

## Narrowest of City Streets.

In the old city of Bagdad, Turkish Arabia, most of the streets are so narrow that two small donkeys cannot pass.

# Grand Re-Opening —AND— SPRING SALE

## —OF— Silks and Woolens

We have just completed the renovation of our store and store-front, and we are offering special prices on all goods in a monster sale.

No greater sale of silks and woolens has ever before been held in London. Big novelties in French Voiles, silk ratines and latest shades of canton feature this sale.



## A Few of Our Specials —SILKS—

All shades in Silk Ratines. Reg. \$2.75 for	\$1.75
Pure Silk Broadcloth Canton in all shades. Reg. \$3.50 for	\$2.75
Canton Crepe in all shades, 40 in. wide. Reg. \$4.00 for	\$2.75
Flat Crepe, finest quality. Reg. \$3.00 for	\$2.25
Pure Silk Broadcloth. Reg. \$1.75 for	\$1.00
Wonder Silk in all shades. Reg. \$3.50 for	\$1.85
Circular Vesting. Reg. \$1.25 for	95c
Swiss Georgette Crepe in all shades. Reg. \$2.75 for	\$1.75
Figured Silks, big variety. Reg. \$1.75 for	98c
Heavy Jap Silks in all shades. Reg. \$1.49 for	\$1.00
Shot Taffetas in all shades. Reg. \$2.50 for	\$1.75
Silk and Wool Crepe. Reg. \$3.50 for	\$2.00
Jap Silks, 27 in. wide, specially for lamp shades. Reg. \$1.25 for	49c

## —WOOLENS—

Best quality Tricotone for suits and coats, navy and sand. Reg. \$5.50 for	\$3.60
Finest quality Poirer Twill for dresses and suits, navy and sand. Reg. \$3.50 for	\$2.10
Wool Crepe in all shades. Reg. \$3.50 for	\$2.00
Chenille Crepe, all wool. Reg. \$4.00 for	\$1.98
Big variety in check and stripe Sport Flannel. Reg. \$3.00 for	\$1.98
Heavy quality Serge. Reg. \$1.75 for	98c
Homespun in all shades. Reg. \$2.00 for	\$1.25
Corduroy Velvet, in black and white only, 40 in. width. Reg. \$2.75 for	\$1.75
Imitation Lamb, all shades. Reg. \$5.50 for	\$2.98
Newest shades Spring Coating. Reg. \$3.50 for	\$2.00
Striped Homespun for dresses. Reg. \$1.75 for	98c
Scotch Plaid, 56 in. wide, in serge. Reg. \$2.00 for	\$1.49
Dress Flannel in all shades. Reg. \$2.00 for	\$1.35

## —COTTONS—

Bedora Voiles. Reg. \$1.25 for	69c
Novelties in French Voiles. Reg. \$1.25 for	69c
Chambray in all shades. Reg. 69c for	40c
French Gingham in all shades. Reg. 98c for	50c
Scotch Gingham. Reg. 50c for	25c
Plain Voile in all shades. Reg. 69c for	40c
Satinets. Reg. 79c for	55c
All shades Lingerie	55c

## PONGEE SILK

Finest quality Pongee Silk, the very best obtainable. Reg. 89c for



Come and buy your spring and summer materials at the exclusive silk and woolen house in London.

"The Best Place to Buy Silk Goods After All"

## London Silk & Woolen House

Open until 10 p.m.

Out-of-town orders promptly taken care of.

59 DUNDAS STREET

PHONE 1123

# WOMEN and THE HOME

Urges Parents  
To "Sell"  
Themselves to  
Their Children

**Dorothy Dix**

The Value  
of Home  
Advertising

**How Fascinating Parents Could Make Virtue and Industry—and Incidentally Themselves—if They Used That Great Force—Propaganda—Instead of Training Children by the Old "Do-This" and "Don't-Do-That" Method.**

Did you ever contemplate trying to "sell" your children, as the advertising experts say, the things you wish them to be and do?

Did you ever try selling yourself?

Of course, the old idea is that the proper way to rear children is by enforcing on them a system of do's and don'ts. We tell our children that they must do this, and they mustn't do that. We try to coerce them along the straight and narrow road because that is the proper path for them to travel but we never take the trouble to artfully entice them into it and make them think that they have chosen it of their own free wills.

We want our children to love us, to admire us, to consider us their best friends; but we expect them to do this because we believe it is the duty of children to honor their parents. Not ten fathers and mothers in a thousand ever deliberately try to make themselves attractive to their children or win their confidence.

Perhaps this is why there are so many boys and girls hurtling down the broad highway to destruction; why parental influence amounts to so little, and why the average child feels that it has less in common with its own father and mother than it has with any other man and woman it knows.

We have just begun to realize that propaganda is one of the greatest and most insidious forces on earth. We have seen it lift men up to the skies and make gods of them, then turn and pull them down, and trample them into the dust. We have seen it exalt a nation into sainthood and turn it into a howling mob, crying for blood. And if it can thus sway and move grown-up people what a weapon it is to use upon the plastic mind of a child!

This being the case, why should we not "sell" our children the ideals we wish them to have? Why should we not feed them on the right propaganda from their cradle up? Why should we not advertise the good things of life until we make them so alluring that the child will want them?

Why should we not sell righteousness to our children? It is one thing to preach and nag at them about drink, and gambling, and associating with bad men and women until you bore them to tears and make them wonder what is the fascination of the evil that they are warned so against. And it is another thing to make clean living the symbol of health and strength, and length of days; the respect of one's fellow men and, above all the thing that sets one right with one's own soul.

Why not sell our children education? We scourge them to school, which most of them regard as a place of penance, and where, dull and bored, they sit up in stolid indifference while the dull and bored teachers go through the perfunctory routine of hearing them recite lessons in which they do not pretend to take the slightest interest.

But suppose we could really sell these children the idea of education! Suppose we could get them as interested in history as they are in stories of adventure! Suppose we could make them see that spelling and arithmetic are not tasks; that they are the tools with which they will work when they get their first jobs as stenographers and bookkeepers, and that the better they spell and the quicker they are at figures the bigger their pay envelopes will be!

Suppose we could make them see that knowledge is power, and that whether they stay at the foot of the ladder or climb to the top is going to depend on how well their brains are trained! Why, if we could make children see the advantages of an education we would not have to force them to go to school. They would be eager and anxious to go.

Suppose we sold our children good manners. We are always correcting Johnny at the table about the way he eats and he is so used to our don'ts about walking in front of people and keeping his hat on that he has long since ceased to listen when we speak. But suppose, from his earliest infancy, Johnny had heard bores ridiculed, and knife swallowers, and cup cuddlers, and audible soup eaters held up to scorn as figures of fun. Do you not know that Johnny would as soon think of committing murder as one of these offences?

And suppose Johnny has had it impressed on him by precept and example that good manners are a letter of credit that is honored the world over; that they will take you farther than anything else on earth. Don't you know that Johnny would be incapable of loutishness, because good manners had simply been bred into him?

Why should we not sell our children industry and thrift? Propaganda again. You can make work the most thrilling of all games. You can make a child feel that his job is of great importance. You can form in childhood an unbreakable habit of industry. You can teach the child how to deny itself little things in order to save the money for big things. You can make it feel the independence of having its own little bank account. You can set a goal before it and light the fires of ambition in its soul.

Finally, why not sell yourself to your children? Why not make as much effort to ingratiate yourself with your children as you would with a stranger? Why not try to impress your children with your ability, your wisdom, your up-to-dateness, as you would any man or woman with whom you are trying to do business?

If parents could only convince their children that they are not back numbers and incarnate killjoys it would do more than any other one thing to improve the family relationship.

Believe me, it pays to advertise—especially with your children. DOROTHY DIX.

## O. E. S. IS CONSIDERING CITY HEADQUARTERS

Committees Busy Looking For Probable Locations For Such a Building.

The three local chapters of the Order of the Eastern Star are considering the establishment of central headquarters, which if carried through will fill a long felt need in the city, as it will provide rooms for other women's organizations as well. Active committees of the three chapters are busy examining probable locations, and estimates of the cost, equipment, maintenance and revenue are being drawn up, to be presented to Ruth, Forest City, and Trinity Chapters.

If this plan is carried through, London will boast of the first building of this nature in Canada. The building would provide lodge rooms for the local chapters, an auditorium with a seating capacity of 400 persons, and club rooms to be rented to other local organizations.

A number of women's organizations have already learned with interest of the possibility of securing rooms in this building, as the head of a center where local organizations may present entertainments and



## MRS. H. S. EASTON WINS IN SCRAPBOOK CONTEST

Campbell Becher Chapter Will Send Books to Northern Ontario.

Mrs. H. S. Easton, Grand avenue, at whose home the regular meeting of the Campbell Becher Chapter, I. O. O. F., was held yesterday, was successful in winning the prize for the best scrapbook entered in the contest.

The scrapbooks which are to be sent later to homes and hospitals in Northern Ontario, were most interesting and attractive, and although only nine were entered in the contest, every member of the chapter is making a book, and it is expected that 20 or more will be forwarded to the hospitals. These books will be on display before being sent on to their destinations. The prize was received by Mrs. Easton was a book from the National I. O. O. F. Library. Reports of the bridge held recently were given, and it was announced that \$35 was the splendid sum cleared. Plans were made for a bridge to be held for the chapter members and their husbands in the near future.

Later in the season, relief work will be taken up by the chapter and it was decided that the members would take on the visiting of the patients in the War Memorial Hospital, as Mrs. Greenaway is convener of this work, during April.

It was reported that the seat sale for the Shamrock basketball game

between London Shamrocks and the National Lamp of Warren, Ohio, was most gratifying. This game takes place April 19 under the joint auspices of the Campbell Becher and Princess Patricia Chapters.

Mrs. Wilfrid Hodgins, who has recently returned to town, was welcomed back by the members. Mrs. B. B. Hookway, first vice-regent, was in the chair, and at the next meeting, which will be held at the home of Mrs. Claude White, Princess avenue, Mrs. Cunningham will preside. This is a novel plan introduced into the chapter.

Yesterday's mystery package, which had been presented by Mrs. Gordon Keenlyside was won by Mrs. E. L. Steele. At the tea hour Mrs. Gordon Edgecombe and Mrs. J. E. Steele were hostesses.

## CLUB NEWS

BRICK STREET W. M. S.

Mrs. S. D. Dawson was again elected president of the Brick Street Methodist W. M. S., receiving an acclamation at the annual meeting held at the home of Mrs. A. D. Skinner. Other officers elected were: Vice-presidents, Mrs. W. Carroll and Mrs. A. D. Skinner; corresponding secretary, Mrs. A. Hammond; recording secretary, Mrs. R. Blinn; treasurer, Mrs. J. Norton; secretary of systematic giving, Mrs. W. Quick; press correspondent, Mrs. Skinner; Strangers' secretary, Mrs. W. Bartlett; pianist, Mrs. O. Tanker; flower committee, Mrs. A. Norton and Mrs. A. Hammond. At the close of the meeting tea was served by the hostesses, assisted by Mrs. A. Hammond.

## MISS MAYME YOUNG SPEAKS TO MOTHERS

Secretary of Children's Work Board Addresses Broughdale Club Last Evening.

Miss Mayme Young, secretary of the Children's Work Board, gave an interesting talk last evening at the regular meeting of the Broughdale Mothers Club, in which she explained the work of the board. She stated that it was the intention of the board to continue the Bible school which was held last summer on Hale street, but explained that the board was short of funds, but that it was hoped before the summer sufficient money would be raised to carry on the work.

The meeting was held at the home of Mrs. K. Lindsay, Bernard avenue, and during the evening a charming program was presented, including solos by Mrs. Webster and Miss Helen Lindsay, instrumental numbers by the Misses Davidson, and recitations by Miss Howell. Following the meeting dainty refreshments were served by the hostesses.

CHESLEY AVENUE M. C.

In order that the Chesley Avenue Mothers Club can hold an egg shower for the Orphans' Home and other city institutions, the regular meeting of April 22 is being advanced, and will be held on Monday, April 14. The speaker on this occasion will be the Rev. Mr. McCormick, and his subject "Sifting Discipline to Temperament in Home and School."

## ENGAGEMENTS

A charge of 75 cents for one insertion, or \$1 for two insertions is made for notices under this heading.

Orders for insertion of engagement notices must bear the name and address of sender and will not be taken over the telephone.

## You'll Get Rid of Blackheads Sure

There is one simple, safe, and sure way that never fails to get rid of blackheads, that is to dissolve them. To do this, get two ounces of peroxide powder from any drug store—sprinkle a little on a hot, wet cloth—rub over the blackheads briskly—wash the parts and you will be surprised how the blackheads have disappeared. Big blackheads, little blackheads, no matter where they are, simply dissolve and disappear. Blackheads are a mixture of dirt and dust and secretions that form in the pores of the skin. The peroxide powder and the water dissolve the blackheads so they wash right out, leaving the pores free and clean and in their natural condition.—Adv.

## Spring Flowers of Quality

At Very Low Prices.

The West Floral Co.

Phone 2187, 249 Dundas St.

# HUDSON'S Coats, Suits and Dresses

For a Glorious Easter  
Spring Modes for Every Fancy. Prices For Every Purse.

READY FOR SPRING AND EASTER, WITH A GREAT COLLECTION OF NEW COATS, SUITS AND DRESSES, OFFERING EXCELLENT VARIETY AND VALUE, IN THE NEWEST AND SMARTEST FASHIONS FOR SPRING.

## Easter Suits for Women and Misses

Priced at

**\$25 to \$55**

Boysish modes, long and short tailored coats, single and double breasted, linked, two and three buttoned models, semi-fitted box coats, finely tailored, in fine twills and hairline stripes.

## New Dresses for Easter

Priced Surprisingly Moderate

**\$19.75 to \$45**

Silk and Cloth Dresses, in all the new spring styles and colorings; imported beaded dresses, new black and white combinations; a charming collection, radiating with springtime freshness; for street, afternoon and daytime wear.

Extra Salespeople to Facilitate Easy Shopping.



## Smart Sport Suits \$19.75 to \$35

Jaunty sport models, in novelty tweeds, checks, stripes and solid colors, attractive, practical and becoming, in sizes 16, 18 and 20.

## Spring Coats Sport and Dressy Models

Priced at

**\$10 to \$55**

This is indeed a season of coats. Never before have we been able to offer so many smart styles at such modest prices. Styles for sport and street wear are in the new full-cut, loose sports effects and dress types. Developed in a beautiful array of plaid fabrics and solid-color materials in new weaves and fashionable colors.

Shop Early in the Day If Convenient.

**Hudson's Fashion Shoppe**  
COATS-SUITS-DRESSES  
203 Dundas Street

## MEETINGS TOMORROW

Girls' Work Cabinet, supper meeting at Y. W. C. A., King street, 5:30 o'clock.

C. E. F. Chapter, I. O. O. F., bridge and euchre, at Smallman & Ingram's tea room, 3 o'clock.

## RYERSON ORATORY CONTEST.

Mary Moran and Janet Cantlon have been chosen from Mr. Carr's room to contest for honors in oratory at the Ryerson School on Wednesday night next.