

VOICE OF THE PEOPLE

A PROPOSAL TO SAVE THE TRACTION LINE.

To the Editor of The Advertiser: Will you kindly allow space in your valuable paper for a suggestion regarding the saving of the Traction Line, or at least that portion of it between St. Thomas and London? It has been reported that the work of scrapping the Stanley street cars is in progress...

Raisin Bread

It's delicious and nourishing, and it is made with the same care and of the same quality foodstuffs that are used in all Parnell's Bread.

Order a loaf today. Parnell's Breadman. Canada Food Board License No. 5-065.

Diamonds

Could you imagine a more appropriate gift than one of our Diamonds? We have them at prices ranging from \$10 Up.

A special value is our LADIES' SOLITAIRE at \$50, a beautifully cut gem of the highest quality, mounted in a 14k. solid gold setting.

YOUNG'S TWO STORES, LONDON.

Give This Delicious Bread a Trial

We feel sure that once you have eaten JOHNSTON BROS. XXX BREAD and know its delicious flavor...

Fall Styles

in all hat wear. Our hats have the snap and style of the latest fashions. BELTZ & CO.

Tremendous Demand On Casket Company

Keeps Men Rushing. Local Firm Unable To Cope With Orders Received.

Perhaps the busiest industry in London today is the casket company. The demand on this company for coffins is such that Manager A. J. Mitchell says his firm cannot possibly cope with the situation.

BURIED AT WINGHAM. WINGHAM, Oct. 16.—The funeral took place here today of Richard James, an old and highly respected resident of Wingham, who died Saturday, aged 85.

ROSS' LIMITED

Manufacturers of Fur Garments FURS



Recent fur markets in New York and St. Louis show very material advances in almost all fur pelts, especially Lynx, Sable and Muskrat, which are in demand today on account of their appearance, durability and comfort.

Every Purchaser Will Reap the Benefit This Season, the Same as Last Year, as Indications Are That the Market Is Short and the Demand Increasing.

- In Hudson Seal (Seal Muskrat), our prices are much under present market values, as our pelts were purchased many months ago. Special Select Hudson Seal Coat, box style, lined Skinner's Satin, 38 inches long \$197.50

LADIES' WEAR DEPARTMENT

Our method in this, as in furs, is to manufacture our own merchandise and sell direct to the wearer. Our materials are purchased direct from the mills and every garment is guaranteed.

SUITS

In Velour, Silvertones, Serges, Gabardines, Poplins, Tricotines and all the popular materials are shown in the new shades of Brown, Blues, Reinder, Navys and Black, both in plain and fur-trimmed. Prices \$40.00 to \$65.00

COATS

The new styles in Velour, Naps, Witneys, Tweeds and Silk Plush are now daily coming through our factory and placed on sale at manufacturers' prices.

FORMER MUNITIONS PLANT TO BE USED AS AN EVAPORATOR

Will Continue To Supply "War Materials." The large building at the foot of King street, formerly used as a munitions plant, has been secured, thanks to the courtesy of the manager of the Bank of Nova Scotia, to be used for the preparing of apples for evaporation in the big patriotic fruit conservation campaign inaugurated by the I. O. D. E.

May Get School Children. A plan for having the windfall apples gathered in the orchards surrounding the city is under consideration, namely, to approach the proper authorities in regard to obtaining the help of older schoolboys, who are now free, owing to the closing of schools for the influenza epidemic.

Farmers Will Help. Those who are organizing the campaign are much encouraged by the response they are meeting from owners of apple orchards. One man living a few miles from the city asked that barrels be sent out to him.

After the "Flu" Build up your strength with VINOL. The Great Cod Liver Oil and Iron Tonic—Pleasant To Take.

50c Morina Peroxide Vanishing Cream 24c 60c Dr. Chase's Ointment 38c 35c White Liniment 19c

Cigar Bargains

10c Arabs, Havana Perfectos, Baled Havanas, Mi Lindas, Rex or El Moro 25c 10c Japs, Santa Claras, Sims and Gaste's 1492 5 for 40c Gaste's Spurr and Panatelas 5 for 25c

Rheumatism Can Be Cured

English Rheumatism Capsules are absolutely guaranteed to relieve the worst rheumatic pains in six hours and to cure permanently if given a fair trial.

STOLE AUTO TIRES; IS GIVEN SENTENCE

W. H. Dowell Goes To Ontario Reformatory. William H. Dowell, who last week pleaded guilty to the theft of some automobile tires from A. B. Greer, was this morning sentenced by Magistrate A. H. M. Graydon to three months or more than two years in the Ontario Reformatory.

DEATHS AND FUNERALS

DEATH OF F. O. RUMBALL, JUN. The death occurred on Tuesday afternoon of Fred G. Rumball, son of Ex-Mayor F. G. Rumball, 30 Bruce street. Mr. Rumball had been in very poor health for a long time. He is survived by his sister, Mrs. C. J. Nichols, with whom he had lived for a number of years; one brother in law, Miss Lorna at home, and his father, F. G. Rumball.

DEATH OF INFANT. The funeral took place Wednesday morning at 11 of Donald Ewart Ledo, an infant, from the Children's Shelter, who died in Victoria Hospital on Monday from Spanish influenza. Interment was made in Woodland Cemetery. Inspector Sanders conducted the services.

DIED AT WORCESTER. The death occurred at Worcester, Mass., on October 5, 1918, of Isabella (Campbell) McCutcheon, after an illness of several years. She was born in Peterboro, Ont., September 2, 1862, and was the eldest daughter of James and Mary Campbell. She is survived by her husband and two sons, Roy McCutcheon of Hamilton, Ontario, and Serg. Floyd D., who is now in France with the American army, and one daughter, Cecile A. wife of Charles H. Turner of Worcester. Mrs. James Campbell of 155 Wharncliffe road is her stepmother. The funeral will be held here today.

FUNERAL OF CADET E. G. MOORHEAD. The funeral of Cadet Edmund G. Moorhead, son of A. C. G. and Mrs. Moorhead, 477 Quebec street, who died from Spanish influenza at Toronto Base Hospital on Sunday, took place Wednesday afternoon at 2:30 from the Mortuary at 3. The funeral was of a military nature. Services were conducted by Rev. J. N. Norton of the Malvern street Epiphany Church. Members of the Royal Air Force conducted the body to the Union Station at Toronto.

FUNERAL OF MRS. YOUNG. The funeral took place Wednesday afternoon of Mrs. Sophia Young, wife of Pte. Chas. Young, 773 Eilas street, who died on Monday from Spanish influenza. The services were conducted at the house at 2:30 by Captain Morton of Wolseley Barracks. Interment was made in Mount Pleasant cemetery.

DEATH OF A CHILD. The funeral of little Lois Leitch, aged 6 years, of St. Thomas, formerly of this city, who died of Spanish influenza, will be held tomorrow from 411 Talbot street, to Mount Pleasant cemetery at 2:30. Her father, Pte. George Leitch, is in France. He left London with the 13th Battalion.

TO BE BURIED FRIDAY. The funeral of Harry Harold Gatecliffe, who was the only surviving son of Mr. and Mrs. Harry Gatecliffe, 122 Dorinda street, will take place tomorrow from the family residence, 154 Adelaide street, to Woodland Cemetery. Rev. A. B. Rice conducted the services. Mr. Gatecliffe died of Spanish influenza, and was 22 years of age.

FUNERAL OF SVONEDY GARLEY. The funeral of Harry Garley, son of Hugh Garley, took place this afternoon from the family residence, 154 Adelaide street, to Woodland Cemetery. Rev. A. B. Rice conducted the services. Mr. Garley was employed as a shoe cutter at Scott & Chamberlain's. He died from Spanish influenza.

Taylor's Drug Stores

Should be headquarters for all careful drug buyers, not only because Taylor's prices offer you a wonderful opportunity to save money, but because every article he sells to you is guaranteed to be pure, fresh, full strength and exactly as represented.

For your own good welfare take advantage of the following BARGAINS FOR THURSDAY, FRIDAY AND SATURDAY: PRICES THE SAME AT ALL SIX STORES

Table listing various dental and medical supplies with prices. Includes Hutas Tooth Paste (24c), Nuxated Iron (65c), Burdock Blood Bitters (69c), Fruit-a-tives (28c), 60c Williams' Pink Pills (29c), 35c Castoria (24c), 35c Frezone (24c), 50c Fruit-a-tives (28c), 60c Dr. Chase's Nerve Food (32c).

'Flu' Preventives

Camphor, Oil of Eucalyptus, Sulphur, Formaldehyde, Fumigating Candles, Sulphur Candles, Brompton Hospital Throat Lozenges 25c

10c Tasteless Cod Liver Oil Preparation 78c \$1.25 Pinkham's Compound 98c Antiphlogistine 69c, 98c, \$1.48

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Rheumatism Can Be Cured

English Rheumatism Capsules are absolutely guaranteed to relieve the worst rheumatic pains in six hours and to cure permanently if given a fair trial.

For Safety's Sake

Check that cold now. A delay may mean the development of influenza, la grippe or pneumonia. Get a bottle of Taylor's Throat and Lung Balm today.

35c Syrup of Figs 19c 50c Syrup of Figs 38c 25c Syrup White Pine and Tar 16c 50c Pinex 38c 50c Household Ointment 28c 25c Baby's Own Tablets 17c 100 A, B, S and C Tablets 18c Nerviline 24c

50c Hacking's Heart and Nerve Pills 38c 25c Hydrogen Peroxide 15c 50c Mustardine Ointment 33c \$1.00 Morina Face Powder (all shades) 48c

Strengthen Your System

To resist the germs of disease with the following well-known tonics: Jr. Morin's Syrup Hypophosphites One of the Best Tonics. Recommended by Doctors Everywhere.

Wampole's Cod Liver Oil \$1.00 Nyal's Creophos \$1.00 Vinol \$1.00

35c Listered Dental Cream 24c \$1.00 Ingram's Milkweed Cream 62c 50c Ingram's Milkweed Cream 31c 100 Bland's Improved Iron Pills 13c 50c Mentholatum 38c 25c Mentholatum 16c 35c Freezone 24c

CANADA FOOD BOARD

Food will win the war. Don't waste it.

25c Carter's Little Liver Pills 2 for 25c 50c Gin Pills 35c, 3 for \$1 10c Toilet Paper 4 for 25c 50c Dod's Kidney Pills 29c 50c Pond's Vanishing Cream 24c 25c Electric Oil 17c Tonal Iron Capsules \$1 00 25c Witch Hazel Cream 16c

TAYLOR DRUG CO.

6 Red Stores London's Greatest Cut-Rate Druggists 6 Red Stores

Main Store—399 Talbot Street, Opposite Market, Phone 1194 South Branch—Corner Horton and Wellington Streets, Phone 379 East Branch—62 Dundas Street, Phone 663 North Branch—Corner Richmond Street and Central Avenue, Phone 4151 Hamilton Road—Corner Hamilton Road and Anderson Avenue, Phone 406 London South Branch—Corner Wortley Road and Craig Street, Phone 1920

There is a Taylor Drug Store Near You

COOK'S Shoe Store

THE STORE THAT CARRIES THE STOCK. Richmond and Dundas Street.

DIAMONDS

Diamond Rings from \$5 to \$150, including single diamonds, rings, three and five diamonds, and many fancy settings in newest design. C. H. WARD & CO. DIAMOND MERCHANTS. 386 Richmond Street.

ROWAT'S COFFEE

The best procurable. Pleasea particular 55c PER POUND. 850 Dundas St. Phone 3751-3053. Canada Food Board License No. 5-1422

Our RETREADING is QUALITY Work, Not the Average.

London Tire Repair Depot. 154 Wellington Street, Phone 2334. A. WILKES, Opp. McClary's.

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man. 346 DUNDAS STREET. PHONE 5124.

THE London Loan and Savings Co. OF CANADA

Government Bonds To Pay 6% 4% ALLOWED ON DEPOSITS M. J. KENT, Manager.

Remarkable Growth of Selak Business

"Big oaks from little acorns grow," says the old adage, and big businesses from little businesses are properly cultivated with the fertilizer of honest business methods coupled with a desire to sell satisfaction to customers. Such a policy on the part of Selak Brothers, now located at the corner of Dundas and Waterloo streets, has been the means of building up a wonderful business in ten years.

WINGHAM SCARED. WINGHAM, Oct. 16.—The Spanish influenza has struck Wingham and vicinity, and already there are about 30 cases under the doctor's care. The hospital here is almost filled with patients. The main schools and churches have closed this morning by order of the health board, and possibly before many hours orders will go out to close billiard parlors and picture shows. Somewhat of a panic has seized the people.

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Carlyle TREBILCOCK OPTICIAN

Two Doors East of Majestic Theatre. W

NEWSPAPER

magazines, farm paper, trade paper, millboard, street car and direct advertising.

Federal Advertising Agency

T. H. YULL, Dominion Savings LONDON, CANADA