In Our Optical You. -Department You can always get the newest and best in OPTICAL GOODS John S. Barnard

inglish 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.

BETTER MEN'S SHOES
n ours have yet to be born. Better
hers and better shoemaking we are
n never went into shoes. Pay us
thing from \$4 to \$6, according to
style you want, and you'll get the
t shoes made for the money.

The Store that Serves You Best ist DUNDAS ST AND 15 PRICE HONDAS ST

A. MITCHELL'S DRUG STORE 114 DUNDAS STREET.

BAKING POWDER 30c PER POUND.





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

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 wise 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

walues.

SPECIALS FOR TODAY.

WASH DRESSES—Many different styles to choose from, in checks, stripes, dots and plain colors; values to \$3.00. On sale at 98c.

Another lot of TRIMMED HATS, just passed into our showroom. All colors and styles, ribbon and flower trimmings, 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 spwards.

washers, 49c, 69c, 89c, 31,29, \$1.49.
WHITE WAISTS.
Many patterns in the newest styles.
Values to \$1.75. On sale at 89c and 98c.

London Ready-To-Wear



Buy a Stop Watch for the We have them from

\$3.50 up. Military Wrist Watches, \$2.75; Ladies' Gold Filled Exansion Wristlet Watches for \$12.00 and up, and Gunmetal Wristlet Watches for \$3.75. W. J. WRAY & CO.

SEWELERS, 234 DUNDAS STREET. 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, 1371 TALBOT ST., OPP. MARKET. MATTRESSES AND FEATHERS

Renovated and remade by the latest mproved methods. Goods called for and sturned same day.

The Keystone Bedding Co.

Eyes Examined No Drugs Used training, experience and scientific pulpment enable us to guarantee abstract accuracy.

The Optician



The London Loan and **Savings Company** of Canada **DIVIDEND NO. 85**

Notice is hereby given that a diverse of at the rate of 6 per cent per at m, and bonus at rate of 14 per cent annum, has been declared on the pital stock of the company for the rent three months ending 30th June 15, and same is payable on the 2 ty, 1915, to shareholders of record

Cannot Know

of the "goodness" in every one of the 21 varieties of bread manufactured by us unless you try a loaf. Some day you are going to give that trial order—at your grocer's, to one of our drivers or to us direct. Why not do it after reading this advertisement and enjoy PERFECT BREAD in future?

The Breadman PHONES 929-1390.



\$47.75—Large Oak Cabinet of Silver. \$29.00—Westminster Chime Mantel Clock, mahogany

\$52.00—Perfectly Plain SII-ver Tea Set, 5 pieces, with tray to match. \$19.50—Extra Fine Cut Glass Bowl, with 6 Napples. \$21.50 — Silver Centreplece for table; very new. Large assortment of Bake Dishes, Chafing Dishes, En-tree Dishes and Coffee Per-colators.

Young's LONDON. EAST LONDON.

The street of th

Johnston Bros. XXX Bread The Best of Bread

It pays to buy the best where the health is concerned. Johnston's is made from the best ingredients, and

baked to perfection. Always get JOHNSTON'S

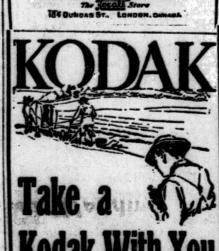
Old Friends the Best.

Editor of The Advertiser My attention has just been drawn to 9 in which reference is made to Whittier State School. We very much appreciate the recognition that you give to the efforts we are making. It is a pleasure to us to know that the old friends retain their active

nterest in us. London retains in our affectionate regard the same place that it has always held. are no friends like the old friends.

Yours cordially, FRED. C. NELLES Superintendent. Whittier, Cal., June 21, 1915.

STRONG'S HRUG STORE



a.m. developed and printed by 6 p.m. This work is guaran-

Bring your best negatives to be enlarged.

See The

If your Kodak isn't auto graphic, it isn't up-to-date. Your old Kodak can be made autographic at small cost. Mail us your films if living out of town.

CUT RATES IN DRUGS PATENT MEDICINES.

Drug Store

CHARMION CAMPHOR CREAM is a dainty, antiseptic Face Cream that should be in

every Home. The Best Cream for Sunburn Only 19c for large 25c jars at CAIRNCROSS' Dependable Drugglats 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

Council Accepts Recommendations of Boards of Health and Control.

NEAR SIDE STOP FOR CARS

Only One Corner of Richmond and Dundas Will Be Used By Street Railway.

The city council at its meeting last vening accepted the recommendation of the board of control and health that Dr. H. W. Hill, director of the Institute of Public Health, be appointed chief medical officer of health of London. The city will pay \$1,000 a year toward his salary in the dual office. He will commence his duties at once. The council plans to keep the present mand for the protection of its rights assistant. Dr. Downham, in office also, without reducing the effectiveness of ssistant, Dr. Downham, in office also City Engineer Brazier was instructed to immediately proceed with the work on the West London breakwater. City Engineer Brazier was instructed

to immediately proceed with the work on the West London breakwater. Ask For Union Label.
Hugh McPherson. Chas. Hollins and
Geo. Terry, representing the London
Typographical Union, the Trades and
Labor Council and the pressmen asked that the union label be used on the city assessment rolls when printed. It was decided to award the contract to The Advertising Job Printing Company

The United States has always cannot the right for its citizens to travel on all ships, whether or not they carry contraband. It is realized that this will be

at \$4.95 a page. The original account of Ald. Lerner for \$5.75 for expenses to Ottawa was carried, notwithstanding strenuous op-position from Ald. Manness, who alleged that Ald. Lerner had spent some of the city's money "on riotous living."

already made repeated attempts to escape is being taken into account by officials in connection with this sub-

A largely-signed petition signed by Talbot street residents, presented by Geo. Brown and Henry Macklin asked Geo. Brown and Henry Macking that no new pavement be laid on Talbot street as planned. They have just finpointed out that they have just finished paying for one pavement and think it unfair to ask them to pay for another immediately. Ald. Donnel-Voice of the People of another immediately. Ald. Donnelly opposed the deputation's request, on he ground that the street is in , a dangerous condition. The petition was

finally referred to No. 2. committee. Municipal Paving Plant.
Alderman Max Lerner gave notice orial in The Advertiser of June of motion that at the next meeting of the council he will move that the nicipal paving plant. Giving (1) an estimate of the cost; (2) an estimate of the cost of the paving done each year; (3) all other matters in conection therewith, and the establishment of a municipal paving plant. asphalt pavement on Bathurst street, between Richmond and Wellington

o the board of control. by Controller Moore, that the council convey to Sir Adam Beck its appreciathe London water supply, light and

railway to Part Stanley was carried.

Stop Cars on Near Side.

A motion by Ald. Palmer that all street cars and jitneys be requested to stop on the near side on Dundas and lines which President Wilson will ap nd streets was carried. Ald. Manness inquired if there was anything to report in regard to street ailway extensions and was told there

The council granted the London and Port Stanley Railway Commission per-mission to erect a temporary shelter for passengers on Bathurst street, near

Debenture Issues Authorized ebentures were passed: Sectrical department Victoria Hospital heating sys-10,000 Motor combination fire truck... Wharncliffe road bridge

Insurance of soldiers Authority was given to the control-lers to issue debenture notes to the extent of \$200,000 to cover local imextent of \$200,000 to cover local improvement costs. These notes are to be issued in \$1,000, denominations. In addition \$33,000 more of debenture notes, in denominations of \$100, \$300 and \$500, will be placed on the market. These smaller bonds will be sold to the general public over the counter of the city treasurer's office.

Mr. and Mrs. William Stevens Sen. and Mrs. and Mrs. William Stevens Jun. and Miss Cloughton of London are guests at T. Morgan's. James Morgan and A. Charleston of Detroit spent the week-end with their families, who are living with Mrs. T. Morgan for the summer.

James Quinn of the Producers' office

TO MAKE FINAL PLANS FOR OFFICIAL OPENING

range for L. and P. S. R. Opening Ceremony.

A meeting of the joint committee of epresentatives from the city council, ublic utilities commission, board of rade, and London and Port Stanley Railway, will meet in the city hall this Stanley road on July 22. T. J. Hannigan of Guelph, secretary of the Hydro-Electric Rallway Association of Ontario, was in London last week in connection with the opening, and he anticipates many will come to London that day.

Invitations are being sent out to Ontario municipalities, municipal councils, members of local hydro-electric commissions, radial unions, boards of trade, and members of the Provincial and Federal Legislatures. The hall and catering committee will meet before the gathering of the whole committee tomorrow night.

Brilliant Exploit of Italian Force Gains Mountain

Trying To Find Out Just What Concessions Am

OUTLOOK CALLED BRIGHT

Needed.

Washington Expects Informal Negotiations To Achieve Good Results.

the way for an understanding prior to the final drafting of the German reply. It had not been known until within shoulders. the last day or two that a preliminary exchange of views was in progress between the two countries regarding the nature of the forthcoming reply to the last American note.

Report Expected.

In official quarters it was believed that a report likely would be received regarding conferences reported in Berlin dispatches as having taken place last Saturday between the ambassador and officials of the German foreign office. The dispatches said that the had been given an outline German's reply.

While nothing has been made public concerning Ambassador Gerard's dispatches, it was understood that he had constantly informed the American Government of the gossip in Berlin official quarters regarding the reply. It was said that although he had been unable to learn definitely what the note would hidden battery which they were enoutline, he expects Germany to make a counter-proposal, which is now being discussed. He has intimated that the discussed to be allowed to discover Austria pases. The airsnips of Austria pases are found it difficult to cover more than discussed. reply would be delayed possibly a week. the battery.

What Will Satisfy? which to work. The object of the German Government is to ascertain exactly what modifications of the submarine warfare will satisfy the American dethe submarine as a weapon against Germany's enemies. Germany it is known through official sources is en-deavoring to give assurance that ships primarily engaged in passenger traffic will be free from attack without warning provided there is some certification of inspection guaranteeing in advance the nationality of the vessel on leaving American ports. It is not yet known what the arrangement will be for vessels devoted to corrying of contraband The United States has always claimed

one of the most difficult points to settle, unless arrangements are for the safety of ships engaged solely The fact that some cargo ships have

HOPES FOR NEW RULE. [By John Edwin Nevin.] shington, July 6.—Germany

to frame a new rule of internations warfare in her reply to the United States. neutrals' safety afloat without sur-rendering the advantage which her submarines afford her. This, in the opinion today of many

high officials here, is the reason for the delay in the note's completion. Some officials said they would not be surprised if another two weeks passed before the message is handed to Ammany has informally accepted America's demand for recognition of Amerships which do not violate the regulations governing merchant vessels in

Rejects Suggestion. She has rejected, however, the suggestion that "in the interests of humanity" she refrain from torpedoing merchantmen of every class. Germany, it has also developed wants nations, to aid her in safeguarding neutral lives. been explained to Ambassado

Gerard, that he is in constant touch with President Wilson, through Sec-retary Lansing, and that eventually the German note will be framed along

PORT STANLEY. PORT STANLEY, July 5 .- Mrs. Henry erguson and the Misses Annie and Minnie Ferguson of Detroit are guests of Capt. and Mrs. William Berry. Mr. and Mrs. A. Quinn have returne from visiting friends at Guelph.

Mrs. Hepburn left on Saturday to visit her daughter in Detroit.

Mr. Connor of Ingersoll is a busines caller in the village, The I. O. D. E. will meet on Tuesday at the home of Mrs. J. Price to rol

cottage on Hillcrest for the season. Mrs. Ladd located at Port Bruce last season. Mr. and Mrs. William Gilan and Miss Laura Millman of Detroit are visiting Mr. and Mrs. William Mil Mr. and Mrs. Brink of Teeswater and

Dr. Claire Brink, their son, spent Saturday with friends in the village. Mr. and Mrs. William Stevens Sen

here has been promoted to the head of-fice in Buffalo, and J. S. Kingston has taken his place here. The gasoline yacht Josephine of Erie, Pa. called here on Sunday on her way to Detroit. The sailing yacht Skip is in

Rev. Mark Turnbull, the newly-ap-pointed rector of Christ Church, had harge of the services on Sunday, and made a very favorable impression the congregation. He will reside at Drury House until the rectory is completed. The work is going forward as rapidly as possible, and the building will be an addition to the village to be proud

of his brother, Dr. W. H. Avery, for few days.
Mr. Allport is located at Mrs. L. .

Small Band Scales Almost Perpendic ular Height, Beating Austrians.

[Canadian Press.] Udine, Italy, via Paris, July 6.—Details have now been received of the taktails have now been received of the take-ing by Italians of Zeitenkofel Peak, west in lake, river and well water.

of Monte Croce Pass, on June 26.

This mountain is over 7,000 feet high, and is usually ascended from the Austrian side, as the Italian slope has been considered impassable. The Austrians had a fixed observation point with forty men well entrenched just below the top of the mountain, whence they signalled with the heliograph their artillery below, The Italians, finding it impossible to in lake, river and well water.

The bacteriologists at McGill University have proven that a small quantity of Montserrat Lime Juice will destroy typhoid germs in water in twenty minutes.

Typhoid can be prevented at home or at the country cottage by using Montserrat Lime Juice. It makes the water absolutely immune, besides providing a wholesome, cooling and thirst assuaging take the front line, which is extrem-[Canadian Press.] steep and exposed the whole way to the Washington, July 6.—The outlook for enemy's fire, decided to try the route favorable settlement of the issue be-which had been considered impossible. tween the United States and Germany Thirty volunteers from the Alpine over submarine warfare was today re- troops, headed by two lieutenants, over submarine warfare was today regarded as having advanced considerably by the beginning of informal negotiatians which, it was believed, would pave

> Slowly and with immense precautions they reached the top overlooking the Austrian encampment. They waited until night, and then opened fire with the machine gun, after which they charged with bayonets before the Austrians had time to recover from their surprise. Only one Austrian, the officer in command, escaped. He managed to rush down the mountainsid When the sun rose the Italians used the heliograph, which had caused so much damage, to summon the Alpine soldiers below. The latter joined their

position secure. FOUND THE BATTERY.

The fact that negotiations had begun was viewed in many quarters as a mountain at night, arriving within a The fact that negotiations had begun was viewed in many quarters as a favorable sign as furnishing a base on The object of the Gerthe mountain. Having taken all his observations, the Italian retired in the early morning. His Austrian uniform was seen by a sentinel who fired at him, supposing him to be a deserter. The Italian, however, escaped by swining himself down the precipice.

He returned to his headquarters made his report, which enabled Italian artillery to silence the trian battery that day:

FOR SUMMER HOMES

Prinking Water Rendered Imr From Typhold by Montserrat. Most epidemics of typhoid are trace-able to impure water.

City people going to the country for the summer months or even for week-ends, very often bring back typhoid

absolutely immune, besides providing a wholesome, cooling and thirst assuaging Keep a pitcher of this

sale at all druggists and grocers. BETHMANN-HOLLWEG'S DAUGHTER GETS MARRIED

MONTSERRAT LIME JUICE IS

age in the ice box.

[Canadian Press.]

Berlin, July 6, via London. — The marriage of Ilse Von Bethmann-Hollweg, the only daughter of the German imperial chancellor, to Count Zech-Burkersroda, the chancellor's adjutant, was celebrated yesterday at Hohenfinow, Dr. Von Bethmann-Hollweg's estate near here. estate near here.

ROME BELIEVED SAFE

strian Airships Unable to Reach Capital and Return.

[Canadian Press.] Rome, via Paris, July 6.-Discussing he possible menace to Rome from an Austrian air :aid, the Giornal D'Italia expresses the belief that the Italian cap ital may consider itself virtually safe, because it is 235 miles from Pola and 213 miles from the Island of Lissa, the Austrian bases. The airships of Austria

NOTICE Eggett & Co.

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

Rowat's Pleases people are particular. COFFEE 50c Per Pound.

T. A. ROWAT & CO. 250 Dundas St.-Phones 3051-3052 315 miles in a single flight, and it is re-

garded as impossible for them to make a raid on Rome, and then complete the MARD

Diamond Rings, \$5 to \$600. 386 RICHMOND STREET. PHONE 1084.

About Your Eyes C. H. Trebilcock 116 DUNDAS STREET.
Formerly with Tait Optical Company.

KNOWLEDGE in our examina

MERIT in our methods. QUALITY in our glasses. THE REASON for our suc-Brown Optical Co.

223 DUNDAS STREET. 1877. Evenings by Appoint The best ad. is a satisfied

customer. One ton will convince you

OUR COAL IS THE BEST Heaman & Son YORK AND BURWELL STS. Phone 312.

RUBBER GOODS OF ALL KINDS REPAIRED



Auto Tire Repair and Vulcanizing Works 186 KING STREET, PHONE 5124.

It's Neal's You Want For Quality

To Satisfy Your Appetite

Phone 2173 or Ask Your Grocer

Wednesday R. J. Young & Co. Morning Specials Morning **Specials**

Sale Ladies' Cotton Princess Slips, trimmed with lace or embroidery, splendid quality\$1.00 10 dozen Ladies' Cotton Draw-

5 dozen Odd Skirts, not every size in stock; value up to \$2.50. Sale price \$1.35 10 dozen Ladies' Cotton Night gowns, well made and finished,

8 dozen Corset Covers, lace trimmed, with ribbon inserted, perfect fitting25c Ladies' Bungalow Aprons, made of good quality American per-

ers, in open and closed styles, hemstitched. Only25c

lovely quality cotton. Special

Whitewear Wednesday Morning Knit Goods Bargains in Readyto-Wear

New Jap Silk Waists, in white and black, also natural shantung, with long and three-quarter sleeves, roll collars, pleated and hemstitched, also hemstitched front and shoulders. Sizes 34 to 42. Very special \$1.98

Black and White Stripe Voile Waists, white organdy collars and cuffs, hemstitched in black and white, rows of pin tucks on front and fancy pearl buttons, three-quarter sleeves, in sizes 34 to 42. Only 98c Special sale of Wash Skirts, in grey and black mixture, with patch pockets, high waist line. Regular \$1.50. Wednesday 98c

34 only large size Walking Skirts, in black panama cloth

pleated flare bottom, braid trimmed. Sizes 28 to 34 waist bands. Very special, only \$2.98 Special sale of Women's and Misses' Tub Dresses, in colored voile, percale, linen and muslin, in colors of mid-blue, sky, Ladies' Silk Lisle Hose, in cales, nicely trimmed, all sizes | pink and mauve, in plain colors and fancy floral designs. | white and black, all sizes. Only All in the newest season's styles. July sale price....\$2.98

Specials

Ladies' Cotton Vests, nice fine quality, all sizes. Only two for 25c Extra fine quality Vests, in all sizes; regular 50c......35c Or 3 for \$1.00 Ladies' Knitted Drawers, nice fine quality, well finished. Only

Wednesday

Better quality with lace trimming, all sizes. Only......35c Ladies' Knit Combinations, in short-sleeve and no-sleeve styles. Very special 39c Silk-Ankle Hose, in sand, grey, black and white. Very special Hose, silk ankle, in copen and black and white mixed, lovely quality75c

Dressgoods Bargains

Special sale of All-Wool Serge, 42 inches wide, in navy, brown, copen, grey, black and cream. Just a limited quantity on sale for 50c

Four pieces only Silk Lace Cloth, in mauve, green, sky, copen; regular 50c. Fancy Silk Crepe, with colored floral de-

sign on white ground, 42 inches wide, very seasonable; regular 85c. Sale price. . . 59c Fancy Satin Stripe Voile, in colors of navy, copen, white and black, an ideal Fancy Satin Figured Crepe, in colors of cream, rose and tan, 40 inches wide; will

36 inches wide, splendid quality. Only wash perfectly. Only45c Black and White Check, 42 inches wide, in

Staple Specials

pieces Unbleached Cotton, heavy round thread, 40 inches wide. Extra pieces Curtain Madras, 36 inches, plain centre, colored border; regular

15c. Wednesday 10c

1 Table Dress Ginghams, in blue, tan, brown, black and white; worth up to 15c. For 81/2c 12 only White Crochet Quilts, good quality and size; regular \$1.00. For 79c

New Palm Beach Suiting just to hand,

New Cotton Voile, in narrow, medium and wide black and white stripe, 40

Silks Reduced Fancy Brocade Tokio, in colors of pink,

sky, copen, navy and white, 27 inches wide; washes well; makes an ideal sum-36-Inch Wide Silk, in fancy black and white check, a splendid-wearing quality; very special value98c The season's newest demand-36-inch Taffeta, black ground with fancy hairline stripe, lovely soft chiffon make, splendid wearer. Only\$1.50

For Wednesday morning only, 36-Inch Wide Colored Paillette Silk, in all the fashionable shades, including Joffre blue, militaire khaki, astral, etc.; regular 98c. For in black only. This silk has a wide repu-

Extra Special in **Boys' Suits**

These suits come in a nice shade of brown and blue, with neat hairline stripe; they are splendidly made, with patch pockets, | ing only 2 pairs for 25c helted back and full bloomers. For ages 8 to 14 years. These suits are well worth \$5.00. Wednesday morning only \$3.48 Men's Overalls, in plain blue and blue with white stripe; good quality denim; extra large cut; made with bib and braces; worth \$1.00 69c | lar's worth.

2 Pairs for 25c 18 dozen only Men's Fine Merino

Socks, in nice shade of grey, spliced toes and heels; sizes 10, 101/2 and 11; regular 20c value. Wednesday morn-

Men's White Cotton Handkerchiefs, tape bordered; good big size, 20 inches. When you see them you'll want a dol-

English Paramatta Rainceats coffee shade, military collar with tab, double-stitched seams and cemented, light-

ning conductor round skirt; ventilated armholes, double texture; worth \$7.50. Wednesday morning only \$3.95 39c-Ten dozen only Men's Work Shirts. in tans, black and white stripe, blue and white, good big sizes, good quality materials: sizes 141/2 to 161/2; regular 50c. Wed-

142-144 Dundas R. J. YOUNG & CO. 668 Dundas

Men's 20c Merino Socks, 12 Only Men's Imported

6 for 25c