



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.

EXTRA SPECIAL

Gold-Filled Spectacles
and Eyeglasses fitted, free
examination, for \$1.00 per
pair.

C. H. WARD & CO.
Diamond Merchants and Jewellers,
385 RICHMOND ST. PHONE 1064

TORIC LENSES
IMPROVE
APPEARANCE
AND EYESIGHT

Torics are hand-
some, light-appear-
ing, and give a con-
spicuous. You
should choose your
glasses as carefully
as you do your
clothes. They are
just as important
to your personal
appearance. Let us
tell you more about
Torics Lenses.

TORIC LENSES
THE OPTICIAN
308 RICHMOND STREET.

B. A. Mitchell's
Drug Store

**MOTH
BAGS**

Get one and protect your
Furs and Winter Suits
against destruction. Prices
75c to \$1.25.

114 DUNDAS STREET.
Phone 623.

We mine
our own
Coal and
sell direct
to you.



WEGNER CLOTHING CO.
Wholesale and Retail Dealers in
Overalls, Sweater Coats, Gloves,
Mittens and Raincoats.
**London's Largest High-Class
Workmen's Outfitters.**
Exclusive Manufacturers Agents
for the Best Canadian and
American Makes of Overalls.
571 TALBOT ST., OPP. MARKET.
Open Evenings—Phone 1949.

NOTICE

Eggett & Co.
Plumbers, Hotwater and
Steam Heating.
NEW ADDRESS:
336 Ridout St.

Fruit-growers will find John Shar-
man, representative of E. D. Smith,
nursery stock, etc., at Darch & Hun-
ter Seed Company, Market entrance,
Thursdays and Saturdays.

COAL
Genuine Plymouth Anthracite,
from individual mines. Prompt
delivery. Prices on application.
Phone 2534.
JAS. H. HERRICK, AGENT.

DR. S. R. MOORE
DENTIST.
Removed to Suite 15-16 and 1, London
Loan Building, corner Dundas and Park
avenue.

**The London Loan and
Savings Company**
allows
4% ON DEPOSITS
5% ON DEBITURES
Safety Deposit Boxes and goods
room spaces to rent.
Corner Dundas and Clarence Sts.

**"Parnell's
Bread"**
Is Good Bread

We Recommend
It Highly For
... Your Table...

DAILY DELIVERIES
Phones 929-1390

**Unusual
Value In
Napkin
Rings**

We have a stock of these
that is sure to please. Two
absolute new designs, with
monogram plates, and any
initial or monogram en-
graved without extra cost.
Also the latest New York
creation—INITIAL NAP-
KIN RINGS. Sterling sil-
ver or plate, at 50c and \$1
—any initial.
Headquarters for babies'
wants. Cups, Spoons, Pins,
Lockets and Chains. Hair
Brushes, Food Pushers.
Note—We carry all pat-
terns of Handlaid China
formerly carried by Sifton
& Co.

YOUNG'S
London. East London.

**JOHNSTON
BROS.**
XXX BREAD
The Best

If you live anywhere in
London you can get our
bread by calling a wagon or
telephoning your order to
the bakery. We deliver
everywhere in the city.

JOHNSTON BROS.
PHONE 944.

**TWO ESSEX LICENSES
CUT OFF BY HANNA**

[Special to The Advertiser.]
TORONTO, May 5.—Hon. W. J.
Hanna, provincial secretary, used his
veto power today just before the new
provincial liquor license commission
was sworn in by cutting off the licenses
of six bars in Ontario. The action was
taken following many complaints about
the places cut off. The licenses with-
drawn were: T. E. Kelly, Richmond,
Carleton County; Payne, in North
Essex; W. E. Neundorf, in Essex; W.
H. Wyatt, Todmorden, Hawn, in At-
wood, Rainy River District, and James
Palancic, of Cochrane.

HON. W. H. HEARST ILL.
TORONTO, May 5.—Hon. W. H.
Hearst, the provincial premier, is con-
fined to his home with a serious at-
tack of threatened pneumonia. His
friends regard his condition with some
anxiety.

MADE IN CANADA

**Vest
Pocket
Kodak**

**The
Ideal
Soldier's
Kodak**

As small
as a
note
book
or
diary,
and
will
tell a
more
inter-
esting
and
con-
vincing
story.

\$7.00, \$11.50
\$22.50

Films left here before 11 a.m. de-
veloped and printed by 6 p.m.

CUT PRICES
in Drugs and Patent Medi-
cines every day.

**STRONG'S
DRUG STORE**
184 Dundas Street, London, Ont.

Quality Is Economy
**Get Your Camera
Now**

We are showing the 1915
models, and there are some
wonderful improvements that
you should know about.

Free Demonstration
See the New 1915 Vest Pocket
Anaco—the Camera Sensation
of the year.
Two Models, \$7.50 and \$9.00.
CAIRNCROSS'
Drugs and Photo Supplies
of Quality.
216 DUNDAS ST. PHONE 880.

**Hamilton's
Ale and Porter**
Cannot be excelled. It's a
favorite drink with many,
and will suit you if you try
it.

**TURKS SUFFERING
ENORMOUS LOSSES**

**Prisoners Arriving At Tenedos
Admit Allied Naval Guns
Effective.**

FORTS BOMBARDED AGAIN

**Towns of Dardanelles, Maidos
and Gallipoli, Ablaze From
Shell Fire.**

[Canadian Press.]
PARIS, May 6.—12:30 a.m.—News
from Mytilene received by the Hava
Agency, by way of Athens, says that
Turkish prisoners who have arrived at
Tenedos admit that the Turkish army
has suffered enormous losses from the
combined fire of the guns of the fleet
and the quick-firing of the expedition-
ary forces.

The Allies, according to reliable in-
formation, occupied a number of
strategic positions on May 4, and the
land forces continue to receive rein-
forcements daily.

DESTRUCTION IS TERRIBLE.
CONSTANTINOPLE, May 4.—(Via
London, May 6.—2:07 a.m.)—Despite
the decision of the Turkish Government
to refuse all correspondents access to
the Dardanelles region, exception was
made in the case of two Germans and
the Associated Press correspondent.
The party arrived on the night of May
1, while the town of Dardanelles, after
50 hours, was still ablaze. The scene
was one of desolation, with crumpled
walls and houses.

Maidos also was burned, and yester-
day the town of Gallipoli was set
ablaze—all by indirect fire from the
Gulf of Suez, with lightning shells
directed by captive balloons and aero-
planes.

Intense and heavy fighting on the
Gallipoli Peninsula has continued from
the first landing of the allied forces,
but details of the new campaign can-
not be told for military reasons. The
Turks themselves, so far as is known,
have not been seriously attacked since
the reopening of the operations, but
yesterday their ships were seen and
heard off Seddul Bahr, firing intermit-
tently.

The Turkish war office gave out the
following statement today:
"An attempt of the enemy to land
troops near Gaba Tepeh, south of Avi-
burnu, yesterday morning, failed.
The night before last our troops
attacked Seddul Bahr, in spite of a
bombardment by the enemy's fleet, and
drove them out of their trenches, cap-
turing machine guns.
Yesterday the Russian fleet suc-
cessfully bombarded the undefended
village of Igneaden."

**TOM HAYGARTH
SELLS HIS LEASE**

**Must Deliver Store to New
Owners on Monday.**

Has Three Full Days To Dispose of His
Stock and Fixtures and Make
Way for a Shoe Store.

As he promised in recent advertise-
ments, Captain Haygarth has disposed
of his lease of the store at 182 Dundas
street to one of the oldest and best
known shoe merchants in Western
Ontario—John Agnew, Limited—with a
wholesale depot in Brantford and stores
in other cities.
Mr. Baughn, a member of the
Agnew Company, was in the city last
week, and the deal was closed by tele-
graph.

"The big shoe firm want possession
of my store at once. They have given
me until Monday to clear out my whole
stock and fixtures," said Captain Hay-
garth.
"On Thursday, Friday and Saturday,
I will present my customers with the
best bargains they ever heard of. It's
a forced sale with me. I have to give
my other duties first call, and have
been able to give this store limited at-
tention only, and that has been given
solely through the courtesy of my com-
manding officer. As quartermaster, I
have to look after the comforts of my
whole regiment."
The sweeping sale of clothes and
haberdashery opens on Thursday at
8 o'clock, and continues until Saturday
night at 11 o'clock. A director of the
Semi-ready Company has promised to
be in the city on Friday and Saturday
to assist Captain Haygarth in the
final adjustment of his lease.

**CAPTIVE CANADIAN
SENDS WORD HOME**

TORONTO, May 5.—To Toronto to-
night came a message from Capt.
George Mackenzie Alexander, of the
48th Highlanders, who was taken pris-
oner by the Germans at Langemark.
The news brought cheer to the friends
of the officer, who was in command of
No. 2 Company, 15th Battalion, but
is also of interest, inasmuch as it
shows that the Germans are permitting
captive Canadians to communicate
with their friends. Further messages
from prisoners may consequently be
expected.

**GERMANS BRINGING
UP FRESH FORCES**

Throwing Troops of Great
Strength Into Galicia, Says
Petrograd.

USING MASSED FORMATION

Prussians Send Sea Forces
Against the Baltic
Provinces.

[Canadian Press.]
PETROGRAD, May 5.—(Via London.)
—The following official communication
was issued by the Russian War Office
tonight:
"An enemy cruiser and other small
battleships were sighted off Libau
today.
"In the region of Rosten (Kovno
Province) we are successfully advanc-
ing. On the other fronts, as far as
the Upper Vistula, there is no change.
"In Galicia the fighting between the
Vistula and the Carpathians is develop-
ing with unvarying stubbornness. The
Germans have brought up to the fight-
ing line fresh forces of great strength,
supported by very numerous artillery.
The enemy, following his old tactics of
attacking in massed formation, is suf-
fering enormous losses. Some of our
units fell back to the second line of
fortifications after desperate fighting.
"During the night of May 2-3, in the
direction of Stry, the enemy recaptured
part of the trenches on Mount Makivka.
The following night we counter-
attacked and dislodged the enemy. We
captured here over 1,200 prisoners, in-
cluding 20 officers.
"In the region of Angelow, on the
Upper Lomita, the enemy on May 3
struck the offensive on a somewhat
extensive front, but the movement was
barren of results."

BERLIN REPORT.
BERLIN, May 5.—The following re-
port on the eastern situation was issued
today:
"Attacks from Rostekis, coming from
the southeast, were repulsed. The
enemy is being pursued at Kalwary,
also northeast of Suwalki and east of
Augustow numerous Russian
prisoners taken. Four hundred Russians
all were taken prisoner.
"On the remainder of the front there
were a few fights at close quarters,
all of which were decided in our
favor.
"Southeastern theatre of war: An
attack by the allied troops north of
the wooded Carpathians pierced
through the third fortified line of the
Russians, who yesterday were de-
feated along the entire front, retreat-
ing toward the Wisloka River. The
magnitude of the victory may be seen
from the fact that, owing to the
piercing by the allies of the enemy's
lines, the Russians are beginning to
evacuate their protected positions, on
their northern flank, in the wooded
Carpathians southwest of Duka.
"The rapidity with which our suc-
cesses have been achieved makes it
impossible to give an idea in figures
of the booty taken in this victory. Ac-
cording to reports at hand, the num-
ber of prisoners taken up to the pre-
sent amounts to over 30,000."

AUSTRIAN REPORT.
VIENNA, May 5.—(Via London, 6:30
a.m.)—The Austrian War Department
today issued an official statement read-
ing as follows:
"An attempt of the Russian front of Zbor-
otro-Pupkow, in the Beskid Moun-
tains, has become untenable. As the
victorious allies are continually advanc-
ing from the west toward Jaslow and
Zagrod, the enemy on the west Car-
pathian front started this morning in
full retreat from Hungary, pursued by
the Austro-German troops.
"The Russians, therefore, were beaten
on a front of 150 kilometers (93 miles),
and were forced to retreat with the
heaviest losses. On the remainder of
our front the situation is unchanged."

RUPTURE EXPERT HERE
Seeley, Who Fitted Czar of Russia, Re-
called to London.

Owing to the demands for his ser-
vices, F. H. Seeley, of Chicago and
Philadelphia, the noted trust expert,
will again be at the Tecumseh house
and will remain in London Friday
only, May 7th. Mr. Seeley says: "The
Spermathe Shield as now used and ap-
proved by the United States Govern-
ment will not only retain any case of
rupture perfectly, affording immediate
and complete relief, but closes the
opening in ten days on the average.
"This instrument received the
only award in England and in Spain,
producing results without surgery,
harmful injections, medical treat-
ment or prescriptions. Mr. Seeley
has documents from the United States
Government, Washington, D. C., for
inspection. All charity cases, without
charge, or if any interested call he will
be glad to show same without charge
or fit them if desired. Anyone rup-
tured should remember the date and
take advantage of this opportunity."
May 5th.

ROSS', Limited
A Week of Special Values!

Navy Silk Suits, regular \$27.50, now.....\$21.50
Belgian Blue and Black Moire Silk Suits, regular
\$30.00, now.....\$27.50
Blue Silk Poplin Suits, regular \$27.50, now.....\$25.00
Serge Suits, in black and navy, all special values.
At.....\$15.25, \$16.50 and \$18.00

Coats
In all the newest styles. Selling from.....\$3.25 to \$18.00

Waists
Daily receiving the very newest models in Lingerie
Waists. We propose making this department the most
popular place in London for up-to-date merchandise at
lowest possible prices. See our special values
at.....\$8c, \$1.75, \$1.98, \$2.50, \$3.50, \$3.75 and \$4.50

Neckwear
ALWAYS THE NEWEST.

PHONE 1319. 196 DUNDAS STREET

**Rowat's
COFFEE** 50c Per Pound.
T. A. ROWAT & CO.
250 DUNDAS ST. Phone 5051-5052.

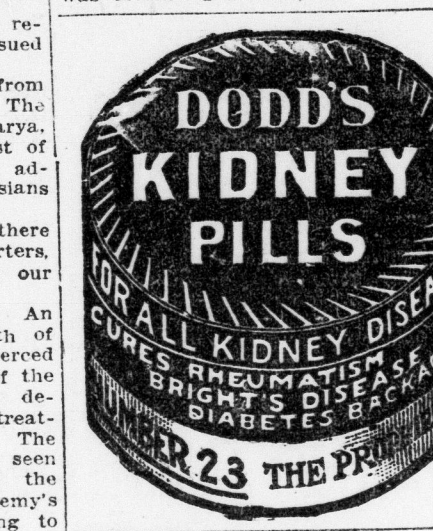
**LORD BROOKE TO
COMMAND INFANTRY
IN SECOND FORCE**

Announcement Made by Gen. Hughes
—Meet Men in England.
MONTREAL, May 5.—Col. Lord
Brooke, chief aide de camp to Sir John
French is to take command of the On-
tario Infantry brigade with the second
Canadian expeditionary force, so Major-
General Sam Hughes, minister of
militia, announced tonight, at the
Windor Hotel, Montreal. Major-Gen-
eral Hughes stated that this appoint-
ment was the outcome of cable commu-
nications with Lord Kitchener and Sir
John French.
It is understood that Colonel Septi-
mus Denison, temporarily in command
of the Ontario Infantry brigade, will
go with the brigade to England, and
there hand over the command to Lord
Brooke, who will be in charge during
the training, as well as when the brig-
ade goes to the front. Colonel Deni-
son is not in good health.

Colonel Leopold Guy Francis May-
nard Greville, Lord Brooke, M. V. O.,
the eldest son of the Earl of Warwick,
has devoted his life to military work.
He served several months in 1914 as
camp commandant at Petawawa, where
many thousands of Canadian troops
passed through his hands.

**LIBERAL SETTLEMENT
FOR THE WILHELMINA**

LONDON, May 6.—4:27 a.m.—The
owners of the American steamer Wil-
helmina, according to the Daily Mail,
have received what they have pro-
posed to be a handsome and gener-
ous settlement at the hands of the
British Government, namely, full value
of the cargo at Hamburg at war prices,
which was more than double the price
at English ports, as well as indemnity
for delay—altogether, approximately
\$130,000. The original value of the cargo
was estimated at \$180,000.



MATTRESSES AND FEATHERS
Renovated and remade by the latest
improved methods. Goods called for and
returned free of charge.
The Keystone Bedding Co.
Phone 2623.

ABOUT YOUR EYES
Consult
C. H. TREBILCOCK
116 Dundas Street,
Formerly with Tait Optical Company.

**When You Want
Good Bright Coal**
Call 312
Heaman & Son
YORK AND BURWELL STS.
Phone 312.

U.P. COOK CO.
The Store that Serves You Best!
187 DUNDAS ST. W. COR. 188 RICHMOND ST.

**SPECIALIST'S
EXAMINATION**
AND GOLD-FILLED GLASSES,
\$3.00 to \$5.00

The Brown Optical Company
EYESIGHT SPECIALISTS.
223 Dundas street. Phone 1877.
Four Doors East of Clarence St.

ROSS', Limited
A Week of Special Values!

Navy Silk Suits, regular \$27.50, now.....\$21.50
Belgian Blue and Black Moire Silk Suits, regular
\$30.00, now.....\$27.50
Blue Silk Poplin Suits, regular \$27.50, now.....\$25.00
Serge Suits, in black and navy, all special values.
At.....\$15.25, \$16.50 and \$18.00

Coats
In all the newest styles. Selling from.....\$3.25 to \$18.00

Waists
Daily receiving the very newest models in Lingerie
Waists. We propose making this department the most
popular place in London for up-to-date merchandise at
lowest possible prices. See our special values
at.....\$8c, \$1.75, \$1.98, \$2.50, \$3.50, \$3.75 and \$4.50

Neckwear
ALWAYS THE NEWEST.

PHONE 1319. 196 DUNDAS STREET

**TAYLOR
PAYSTHE
WARTAX**

**Taylor Pays Your
War Tax**

this week on the following
extraordinary list of bar-
gains. All war stamps are
included in these prices,
which are far lower than any
other drug house would dare
to make them. We want to
drive home the fact that
Taylor's Five Drug Stores
sell drugs to you at prices
far lower than smaller con-
cerns can buy them. Our
heavy buying makes it pos-
sible for us to buy direct
from the manufacturers and
thus save you the whole-
saler's profit of from 20 to
30 per cent.

15c Genuine Palmolive Soap,
largest bars... 4 for 25c
10c Ivory Soap..... 4c
35c Syrup of Figs..... 19c
25c Aromatic Cascara, 16c
25c Liquid Veneer..... 16c
\$1.50 Syrup of Hypophos-
phites..... 79c
25c Oxo Cubes..... 19c
50c Gin Pills... 3 for \$1.00
25c Carling's Malt Extract
for..... 17c
35c Best Bland Pills... 19c
50c English Shaving Brushes
for..... 27c
\$1 English Shaving Brushes
for..... 48c
50c Peroxide Vanishing
Face Cream, the best we
have..... 24c
50c Bovril..... 33c
25c Hydrogen Peroxide, 8c
5c Wrigley's Spearmint
at..... 2 for 5c
\$1.00 Allenbury's Foods, 78c
50c Five-Grain Lithia Tab-
lets..... 24c
10c Toilet Paper, extra large
rolls..... 5 for 25c
\$3.75 Horlick's Malted Milk
for..... \$2.73
25c Meeca Ointment... 14c
25c Furniture Polish... 14c
Special—Two 5c packages
Chevung Gum and one
British Hero Spoon for 11c
25c Nature's Remedy Tab-
lets..... 14c
\$1.50 Fountain Syringes, 69c
\$2.75 Whirling Spray Ladies'
Syringes..... \$1.38
15c Keating's Insect Powder
for..... 7c
60c Pint Pure Olive Oil, 44c
25c Robinson's Patent Bar-
ley..... 19c
50c Nestle's Food..... 38c
25c Fine Linen Writing Pads
for..... 9c
35c Pond's Vanishing Cream
for..... 19c
35c Hair Brushes..... 14c
25c Shaving Sticks..... 14c
10c Ounce Blocks Camphor
Gum..... 5c
25c Talcum Powders..... 9c
\$1.00 Beef, Iron and Wine,
the strongest and best
grade..... 49c
\$1.00 Tasteless Preparation
of Cod Liver Oil..... 74c
50c Peerless Hair Restorer,
for grey, faded hair... 38c
25c English Corn Cure... 16c
25c Salus Pile Ointment, 18c
25c Cold Cure Tablets... 13c
\$1.00 Quinine, Iron and Wine
Tonic..... 64c
25c Foot Powder for tender
feet..... 13c
25c Mennen's Talcum... 14c
\$1.00 Morina Face Powder,
the best..... 49c
\$1.00 Turner's Invalid Port
for..... 64c

**TAYLOR'S
PREPARATIONS**

are all sold under a printed
guarantee to cure, or your
money back without ques-
tion. No guarantee could be
more honest and straightfor-
ward.

**TAYLOR'S
THROAT AND LUNG BALM**

cures all coughs, colds and
bronchial irritations. It is
altogether different from
ordinary cough syrups, mix-
tures, etc. Its action is rapid,
certain and safe, and it will
not upset the stomach. It
gives almost instant relief in
bronchitis and asthma. Price
25c bottle, and worth it.

**TAYLOR'S
STOMACH AND LIVER CURE**

The best tonic and spring
medicine. Cures constipa-
tion, bloating, sour stomach,
sick headache, indigestion
and blood impurities. It is a
safe, powerful system tonic,
composed of vegetable ex-
tracts, without a single trace
of any mineral poison. Price
25c, 50c and \$1.00 bottle,
and absolutely guaranteed.

**ENGLISH
RHEUMATISM CAPSULES**

will relieve the worst rheu-
matic pains inside of eight
hours, and will cure per-
manently if given a fair
trial. They act directly up-
on the blood, eliminating the
uric acid, which is the direct
cause of all forms of rheuma-
tism. Unlike most so-called
remedies, English Capsules
will not upset the stomach.
Sold only at our stores, at
50c per box.

**TAYLOR'S
CREAM OF ROSES**

cures red, rough, irritated
skin, and quickly clears the
complexion, without promot-
ing growth of hair on the
face. It is fragrant, grease-
less and economical. It sells
in bulk, and we supply the
bottles, for only 5c per ounce

**CHAMPION
BED-BUG KILLER**

Vermis cannot live where
it is used. It is safe, sure
and quick. Large, syringe-
topped tins sell for 25c, only
at our stores.

**We Are Special
Agents For**

Nyal and Nadruco Remedies,
Vinol, Willard's Chocolates,
Toronto City Dairy Famous
Ice Cream Bricks, and En-
sign Cameras, Films and
Supplies.

All our Developing and
Printing is finished by ex-
perts on the same day as
received.

**TAYLOR
PAYSTHE
WARTAX**

\$1.00 Emulsion of Cod Liver
Oil..... 47c
25c Florida Water..... 17c
\$1.00 Sargol..... 78c
25c Liquid Shampoo... 19c
25c Rice Powder, all tints,
for..... 17c
25c Carter's Pills..... 14c
35c Antiseptic Tooth Powder
for..... 18c
50c Pebecco Tooth Paste, 36c
35c Dr. Morin's Listerated
Tooth Paste, contains Lis-
terine..... 24c
25c bottles of 100 A, B, S &
C Tablets..... 14c
25c Mentholatum..... 14c
25c British Army Lintment
for..... 18c
25c Wiltshire Oils Lintment
for..... 18c
25c Electric Oil..... 14c
50c pound rolls Absorbent
Cotton..... 29c
10c Drummer Dyes, 4 for 25c
35c Extract Wild Strawberry
for..... 19c
25c Hamilton's Pills..... 15c
25c Clothes Brushes..... 9c
25c Holloway's Corn Cure
for..... 16c
25c Putnam's Corn Cure, 16c
\$1.00 D. D. D. Eczema Cure
for..... 63c
25c Tooth Brushes..... 9c
60c Abbey's Salt..... 39c
25c Fluid Magnesia..... 14c
50c best Massage Cream, 24c
15c Williams' Shaving Sticks
for..... 4c
25c Antiseptic Tooth Powder
for..... 9c
50c Ingram's Milkweed
Cream..... 29c
10c Straw Hat Cleaner, 5c
15c Straw Hat Enamel, 9c
50c Liquid Veneer..... 16c
\$1.00 pair Rubber Gloves 34c
50c Wyeth's Sage and Sul-
phur..... 33c
50c Stuart's Dyspepsia Tab-
lets..... 36c
25c Louse Powder for poult-
ry..... 17c
50c Canthrox..... 36c
25c Beecham's Pills..... 19c
\$1.00 Dr. Morin's Kidney
Remedy, guaranteed, 49c
15c Large Jars Vaseline, 8c
50c Williams' Pink Pills, 29c
10c Carbolic, Boracic and
Sulphur Ointments..... 4c
25c Dandarine..... 16c
50c Hind's Honey and Al-
mond Cream..... 34c
35c Salus Worm Cure, best
made.....