Window Shades

MADE TO ORDER.

Window Shades for homes, hotels, factories, offices, public buildings. We guarantee satisfaction.

GRAVES

203 DUNDAS STREET. xxv

Do You Know

That you can buy any 10c cigar for 5c every day in the week at any one of TAYLOR'S FIVE CUT-RATE DRUG STORES?

It Was a Hummer

The five big specials we offered Friday, Saturday and this week at The Heart of London attracted such attention and brought so many anxious buyers to our store that we are going to put them on sale again today, tomorrow and all next week.

DON'T FAIL TO GET HERE AND SECURE SOME OF THESE BARGAINS.

5

Big Specials

65 Men's Suits, up to $15 value, special $9.95

350 pairs Trousers, up to $3.00 value, special $2.00

80 dozen Negligee Shirts, soft collar and French cuff, from $1.25 to $2.50 value; the biggest bargain offered today. Special $1.00

HATS

$3.00 Hats $2.00

$2.00 Hats $1.00

This includes stiff, soft and straw hats.

WEGNER CLOTHING CO.

THE HEART OF LONDON.

381 TALBOT, OPP. MARKET.

London's Biggest Bargain Givers.

Open Evenings. Phone 1849. b

DRUGLESS EYE EXAMINATION

Including Correct Glasses—Minimum Fee, $2.50.

BROWN OPTICAL COMPANY.

223 Dundas Street. Phone 1877.

C.H.WARD & CO

DIAMOND MERCHANTS

Diamond Rings, $5 to $600.

386 RICHMOND STREET.

PHONE 1084.

We mine our own Coal and sell direct to you at lowest summer price.

Egg and Stove for furnace, Chestnut for baseburner, Large Pea Coal for range and heater.

WRAY

WHOLESALE AND RETAIL

FLORAL BERRY BOWL

Real Cut Glass, 8-inch size, $4.25.

CUT GLASS WATER JUG.

3-pint size, floral design, extra heavy, $4.50.

Light weight, $3.25.

W. J. Wray & Co.

234 DUNDAS ST.

QUALITY STORE

TEA

We offer the best values in London in Tea. Try this store and be convinced. 30c, 40c, 50c, 60c, 75c and $1.00 per pound.

SPECIAL IN CAN VEGETABLES

Three tins Tomatoes 25c
Three tins Corn 25c
Three tins Peas 25c
Three tins Pumpkin 25c
Three tins Beans 25c

PONY CONTEST

Pony outfit given away absolutely free to the boy or girl who has the most votes by the end of August. Buy your groceries at this store and get your votes.

Ranahan's High-Grade Coffee is one of the best advertisements we have. Sold only at this store, 45c per pound.

Phone your grocery order and it will have our careful attention.

HARRY RANAHAN

515 RICHMOND STREET.

Phone 1024. Phone 3323. b

LONDON MAN'S NEPHEW A GERMAN PRISONER

Lieut. G. E. D. Greene Writes of Life in a German Prison.

Lieut. G. E. D. Greene, nephew of Hume Cronyn, of this city, writes to relatives in Toronto from a German prison, where, he states, nine other Toronto officers are interned. He states that he is comfortable, well-treated and that German authorities allow prisoners to write two letters and four post cards, each month. The majority of prisoners, he states, are Russians.

"Our routine," Lieut. Greene writes, "consists of eating, walking in the rectangle, reading and playing bridge. I understand that there is to be no exchange of prisoners, so we will be here till the end of the war."

LODON LADY'S BROTHER AMONG THE WOUNDED

Sergt. A. M. Martin in Boulogne Military Hospital—Hit in Head and Shoulder.

Mrs. G. A. Coates, of 12 Surrey avenue, has received word that her brother, Sergt. A. M. Martin, of the 10th Battalion, was wounded in the head and shoulder during the fierce engagement of Canadian troops at the battle of Langemarck. The letter was written from the 13th general hospital at Boulogne, France.

Sergt. Martin is the son of the late Col. Martin, of Chatham, and has many friends in this city. When the war broke out he enlisted in Calgary and went overseas with the first Canadian contingent. Some time ago he was unofficially reported wounded, but investigation showed that his name had been mentioned in error.

DAILY ROUTINE AT CAMP

Military orders for the week contain the daily routine that must be adhered to by troops in the big concentration camp in the East End. The camp day commences at 5:30 o'clock in the morning, when the sounding of reveille calls the soldiers from their tents. Sick parade follows at 6 o'clock. At 6:30 rations are served, breakfast following at 7 o'clock.

Drill is commenced sharp at 8:45 and continues till 10:15 a. m.; second drill begins at 10:30 and continues till noon. Dinner is served at 12:30. At 2 o'clock the third drill for the day is taken up. Until 3:15 the men are kept hard at work, when there is a fifteen-minute "letup." After that there is another stiff "workout" till 4:30. Sick parade is scheduled for 5 o'clock with tea following at 5:30. There is guard mounting at 6:30 with retreat at 7:30. First post (gun fire) is at 9:30. Last post sounds at 10 o'clock and "lights out" at 10:15.

RESUMPTION CANADIAN PACIFIC GREAT LAKES SERVICE.

Passenger service via the Great Lakes Canadian Pacific route from Port McNicoll, will be resumed, commencing Saturday, May 22. The service this season will be maintained by the steamers Keewatin, sailing Tuesdays; Manitoba, Wednesdays; Alberta, Thursdays and Assinaboia, on Saturdays, from Port McNicoll at 4 p.m. The Manitoba, sailing Wednesdays, will also call at Owen Sound each sailing date at 10:30 p.m. Special train will leave Union Station, Toronto, at 12:45 p.m., arriving Port McNicoll 4 p.m., daily, except Friday. For reservations or other information regarding this service consult any Canadian Pacific agent, or write M. G. Murphy, District Passenger Agent, Toronto.

May 21, 24, 26, 28.

TRUSSES

We make a specialty of Trusses. When possible, we prefer to fit our customers in our fitting room. A most complete range to choose from. All prices. CRUTCHES, SUPPORTERS, KNEE CAPS, ELASTIC HOSIERY, TRUSSES, ETC.

Dispensing

FRESH DRUGS and Chemicals. Graduates who know their work. The best-equipped dispensary in Western Ontario.

Bring your prescriptions here.

Safety First

Cut Prices on Drugs and Patent Medicines Every Day

STRONG'S DRUG STORE

"THE HOUSE OF QUALITY."

184 Dundas St. London, Can. yv

Quality Is Economy

"PERFECT PICTURES"

From Every Roll.

Bring or Mail Your

HOLIDAY FILMS —to— CAIRNCROSS'

Drugs and Photo Supplies.

216 DUNDAS ST. PHONE 880.

(No extra charge for postage.)

SPLENDID CHARGE UP TO FOE'S GUNS WON BIG BATTLE

Londoner Tells of Desperate Fight at Langemarck and the Result.

CROUCH IN SHELL HOLES

Calmly Await the Word to Advance Under Hail of Screaming Shrapnel.

How the Canadians won the battle of Langemarck, after worming their way close to the German line, seeking cover in the holes made by the big shells, and then taking the enemy on the run in a final gallant charge, is told below in a letter written by Hugh MacCrimmon, of 350 Oxford street. The writer was wounded by shrapnel while he was charging the German line. The bursting shell threw him fifteen feet. He wrote from a hospital at Paignton, England, on May 4.

"Paignton, England, May 4th, 1915.

Ordered to Entrench.

"We were called up about 1 a.m. Friday morning and beat it for the line a little north of Ypres. We got there about 3 a.m., crossed the canal and then got orders to dig ourselves in. When we had just finished we got the order to advance. The shells had been falling around us a little all the time so we thought the trenches must be just ahead of us. Well, we moved out in some open country, then we got such a hail of shells of every kind and bullets from machien guns and rifles. We could see no one but were sure they came from the crest of a low hill running parallel to our advance about 2,000 yards away. We extended and took what little cover we could find, such as ditches and Johnson holes. Then we advanced about half a company at a time, following each other at short intervals.

"Well it took us from 4 a.m. till noon to get within 200 yards of the crest (it proved that the French had retreated and left the Germans a free hand). Every line that rushed up was just eaten away and the wounded couldn't get away without coming back in full view. It wasn't half an hour before all the stretcher bearers were gone.

"We dug ourselves in shell holes, which were as holes in a honey comb and held the position till 5 o'clock when reinforcements came, then we charged the hill and drove them out and that it as much as I know about our bunch, 1st Battalion and 4th. I had to take a message and was running sideways with the fire when a shrapnel burst and threw me about fifteen feet, one of the bullets going through my right leg. I was near a little ditch at the time so I crawled into that and dragged myself for about three-quarters of a mile to the dressing station.

Carried on Stretcher.

"We were shelled out of there and I was carried on a stretcher made with rifles and an overcoat to a place where I got an ambulance. I went to a town near by and of course every place was filled with wounded so I spent the night in an old church, then the next day was taken to Hazebruck, was two days there, then to Rouen for two days, next to Havre, Southampton and am now at Paignton, S. Devon. You will see by the card where I am. It is the home of Mr. Singer, of sewing machine fame, and has any place beaten I have run into yet and I have seen some nice ones in France and Belgium.

"I can watch the sea from my bed and you can imagine what the country itself is like. Most of the nurses are Americans and we have everything we could wish for. Miss Singer herself, a young girl, is one of the nurses in our ward which has only ten beds. She is dandy and is a hard worker.

"My wound will be all healed up in a few weeks and I am better off than I have been for nine months. I lost a lot of good friends in the fight, but of course you don't know them and others I haven't heard about. Four of the dandiest young fellows I ever knew and among my friends were all blown up by the same coal box, just outside the dressing station, when I was inside. I was there for three hours and during that time half of the roof was blown away but I never got any more. The shells were going high so I got in the corner of the barn nearest the guns. Why I had to stay so long was because they had no stretchers left and I couldn't walk.

"I could tell you lots of wonderful things but will do that little by little. I will get some leave, after I am convalescent, so I don't expect to see France for some time.

"HUGH."

CHI-NAMEL DEMONSTRATION.

One of the Chi-Namel lady demonstrators will be at the Purdom Hardware Company's store, 124 Dundas street, for some days, to demonstrate the different uses of Chi-Namel varnishes, stains, floor paint, etc. The lady will gladly demonstrate the use of any particular Chi-Namel product desired, without placing you under any obligation to buy. This demonstration is to acquaint the public with the use and economy of Chi-Namel in the home.

WELCOMING SOLDIERS HOLDS UP BUSINESS

Utilities Commission's Session Cut Short —Discuss Lighting Camp.

Because the mayor and other members of the utilities commission were anxious to be on hand to welcome to the city the boys of the 34th Battalion from Guelph yesterday afternoon, the regular meeting of the board was cut short, and the unfinished business will be taken up in two weeks' time.

A letter from John Garvey & Son, protesting against the tone of a communication from the commission demanding that the seals on their fire protection water service be kept intact, was discussed. It was decided that the order must be obeyed or the fire service, which is maintained free of cost, would be discontinued.

The commission decided to bear one-third of the expense of entertaining the delegates to the ceremony in connection with the official opening of the London and Port Stanley line.

The arrangements with the military authorities in connection with the supply of light and water at the camp were explained to the commissioners. The commission will provide all the material and equipment, as well as superintendence over the work of installation, but the actual labor will be supplied by the soldiers themselves.

MATTRESSES AND FEATHERS

Renovated and remade by the latest improved methods. Goods called for and returned same day.

The Keystone Bedding Co.

Phone 2623. yvv

THEY HAVE ARRIVED.

Our latest shipment of white canvas pumps for women. Made of Sea Island Duck, with Goodyear welts, they present a neat appearance not often attained in canvas shoes. The prices are right, too, as well as the styles. $1.50, $2.00, $2.25, $2.50, $3.00. All the new designs and colonial effects.

THE J. P. COOK CO. LIMITED

"The Store that Serves You Best"

187 DUNDAS ST. Annex 386 RICHMOND ST.

ANDERSON & NELLES

Are the Druggists Who Sell Drugs and Patent Medicines That Saves You Money.

HOLIDAY BARGAINS

Saturday and Monday.

25c Fruit-a-tives 17c
50c Fruit-a-tives 27c
50c Gin Pills, 3 for $1.00
50c Red Cross Kidney Pills 29c
50c Chase's Nerve Food, 27c
50c Pink Pills 28c
50c Dodd's Pills 29c
50c Liquid Sulphur 29c
50c Parisian Sage 27c
25c Tooth Paste 19c
50c Electric Beans 29c
50c Dr. Cassell's Tablets, 31c
50c Hay's Hair Health ... 29c
50c Wyeth's Sage and Sulphur 34c
25c Blaud's Iron Pills ... 9c
25c Killer of Pain Liniment 9c
25c Electric Liniment 13c
$1.00 Enos' Fruit Salts ... 65c
25c Little Cathartic Liver Pills 14c
$1.00 Burdock and Sarsaparilla 69c
$1.00 Beef, Iron and Wine, ... 39c, 3 for $1.00
$1.50 Sanol Kidney Cure, 98c
$2.00 Sanol Anti-Diabetes Cure $1.15

Talcum Powders AT BARGAIN PRICES.

25c Corylopsis Talcum, 2 for 25c
50c American Beauty Rose Talcum 29c
25c Williams' Talcum Powder 15c
25c 1-lb. Talcum Powder 11c
25c Dixie Violet and Rose Talcum 19c

Peroxide of Hydrogen SPECIAL BARGAIN PRICE.

Regular 25c 6c
Regular 60c 27c

Soap Sale Special

5c Olive Oil and Cucumber ..... 3 for 10c
5c Oatmeal Soap ... 3 for 10c
15c Transparent Glycerine ..... 3 for 25c
10c Floating Bath 5c
25c Castile Soap (long 2-lb. bars) 16c

Trusses, Rubber Goods, Etc

We carry one of the largest and most complete line of Trusses in Canada; a special truss room; no charge for fitting or adjusting trusses. If interested call, and it will be our pleasure to give you any information required.

ANDERSON & NELLES

DRUGGISTS

Corner Dundas and Wellington Streets.

Best by Comparison

Rowat's Special Coffee

PLEASES MOST PARTICULAR PEOPLE.

50c per pound.

DRIED BEEF

Has a rich, beefy flavor that is delicious. It is ready to serve on the instant.

45c per pound.

COOKED HAM

People who use our Cooked Ham repeat their order, because its flavor pleases.

40c per pound.

Sharwood's Marmalade

Made from the very best quality selected bitter oranges and the best of refined sugar. Guaranteed free of adulteration. Try it at this special price.

REGULAR 25c FOR . 15c

DUERR'S JAM

We have often recommended Duerr's Jam, because it makes us customers. It is the best.

Many Flavors, 40c.

Strawberry de Luxe, 45c.

New Carrots, Asparagus, Lettuce, Tomatoes, Cucumbers, New Potatoes, Spinach, Pineapples, Rhubarb, Green Onions, Radishes, Parsley.

TELEPHONE ORDERS

The care and attention given to telephone orders assures you the same satisfaction as though you called personally.

T. A. ROWAT & CO.

Phones 3051-3052.

250 DUNDAS STREET. b

MISS ANGUS HONORED

Members of Aberdeen Mothers' Club Present Her With Umbrella.

The members of the Aberdeen Public School Mothers' Club presented Miss M. Angus, who has been appointed to Rectory Street School, with a gold-mounted umbrella, at the regular monthly meeting of the club held on Thursday evening in the kindergarten-room. An appropriately-worded address was read with the presentation.

The president of the club, Mrs. Jones, presided over the meeting, which was of a social, entertaining character. An instrumental duet was sung by the Lombardo brothers, a recitation given by Hugh George, instrumental solo by Allan Brown, and a recitation by Miss Madeleine Jones. Refreshments were served in the domestic science room.

I KNOW

I Can Relieve That Headache and Eye-strain.

The Optician

398 RICHMOND STREET.

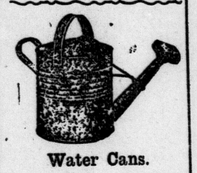
Buy Your Household Necessities at the Purdom Hardware

Prompt Attention to Mail and Phone Orders. Quick Auto Delivery.

THE CHI-NAMEL STORE. PONY CONTEST STORE

Lawn Seats. All painted and varnished; will fold up. Price $1.25

Electric Irons. The Ideal Electric Iron has stood the test; it is absolutely guaranteed for ten years. Regular $4.50. At $3.00



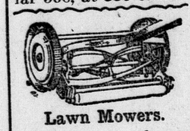
Water Cans. Made in all sizes, from 25c up.

Garbage Cans. All made of heavy galvanized iron, with lock top. Price 75c up.

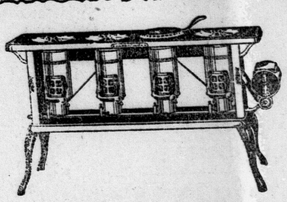
SHETLAND PONY, VEHICLE AND HARNESS GIVEN AWAY FREE.

Enter your child's name now. It costs you nothing. Every cent counts a vote. This is the only hardware store in this contest.

Wire Lawn Rakes. 100 Only Wire Lawn Rakes. Regular 50c, at 33c each.



Lawn Mowers. The best is always the cheapest. We have the best. Price $3.75 up.



PERFECTION OIL STOVES.

The only oil cook stove that gives satisfaction. No smoke; no smell; always ready.

Two-Burner, only $8.00
Three-Burner, only $11.00
Four-Burner, only $12.75

The Chi-Namel Demonstration

IS NOW IN FULL SWING AT OUR STORE.

We are giving a 25c can of Chi-Namel Varnish free, any color desired, to every person purchasing a 10c Brush. Get Yours Now.

The Purdom Hardware Co.

124 Dundas. 123 Carling. Phones 2800-2801.

"Like Wildfire the News Has Spread!"

THE GIANT MAKES A GOOD START IN LIFE!

The success that crowned our efforts on our opening day on Saturday of last week gives us encouragement to push on to still greater success. So, with this end in view and in order to give those of our customers who through rush of business were unable to be waited on, we have decided to give them another opportunity to take advantage of the great bargains that were then offered, and have set apart Saturday, May 22, for that purpose. Come early and get some of the holiday specials that will be offered, a few of which are here mentioned.

C. P. WEGNER, Proprietor.

120 Dundas St.

One Door West of Singer Sewing Machine Company

CORTESE ORCHESTRA IN ATTENDANCE DURING THE AFTERNOON AND EVENING.

FREE AGAIN! SATURDAY ONLY

With every purchase of $2 or over on Saturday we will give absolutely free, one of the latest four-in-hand Ties. One only to each customer as a souvenir of the opening of London's finest and most up-to-date gent's furnishing store.

FIVE SPECIALS

For Friday, Saturday and All Next Week

PERHAPS A PAIR OF

ODD TROUSERS

with that coat and vest may put you over the holiday and come in conveniently afterwards. We have a complete range, some with the cuff bottom and others without it. Don't overlook these.

Men's Trousers, in fancy tweeds, worsteds and blue and black serges; values ranging from $1.25 to $5.50. A Special Saturday, $5.00, for $3.69

ALL MEN'S SUITS

At a Reduction of 25% Off

Pick here while the picking is good. Don't forget that we are the manufacturers' agents and can save you the middleman's profits on any suit purchased here.

25 Men's Tweed Suits, brown mixtures, sizes 36 to 42. Good value at $10.00. Saturday special ... $5.85

MEN'S AND BOYS' RAINCOATS

In all styles, including the popular balmacaan, at prices that you cannot afford to miss. These are all fresh from the factory inside of the past three weeks. Have a look at them.

Men's Raincoats, double texture and guaranteed waterproof. Exceptional value at $10.00. Saturday special $6.95

SUMMER UNDERWEAR

in balbriggan, mesh and porous-knit, in either two-piece or combination. We have them in extra large sizes, especially for stout men. These are worth looking into and the prices are right.

French Merino Underwear, 50c quality; all sizes. Saturday special, per garment 35c

Full Range of Men's and Boys' Dress and Negligee Shirts

in the fashionable stripes, also in either of the solid white, cream or blue shades, in attached, separate or reversible soft collars. Pull down one or two of these.

Men's Outing Shirts, reversible collars, $1.00 value. Saturday special 69c