

"Canadian-Made" Campaign To Be Conducted by Advertising Club in City Commencing April 5

Advertising, Contests and Novel Features of All Kinds Will Be Used To Boost Canadian-Made Goods—Prizes For Women.

For one week, commencing April 5, Canadian-made goods will be boosted in this city by an extensive campaign carried on by means of advertising contests and novel features under the auspices of the London Advertising Club. Plans for the undertaking were discussed and working committees were appointed at a meeting held in the Huron and Erie club rooms last night.

It is the intention of the club to secure the co-operation of all the retail merchants, wholesalers and manufacturers in this city and in other places, and the many different organizations in London, making the week one long to be remembered by the citizens. Posters, stickers and streamers bearing patriotic designs and much newspaper advertising will be used to impress upon the public the advisability of buying Canadian-made goods.

The stores of the city will be asked to make special displays of these commodities. To create interest among the women shoppers, questionnaires relating to the displays will be distributed, and hundreds of substantial prizes will be given to those who answered questions. The winners will be announced and the prizes awarded at a huge public meeting which is to be held on the Monday or Tuesday night following the close of the campaign.

A committee consisting of E. W. Gibberd, T. A. Jones, T. B. Elliott, G. A. Weir, W. S. Partridge, H. A. Ashplant, P. W. Young and J. Hickey was appointed to organize the retail merchants and to secure their co-operation. The questionnaires will be prepared by P. W. Read, T. H. Yull, J. B. Hay and L. S. Spry. The prizes will be looked after by A. M. Smith, J. B. Hay and L. S. Spry. The executive is composed of T. H. Yull, secretary, and P. W. Read, chairman.

According to the executive, this is the first time anything of this nature has been attempted in Canada, and it is hoped that other places will follow the example set by this city. The campaign was prompted, it was stated, by a purely patriotic spirit and because of the discount to which Canadian money is subjected in the United States. The Chamber of Commerce has promised the Advertising Club its co-operation, according to Mr. Read.

LUMBER OFFICIAL DIES.
Ottawa, March 4.—Robert N. Bates, president of the International Lumber and Lumber Company of Ottawa, president of the British-Canadian Industrial Company, and head of a number of other Canadian industrial concerns, died today in London, England, of pneumonia.

WHEN TONGUE IS COATED
Your liver is torpid and is affecting your stomach and bowels. To rouse your liver, take the little, purely vegetable and in all ways satisfactory Hood's Pills. They relieve biliousness, constipation, all liver ills. Do not irritate or gripe. Sold by all druggists.

On Fifth Avenue at Newport and Palm Beach Wherever You Find Smartly-Dressed Women French Beaded Bags Are the Vogue

Really worthy of your inspection are the fine bags received yesterday from our Parisian brokers—rich in colorings and of the newest and best designs. This shipment, together with those received several days ago, makes a truly remarkable showing.

Prices now range from \$12.50 to \$110.00.

BARNARD'S

"Buy with confidence from a firm you can trust."
399 Richmond Street, London, Ontario.

Your Rainy Day

A Savings Account is the one bright spot in a "rainy day." If sickness or an accident befalls you a substantial savings account lightens the burden considerably.

Your Bright Day

When a little capital will place you on the road to a business achievement a Savings Account clinches the opportunity for you.

Your Twilight Days

Few men past 60 years make regular deposits. Their earning days are over. Their savings of former years must provide comfort for their declining days.

The Huron & Erie attributes more success to frequent, small deposits than spasmodic larger deposits.

You should have a Savings Account!

3 1/2%

Per Annum, Payable Half-Yearly.

The Huron & Erie
MORTGAGE CORPORATION

"Older than the Dominion of Canada"

Richmond Street Chas. J. Clarke, Manager
Market Square Walter T. Westby, Manager
Dundas Street, Opposite Rectory A. H. Whitlow, Manager
T. G. MEREDITH, K.C., President.
HUME CRONIN, General Manager.

STUDENT GOVT. ON THE WESTERN "U"

Constitution Worked On Since Last November.

J. McMILLAN, PREFECT

All Classes To Come Under the Jurisdiction of New Body—Meet Twice a Month.

Student government will reign at the Western University before many days, and this government is going to be a very democratic one. This is the latest step taken by the students, and general benefit will be derived all round from it.

The plans for this government and the drawing up of the constitution have been worked upon since last November, and the constitution has now been drawn up in complete form. Nominations were held last week, and the election will take place on Monday. Those nominated were: Prefect, James McMillan; sub-prefect, Miss J. Beckton; secretary, Miss M. Tildon; treasurer, H. D. MacMahon. The members of the council are members from each year. They are M. C. Carrothers, M. P. Simpson, Miss L. Black and J. Gorrell.

The constitution says that "the association shall be called the Students' Council of the College of Arts of the Western University. This council shall be for self government of the student and shall include all regular and special students registered and in attendance at the College of Arts. It shall strive first and always for the welfare of the student body, and the university as a whole."

Regular meetings of the Student Council will be held every second week of the college year on a fixed date to be determined by the council.

DEPT. OF EDUCATION RECOGNIZES WORTH OF THE WESTERN "U"

Wants Graduates To Take Positions in Teaching Profession.

That the Western University is coming to the front, not only in Western Ontario, but all over the province, is evident in that the Western University was included in the four universities with whose authorities arrangements have been made whereby the graduates in arts are qualified to take the course leading to a certificate of qualification to teach in the schools under the provincial system. Prior to this arrangement, it was always necessary for a graduate of any of these four universities to take an honor course to specialize in some one subject.

These arrangements have been made to induce more graduates to follow the teaching profession, otherwise in a few years the shortage will become a serious one. Dean Sherwood Fox of the Western said the inclusion of the Western University with the other universities was a nod of approval of Western in the department of education. The Western University boasts of a membership of 310, the largest in its history. Ursuline and Assumption colleges are now affiliated with the Western, and will be moved to the city shortly.

COMPLETES PURCHASE OF PINE LAWN LOTS

Mayor Little Signs Check For \$10,181 This Morning.

The final step in the purchase of the Pine Lawn estate on the Hamilton road for the housing commission was taken today, when Mayor E. S. Little signed a check of \$10,181 in payment for the property. The property was purchased by the commission from James H. Homister. The housing commission was authorized by city council at its last meeting and the check was made out today.

The housing commission plans to break up the property into more than 80 building lots. The land is now being surveyed for this purpose. Tender have been called for to build 12 houses on it at once. The remaining lots will be filled up later as the demand for the houses grows.

VOICE OF THE PEOPLE

A MUCH-NEEDED COUNTY ROAD
The first extension of county roads in Lobo, I think, should be a direct road connecting Ligonier and Strathroy passing over the 10th concession, off Lobo from the London town line to the Sarnia road, thus making a good road for Yanket, Ivan, Coldstream and Poplar Hill.

I hope our township council and others interested will look into this proposition at once and notify the county engineer the wishes of the people and of the need for this road. A large proportion of the gravel for Lobo, Caradoc and Adelaide is taken from the Coldstream pits, and they need a better outlet, too.

S. P. ZAVITZ, Coldstream.

LECTURES IN FRENCH

Monsieur Marcel Morand Speaks at Western University.

An enthusiastic, though not large, audience listened to a lecture spoken in beautifully accented and fluent French by Marcel Morand, given at the Western University last night. Monsieur Morand lectured on the French writer, Maurice Barres, telling many interesting facts regarding him. Due to the great interest taken in this first lecture in French, it is possible the near future that a French club will be organized in the city. Dr. Shanks, head of the department of French language of the university, advocated the founding of a branch of the Alliance Francaise, a New York institution interested in promoting the use of the French language in America. Membership would be open to any person outside the university. Dr. Shanks stated, on payment of a small fee, Dean Sherwood Fox of the university said that he would endeavor to bring other French lecturers here.

Last evening's lecture was the first of a series of extension lectures which are to be given every Thursday evening in the arts building. The public is cordially invited to these lectures.

TEN-STORY PARKING

STATION FOR MOTORS

TORONTO, March 4.—A ten-story automobile parking station is to be built in this city at an estimated cost of \$1,000,000, and plans for it were submitted today at the convention here of the Auto-Motive Retailers, the new name under which the Retail Automobile, Garage and Accessories Association is to be known. Officers were elected as follows: President, S. H. Rowed, London; first vice-president, J. J. Diffus, Peterboro; second vice-president, C. Pearce, Toronto; secretary, W. C. Miller, Toronto; and treasurer, Roy Alexander, Strathroy.

The Spring Opening of 1920



The Displays of Spring Wool Dress Materials and Silks Will Be Seen at Their Best Tomorrow

Since yesterday many new lines have arrived and will be exhibited Saturday. Come tomorrow and see what will be worn for spring 1920.

Koket Novelty Pattern Baronet Satins

One of the smartest and most exclusive materials for sport skirts. There are six pieces with limited quantity in each, comprising wide serpentine stripes, large dice and arrowhead effects in self colors—white, taupe, shell pink; full yard wide.

NEW DRESS MATERIALS OF PURE WOOL

FINE PURE WOOL CREAM GABARDINE
FINE TWILL PURE WOOL CREAM SERGE.
LARGE PLAID BLOCK PATTERNS IN BLACK AND WHITE.
PIONEER HOMESPUN IN SILVER SHEEN FINISH.
BOLIVIA NOVELTY CLOTH IN FOUR NEW COLORS.
And Many Other Complete Lines in Colors.

A Clearing From the Manufacturers GEORGETTE AND VOILE BLOUSES

In many cases the price is about the half. This is a clearing of odd lines and assortments in a variety of shades and a splendid style and size range. Here are the quantities in the different lines and sale prices.

14 Georgette Blouses, embroidered in contrasting shades, round-cut neck, in white, grey, flesh, maize or peach. Sale price\$11.75
10 Fine Georgette Blouses, trimmed in front and neck with silk embroidery and buttons, and several beaded; in white, taupe, gold, flesh and peach. Sale price \$11.95
30 Georgette Blouses, some beaded very daintily, others embroidered with contrasting shades, maize, flesh, copen, grey, prune or black. Sale price.....\$10.95
10 Georgette Blouses, very handsomely braided on sleeves and front of garment, several styles, in bisque, grey, maize, peach, white or Nile. Sale price...\$13.50

8 Georgette Blouses, all beautifully embroidered and braided, a variety of dainty shades, flesh, white or maize. Sale price\$12.95
28 Voile Blouses, made of that nice fine quality, high and low cut neck, short or full-length sleeve, trimmed with lace and embroidery and all finished with dainty pearl buttons. Sale price\$5.75
18 Fine Voile Blouses, all beautifully embroidered or trimmed with fine lace and insertion, a variety of styles, full-length and three-quarter sleeves. Sale price \$6.50

AT NOTION COUNTER.

Real Human Hair Nets, cap shape 15c each
Real Human Hair Nets, cap shape, grey or white 25c each
Average Tape in bundles, one dozen in bunch 38c
Coates' Mercer Crochet Cotton, yardage balls 2 for 25c
"Can't Breakem" Corset Clasps, 20c pair
Pad Hose Supporters, four strands, with belt 50c
Corticeilli Twill Tape, five-yard rolls, all sizes 10c, 12 1/2c and 15c roll
Shoe Trees 2 pairs 25c
Hump Hairpins, assorted sizes, in packages 15c
Shoe Laces, extra strong, round, 63 or 72 inches 10c pair
Extra Strong Shoe Laces for men, tan or black 15c pair
Silk Oxford Laces, black, brown or white 25c pair
Twine Shopping Bags, extra strong 45c each

Cottons---Saturday Shopping List

Of useful and special value cotton goods. Remember, we always have interesting lines on display for Saturday shoppers; all are not listed because of lack of space here, but make a note of these, then visit the departments.

ENGLISH SATTEEN, highly mercerized and of very superior finish and quality, in a lovely range of colors and black, for undershirts, linings, comforters, aprons, etc., 40 inches wide. Special value...65c yard
PILLOW CASES, made of extra-quality, pure-finish longcloth, of great durability and a nice appearance after laundering, 42 inches wide, hemmed ready for use 55c each
GINGHAMS, in big assortment of really good washing plaids, a very strong, serviceable gingham and in pretty colors. We recommend these for house dresses and children's wear; 27 inches wide. Special value 55c yard

The Acme Polishing Cloth, two sizes 2 for 25c and 20c each
Cloth Brushes, rosewood back, black Russian bristle. Extra value 50c
Hair Brushes, ebonoid finish, extra value 50c
Extra value in Whisks 25c each
Clear Witch-Hazel 25c bottle
Witch-Hazel Cream for after shave or chapped skin, etc. 25c

WHITE MUSLINS. See this big value—you will need them for waists, dresses, aprons, children's wear. We are expecting to clear several hundred yards. Be sure and get your share.
Two stripes, 36 inches wide. At special 35c yard
And several crossbars, 27 inches wide. At special 35c yard
BRIDAL CLOTH, full yard wide, of fine soft finish, warranted pure, ideal for dainty undergarments, a bargain here, 36 inches wide 35c yard
KHAKI DRILL, finished like a canton on the back, a material that is ideal for boys' rompers, overalls or men's shirts, 28 inches 60c yard

AT TOILET COUNTER

Hudnuds Marvellous Cold Cream Tubes 35c
Camphorated Oil 15c bottle
Eucalyptus Oil 25c bottle
Ezy Foot Powder 25c box
Mentholum, two sizes 19c and 25c
Minty's Tooth Paste 25c
Minty's English Shampoo Powder 7c pkg.
Children's Tooth Brushes, special 15c

BASEMENT SALES SATURDAY

72 only Extra Good Quality Brooms. Very special...69c
72 only Extra Quality Brooms, special 89c
Brillo for cleaning aluminum. Per package 15c and 30c
Cedar Wax Oil Polish: 12-oz. bottles...30c
32-oz. bottles...60c
6 only Banner Ash Sifters to clear. Price \$3.19
Satisfactory Toilet Paper 3 for 25c
Great West Toilet Paper 4 for 25c
Royal Toilet Paper, special price for Saturday, one-third off 10c package
Standard Toilet Paper, special price for Saturday 2 for 25c

Men's Spring Sample Suits Saturday The Spring Season Opportunity \$29.95

What a remarkable opportunity this sale of sample suits offers to men who look ahead, and Easter only five weeks away. The authentic advance spring models for both dad and the big lad. Not only the clothes but the saving of dollars will appeal to men at this time under present conditions.

This event is eagerly looked forward to by hundreds of our customers, for it means a real up-to-date suit at a price much below present values.

Manufacturers' samples are correct in style, fit and workmanship. This season's samples are up to the mark in every way.

The best models and good materials, not all sizes in each line, but all sizes represented in the lot. A large assortment of shades and patterns to choose from.

Medium and dark greys and browns, neat stripe effects and mixed shades.

Be here on Saturday for your choice of a new spring suit.

SALE PRICE, \$29.95

SMALLMAN & INGRAM
LONDON, ONTARIO

Grill Service Daily, 9 to 5 p.m.—Restaurant.

"His Master's Voice" March
Records Now on Sale.
Third Floor.

Breakfast, 9 to 10:30
Daily—Restaurant.

AFTER NOON TEA, 3 to 5
o'clock, Tea Room,
Fourth Floor.