

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 clear the system, and are sure to bring the stomach. Price 50c a box, only at TAYLOR'S FIVE CUT-RATE DRUG STORES.

BETTER MEN'S SHOES
than ours have yet to be born. Better leathers and better shoemaking we are sure, never went into shoes. Pay for anything from \$4 to \$8, according to the style you want, and you'll get the best shoes made for the money.

J.P. COOK & CO.
"The Store that Serves You Best"
181 DUNDAS ST. EAST, LONDON, ONT.

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

We mine our own Coal and sell direct to you at lowest summer price.
Egg and Stove for furnace, Chestnut for baseburner, Large Pea Coal for range and heater.

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.
WASH DRESSES—Many different styles to choose from, in checks, stripes, dots and plain colors. Values to \$5.00. On sale at 80c.

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 \$35.95, \$39.95, and \$49.95.

MIDDYS—All sizes and colors, fast washers, 40c, 50c, \$1.00, \$1.49.

WHITE WAISTS.
Many patterns in the newest styles. Values to \$1.75. On sale at 80c.

London Ready-To-Wear
256 DUNDAS STREET, W.

STOP WATCHES
Buy a Stop Watch for the races. We have them from \$3.50 up.

Military Wrist Watches, \$2.75; Ladies' Gold Filled Expansion Wristlet Watches for \$12.00 and up, and Gunmetal Wristlet Watches for \$3.75.

W. J. WRAY & CO.
JEWELERS, 254 DUNDAS STREET, W.

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

London's Largest High-Class Workingmen's Outfitters.
Exclusive Manufacturers Agents for the Best Canadian and American Makes of Overalls, 571 TALBOT ST., OPP. MARKET, Open Evenings. Phone 1940.

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

The Keystone Bedding Co.
Phone 2523. 777

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

The Optician
388 RICHMOND STREET, W.

Phone 141

Artificial Ice Supply Company

Pure Ice and Good Service

The London Loan and Savings Company of Canada

DIVIDEND NO. 85

Notice is hereby given that a dividend at the rate of 8 per cent per annum, and bonus at rate of 1 1/2 per cent per annum, has been declared 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.

You 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?

PARNELL
The Breadman
PHONES 929-1390.

Wedding Gifts That Please

\$47.75—Large Oak Cabinet of Silver.
\$29.00—Westminster Chime Mantel Clock, mahogany finish.
\$52.00—Perfectly Plain Silver Tea Set, 5 pieces, with tray to match.
\$19.50—Extra Fine Cut Glass Bowl, with 6 Napkins.
\$21.50—Silver Centrepiece for table; very new.
Large assortment of Bake Dishes, Chafin Dishes, Etc., Dishes and Coffee Percolators.

Young's
LONDON, EAST LONDON.

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
at your grocer's or from a wagon at your door. Phone 344.

Voice of the People

Old Friends the Best.
To the Editor of The Advertiser:
My attention has just been drawn to an editorial in The Advertiser of June 9 in which reference is made to the Whittier 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 interest in us. London retains in our affectionate regard the same large place that it has always held.

Time but makes it dearer that there are no friends like the old friends. Yours cordially,
FRED. C. NELLES,
Superintendent.
Whittier, Cal., June 21, 1915.

STRONG'S DRUG STORE
159 GUYTON ST., LONDON, ONT.

KODAK

Take a Kodak With You

Films left with us before 11 a.m. developed and printed by 6 p.m. This work is guaranteed.

Bring your best negatives to be enlarged.

See The Autograph Kodak

If your Kodak isn't autographic, 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 AND PATENT MEDICINES.

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

CHARMION CAMPHOR CREAM

is a dainty, antiseptic Face Cream that should be in every Home.
The Best Cream for Sunburn. Only 18c for large 25c jars at **CAIRNCROSS'**
Dependable Druggists
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.

CONFIRMS DR. HILL AS CITY'S M.O.H.

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 evening 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 assistant, Dr. Downham, in office also. City Engineer Brazier was instructed to immediately proceed with the work on the West London breakwater.

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Ask For Union Label.
Hugh McPherson, Chas. Hollings 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 at \$4.95 a page.

The original account of Ald. Lerner for \$5.75 for expenses to Ottawa was carried, notwithstanding strenuous opposition from Ald. Manness, who pointed out that Ald. Lerner had spent some of the city's money "on motus living."

A largely signed petition signed by Talbot street residents, presented by Geo. Brown and Henry Macklin asked that no new pavement be laid on Talbot street as planned. They pointed out that they have just finished paying for one pavement and think it unfair to ask them to pay for another immediately. Ald. Donnelly opposed the deputation's request, on the ground that the street is in a dangerous condition. The petition was finally referred to No. 2 committee.

Alderman Paying Notice of Motion.
The council has just been notified of motion that at the next meeting of the council he will move that the city engineer be instructed to have the city assessment rolls when printed, it was decided to award the contract to The Advertising Job Printing Company at \$4.95 a page.

A motion by Ald. Lerner that an asphalt pavement be laid on Bathurst street between Richmond and Wellington streets be laid at once, was referred to the board of control.

A motion by Ald. Merryland, seconded by Controller Moore, that the council convey to Sir Adam Beck its appreciation of his services in connection with the London and Port Stanley Railway was carried.

Ald. Manness inquired if there was anything to report in regard to street railway extensions and was told there were no developments.

The council granted the London and Port Stanley Railway Commission permission to erect a temporary shelter for passengers on Bathurst street, near Richmond.

Debtors Issues Authorized.
Bylaws for issue of the following debentures were passed:
London Waterworks \$30,000
City electrical department 62,000
Victoria Hospital heating system 10,000
Sewage disposal lands (East End) 10,250
Sanitary Mr. and Mrs. G. H. Penson 50,000
Motor combination fire truck 7,500
Wharfside road bridge 9,000
Insurance of goods 20,000

Authority was given to the controllers to issue debenture notes to the extent 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, \$500 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.

TO MAKE FINAL PLANS FOR OFFICIAL OPENING

Joint Committee Meet Tonight To Arrange for L. and P. S. R. Opening Ceremony.

A meeting of the joint committee of representatives from the city council, public utilities commission, board of trade, and London and Port Stanley Railway, will meet in the city hall this evening to make arrangements for the official opening of the London and Port Stanley road on July 22. J. J. Hangan of Guelph, secretary of the Hydro-Electric Railway 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.

GERMANY WOULD SAFELY STAY

Trying To Find Out Just What Concessions Are Needed.

OUTLOOK CALLED BRIGHT

Washington Expects Informal Negotiations To Achieve Good Results.

[Canadian Press.]
Washington, July 6.—The outlook for a favorable settlement of the issue between the United States and Germany over submarine warfare was today regarded as having advanced considerably by the beginning of informal negotiations which, it was believed, would pave the way for an understanding prior to the final drafting of the German reply.

It had not been known until 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 here late today from Ambassador Gerard regarding conferences reported in Berlin dispatches taken from the place last Saturday between the ambassador and officials of the German foreign office. The dispatches said that the ambassador had been given an outline of 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 German reply. It was said that although he had been unable to learn definitely what the note would outline, he expects Germany to make a counter-proposal, after which he will be 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 mountainside.

When the sun rose the Italians used the helicopter, which had caused so much damage, to summon the Alpine soldiers below. The latter joined their comrades in numbers and made the position secure.

FOUND THE BATTERY.
[Canadian Press.]
Udine, Italy, via Paris, July 6.—The Italian troops operating against the Austrians near Monte Croce Pass, being exposed recently to fire from a hidden battery which they were entirely unable to locate, an Alpine soldier from the neighboring district of Prull asked to be allowed to discover the battery.

Dressed in the uniform of a dead Austrian officer, he crept up the mountain at night, arriving within a few yards of the battery, which was hidden in a natural grotto, the path to which was masked by the slope of the mountain. Having taken all his observations, the Italian retired in the early morning. His Austrian fire was seen by a sentinel who fired at him, supposing him to be a deserter. The Italian, however, escaped by swimming himself down the precipice.

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

Whitewear Sale

Ladies' Cotton Princess Slips, trimmed with lace or embroidery, splendid quality \$1.00

10 dozen Ladies' Cotton Drawers, in open and closed styles, hemstitched. Only 25c

5 dozen Odd Skirts, not every size in stock; value up to \$2.50. Sale price \$1.35

10 dozen Ladies' Cotton Nightgowns, well made and finished, lovely quality cotton. Special 60c

8 dozen Corset Covers, lace trimmed, with ribbon inserted, perfect fitting 25c

Ladies' Bungalow Aprons, made of good quality American percales, nicely trimmed, all sizes 50c and 75c

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. Sale price 35c

Fancy Silk Crepe, with colored floral design on white ground, 42 inches wide, very seasonable; regular 85c. Sale price 50c

Fancy Satin Stripe Voile, in colors of navy, copen, white and black, an ideal summer fabric. Sale 40c

Fancy Satin Figured Crepe, in colors of cream, rose and tan; 40 inches wide; will wash perfectly. Only 45c

Black and White Check, 42 inches wide, in small, medium and large checks. Only 25c

Staple Specials

5 pieces Unbleached Cotton, heavy round thread, 40 inches wide. Extra special 7 1/2c

5 pieces Curta Madras, 36 inches, plain centre, colored border; regular 15c. Wednesday 10c

1-Table Dress Gingham, in blue, tan, brown, black and white; worth up to 15c. For 8 1/2c

12 only White Crochet Quilts, good quality and size; regular \$1.00. For 79c

New Palm Beach Suits just to hand, 36 inches wide, splendid quality. Only 25c

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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, belted back and full bloomers. For ages 8 to 14 years. These suits are well worth \$5.00. Wednesday morning only \$3.49

Men's Overalls, in plain blue and white with white stripe; good quality denim; extra large cut; made with bib and braces; worth \$1.00 60c

INSPECTION OF 25TH.
ST. THOMAS, July 5.—Col. Shannon, D.O.C., London, made his annual inspection of the 25th Egin Regiment on night. The regiment paraded nearly full strength, and was complimented on its efficiency by the colonel. Thousands lined the streets to view the parade.

Brilliant Exploit of Italian Force Gains Mountain

Small Band Scales Almost Perpendicular Height, Beating Austrians.

[Canadian Press.]
Udine, Italy, via Paris, July 6.—Details have now been received of the taking by Italians of Zeitenkofel Peak, west 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 take the front line, which is extremely steep and exposed the whole way to the enemy's fire, decided to try the route which had been considered impossible.

Thirty volunteers from the Alpine troops, headed by two lieutenants, climbed the almost perpendicular face of the mountain, tied together by ropes. Notwithstanding the difficulties of the ascent they carried a machine gun in pieces, which were strapped on their shoulders.

Slowly and with immense precautions they reached the top overlooking the Austrian encampment. They waited until night, and then opened fire with their machine gun, after which they were 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 mountainside.

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Rowat's COFFEE 50c Per Pound

T. A. ROWAT & CO.
250 DUNDAS ST.—Phone 3061-3052. J.W.T.

FOR SUMMER HOMES

Drinking Water Rendered Immune From Typhoid by Montserrat.

Most epidemics of typhoid are traceable to impure water.

City people going to the country for the summer months or even for week-ends, very often bring back typhoid germs, owing to vegetable decomposition in lakes, 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 beverage.

Keep a pitcher of this healthy beverage in the ice box.

MONTSEERRAT LIME JUICE is for sale at all druggists and grocers.

BETHMANN-HOLLWEG'S DAUGHTER GETS MARRIED

[Canadian Press.]
Berlin, July 6, via London.—The marriage of the 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.

ROME BELIEVED SAFE

Austrian Airships Unable to Reach Capital and Return.

[Canadian Press.]
Rome, via Paris, July 6.—Discussing the possible menace to Rome from an Austrian air raid, the Giornal d'Italia expresses the belief that the Italian capital 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 have found it difficult to cover more than

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