



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

\$8 Coats for ... \$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. That 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 wish 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 stock 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 absurd, 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.

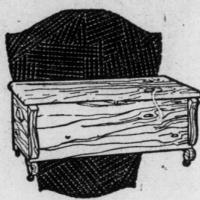
SEEK TO RECOVER LANDS.

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.



Sale of Odds and Ends

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



Duofolds at Almost Cost

All Odd Pieces and Floor Sample Suites are offered for quick disposal at drastically reduced prices. We've gone over our stocks very carefully and made reductions on these values that range from 20 to 50 per cent, giving the public one big opportunity to secure Furniture at really remarkable prices.

In most instances the quantity is very limited, the result of heavy buying during our February Sale, so that immediate action is urged if you would get in on these true bargains. Perhaps your home needs just something suggested below. These items give a good idea of how low prices really are during this sale. Take advantage of them.

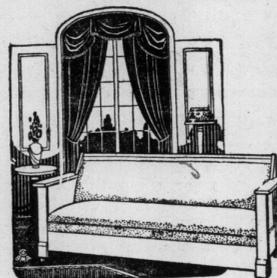


A Real Value in Beds

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

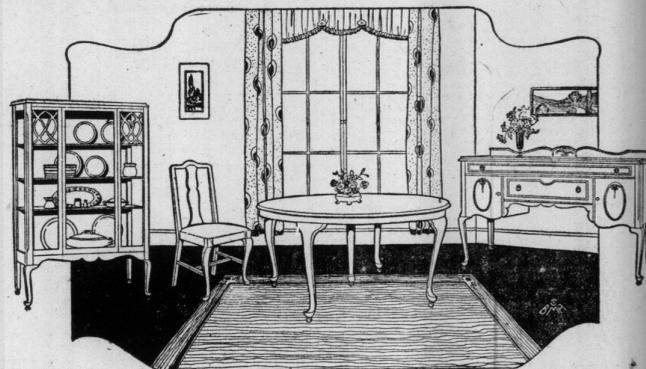
These Beds come in all sizes, beautifully finished; a splendid, massive Bed that is an ornament in any room. Springs to fit come at \$5, \$8.50, \$10.

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.



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.



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 Armchair, 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.



Genuine Simmons Felt Mattress for \$10.00

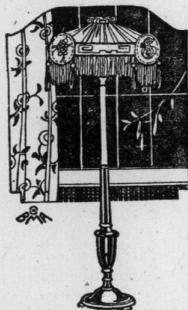
Made of pure cotton felt, covered in blue art-flicking, roll edge, fitted with handles for turning. A regular \$15.00 Mattress.

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



Reed Rockers at Only \$25.00

They're finished in material, frosted ebony, ivory and brown, have seats covered in tapestry and cretonne, and are very comfortable and handsome in design. Can more be said?



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.



Mothers, This Carriage Is Only \$45.00

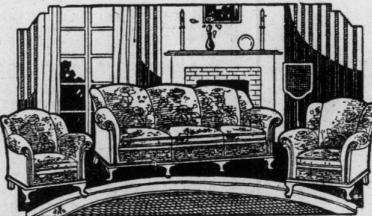
Don't wait too long to get Baby's Carriage, but come in now. We're closing out our remaining stock of carriages, in reed and fibre, at "awfully low" prices.



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.

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.

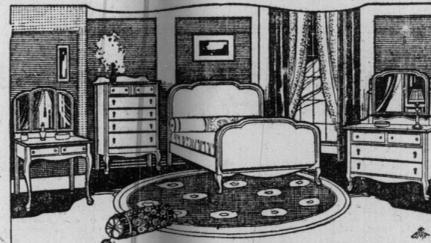
The covering is a heavy quality tapestry, beautiful tones and with floral design. Each piece has massive, comfortable, roll arms and a high-winged back. The seat and backs are spring-filled, the cushions are loose. Just you come in and see this value.



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.

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.

A sale of this kind shows how earnestly we endeavor to thoroughly serve the great buying public. We realize that a sale, to be successful, must cater to the demands of the community it serves, and in offering lower prices, as we are now, we believe we have complied most satisfactorily to the greatest existent demand.

The Ontario Furniture Company, Limited

228-230 Dundas Street.

London's Largest Home Furnishers

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.