

# In Our Optical Department

You can always get the newest and best in OPTICAL GOODS At very moderate prices.

**John S. Barnard**  
Optician, 194 Dundas Street, W.

**English Rheumatism Capsules**  
Are guaranteed to cure Rheumatism in any form. They contain no opiate, and will not upset the stomach. Price 50c a box, only at TAYLOR'S FIVE CUT-RATE DRUG STORES.

How often the effect of a stylish dress or suit is spoiled by not having just the right kind of shoes. People who are particular about their dress will often wear shoes that are out of style, or very much out of place. Our expert fitters are only too pleased to show the proper things in shoes for men or women, and to advise you on the shape best suited to your foot.

**J.P. COOK & CO.**  
The Store that Serves You Best  
107 DUNDAS ST. W. (Between Dundas and Bloor)

**Wall Chime Clocks**  
These are soft-toned Chime Clocks to attach on the wall. High standard clocks at reasonable prices. \$9.00 and up.

**Mantel Clocks**  
The Newest Designs, \$5.00 and Up.

**W.J. Wray & Co.**  
JEWELERS, 234 DUNDAS STREET.

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

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

**Eyes Examined**  
No Drugs Used  
Training, experience and scientific equipment enable us to guarantee absolute accuracy.

**The Optician**  
388 RICHMOND STREET.

**LONDON'S RUBBER MAN**  
Bring Your Rubber Troubles To Us

**Auto Tire Repair and Vulcanizing Works**  
188 KING STREET, PHONE 5124.

**KNOWLEDGE in our examinations.**  
MERIT in our methods.  
QUALITY in our glasses.  
THE REASON for our success.

**Brown Optical Co.**  
233 DUNDAS STREET.  
Phone 1877. Evenings by Appointment.

**For Genuine Bargains**  
You Must Attend the Anniversary Sale at The London Ready-To-Wear

We are putting on special bargains each day, and you will do well to come and look over our large assortment of ready-to-wear. Every article in stock is at bargain prices, and we are adding new goods daily at the same great values.

**SPECIALS FOR TODAY.**  
WASHES—Dresses—Many different styles to choose from, in checks, stripes, dots and plain colors; values to \$3.00. On sale at 50c.

Another lot of TRIMMED HATS, just opened into. Many different styles, ribbon and flower. All colors and styles. Values to \$4.00. On sale at \$1.49.

**SUITS**—A choice collection of this season's best styles at \$5.95, \$6.95, and upwards.

**MIDWE**—All sizes and colors, fast washers, 48c, 59c, 69c, \$1.29, \$1.49.

Many patterns in the newest styles. Values to \$1.75. On sale at 89c and 98c.

**London Ready-To-Wear**  
236 DUNDAS STREET.

**USE Manufactured Ice**  
It is the pure ice for cooling or drinking. TRY IT THIS SEASON.

**Artificial Ice Supply Co.**  
PHONE 141.

**The London Loan and Savings Company of Canada**  
DIVIDEND NO. 85  
Notice is hereby given that a dividend at the rate of 4 per cent per annum, and bonus at rate of 1 1/2 per cent on the capital stock of the company for the current three months ending 30th June, 1915, and same is payable on the 2nd July, 1915, to shareholders of record on the 15th June, 1915.

# When Company Comes for Dinner

you want your table to look its prettiest.

Crumbly bread won't help out in the scheme; in fact its mussy nature will spoil the whole effect.

Buy bread that is firm; that slices off from the loaf in as thin or as thick a slice as desired without crumbling.

You can get that kind by asking for

**"Snowdrift"**  
At your grocer's or from our wagons in waxed airtight packages.

**PARNELL The Breadman**  
PHONES, 920-1390.

**Diamond Points**  
We could fill many times this space giving good reasons why the purchase of one of "Young's" Diamonds is a wise one. We will mention but one—its absolute unvarying QUALITY.

You may buy just as good a diamond elsewhere, but because various gems are sold under the same name, the name means nothing as a guarantee of quality.

For many years we have sold vast quantities of Diamonds yearly, and because every stone, large or small, is of the SAME HIGH QUALITY, you buy today has a QUALITY PRISTINE that cannot be obtained elsewhere.

**YOUNG'S**  
A GOOD PLACE TO BUY.  
—Two Stores—  
LONDON. EAST LONDON.

**The Standard of Purity**  
Advanced methods of bread-making, combined with the best No. 1 hard western wheat, produce the tastiest loaf in London. Our customers know they can always depend on the quality of our bread.

Its wholesomeness and flavor is commented on by those who test it for the first time.

You can get it today by phoning the bakery, or at your grocer's.

**Johnston Bros. XXX Bread**  
SHATTERS HYDRO POLE.  
CHATHAM, June 20. — While driving home in his auto last night John White, a local young man, ran into a hydro pole, which had been put in place on the corner of Park and Queen streets. The standard was wrecked, being broken in three places, and the cement work at the base was also shattered. The auto escaped with a broken headlight and a twisted fender.

**STRONG'S DRUG STORE**  
184 DUNDAS ST. W. LONDON, CANADA

**Kodaks, Brownies and Premo Cameras**

**Free 5c**  
An enlargement of his best picture to each soldier having films developed and printed here.

All rolls, 6 or 12 exposure, developed for 5c.

The above offers hold good to June 26.

Mail your films if living out of town.

**Take a KODAK on Your Vacation**

**STRONG'S Drug Store**  
184 Dundas St., London, Ont.

**OUT RATES IN DRUGS AND PATENT MEDICINES.**

# Quality Is Economy Don't Hesitate

to bring YOUR FILMS to our store: You can feel assured that they will receive the most careful attention.

**"Perfect Pictures"** are produced on "Cyko" Paper, and no other firm can produce the finished prints you get at

**Cairncross'**  
Drugs and Photo Supplies,  
216 Dundas Street  
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.

**CAMERONIA HAD NARROW ESCAPE FROM SUBMARINE**  
Saved Himself By Steering Toward Sea Pirate—Then Changed Course.

LONDON, June 21.—11:07 p.m.—The Anchor Line steamship Cameronia, under charter to the Cunard Line had a narrow escape from a submarine in the Irish Sea on her voyage from New York to Liverpool, according to Peter Fletcher of New York, one of the saloon passengers. The Cameronia arrived in Liverpool Sunday.

Mr. Fletcher says that during the run through the Irish Sea a submarine came to the surface, showing the top of her conning tower. To save the Cameronia, Captain Kinnaird headed the vessel for the submarine, which dived. After passing over the spot where the underwater boat went down without finding any evidence that the steamer had collided with it, Captain Kinnaird reversed the course of his vessel and got away safely.

Mr. Fletcher added that the passengers on the Cameronia, although many of them saw the periscope of the submarine, were cool.

The Cameronia sailed from New York June 11, bound for Liverpool, by way of Cherbourg. She had on board about forty first-class passengers and a large number of persons in the second cabin.

**BRITISH PEOPLE WARNED TO KEEP OUT OF MEXICO**  
Sir Edward Grey Calls Attention to State of Affairs.

LONDON, June 21.—4:10 p.m.—The official press bureau today issued the following statement:

"In view of the existing state of affairs in Mexico, Secretary for Foreign Affairs Sir Edward Grey desires to warn British subjects against visiting that country unless absolutely obliged to do so by imperative necessity."

**GRANTS RIGHT OF APPEAL FROM THE PRIZE COURT**  
President Points To Fairness of the British Government.

LONDON, June 21.—7:37 p.m.—Sir Samuel Evans, president of the prize court, today granted the right of appeal to the owners of the copper forming part of the cargo of the Swedish steamer Zamora, which the prize court had empowered the war department to requisition.

In rendering this decision Sir Samuel said he made bold to express the hope and the belief that the nations of the world would not be apprehensive of the orders-in-council would emanate from the British Government in such violation of the acknowledged law of nations as to make it conceivable that British prize tribunals, holding the law of nations in reverence, would feel called upon to disregard and disobey the provisions of such orders.

**IMPORTANT CHANGES IN GRAND TRUNK TRAIN SERVICE, EFFECTIVE JUNE 27TH.**

Train No. 11 will leave London 5:35 p.m. daily except Sunday (instead of 5:32 p.m.), arrive Windsor 9:15 p.m.

Train No. 12 will leave London 2 p.m. daily except Sunday (instead of 2:05 p.m.), arrive Brantford 3:52 p.m., arrive Hamilton 5:26 p.m., connecting with train leaving Hamilton 5:45 p.m., arriving Toronto 7:10 p.m.

Train No. 3 now leaving London 11:25 a.m. daily will be a flag stop at Watford.

Train No. 16 now leaving London 7:08 p.m. daily will connect at Toronto with train leaving Toronto 7:05 a.m. daily, commencing June 26, for Muskoka Wharf, Huntsville, Huron Falls and North Bay, making connections daily for Muskoka Lakes and daily except Sunday for Collingwood, Meaford, Severn, Muskoka Wharf, Huntsville, Algonquin Park and Madawaska. Parli-mentary-buffet cars, and first-class coaches Toronto Penetang, for Jackson's Point. Special train will also leave Jackson's Point 7:30 a.m. Saturdays only, commencing June 26th, for Jackson's Point. Special train will also leave Jackson's Point 7:30 a.m. Saturdays only, commencing June 26th, for Jackson's Point.

Further particulars may be obtained on application to Grand Trunk ticket agents.

# BAKING FOR WAR, THE BILLIONS

First Reading Given New Bill in the Commons Unanimously.

**MEETS ALL OBLIGATIONS**  
May Take Over Previous Loans and Bear Interest at 4 1/2 Per Cent.

[Canadian Press.]  
LONDON, June 21.—The House of Commons adjourned tonight after unanimously giving a first reading to the bill providing the new chancellor of the exchequer, Reginald McKenna, with a blank check, which may amount, at a maximum, to one thousand million pounds (\$5,000,000,000).

The vote of credit for £250,000,000 (\$1,250,000,000) passed last week by the House simply authorized the Government to spend that much for whatever purposes, but did not provide for the manner in which this sum should be raised. Tonight's enactment was in the form of a resolution, which empowers the Government to raise not only the £250,000,000 deemed necessary to pay the cost of the war, at the rate of £3,000,000 sterling daily, for a limited period, but as much more as may be needed.

The Chancellor of the Exchequer made a long explanation of the proposed loan, and, in closing, said that on the technical questions as to the limit of the loan would be dealt with later. He said that the bill was a definite sum, and he added that the only figures he could put in the bill was a maximum, which would cover all requirements of the new loan, including provisions enabling the subscribers to carry on the loan and the holders of consols to participate. This maximum would not fall far short of a thousand million pounds sterling.

**A Public Loan.**  
The new loan, which, as now provided, is of an indefinite amount, will be issued at par, will bear interest at the rate of 4 1/2 per cent, and will be redeemed at the option of the Government between 1925 and 1940.

The Chancellor of the Exchequer is to receive a blank check for £1,000,000,000, he explained in his speech that he did not say he was asking for this sum, and if he did not get it, the loan would not be a failure, as he really did not expect to get that amount, nor did he really want it. He deemed it advisable, however, to fix upon a sum to meet adequately the needs of the situation. The Chancellor said he wished to appeal to the patriotism of the country "to use its gigantic resources to carry on the war successfully for ourselves and our allies," and added: "I want the public to lend the money in a way which will not oblige us to repay during the war."

**Favorable Reception.**  
Although the stock exchange had closed before Mr. McKenna's statement was published, the proposed new loan was said to have met with a favorable reception in the financial districts, but it is not yet possible to say how the terms of the loan will affect the market.

The generous terms provided for holders of consols and the new loan securities appear to meet the objections that have been urged in financial circles to the issue of a 4 1/2 per cent loan.

During the course of his speech in the House of Commons, the Chancellor of the Exchequer, answering the suggestion that more money should be raised by additional taxation, said that it was best to take one step at a time, if, owing to the continuance of the war, it became necessary to find further very large sums, it was obvious that additional taxation would have to be proposed, but, he added, that time had not yet come.

**To Convert Old Loan.**  
There was some confusion in the House as to the precise terms on which holders of consols and the old war loan could convert their securities into the new loan, but the Chancellor explained that for every £100 nominal of these older securities, the holder who wished to convert would be obliged to subscribe for an additional £100 of the new war loan. For example, the holder of £100 worth of the old war stock must bring £100 in cash, the old war stock (issued at 95) and £5 cash, and would receive in return new war loan stock valued at £200.

Consols would be convertible under the same terms on the basis of £75 of consols for £50 of the new loan.

The Chancellor concluded with the statement that the minimum of Government could set on the amount of the loan would be a sum sufficient for the conversion of all old war loans, standard, but there is no reasonable law that will not admit of a little leniency especially for our girls. Many good students I know are in the out-let from their nervousness, and instead of passing on for further education, stop right where that entrance examination shuts them off. It is fair to let five or even ten marks should shut out one out of many useful positions, of which there is so much need at this present time, with the war on, and with our people, if we wish to, in an amount a single friend in the whole of Canada.

**THE GIRLS' FRIEND.**  
From a Private's Wife.  
To the Editor of The Advertiser:  
I saw in tonight's issue that complaints are being received regarding the cutting of allowances to wives of soldiers. Now, I am not complaining, but I certainly think that the wives and little ones of those already gone of should be thought of before those of regiments not yet recruited. My husband recently left here, leaving me and my children, and he has been gone for six months, and I find I do not go far, with house rent, light and fuel, and all other necessities, to say the least, I also saw that the patriotic fund is in good shape, yet last April, when I asked them to grant my passage home, on account of ill-health, they refused. I think that after giving our dearest to fight, the Government could at least see that we were with our people, if we wish to, in an amount a single friend in the whole of Canada.

**MEMORIAL TO PTE. POWELL.**  
CAMILLAGUE, P.E. Mr. Croucher conducted a memorial service on Tuesday afternoon at the White Church, in memory of the late Pte. Thomas Powell, killed in action at the battle of Langemarck, on April 26. The church was filled, Miss B. Jennings of Forest rendered a fitting solo, and the choir sang appropriate anthems. Mrs. Powell, mother of Tommy, and her daughter, Ada, of Forest, were present.

# Germans In U.S. Are Summoned To Convention

Will Meet at Detroit on July 3 To Protest Against Shipments.

[Special to The Advertiser.]  
DETROIT, June 21.—An invitation has been sent to all German-American societies of the United States to send delegates to a convention, to be held in this city July 3, to protest against the shipment of munitions of war to any of the belligerent countries.

The invitations are signed by the Detroit Deutscher Bund and the Toledo Historical Society.

Prof. Emil Albrecht, president of the Deutscher Bund, says delegates from all German-American and Austro-Hungarian-American social, political and religious organizations will attend the meeting. The aim of the delegates will be to impress on the Government the views of the German-American people that the shipment of munitions of war ought to be stopped.

**SUPER-DREADNOUGHTS CAPTURED BY ITALIANS**  
Cruiser and Many Other Vessels Among Booty Taken at Monfalcone.

PARIS, June 21.—11:10 p.m.—The booty taken by the Italians in the capture of Monfalcone is worth several hundred millions of francs, according to a special dispatch received here from Rome. Included in the booty are two super-dreadnoughts, one cruiser-destroyer, eleven merchant steamships, twenty-four sailing ships, thirty autobots, five aeroplanes, and a large quantity of torpedoes, mines and ammunition, and three cannon.

It is stated that the warships can be completely repaired and that they then will be taken to Castelmare or Genoa.

**MAJOR LUMSDEN OF FLYING CORPS KILLED BY FALL**  
Engine of Aeroplane Goes Wrong at Height of 300 Feet.

LONDON, June 21.—6:43 p.m.—Major Lumsden of the Royal Army Flying Corps, was killed this afternoon while flying over the Brooklands aviation course.

Major Harry T. Lumsden was making a flight as a passenger on a trial trip. The aeroplane had reached an altitude of 200 feet when the engine went wrong and the machine dived earthwards and was smashed. Major Lumsden was so badly injured that he died in a few hours, but the injuries to the pilot were not serious.

**WHEN HOT DAYS COME**  
The Happy Coolness of Montserrat Lime

This healthful, golden juice, with its snappy, fruity, aromatic flavor, is a summer necessity as well as a summer luxury. It keeps you well, it does you good, it supplies the pure fruit acid that the system needs. Else why is it supplied by the British Government in such large quantities to the army and the navy? The reason is, it keeps people healthy and is a most satisfying, cooling beverage for a hot day.

**MONTSEERRAT LIME FRUIT JUICE**  
Is refined from cultivated Limes grown in the beautiful island of Montserrat. All leading druggists and grocers have it. Get the genuine MONTSEERRAT.

**Voice of the People**  
Examination Tests.  
Monday will see many, many children sitting down to grapple with the entrance examination. Some are writing for the first time, some the second, and many more for the third time.

The question is often asked: Why the trembling hand and pale, nervous faces of those who are writing the third time, and the careless, spirited appearance of many of the first timers? The explanation is that many failures cause nervous children.

Is it not possible that examiners are too rigid and make no allowances for these causes? Many a child's course in life is entirely defeated by three marks of a failure. There are many cases where third and even fourth attempts have resulted in failure through nervousness in failures of the few marks.

I have seen young girls almost baffled and in their own minds disgraced for life because of such failures.

Why not give them a chance? I realize as an educationist that there must be a standard, but there is no reasonable law that will not admit of a little leniency especially for our girls. Many good students I know are in the out-let from their nervousness, and instead of passing on for further education, stop right where that entrance examination shuts them off. It is fair to let five or even ten marks should shut out one out of many useful positions, of which there is so much need at this present time, with the war on, and with our people, if we wish to, in an amount a single friend in the whole of Canada.

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# Rowat's COFFEE 50c Per Pound.

T. A. ROWAT & CO.  
250 Dundas St.—Phone 3051-3052.  
J.W.T.

# ROUMANIA NEARLY READY TO ASSIST

With Bulgaria Will Likely Join Allies in the Great War.

**NEGOTIATIONS NEAR END**  
Only Plans of Servia Now Stand in the Way.

PARIS, June 21.—5:30 p.m.—The negotiations between Rumania and the Allies looking toward Rumania's entrance upon the war appear to be near a conclusion. Russia's opposition to Rumania's possession of Cernowitz, capital of Bukovina, in case of the success of the triple entente allies according to the news reaching Paris, virtually has been abandoned and not a difficulty remains. That is Servia's desire to possess the narrow triangle in Hungary, opposite Belgrade, including Pancsova, as a protection for the Servian capital.

On the other hand, Rumania is said to claim that with Semlin in Servian hands, as has been proposed, Belgrade needs no artificial ultra-Danubian bulwark and insists on the Danube, Theiss, Maros and Pruth Rivers as her new frontiers in the existing Austro-Hungarian territory. Realizing the present difficulties of Russia and the value of immediate assistance by Rumania, it is said that Rumania is satisfied that the result of the pressure of the Allies on Servia before she makes a move.

Rumania's situation is considered here as particularly strong in view of the admitted arrangements with Bulgaria, under which Bulgaria would be bound to enter the war with Rumania and operate against Constantinople.

**NEAL'S FINE CAKES AND BREAD**  
WHOLESALE, NUTRITIOUS AND SATISFYING.

Phone 2173 for Prompt Service OR ASK YOUR GROCER.

**Have the best decorated home in your neighborhood**  
The character of the neighborhood in which we live and the appearance of the houses in which we dwell have a vital influence upon our own personality, our social and business character and in moulding the character of our children.

**For the Exterior**  
Exterior decoration calls for paint made of the choicest materials and durable colors so combined as to insure the greatest covering and protecting power.

**For the Interior**  
In selecting the finish for interior walls and ceilings remember that

gives the most beautiful effects in soft, flat colors that are permanent, washable and sanitary—the most satisfactory of all interior finishes.

"Mellotone" gives a pure white finish or choice of many delicate hues, as soft as the rainbow tints. "Mellotone" will lighten and brighten your whole home.

**For every paint purpose—inside and out—there is a Lowe Brothers "High Standard" Finish**

Linduro—an enduring enamel. Non-Fading Oil Stains—for staining woods in any desired finish. "Little Blue Flag" Varnishes—remarkable for their uniform quality, depth of lustre and general efficiency.

We are exclusive agents for Lowe Brothers "High Standard" Paints, Varnishes, Enamels and Stains. Come in and see color cards and sample finishes.

**On Sale at**  
**The Purdom Hardware Co.**  
124 Dundas St.—123 Carling St. Phones 2800-2801

# Await the Fall of Lemberg in Spirit of Calm

Russians Show No Excitement Over Inevitable Loss.

LONDON, June 22.—3:30 a.m.—The Petrograd correspondent of the Times says: "The fall of Lemberg is awaited here with calm resolve. Lemberg has been used by the Russians as a base for supplies and has not been placed in a posture for defence from the west."

"Apart from the sentimental considerations involved in the abandonment of the Galician capital, there are legitimate grounds for congratulations on the preservation of the Russian armies intact, with unimpaired capacity to resume the initiative when the psychological moment arrives."

**NAIRN PATRIOTIC CONCERT.**  
NAIRN, June 21.—The patriotic concert, conducted by Rev. Mr. McIntosh, realized a net sum of \$25.

**DETROIT AND RETURN—\$2.75.**  
The Canadian Pacific Railway will run an excursion to Detroit and return, good going on the fast train, the "Dominion," leaving London at 11:23 a.m. Wednesday, June 23rd, and valid for return passage up to and including Thursday, June 24th, at rate of \$2.75. Tickets and full information at the city ticket office, corner Dundas and Richmond streets.

**B. A. MITCHELL'S DRUG STORE**  
114 DUNDAS STREET.  
—Try Our—  
**BAKING POWDER**  
30c PER POUND.

**NOTICE!**  
**A. P. STEVENS, Watchmaker**  
(date of S. K. Milroy & Co.), will now be found with The Optician, 238 Richmond street. 550c-ywt

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

**WEGNER CLOTHING CO.**  
Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

**London's Largest High-Class Workingmen's Outfitters.**  
Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls. 371 TALBOT ST., OPP. MARKET. Open Evenings. Phone 1849.

**When You Want Good Bright Coal**  
Call 312

**Heaman & Son**  
YORK AND BURWELL STS.  
Phone 312.  
ywt

# CHAWARD & CO

**DIAMOND MERCHANTS**  
Diamond Rings, \$5 to \$600.  
385 RICHMOND STREET.  
PHONE 1084.

**MATTRESSES AND FEATHERS**  
Renovated and remade by the latest improved methods. Goods called for and returned same day.  
The Keystone Bedding Co.  
Phone 2623.  
ywt

**C. H. Trebilcock**  
OPTICIAN.  
116 Dundas Street. Phone 2797.  
(Formerly With Tait Optical Co.)  
ywt

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