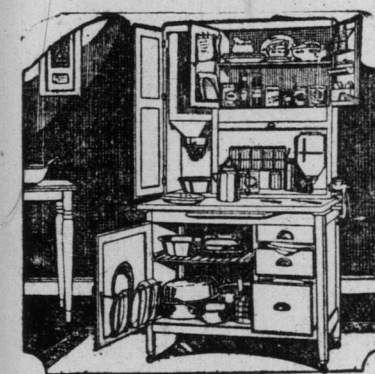
A Real Value in Beds



Simmons Steel Bed, 2-Inch Post, \$14.50

These Beds come in all sizes, beautifully finished; a splendid, massive Bed that is an ornament in any room. Springs to fit come at \$5, \$8.50, \$10.

Whatever your requirements may be in furniture or furnishings you will find our stock the most complete in Western Ontario. You are always welcome to look around our store, and we will gladly make suggestions or assist you with any desired information.



Kitchen Cabinets as Low as \$55.00

An economical housewife who knows what labor-saving articles Kitchen Cabinets are won't wait long to get this bargain. It's carefully made from selected solid oak, with large shelved compartments, deep, roomy bins, and a large, flat table surface. Yes, the odds and ends sale price is only \$55.00. Hard to realize, but it's true.

### Great Values in Bedroom Furniture



We've Cut the Price of This Fine Bedroom Suite to the Low Figure of \$195.00

Picture this fine Suite in your own bedroom! What a handsomely furnished boudoir it would be. And such a low price. It's one of many of the big, stupendous values we're offering during the odds and ends sale.

It comes in golden oak, mahogany and walnut finishes; the unusually large mirror on the dresser can be adjusted to several angles, and the chiffonier provides extra drawer space, having six roomy, dust-proof drawers. Convenient terms, if you wish.

Prices during this sale have virtually struck rock-bottom, offering savings that heretofore had been almost unbelievable. The furniture is of a guaranteed, reliable quality. But more than this, our most convenient, practical system of credit, necessitating a small part of the cost at the time you buy, may be applied to any purchase made during this sale. The price remains the same.

**The Ontario Furniture Company, Limited**

228-230 Dundas Street.

London's Largest Home Furnishers