

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.

Taylor's Cream of Roses
Aromatic, antiseptic, fragrant; cures red, rough, sunburned skin. Sold at 5c per ounce, only at Taylor's Five Cent Rate Dispensary.

An Ideal Drink for Summer Months—
ICED—
Grand Mogul TEA
IT'S PURE TEA

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

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

We mine our own Coal and sell direct to you at lowest summer price.
Big and Stove for turnouts, Chestnut for basements, Large "Pee" 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 \$3.00. On sale at 50c.
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 upwards.
KIDNEY—All sizes and colors, fast washers, 45c, 55c, 65c, \$1.29, \$1.49.
Many patterns in the newest styles. Values to \$1.15. On sale at 95c and 90c.

London Ready-To-Wear
256 DUNDAS STREET.

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, 234 DUNDAS STREET.

MATTRESSES AND FEATHERS
Renovated and remade by the latest improved methods. Goods called for and returned same day.
The Keystone Bedding Co.
Phone 2622.

Artificial Ice Supply Company
Pure Ice and Good Service
Phone 141

The London Loan and Savings Company of Canada
DIVIDEND NO. 85
Notice is hereby given that a dividend at the rate of 5 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.

Enlargements
From your good negatives beautiful enlargements can be made at very low cost.
Take a KODAK With You
Mail your films to us if living out of town. We prepay postage on Kodak work.

STRONG'S Drug Store
184 DUNDAS ST., London, Ont.
OUT RATES IN DRUGS AND PATENT MEDICINES.

UPCOOK CO.
The Store that Serves You Best
181 DUNDAS ST. 2nd Floor

Jet Jewelry
Genuine European Styles, Manufactured in Whitby, Eng.
Most extravagant showing of Jet Jewelry ever placed before you.
NECKLACES (fancy), COLLARS, BRACELETS, CROSSES, EARRINGS, BROOCHES, NECKLETS (short and long).

YOUNG'S
"A GOOD PLACE TO BUY."
London and 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 944.

SEEK RETIREMENT TO AID BELLIGERENTS
President Wilson Declines to Accept Application of Naval Officers.

WASHINGTON, D.C., July 2.—President Wilson has denied the application for voluntary retirement of twenty commanders and lieutenant-commanders of the navy who sought to leave the active list under the law, which permits such retirement on June 30, when promotions from the grade of junior lieutenant have been less than forty during the preceding year.

Department officials said so far as they know none of the twenty applicants had received offers from the private war munitions establishments, which have been seeking to employ army and navy officers. It was disclosed, however, that some other officers have sought retirement to accept such positions and that their requests have been promptly refused on the ground that to permit naval officers on the retired list to engage in the manufacture of ordnance for a foreign belligerent would be breach of neutrality.

The Premier Investment

One of the well-known investment houses of Toronto, Messrs. A. E. Ames & Co., states that in an experience extending over a half century, there has not been such a wide interest in Government and municipal investment as at the present. Discriminating investors of all classes, such as insurance companies, banks, loan companies, and private investors, are all taking advantage of present opportunities. This is due to the past splendid record of Canadian municipal securities for absolute safety and present attractive prices.

CHANGE OF ROUTE.
The route of the Wolseley jitney service has been changed from Quebec to Adelaide street. This makes a ten minute service instead of fifteen as formerly, which will be given from 11:30 a.m. until midnight.
On Sundays and holidays the route will be extended to Springbank, and a half hourly service given.
The cars will also meet the morning trains and the midnight train and may be engaged for special service at low rates between midnight and 11 a.m. by phoning 2491.

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

Kodaks, Brownies and Premo Cameras

TODAY
Bring your films here before 11 a.m.; they will be finished by 6 p.m. The work will be expertly done and guaranteed.

Enlargements
From your good negatives beautiful enlargements can be made at very low cost.

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Mail your films to us if living out of town. We prepay postage on Kodak work.

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UPCOOK CO.
The Store that Serves You Best
181 DUNDAS ST. 2nd Floor

Quality Is Economy.
PERFECT PICTURES
Cost No More
—but you must bring or mail your films to

CAIRNCROSS'
DRUGS AND PHOTO SUPPLIES
216 DUNDAS STREET.
Phone 880.
(No charge for postage, and prompt service to all out-of-town work.)

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

EXPLOSION WRECKS PART OF CAPITOL AT WASHINGTON

WASHINGTON, D.C., July 2.—A tremendous explosion, believed to have been caused by some kind of bomb or infernal machine, wrecked the public reception room on the east side of the capitol building shortly before midnight tonight. No one was injured.

Officials believed that the explosive was placed by a crank, who desired to create a sensation. Visitors were allowed in the room during the day, and a timed machine might have been left without attracting attention. Superintendent Woods of the capitol building, summoned by panic-stricken watchmen, made a hurried investigation, then telephoned for an expert on explosives. Until the expert has made his report no official statement concerning the incident will be made public.

Part of the ceiling and side walls of the room were shaken down, a huge mirror and a crystal chandelier shattered, and the doors blown down. One of the doors led into the office of the vice-president, and is said not to have been opened in 40 years.

TURK TROOPS IN TRANSPORT SUNK BY BRITISH SUBMARINE

Craft Repeats Feat in Sea of Marmora, While Land Forces Make Important Gains—Achi Baba, a Small Gibraltar, Surrounded.

[Canadian Press.]
LONDON, July 2.—1:55 a.m.—A British submarine in the Sea of Marmora on June 26 sank the Turkish transport No. 42, which was full of troops, according to the Athens correspondent of the Exchange Telegraph Company.
General Sir Ian Hamilton, commanding the allied land forces at the Dardanelles in his second official dispatch of the week, records the repulse of a vicious counter-attack by the Turks who were bent on recovering the lost ground south of the fortified hill of Achi Baba and the strong position at Krithia, which the British have for some time been attempting to envelop.
The British forged a bid forward last Monday and the following day the Turks, after sapping and mining, launched a counter-stroke with the bayonet. This was crushed, and the British forces operating on the right in Kereves Dere Valley, toward the east-coast of Gallipoli, advanced and consolidated the ground won the latter part of June. The distances are not stated. Despite the hard fighting ever since the landing on April 25, the Franco-British expedition only lately had achieved anything notable toward strengthening its hold on the tip of the Gallipoli peninsula, Achi Baba being a small Gibraltar, bristling with machine guns, surrounded by barbed wire and terraced with trenches. This is the reason why an allied progress is halting with great satisfaction in England. It is interesting to note the tributes to the Turk's bravery and even gallantry paid in almost every dispatch by the British correspondents at the Dardanelles. At no time during the peninsula fighting have the Turks been accused of atrocities.

Official Statement.
An official statement given out by the British Government, this evening announced the capture of certain trenches in the Dardanelles operations, which complete the capture of that part of the Turkish line gained by the French on June 21.

ONLY ONE SURVIVOR OF SCOTLAND MONARCH
Fourteen Men Were Washed Overboard After Boat Was Launched.

ST. IVES, England, July 2.—11:15 p.m.—Michael Opposin, the sole survivor of the sixteen of the men who escaped in one of the lifeboats which carried the crew of thirty-six from the British steamer Scotland Monarch, when that vessel was sunk by a German submarine last Tuesday, was landed by a trawler here this afternoon.

Opposin said that the seas were very rough when the boat was launched, and rising higher as the storm increased and breaking continually over its sides, fourteen men being washed overboard. Chief Officer Grierland, from exposure and injuries. His dead body also was landed by the trawler.

A previous dispatch stated that the captain and nineteen of the crew of the crew of the Scotland Monarch were picked up and landed at Dunmore, Ireland.

TORONTO WOMAN SAYS DAUGHTER WAS KIDNAPPED
Searches for Seven Years and Locates Accused in Windsor.

[Special to The Advertiser.]
WINDSOR, July 2.—William Routley, aged 55, a carpenter living at 65 Sandwich street west, was arrested at 7 o'clock tonight on complaint of Mrs. Alice Lewis, of Balm Beach, Toronto, who charged him with having kidnapped her daughter, Hazel (now aged 9) seven years ago.

The alleged kidnapping took place from Toronto first Mrs. Lewis, who is now trying to locate Routley.

SPIRITS A STATE MONOPOLY.
ZURICH, Switzerland, via London, July 3.—2:25 a.m.—Preparatory to making the production of spirits a state monopoly, an Austrian ministerial decree prohibits the creation of new distilleries and raises the tax on spirits from ten to fourteen cents a litre.

CUDDY WOULD ACCEPT.
CALGARY, July 2.—Chief of Police Cuddy stated that if the city council of Toronto approves his appointment as fire chief he will accept the position.

Toronto Turning Out the World's Giant Aeroplane
Will Follow General Lines of the America and Will Be Called "Canada."

TORONTO, July 2.—The giant aeroplane now under construction for the British Government at the Curtiss works in Toronto is to be completed this month and will be one of the most powerful, if not the most powerful, aerial fighting machine in the world. The general lines of the design but several departures in details will make her a distinctive type, which will be known as the "Canada," that being the name which will be bestowed on the machine when finished. While the "America" is a hydro aeroplane, the new flying machine will be of the land type. She will carry a machine-gun and plentiful stock of ammunition and explosives.

MUNITIONS MEASURE PASSES THE LORDS

LONDON, July 2.—The munitions measure, giving David Lloyd George, minister of munitions, wide power to whip the munitions supply, passed the House of Lords today, and will be a statute when the King affixes his signature.

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Rowat's COFFEE
50c Per Pound.
T. A. ROWAT & CO.
280 DUNDAS ST.—Phone 3051-3052, ywt

ITALIANS DEMOLISH AUSTRIANS' CAMP
Foe Dislodged From Entrenchments in Course of Construction.

SUPPLY BASE IS FIRED
Counter-Attacks By Foes Repulsed at Freikofel With Heavy Loss.

[Canadian Press.]
ROME, July 2.—The following Italian statement, concerning the progress of hostilities, was given out here tonight: "The action of the artillery is becoming more intense along the entire front, especially in Carnia where fire has been opened against the defensive works of Predil Pass, an effective result being obtained in a short time."

"An enemy camp of about five hundred tents in the vicinity of Elder, beyond Ploeken, was demolished. The enemy also was dislodged by our fire from entrenchments in construction at Strehle and at Sella De Pransk. "Yesterday an Alpine detachment captured an enemy entrenchment on the northern slope of Val Grande, the fire from which was hindering our occupation of Freikofel. During the night and at daybreak the enemy, in two violent counter-attacks, tried to dislodge our troops from the entrenchment, but were repulsed both times with heavy losses. One hundred and fifty were counted. Some prisoners were captured and 100 guns were taken."

"On the Isonzo River the action continues its course. "Fire from our artillery burned the village of Critinka, where large stocks of supplies were stored. "Last night the enemy twice attacked a position captured on the Carnic plateau, but they were repulsed."

ASK SPECIAL CARE FOR MENTAL TROUBLES
Physicians Urge That Doctors and Nurses Be Sent to Front.

TORONTO, July 2.—A resolution urging the Provincial Government to send a special expedition of doctors and nurses to the front to treat soldiers suffering from mental and nervous strain was passed by the Ontario Medical Council before it adjourned at 11 a.m. today, for a year. It was asked that either this be done or the sufferers be brought home for treatment in Canada.

THREATENING LETTERS FOR GERMAN EMBASSY
NEW YORK, July 2.—Prince Von Hatzfeldt-Trachenberg, German charge d'affaires, tonight said that more than a hundred threatening letters had been received by the German embassy now in its summer quarters at Cedarhurst, Long Island. This was made known in a reply to inquiries regarding reports that Count Von Bernstorff, the German ambassador, had gone into seclusion. Prince Von Hatzfeldt said, however, that Count Von Bernstorff was well.

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

Brown Optical Co.
223 DUNDAS STREET.
Phone 1877. Evenings by Appointment.

ROSS' LIMITED
DRESSES
Just received from the hand of the makers the newest styles in Voile and Crepe, in all the latest colorings. Prices \$3.75 to \$15.00

WASH SKIRTS
In Repp, Bedford Cord, etc. \$1.00 to \$3.25

MIDDY WAISTS, 85c, 98c and \$1.50

NECKWEAR
The newest in the trade.

PHONE 1319. 196 DUNDAS STREET.

Port Stanley Subscribers
Arrangements have been completed for the delivery of both the morning and evening editions of The Advertiser at Port Stanley, from June 23 to September 6, 1915, and the same satisfactory service regarding news items and delivery of papers that has been in force for the past seven years is assured for this season. Londoners spending their holidays at Port can secure their favorite newspaper by notifying or telephoning The Circulation Department, phone 3670.

MISSISSIPPI LOW-CUT SHOES.
Most every young miss takes great pleasure in wearing handsome Oxford Ties or Pumps. Nowhere does a dainty low-cut shoe appear to be more than on the trim and slender foot of the young lady. Our mississippis low-cut footwear is very handsome. Oxford, Ribbon Ties, Pumps, Canvas Shoes, etc. Choice leathers and refined shoemaking, new lasts and every new feature of style. \$1.25, \$1.40 and \$1.60.

UPCOOK CO.
The Store that Serves You Best
181 DUNDAS ST. 2nd Floor

EAT ALOAFA AT ALL TIMES—
More Especially Now

Neal's Big Loaf

Will Satisfy Your Appetite and Sustain Your Energy

Phone 2173 for Home Service or Ask Your Grocer.

Neal London Bread Co., Ltd.

2 to 10 Carlton Ave. London

We Use Fleischmann's Yeast

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 1049.

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

THE BEST COAL IS THE CHEAPEST IN THE END. TRY OUR D. L. & W. Scranton Coal

Heaman & Son
YORK AND BURWELL STS.
Phone 312.

London's Rubber Man
Bring Your Rubber Troubles To Us
Auto Tire Repair and Vulcanizing Works
186 KING STREET. PHONE 5124.

1864 1915
A Joint Savings Account
is one opened in the name of two or more persons. Either party to such an account has the privilege of withdrawing or depositing money.

In case of the death of one of the parties the amount on deposit may be withdrawn by the survivor without any formality or process of law.

Take advantage of our profitable rates.
3 1/2 %
Per annum compounded half-yearly.

Huron & Erie
Mortgage Corporation

Main Branch 442 Richmond Street, London
Market Branch 4-5 Market Square, London
St. Thomas Branch 346 Talbot Street, St. Thomas
T. G. MEREDITH, K. C., President.
HUME CRONIN, General Manager.

GOOD BREAD
Means Good Health and Economy

In olden days there were very few of the ills now common amongst men, women and children. That was on account of the simple life they led—early to bed and early to rise, and plain food, particularly bread. Today we take our sleep irregularly, and more than half the food we eat is adulterated. That is not the case with

Parnell's Breads

Every loaf in our twenty-one varieties is absolutely pure. We have offered large rewards time and again to any person who could prove that we used any kind of adulterant in the manufacture of our bread. We knew they couldn't, and we wanted the public to know it.

PARNELL'S BREADS—There is a loaf to suit every taste, and a large double loaf for big families is the best bread made in Canada today. Try a loaf once and find out for yourself.

AT ALL FIRST-CLASS GROCERS, FROM OUR WAGONS, OR BY ORDER.

PARNELL The Breadman
Phones 929-1390