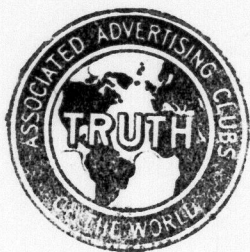


**The  
Big  
Week  
Starts  
Monday**



**Tuesday, 20th  
A Big Parade**

Starting the week with a display of the fine spirit of co-operation existing between the various business interests of London, a great parade will assemble on the Market Square on Tuesday afternoon at 4:30, and will start promptly at 5 p.m. Route will be announced later.

There will be many beautiful large floats, representing different manufactures of London, besides some retail stores and other lines of business endeavor. Some will be humorous—all will be worth seeing.

Each will demonstrate, in its own particular way, the excellence of some Canadian product or service.

A prize will be given for the best manufacturer's float, the best retailer's float, and the best decorated auto of Canadian make. Scores of gaily-decorated autos will be in line, besides bands and other features.

Floats, to compete, must be in place on the Market Square by 4:30, otherwise the entry will not be eligible for a prize.

**Big Contest  
HUNDREDS OF**

In every store participating in the big Made-in-Canada Week you will find the windows displaying the red, white and blue pennant of the London Advertising Club, and the goods will be labeled with green maple-leaf price tickets.

On Monday next, and all through the week, these stores will each have a supply of printed lists of questions for the women of London to answer. Go to the store you deal with and get one of these questionnaires. Take it home, and answer it to the best of your ability, then turn it in to The Advertiser or Free Press office.

**A WHIRLWIND OF PATRIOTISM,**

**Watch the**

PENNANTS AND SUPPLIES CAN BE SECURED FROM

**LONDON ADVE**

**Made in  
Canada  
Week**



**London  
Advertising  
Club**

MR. READ—THOMAS' FURNITURE STORE.

**RTISING CLUB**

**Let's  
Puff  
Canada's  
Smoke  
Sky-High**



**Thursday, 22nd  
Costume Carnival**  
**Plan To Enter--Win a Prize**

A costume contest has been arranged for one evening towards the end of the week, and many prizes will be awarded for the most original and handsome costumes, representing the Made-in-Canada spirit or some nationally-advertised articles. Look over the newspapers and magazines and plan a clever costume representing some well-known advertised figure, and win a prize.

The costume carnival will be held down-town, and will be a gay Mardi Gras event, at which all—young and old—are entitled to enjoy themselves to the limit.

There will be scores of good prizes for costumes, and they will be well worth winning. The prize list will be published later. Plan costume now, as hundreds of others are doing.

**All Week  
FINE PRIZES**

It will be collected from there with the others turned in, and will be judged by a competent, impartial board of judges, who will award prizes for the best sets of answers—neatness to count. Write in ink, and sign name and address very plainly.

There will be over two hundred prizes for this event, so everyone has a good chance. The results will be made known at a huge mass meeting to be held early the following week, announcement of time and place to be made in a day or two.

**MUSIC, FUN AND FROLIC**

**Papers!!**

1,000 Bicycle riders for the parade—scores of prizes—First prize for best decorated bicycle—a Brantford Red Bird Bicycle. For full information phone Bicycle & Motor Sales—3182.