

Remember
Mother
on Mothers' Day,
Sunday, May 12.

Important

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Offerings in Women's Summer Apparel

Free and complete stocks of women's and misses' apparel are now here, and add their cheerful beauty to our general assortments from which selections can be made with such happy advantage.

Women's Serge Dresses

In Burgundy, Navy, Brown and Black. All sizes. Regular \$11.00. Saturday, \$8.95 each

Girls' Serge Dresses

From 6 to 14 years. Navy serge, Middy style, and pleated; \$8.50 values. Your choice of these \$4.95 and \$6.45

English Moire Coats

in black. All sizes. Prices \$14.50 to \$30 each

Women's Poplin Raincoats

In navy, black and sand. All sizes. Regular \$6.50, for \$4.95

Women's Tweed Raincoats

Regular \$15 coats, clearing at \$12.50 each

Misses' Raincoats

with hood attached. Navy and sand colors. 6 to 14 years. Sale price \$2.95 each

SURPRISE REDUCTIONS IN ALL OUR WOMEN'S SUITS AND COATS.

Summer Blouses

which will interest you. The collection is so varied that you will find it a simple matter to select just the model you most want from this showing of beautiful blouses. A particularly good blouse of Habutai Silk, large hemstitched collar of self, wide hemstitching on either side of front, fancy cuff fastened with two pearl buttons. Sizes 36 to 44 \$2.75 each

Popular Priced Blouses of Fine Voile, exceptionally good design, tastefully embroidered, and trimmed with Val lace; cuffs finished with insertion and lace. Sizes 36 to 44, at the moderate price of \$2.00 each

House Dresses

Made of good print and gingham. Nice assortment of colors. Sizes 36 to 42. Our special \$1.39

HOUSE DRESSES, in prints and chambray, nice assortment of patterns. A good full dress \$2.00 each

LADIES' DRESSES, black percale (fast colors), well made, sizes 36 to 40, for \$2.00. Good value. Oversizes, each \$2.25

Kimonos

Good floral patterns, fast colors, cotton chilies, nicely made, useful to slip on. Special price \$1.50 each

Tea Aprons

Daintily trimmed, made of good lawn. Four special lines 29c, 35c, 45c and 59c each

Ladies' Cambric Gowns

Nicely trimmed, slipover style, round and V-neck. Good value 89c

C-C a la Grace Corsets

Made of good coutil, rustproof steels, medium and low bust, four hose supporters. Extra value \$1.50

Corsets made of good coutil, steel filled, medium bust, long hip, four hose supporters. Clearing at 79c

Waists

A special in O. S. sizes, material of crossbar voile, large collar trimmed with lace, fancy cuff, a bargain, sizes 46 to 50. \$2.25 each

Four dozen Voile Waists, assorted designs, regular \$1.25 and \$1.50, sizes 36 to 44. While they last 98c each

Three dozen of O. S. Petticoats, specially made for stout ladies, cut with plenty of fullness over the hips, good quality of black sateen, color guaranteed, deep flounce of accordion pleating. Old price \$1.50 each

Middies

of jean and duck, clearing line of coat and pullover, white, large collars, also white with colored collars, regular \$1.50 value, sizes 34 to 44 98c each

Children's New Spring Dresses

Children's Chambray, Repp and Gingham Dresses, pretty styles, in colors of pink, tan and blue; sizes 3 to 6 years. Price \$1.00 each

Chambray, Plaid and Stripe Gingham, all new styles, good washing materials, assorted colors; sizes 8 to 14 years. Special prices \$1.75, \$2.00 and \$2.25

A large assortment of Children's School and Play Dresses, in gingham and percale, neat colorings; sizes 2 to 14 years. Prices 75c to \$1.25

J. H. CHAPMAN & CO.

239, 241, 243 Dundas Street

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SWIMMING POOL IS NEEDED FOR GIRLS, SAY "Y" REPORTS

Gymnasium Equipment Also Must Be Secured.

ANNUAL MEETING HELD

Scope of Work in London Surprises Even Those in Attendance.

No citizen of London who had the privilege of being present at the inspirational meeting of the Y. W. C. A. held last evening at "Lennore" ever questioned the usefulness or power of that institution. The year's reports read were a revelation of the work done by that organization so unostentatiously and yet so thoroughly. The right of the Y. W. C. A. to have what it wants has been apparently justified by what it has already done with so little help. More funds to carry on the work are necessary, especially for a gymnasium and swimming pool, are needed, and the past generosity of the citizens of London guarantees the donation of these funds. "We shall have to look to the work of our association during these strenuous times," declared Mrs. Chas. Leonard, the president. "The Red Triangle campaign, already being so successfully carried on, goes hand in hand with the Blue Triangle or Y. W. C. A. canvass for funds. This time is a time for real service and sacrifice, and we are glad to give it. We may not all go to France, but there is a great field of service here at home. We know that the girls of our cities are sent out with a true knowledge of Christian principles they will go well prepared to fight the battles of their life."

Rev. D. C. MacGregor conducted the devotional exercises, and Miss Graham seconded it. Both expressed their surprise of the work being done.

The report of the finance committee, submitted by Mrs. C. H. Ziegler, was in itself an appeal for financial support from the citizens of London. "The association does not appeal to the public for funds to carry on the boarding houses, which are self-supporting, but it does ask for support in connection with the community work, such as travelers' aid, girls' work, etc.," said Mrs. Ziegler. Last year the circulation of the amount asked for in the campaign, and as a result the Y. W. C. A. now carries a deficit, although not a large one as the previous year. The revenue for the year amounted to \$21,449.71, double that of last year, but the deficit of \$12,737, as against last year's deficit of \$1,500.

Mrs. Hughes read the report of the boarding houses, which are self-supporting, the Wellington House, boarding 35 girls, the Central House, boarding 40 girls, from 40 to 45 women and girls. Since its opening, the Central House has also accommodated 1,500 transients and has had to turn away many, owing to lack of room. The new quarters have already proved themselves too small, and soon another building out will have to take place. It is the intention of the association to soon establish an all-night service at the Central House, so that girls arriving at all hours of the night may be accommodated.

3,772 Met at Depot. The travelers' religious, extension and educational committees reported through Mrs. Henderson. "The workers at the depot to protect and warn travelers against undesirable persons, as well as to give them information desired, has resulted in an average of 5,772 persons during the year, proving her work invaluable," said this report. "Bible classes and prayer meetings are arranged for by the religious committee. The association has a special industrial secretary, Miss Archibald, to look after the industrial young women of all city. Senior clubs in the different factories and junior clubs of teen-age girls have been formed. There is also a political club for the grown-ups, which has proved itself most successful. Miss Mona Fitzgerald, physical instructor, has formed many gymnasium classes and swimming classes, 453 girls putting up with the cold and inclemencies of the season last winter to take advantage of this branch of the Y. W. C. A. extension work. If the association had a swimming pool and gymnasium of its own, both so badly needed, the work would undoubtedly increase greatly. Ladies and gentlemen, we must have a swimming pool and gymnasium before next winter."

The general secretary, Miss Luke, gave her report, showing something of what the aims of the association should be. "We must face conditions as they are, not as we think they should be. The struggle of girls to keep straight under the worst conditions is the greatest example of the struggle of the age. Opportunities for social intercourse between men and women under favorable conditions should be provided. The music and the brilliant lights of places of questionable character entice the young people, and we should not ignore this fact, but be ready to face it and work on a business basis in competition with such places. London must have a women's building where women and girls of all classes will meet and contribute to its support."

Club's Activities. The report of the "Empire Club," one of many industrial clubs, was most inspiring. It was read by Miss Boyer, the president, and showed what excellent work the girls have been doing in a social way among themselves and as Red Cross workers and gardeners. The Empire Club, a junior club, composed of 20 girls from 12 to 14 years of age, was ably reported by their president, Miss Freda Day of the Western University gave a brief outline of the work being done there. This branch of the Y. W. C. A. was formed only last year and was greatly influenced by the delegation which attended a Y. W. C. A. conference at Toronto.

Miss Shade reported for the Normal School branch, pointing out the success of the work there, and specially mentioning the rural conference arranged by the Y. W. C. A. The High School Girls' Club, perhaps the most flourishing of all, was well represented by Miss Margaret Gennill, who gave a most interesting account of the work accomplished there of the social spirit created among the girls and of the inspirational meetings held, of the accomplishment of a clubroom on the third story of the Collegiate and of the patriotic work done.

MINISTERS APPROVE SOCIAL COUNCIL FOR UNITING ALL BODIES

Indorse Scheme for Local Branch at Meeting Today.

The organization of a London branch of the Social Service Council of Canada approved by the members of the Ministerial Alliance, and the various local organizations interested in social service on the grounds that it will co-ordinate efforts and prevent overlapping at the same time giving the strength of unity. The difficulty anticipated by several, however, that it would mean simply more meetings to attend, has been largely removed through the explanations made by Rev. Dr. Shearer and Rev. Peter Bryce of Toronto, who are meeting with the Ministerial Alliance and

representatives of several other organizations this afternoon in the Y. M. C. A. The aims and work of the Social Service Council of Canada and of the province have been explained, and the importance of organization in the larger city centres. It has been pointed out that in carrying through any reform, such as bettering of the criminal laws, laws affecting child welfare, mothers' pensions, etc., the natural channel and

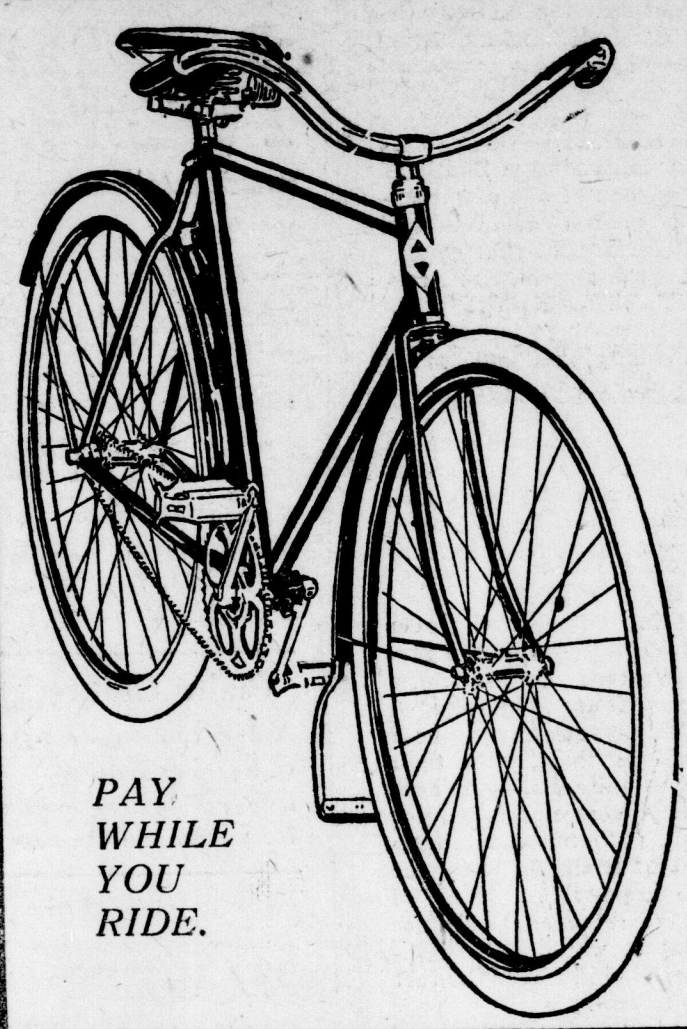
the most effective one through which organizations can work and carry weight is the National Council of Social Service, approached through provincial and local organizations.

Rev. Dr. Shearer, convener of the board of social service and evangelism of the Presbyterian Church in Canada has been approached in regard to taking the secretaryship of the Social Service Council of Canada, which is interdenominational. He has not given his answer yet, pending the meeting of the General Assembly of the Presbyterian Church in this city in June, when the question of releasing and finding a successor for him will loom large in deliberations.

WILL SUMMON GROCERS

Since receiving a copy of the recent

order of the food controller, making it compulsory for all retail grocers to take out a license before June 1, Chief of Police W. T. Williams has announced his intention to strictly enforce the new order. Chief Williams stated today that any retail merchant who had not conformed with the order by June 1 would be summoned to the police court.



PAY
WHILE
YOU
RIDE.

FARMERS! TAKE ADVANTAGE OF THE BICYCLE!

A bicycle costs nothing to operate. A bicycle is an investment, not an expense. A bicycle will take your children to school and save your time driving them. A bicycle will save your horse many trips to town for small wants. A bicycle will keep your horse at work in place of running errands that small boys can do on a bicycle. A bicycle solves the HIRED HELP PROBLEM—give the hired man or boy a bicycle and he will give you better service—it will give him a chance to run into town in the evening and make him more content with farm life. In these days of greater production you will find the bicycle a big help, a great time-saver and a convenience. The utility of the bicycle has never been questioned—it will pay you to think this over. And when you buy a bicycle, buy a good one. You know by experience that it pays to buy good machinery. The same with bicycles.

The BRANTFORD RED BIRD ROADSTER

sells for \$45 and \$50. It may cost a few dollars more than the cheap mail order kind, but it is worth more. Besides they are made in Canada by the very men that buy your products, which keeps Canadian money in Canada. If you buy the other kind it takes your money to men in another country who do not buy your products, as most of the job mail order bicycles are either made in a foreign country or the parts are, and merely assembled here.

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