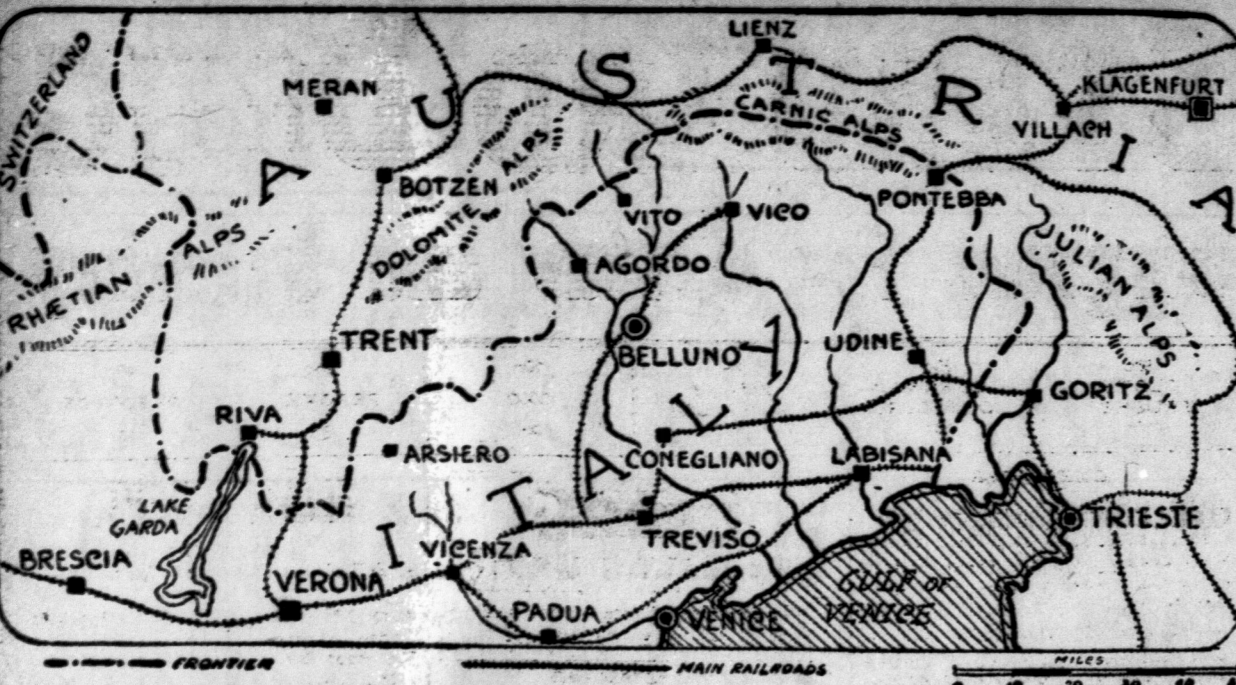


WHERE ITALIAN INVASION HAS BEGUN



ITALIAN KING TAKES SUPREME COMMAND OF THE ARMY AND NAVY

Victor Emmanuel Goes To Front—Prince Louis of Savoy Assumes Duties of State.

[Canadian Press.] ROME (via Paris), May 26—11:25 p.m.—King Victor Emmanuel has assumed supreme command of the army and navy. He left Incofrigo for the front last night. Only his ministers, who were confidentially informed of the intended departure of the King, had him farewell.

Italy Declares Blockade of the Austrian Coast

ROME, May 26, via Paris, May 26—7:45 p.m.—The Italian Government believing that Austria-Hungary is utilizing several ports on the Albanian coast for secret commissariat stations declared a blockade against the Austria-Hungarian coast comprised between the Italian coast on the north of the Montenegrin boundary on the south, including all islands, ports, anchorages and bays and also the Albanian coast from the Montenegrin limits on the north to, and including Cape Kiephali on the south.

The declaration specifies the geographical limits by latitude and longitude and adds: "Vessels belonging to friendly and neutral powers will be allowed sufficient time to leave the zone, the amount of time to be determined by the chief of the naval forces."

SIX ARE ADDED TO LIST OF DEAD FROM WESTERN ONTARIO

KILLED. PETROLEA. Pte. George E. Terry (1st Battalion). PRESTON. Pte. John Lynn Pattinson (1st Battalion). FERGUS. Pte. David Walker Gregson. DIED. GALT. Gunner James O'Connor, R. C. G. Artillery, (Enlisted Quebec). LONDON. Pte. Fred Torney, 622 Elizabeth street (victim of fever). WINDSOR. Pte. Charles E. Morphy, 65 Mercer street.

WOUNDED. LONDON. Gunner Percy Blackwell, 845 Van street (3rd Field Artillery). SANDWICH. Pte. Chas. R. Lemmon, 17th Battalion. WATFORD. Corp. Gerald H. Brown, Princess Pats.

Casualties, official private and official public, record the names of six Western Ontario men having surrendered their lives for the cause. Three of the new names occurring in the list of casualties are men slain on the field of battle. Two have died of illness contracted while on active service and one died of wounds.

There are also names of three more men wounded. PETROLEA YOUNG MAN IS VICTIM OF SNIPER. [Special to The Advertiser.] PETROLEA, May 26.—Petrolea's first native son to die for his country is Private George Terry. He was picked off by a German sniper, on April 30th.

Gerald Kavanaugh, in a letter received on Monday told of his death. Pte. Kavanaugh saw Terry fall and tells of his death in sympathetic terms in one sentence as such news is usually told in these warlike times.

Captain Waddell wired to Ottawa to make sure of the truth of the report and this morning the news was verified in a brief telegram to Mrs. Terry. People of Petrolea, especially those with sons at the front, are greatly aroused over the failure of the Government to inform parents in such cases.

While Lance-Corporal Harris, killed at Neuve Chapelle, was a Petrolea man, he was not very well known, but Terry was young, cheerful, good natured and very popular, being known by everyone. Thus his death brings the horror of war to minds and hearts of Petrolea very keenly.

While the young man, killed at Neuve Chapelle, was a Petrolea man, he was not very well known, but Terry was young, cheerful, good natured and very popular, being known by everyone. Thus his death brings the horror of war to minds and hearts of Petrolea very keenly.

POPULAR YOUNG MAN OF PRESTON KILLED. [Special to The Advertiser.] PRESTON, May 26.—George Lynn Pattinson, one of Preston's most popular young men, was reported as dead in a telegram from Ottawa to his father, Mr. George Pattinson, this morning.

Blames Himself For Being Styled "Dead." [Special to The Advertiser.] GUELPH, May 26.—George Leacock, formerly of this city, who was reported as dead, is alive at the front. A letter to Major O'Brien probably explains how he was reported as dead.

FERGUS BOY KILLED BEFORE CHUM'S EYES. GUELPH, May 26.—One shall be taken and the other shall be left," was true enough of two Fergus soldiers, who were here and gone into the campaign together with the intention of staying that way. Particulars have just been received of the death of Pte. David Walker Gregson, of Fergus, which took place shortly after the battle of Langemarck.

MISS ELLIS' BODY IS NOT RECOVERED SAY CUNARD PEOPLE. Case of Mistaken Identity at Port of New York. [Special to The Advertiser.] ST. THOMAS, May 26.—The Cunard Steamship Company has notified their agent, T. C. M. Jamieson, here, that the report in which it was stated that the body of Miss Eliza Ellis had arrived at New York, was an error.

HAVE GOOD HEALTH. Take Hood's Sarsaparilla, the Old Reliable Spring Tonic. Don't let the idea that you may feel better in a day or two prevent you from getting a bottle of Hood's Sarsaparilla today from any drug store and starting at once on the road to health and strength.

A Quick Dispersal of Shapes and Trimmed Hats

Untrimmed 98c, Trimmed Millinery \$1.98 On FRIDAY and SATURDAY

All Colored Shapes To Clear, 98c The balance of the season's colored shapes will be grouped on one table at above price for quick clearance, regardless of cost or value. All colored shapes must be cleared now, and you will find today's \$3.00 and \$4.00 straws all one price tomorrow 98c each

TRIMMED MILLINERY, \$1.98

For quick clearance tomorrow we have grouped a splendid collection of Trimmed Hats—one tableful to choose from—all this season's newest and best designing. A splendid opportunity to procure a fresh hat to finish out the season at small cost. Above price would not in most cases pay for the shape; hats made to sell up to \$6.50, now at one-third their value. Your choice of the collection for \$1.98

Last Call for Special Skirtmaking, \$1.75

Two days only to have your measure taken for one of these special skirts. On Saturday night this opportunity will cease—your last chance this season to have your separate skirt made in our dress-making department at this price. These skirts are made to your measure, trimmed, fitted and guaranteed satisfactory in every respect; just the same care taken in the making as though you were paying the regular price of making; but taking three to four hundred skirt orders in a week or two enables us to work full staff up to the holiday season, putting them through quickly and giving our customers the benefit of minimum cost of manufacturing once a season. The styles are good—four of this season's most popular and practical models to select from, and you may have your skirt made from any material you choose in dress goods, silks or wash goods at any price you choose to pay; add only \$1.75 to the cost of your material and you have the price of your skirt, finished complete, fitted to your measurements and guaranteed satisfactory in every respect.

Two more days, Friday and Saturday—\$1.75 skirtmaking ends Saturday. A Nickeled Toilet Paper Cabinet For Every Home in London Free The E. B. Eddy Company has sent us a consignment of "Onliwon" Toilet Paper Cabinets for free distribution to every purchaser of one carton of "Onliwon" Toilet Paper; 16 packages of 1,000 sheets each, price \$2.00. You pay only the cost price of the paper and get a \$1.20 beautifully-nickeled cabinet free.

10 DOZEN MORE PERCALE HOUSE DRESSES, FRIDAY 98c

The last ten dozen of these dresses disappeared very quickly, and those who got them will no doubt be back for another at the same price. They are exceptional value; waist has Gibson tuck at shoulder, set-in three-quarter sleeves, V-shaped neck, low round collar and turn-back cuffs, piped to harmonize; skirt four-gored model, with belt; dust cap with each; in black, grey or blue percale with white dot or figured; sizes 34 to 42. Special 98c

—SPECIAL TODAY— Roast Turkey Dinner, 11.30 to 2 p.m. Full Course—50c.

BECK WILL MEET PYNE TO TALK WAR PROBLEM. [Special to The Advertiser.] TORONTO, May 26.—Sir Adam and Lady Beck arrived in Toronto this evening. Lady Beck, who is head of the London Red Cross, will have a conference with Mrs. Plumptre, president of the Toronto Red Cross, and will make some suggestions for Canadian Red Cross work arising out of information gained by personal visits to the Canadian hospitals in England.

SAYS NEW "AUDACIOUS" TOOK ORIGINAL'S PLACE. [Special to The Advertiser.] BRANTFORD, May 26.—Color-Sergeant L. M. Hodging, late of the Brantford Club and now stationed in England, gives an interesting story which explains the "Audacious Incident" and the assimilation of functions of the original and the new "Audacious." "The Audacious," he says, "was sunk in twelve fathoms of water off the north of Scotland, November 2nd. All hands were saved. A sister ship was on the stocks at the time and was launched with ceremony, named the Audacious and manned by the old Audacious crew. When people after a while said, 'What is the Audacious?' 'In the North Sea' was the answer. The original Audacious has since been salvaged and taken to Belfast."

Thin Folks Get Fat on Three Meals a Day. Specialist Explains Why Food Does Not Always Produce Flesh and How Thin People Can Increase Weight. Most people who are thin and underweight eat heartily, but get no increase in flesh, while plump, chunky folks of normal weight eat less than they do and keep stout all the time. The underweight ones finally decide Nature intended them to be thin, that the amount or nature of their food has nothing to do with flesh-making and that nothing can make them fat. But this is not so.

Kidney Disease Cured Sworn Statement

Of Mr. Wesley Maxwell, Who Gratefully Gives All Credit to Dr. Chase's Kidney-Liver Pills. It is one thing to make big claims for a medicine and quite another thing to produce irrefutable evidence that it actually cures in serious cases. "This is to certify that I, Wesley Maxwell, of the Township of Caledon, Sen. Justice of the Peace, do hereby state that I have been cured of my kidney and liver trouble by the use of Dr. Chase's Kidney-Liver Pills."

DRASTIC MOVE TO END STRIKE. MANCHESTER, May 27—2:08 a.m.—The Master Cotton Spinners' Federation has taken prompt action to prevent further labor troubles in their mills. The federation announces that unless the striking workers return to work by June 7 the mills will be closed, locking out 140,000 operatives. The principle trouble now engrossing the federation is a strike of the curd-room workers at Oldham. The strikers are demanding a 10 per cent. war bonus.

Children Cry for Fletcher's CASTORIA The Kind You Have Always Bought has borne the signature of Chas. H. Fletcher, and has been made under his personal supervision for over 30 years. What is CASTORIA? Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It contains neither Opium, Morphine nor other Narcotic substance. It cures Colic, Wind, Flatulence, Diarrhoea, and all the troubles of children. It is the most reliable remedy for the young and old. The Children's Panacea—The Mother's Friend. The Kind You Have Always Bought Bears the Signature of Chas. H. Fletcher In Use For Over 30 Years THE CENTAUR COMPANY, NEW YORK CITY.

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SIX London Advertiser Morning Edition, Outside City, 10c per week, \$3.00 per year. Evening Edition, Outside City, 10c per week, \$3.00 per year.

COALITION GOVERNMENT. COMMENTING ON the formation of a coalition government for Great Britain, the Montreal Gazette refers to another war crisis that caused a coalition government, that of 1871, when the great Pitt joined hands with the Duke of Newcastle.

THE ST. LOUIS REPUBLIC, commenting on what it calls the "widespread delirium of the Allies and their friends at the entrance into the war of Italy," says it is an exhibition of savagery no less excusable than that of the Hun.

THE suggestion made by an officer in this city that a regiment of "bantams" could be organized might be worthy of consideration by General Hughes. The little blocky chaps are great fighters.

THE new coalition ministry of Great Britain, if we are to judge from its personnel, should be the most powerful that has controlled the affairs of the Motherland for many years.

EDITORIAL NOTES. Italy's finding the later quite to her liking. Here's hoping that Italy's battine

no effect." Evidently Austria was intending to grab Serbia, but did not intend that her ally should have any benefit from the alliance. Italy did well to dissociate herself from a nest of thieves who had not even a glimmer of the proverbial "nose among thieves." The general war began, and Italy declared her neutrality, and two days after that Austria changed her tune so far as to inform Italy that if she would reconsider her action, Austria would observe Article VII!

Germany has been sneering at Switzerland's threats to "do something" about the Lusitania. Germany might pick on many a less active porcupine than the mountain-girded republic. Germany's treatment of Belgium will be considered gentle and tender-hearted to the mercilessness she will display to the Italians should Von Hindenberg succeed in overrunning the northern provinces.

THE inclusion of a leading Laborite in Asquith's new ministry was a wise move, as it will tend to prevent hampering industrial disputes during the war. With vast numbers of Hun, Austrian, and German amongst her citizens, the Dual Monarchy is a good deal of a racial hash.

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Ten Minutes With the Short-Story Writers

A CELL IN ETRURIA. By Frank Little Pollock. I watched Kernahan as he slept profoundly, his head on the back of the chair, where it had fallen when he stopped eating and talking.

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PLEASED BY ITALY'S LEAP

GERMAN HATE. [Bramford Examiner.] With Italy in the war, the German hate has another chance to expand.

A GREAT ADVANTAGE. [Hamilton Herald.] One great advantage of Italy's entry into the war against the Teutons and the "unspeakable Turk" may be expected to be prosecuted with a vigor not thus far shown, and it is to be hoped, with results which will make the complete overthrow of Germany measurably near.

LEAPED RIGHT. [Berlin Telegraph.] It took a long time for Italy to decolve a letter. I could not decipher the postmark.

THE CASE OF MOIR. [Bramford Examiner.] The information is given that Pte. Moir, who was sent to the asylum for criminal insane some years ago for the murder of Col. Serjt. Lloyd at Wolsey Barracks, London, Ont., has been released from the Central Prison where he was confined because of an attempted escape from the Hamilton asylum, and is now out on parole.

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Kitchen Economy

If you consider its body-building powers Bovril is probably the most economical food you can buy. No other food, no matter how high its price, has been proved to possess Bovril's wonderful body-building powers.

FRY'S COCOA LUNDY'S CHOCOLATES. A REPUTATION IN EVERY PIECE.

COME TO THE BIG REMOVAL SALE AGAIN TOMORROW

Although the past four days have drawn to our Removal Sale the largest crowds ever drawn by any sale, we still have today hundreds of even greater bargains waiting for you. The first few days have proven to the public what we have stated in our previous advertisements, every bargain was genuine, and today we have reduced everything that was left even more, and the bargains today are even greater than before.

H. WOLF & SONS. 263 DUNDAS STREET. Suits, Evening Dresses, Hats, Raincoats, Waists.

TRACTION COMPANY. KEEP THE MEN IN GOOD HUMOR. WHEN HUBBY "LIGHTS UP" FOR HIS AFTER-DINNER SMOKE, BE SURE HE HAS A MATCH WHICH WILL GIVE HIM A STEADY LIGHT, FIRST STROKE.

LANTIC Sugar. FROM THE MOST PERFECT REFINERY IN THE WORLD. IN HANDY ORIGINAL PACKAGES. MADE FROM PURE CANE.



PRZEMYSL SAFE, THINK OBSERVERS

Russian Retreat From Donajec Achieved Masterly Piece of Manoeuvring.

Attack Was Terrific But Germans Could Not Get Ammunition Supplies Fast Enough.

Unparalleled Attack. The German attack on the Donajec was unparalleled in history.

Lacked Ammunition. The German check on the San appears to have been due to the impossibility of supplying ammunition fast enough.

Continued From Page One

Winners in Contest. Morkin owes much to personal effort and also much to an army of supporters.

To Designate Deaconess. An interesting service will be held in St. Andrew's Presbyterian Church this evening.

Call at English Ports. The Holland-America Line's Dutch shipping company, has taken advantage of the ease of travelling in ships.

Grand Avenue Mothers' Club. A meeting of the Grand Avenue Mothers' Club, was held at the club.

St. John's Social Evening. Nearly a hundred young people last night enjoyed the enjoyable time.

Work Commenced. Work on the new Redoubt street pavement was started this morning.

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A Soldier's Bride. Miss Minnie LaMonte becomes wife of Pte. William Henry.

City of London Ontario. Tenders for Rental of Land for Grazing Purposes.

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NEWS POOLS CRASH PEACE NEEDED

Pontiff, in Letter, Mourns the Fact That Italy is Now Embroiled.

Working and Praying. Proclaims Three Days' Strict Ecclesiastical Fast and Plenary Indulgence.

Two Months For Theft. Russell Miller May Have to Face Other Charges.

London Man Named Among Convalescents. London, May 27.—About 40 officers of the Canadian Medical Corps.

That Phone Contract. City and Company's Officials Will Have Conference Monday.

Disastrous Bush Fire. Le Pas, Man., May 27.—Ten thousand dollars worth of railway ties.

Financial and Commercial. Local Market. Although 40 loads of hay were on the market square today.

Local Market. Flour. Liverpool, May 27.—Flour—Winter patents, 70s.

Provisions. Liverpool, May 27.—Hams—Short cut, 14 to 16 lbs., 68s. 6d.

Dairy. Liverpool, May 27.—Butter—Canada finest white and colored, new, 94s.

Live Stock. Chicago, May 27.—Cattle—Receipts, 4,000; market steady.

Cotton. Liverpool, May 27.—Cotton—Futures closed easy.

Grain. Winnipeg, May 27.—Trading in today's market was quiet.

Wall Street. New York, May 27.—Wall Street, 10:30 a.m.—Very material advances.

Princeton. Princeton, O. F. Will Attend Church.

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CANADA'S FIRST HONORST GIVES ADDRESS TO NIGHT

Stephen Leacock Gives Services Voluntarily For Red Cross Society.

Organized on August 10th, within a week after the declaration of war.

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THE DOMINION BANK

SIR EDMUND B. OSLER, M. P., W. D. MATTHEWS, President, Vice-President.

You Can Start a Savings Account with \$1.00. It is not necessary for you to wait until you have a large sum of money.

Carnegie said: "If I were reduced to poverty to-morrow and given ten dollars to start all over again—in the light of my life experience—I'd put half in a savings bank."

The Ontario Loan & Debenture Co. Cor. Dundas Street and Market Lane, London, Canada.

MANY UNFORTUNATES. One Inebriate Pays \$25 in Two Days for His "Fun."

CHINA HUMILIATED AND ASHAMED, SAYS PRESIDENT'S ADDRESS. Speaking of Chino-Japanese Treaties.

CASUALTIES REPORTED NUMBER NEARLY 6,000. Many More to Come—Those of Last Week Just Beginning.

NEW YORK STOCK EXCHANGE. Open, High, Low, 2 p.m. Close.

BANK OF ENGLAND WEEKLY STATEMENT. London, May 27.—The weekly statement of the Bank of England shows the following changes:

EDWARD CRONYN & CO. Members the Toronto Stock Exchange. STOCKS PURCHASED ON MARGIN.

J. M. YOUNG, Broker. 18 Dominion Savings Buildings. STOCKS, BONDS, GRAIN AND COMMODITIES.

New Spring Suits and Coats. A choice selection of the latest designs and newest shades in Ladies' and Misses' Garments for spring wear.

LONDON READY-TO-WEAR. 256 DUNDAS STREET. M. Fishburn, Manager.

J. FERGUSON'S SONS. FUNERAL DIRECTORS. 180 KING STREET. PHONES 543, 373, 2056. OPEN DAY AND NIGHT.

GRIFFITH & WILLSIE. FUNERAL DIRECTORS. 104 Dundas Street, London. Residence on Premises, Phone 459.

SMITH, SON & CLARKE. UNDERTAKERS. 116 DUNDAS ST. PHONES 528, 529. RESIDENCE ON PREMISES. Private Ambulance Service.

GEORGE E. LOGAN. FUNERAL DIRECTOR AND EMBALMER. 413 RICHMOND ST., LONDON. Residence on Premises. Phone 1568. Personal Attention.

FUNERAL OF MRS. PICKETT. PRINCETON, MAY 27.—The funeral of Mrs. Joseph Pickett, of the 3rd regiment, of Blenheim, who died in London on Friday, took place from her residence today.

DRUGLESS EYE EXAMINATION. BROWN OPTICAL COMPANY. 223 Dundas Street. Phone 1677.

SAMPLE SAILOR STRAW HATS. LATEST STYLES. \$2.00 Value for \$1.00. The Heart of London. 371 TALBOT, OPPOSITE MARKET.

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

A SYSTEM BUILDER. Build up your system by taking Mitchell's Compound Syrup of Hypophosphites. PINT BOTTLES, \$1.00. B.A. Mitchell's Drug Store. 114 DUNDAS STREET. Phone 623.

W. J. Wray & Co. 234 DUNDAS ST. We have added to our ready large stock of FLASH LIGHTS. One new feature in a Flashlight is in the style of a Fountain Pen.

I KNOW I Can Relieve That Headache and Eye-strain. The Optician. 336 RICHMOND STREET.

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

DR. S. R. MOORE. DENTIST. 106 Dundas Street. Removed to Suite 15-16 and 1, London Loan Building.

MATTRESSES AND FEATHERS. The Keystone Bedding Co. 2527 Dundas Street. Fruit-growers will find John Sharnan, representative of E. D. Smith, nursery stock, etc.

EAT MORE BREAD BUT BE SURE IT'S PARNELL'S. PARNELL THE BREADMAN. Phones 929-1390. Follow this advice and you and every member of your family will have good health.

DIAMONDS Gifts for the Bride. At our store you will find many distinctive creations in diamond and precious stone jewelry.

RACE TRACK KEYS LICENSE. TORONTO, May 26. The Ontario license board decided today to allow the Niagara Falls Racing Association (Port Erie race track) to have their liquor license for this year.

YOU CAN DEPEND ON JOHNSTON BROS. XXX BREAD. It enjoys the confidence of thousands of families in London and surrounding parts. PHONE 944.

Vest Pocket Kodak. The Real Soldier's Kodak. As small as a note book or diary, and will tell a more interesting and convincing story.

STRONG'S DRUG STORE. 184 Dundas Street, London, Ont. CUT PRICES in Drugs and Patent Medicines every day.

Quality Is Economy. THIS WEEK Delicious Duchess Chocolates 29c Per Pound. BE SURE AND TAKE A POUND HOME.

Hamilton's Ale and Porter. Cannot be excelled. It's a favorite drink with many, and will suit you if you try it. LAMP DROPPED ON BED. Bedclothes Catch Fire From Spattered Kerosene in Early Morning.

AUTOS CRASH ON CORNER. Two Machines Come Together at Richmond Street and Queen's Avenue. A car belonging to James Paisley, of Ilderton, crashed into another machine owned by Harry Ross, of East London, at Queen's Avenue and Richmond Street, at 9 o'clock, last night.

OH! THE CRUEL WINTER. London Must Endure Three More Weeks of This, Says Weather Prophet. According to Joseph Graham, a local weather prophet, Londoners must endure another three weeks of cold, disagreeable weather, before summer becomes a reality.

IMPORTANT CHANGES IN GRAND TRUNK TRAIN SERVICE. TRAIN NO. 1, THE INTERNATIONAL LIMITED, will leave London 9:03 p.m. (instead of 8:15 p.m.), arrive Chicago 8:00 a.m. daily.

JUDGE FINKLE DEAD; PRESIDED IN OXFORD FOR OVER 29 YEARS. Born in Woodstock 74 Years Ago and Never Married. [Special to The Advertiser.] WOODSTOCK, May 26.—The death of Judge Finkle took place today of Alex. Finkle, who for over 29 years was county judge of Oxford, retiring last October in favor of the present judge, C. G. Wallace.

ATTACKS CONTINUE ON LORD KITCHENER. "Northcliffe Press" Keeps Alive Ammunition Question. LONDON, May 26.—The Daily Mail and other papers known as "The Northcliffe Press," continue their attacks on Lord Kitchener over the ammunition question.

ADDED TO THE CABINET. Samuel, Smith and Montagu Have Portfolios. LONDON, May 26.—Additional appointments in connection with the reconstruction of the Government were announced today.

Rowat's Coffee 50c Per Pound. T. A. ROWAT & CO. 250 Dundas St. Phone 3061-3062. BILLYINGS BROUGHT BACK 1,500 MILES FROM TEXAS CITY.

Strathroy Bank Clerk Jailed On Charge of Theft From Bank. ESCAPED TO HOUSTON But Long Arm of Canadian Law Reached to Southern States.

LOGAN—MACFIE Two Much-Admired Young Residents United in Marriage. A pretty wedding was solemnized recently in the Cronyn Memorial Church, when Lena, daughter of Mr. and Mrs. John Macfie, was united in marriage to Robert Logan by Rev. R. W. Norwood, rector of the church.

THE BEST OF ALL SOAPS IS Sunlight. It's (Not Such) A Long, Long Way to Tipperary (Biscuits) REGISTERED. Just to the nearest Grocery store 35

AMMONIA POWDER. Unequaled for all household cleaning. THE LAUNDRY, THE KITCHEN, THE BATHROOM, THE SICKROOM. Read the uses and directions on each package. 10c or 3 for 25c. June 15.

To Citizens of London. You are cordially invited to inspect THE ALPS CAFE AND DINING ROOMS. The finest, most complete, elaborate and sanitary cafe in Western Ontario. Words are useless to convey to you the complete modernness of our eating rooms, so we invite you to inspect them. Thursday night and all day Friday. Nothing will be sold until Saturday.

ROSS', Limited Ladies' Wear. Saving Money On Suits. The latest styles, correct in every detail and guaranteed in quality. Regular prices \$18.50 to \$30.00, now \$10.89 to \$25.00.

Clearing Coats. The newest models in Tweed, Serge and Silk Coats. Regular \$3.25 to \$21.75, now \$5.50 to \$15.00. Waists. Daily arriving, the very latest in Waists, in Voiles, Silks and Crepe de Chine. All at prices lower than ever.

GREY FROST ONE NIGHT KILLS A TON OF GROWTH. Strawberries Will Suffer Most and Early Potatoes Are Injured. NO INJURY TO WHEAT And Recent Weather Conditions Have Actually Helped Hay Crop.

GREY HAIR. Dr. Tremain's Natural Hair Restorer. restores grey hair to natural color, or restores money refunded. Positively not a dye, and non-injurious. On sale at Anderson & Nelson's drug store, 258 Dundas Street, London. Price \$1.00 (postpaid). Write Dr. Tremain supply company, 2127 1/2 Toronto.

THE LONDON ADVERTISER, THURSDAY, MAY 27, 1916. Frost played havoc with the farmers, market gardeners and amateur gardeners last night in London and throughout Western Ontario. Following a precedent established this spring, wind and rain after a rainfall the sky cleared and the air became cool, then colder to freezing, the weather man has continued this performance throughout May, with the result of retarding growth seriously and almost, if not altogether, killing what was expected would have been one of the biggest strawberry crops on record.

THE ALPS CAFE AND DINING-ROOM. 168 DUNDAS STREET. AN INVITATION. You are cordially invited to inspect THE ALPS CAFE AND DINING ROOMS. The finest, most complete, elaborate and sanitary cafe in Western Ontario. Words are useless to convey to you the complete modernness of our eating rooms, so we invite you to inspect them. Thursday night and all day Friday. Nothing will be sold until Saturday.

ROSS', Limited Ladies' Wear. Saving Money On Suits. The latest styles, correct in every detail and guaranteed in quality. Regular prices \$18.50 to \$30.00, now \$10.89 to \$25.00.

Clearing Coats. The newest models in Tweed, Serge and Silk Coats. Regular \$3.25 to \$21.75, now \$5.50 to \$15.00. Waists. Daily arriving, the very latest in Waists, in Voiles, Silks and Crepe de Chine. All at prices lower than ever.

MAGIC BAKING POWDER. MADE IN CANADA. CONTAINS NO ALUM. Makes pure, delicious, healthful biscuits, cakes and pastry. It is the only well-known strictly high class baking powder made in Canada, selling at a medium price. Read the label. E.W.GILLET COMPANY LIMITED. WINNIPEG, TORONTO, MONTREAL.

SCHOOL SECTION GRANTS. Educational Department of Ontario. Fostering Horticultural Work. The educational department of the province of Ontario has just made monetary grants to various school sections and teachers for agricultural and horticultural work done in the schools during the past year.

DR. A. W. CHASE'S CATARRH POWDER 25c. Improved Blower. Kills the bacteria that causes Catarrh of the Uterus, clears the air passages, stops drooping, cures Catarrh and Hay Fever. 25c. a box; blower free. Accept no substitutes. All dealers of Homeopathic Remedies, etc., Toronto.

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DRUG Bargains At ALL of Taylor's 5 Cut-Rate Drug Stores. 10c Health Salts, 4 for...25c; 75c Bisurated Magnesia...39c; 15c Genuine Palmolive Soap, 4 for...25c; 25c Castile Soap, long bars...15c; \$1.00 pair Heavy Rubber Gloves...34c.

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