VOICE OF THE PEOPLE 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, o at least that portion of it between St. Thomas and London? It has been reported that the work of scrapping the

line has already commenced at Port Stanley, but even if this is so, why can we not have that portion between St. Thomas and London? It is surely worth an effort, anyway. The Traction has been a boon to all property-owners on or near the line, and I am sure they do not wish to see it go. It is a well-known fact that property, both farm and village, went up with a jump with the coming of the Traction, and if it goes now, property along the line will strength of the Traction traverses between St. Thomas and London, who will afford to pay \$500 to \$1,000 rather than have the line cease, for when it ceases their property will go down in value just that much, and the conveniences they have enjoyed will go with it, and I believe that the number who could, and would, if they were approached regarding it, be willing to subscribe from \$100 to \$500 to make sure of the line running, would run into the hundreds. The Traction has been not only a value-raiser and a convenience for passengers and freight, but has brought new life into the communities through which it has passed, and I do not think for a moment that the farmers along the line and the residents of the villages of Talbotville. Tempo, Scottsville and Lambeth, and the outskirts of London, should stand aside and let the line go if money will save it. The city of London really needs the road, and could undoubtedly make it pay if operated in conjunction with the L. and P. S. R., which they could do by buying the Traction as far as St. Thomas, and taking up the rails from a point about a mile and a half southeast of Talbotville, and running the road straight on to connect with the L. and P. S. R., which they could afford to sell the St. Thomas London with the La and P. S. R., which they could afford to sell the St. Thomas London of the line and they have been asking for the whole line, and should

Shoe Store THE STORE THAT CARRIES THE STOCK.



DIAMONDS Diamond Rings from \$5 to \$350,

including single diamond rings, three and five diamonds, and many C. H. WARD & CO.

DIAMOND MERCHANTS. 386 Richmond Street.

COAL \$15.50 A TONI
This was the price paid for six tons
at a sale. Heat your home with a
Majestic Electric Heater, fully guaranteed, and buy it from. Western Ontario Electric Co. 237 Dundas Street. Phone 4071. ROWAT'S COFFEE

The best procurable. Pleases particular 55c PER POUND 250 Dundas St.

Phones 3051-3052 Canada Food Board License No. 8-3422. 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

A PORTABLE LAMP. One that can be stuck on the wall or bed at any angle. That's what you should have. We have them. Why not BENSON-WILCOX ELECTRIC CO. Phone 2671. 264 Dundas Street.

London Loan and Savings Co. OF CANADA

Governnent Bonds for sale

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

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.

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. We are sure you would like it.

YOUNG'S

TWO STORES, LONDON.

Give This Delicious Bread a Trial--- W_{ε} feel sure that once you

Johnston Bros.

BREAD and know its delicious flavor

you will become a regular con-sumer. It's different. Try a loaf. Your grocer sells it. JOHNSTON BROS. Phone 944. License No. 5-263.

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 business colleges and schools were 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. WINGHAM SCARED.

Remarkable Growth of Selak Business

"Big oaks from little acorns grow," says the old adage, and big businesses from little businesses grow, that is providing the little lininess is 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 Albert Selak, tailor, now located at the corner of Dundas and Waterloo streets, has been the means of building up a wonderful business in ten years. Ten years ago this business started in a small store at 260 Dundas street. One man was employed then, who, by the way, met death at Ypres, fighting for Canada. After being in the first shop for a short while, satisfied customers became numerous it was necessary to move to larger quarters, and another store was secured at 248 Dundas street, where business was carried on for some time. Again the policy of general satisfaction proved its merit, for after a short stay at 248 it was found necessary to secure larger quarters and a move was made to the corner of Dundas and Clarence streets, where Andrews' Toggery had been located for some time. Business increased in leaps and bounds in this store, where a large staff of expert cutters and tailors were employed all the year through. After some years in this location, it was again found necessary to seek larger quarters, and Mr. Selak secured the building at the corner of Dundas and Waterloo streets and converted it into a workshop and store. Early last spring a move was made linto the new quarters, where it was thought there would be plenty of room, but business has grown so rapidly that Mr. Selak will again have to enlarge his place, and is now preparing plans for doing so.

In conversation with The Advertiser, Mr. Selak pointed out that his policy of satisfaction to the workshop and stores and converted to the that his policy of satisfaction to the workshop and satisfaction to the workshop of satisfaction to the workshop and satisf

plans for doing so.

In conversation with The Advertiser, Mr. Selak pointed out that his policy of satisfaction to the customer was responsible for this remarkable growth, aided by truthful and judicious advertising. "We follow the style markets of the country closely, buy only the very finest weaves of cloths and build our clothes to fit the individual man," said he, "At one time where we had only one member of the family purchasing his clothes from us, we now have fathers and sons," he continued. "Another thing that I notice growing rapidly is our businessmen's orders. Businessmen are keen and know what they want, when they want it, and quality goods. We give them all three, and that is why our business is growing so rapidly."

EBILCOCK OPTICIAN

Two Doors East of Majestic Theatre. NEWSPAPER

magazine, farm paper, trade paper, billboard, street car and direct ad-Federal Advertising Agency

inion Savings

RAINCOAT SPECIALS THIS WEEK.

FORMER MUNITIONS PLANT TO BE USED AS AN EVAPORATOR

Fall Styles

Our hats have the snap and style of

Tremendous Demand

BURIED AT WINGHAM.

in all hat wear.

the latest fashions.

BELTZ & CO.

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. The work of paring and preparing will begin on Friday, under the direction of the Abigail Becker Chapter, I. O. D. E. Sir Adam Beck is Installing the necessary equipment for evaporating the fruit in a part of his factory.

May Get School Children.

Perhaps the busiest industry in London today is the Globe 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.

For the past week, his enlarged staff has been working day and night, on Sunday and on the holiday, packing coffins. These are rushed out in large numbers by express. One shipment to Montreal on Monday totalled 18 coffins. The stand taken by some boards of health for immediate burial or metallic coffins has resulted in the tin shops being rushed to make metallic linings for coffins.

Manager Mitchell says they are sendthe fruit in a part of his factory.

May Get School Children.

A plan for having the windfall apples sathered 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. It is pointed out that it will furnish interesting employment for the boys, and that out in the country in the fresh air is the best place they can be to prevent contracting influenza. Manager Mitchell says they are send-ing out an average of 50 coffins daily. This is about the largest number the staff can get ready and packed for ship-

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.

"About seven or eight?" asked the committee member with whom the conference was held.

"No, about twenty," he replied.

"It looks to me as if we are going to have our hands pretty full with this work," said the director-general of the apple-paring forces gleefully, as she re-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. He had been a member of the Methodist Church for 40 years.

ROSS'

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 so much 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 Special Select Hudson Seal Coat, lined fancy silk poplin, 40 inches long\$205.00 Select Northern Canadian Muskrat Coat, box style, lined Skinner's pure silk, 42 inches long\$135.00

Select Northern Canadian Muskrat Coat, box style, lined fancy poplin, trimmed with Hudson seal collar, cuffs and buttons, 42 inches long\$150.00 Select Northern Canadian Muskrat Coat, box style, lined best Italian, 42 inches long......\$110.00 Select Northern Canadian Muskrat Coat, box style, lined

best Italian, 50 inches long\$150.00 Full range of Fur Sets, Capes, Stoles, Neckpieces, Muffs, etc., in Fox, Lynx, Mink, Sable, Wolf, Hudson Seal, Beaver, Ermine, etc., all at manufacturers' prices.

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. Our staff of designers, operators and finishers are constantly sending to our salesroom the very latest styles of the hour, as constant and close touch is ever kept with the centres of fashion.

SUITS

In Velour, Silvertones, Serges, Gabardines, Poplins, Tricotines and all the popular materials are shown in the new shades of Brown, Blues, Reindeer, 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. BLOUSES IN THE LATEST MODELS.

In Silk Crepe de Chine, Georgette, etc., in our usual UNEXCELLED VALUES. NEW NECKWEAR JUST FROM THE MAKERS.

196 DUNDAS STREET.

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 repre-For your own good welfare take advantage of the following BARGAINS FOR THURSDAY, FRIDAY AND SAT-

PRICES THE SAME AT ALL SIX STORES

Hutax Tooth Paste	24c	\$1.00 Nuxated Iron65c	\$1.00 Burdock Blood Bitters69c	50c Fruit-a-tives 28c
50c Williams' Pink Pills	29c	35c Castoria24c	35c Freezone 24c	50c Dr. Chase's Nerve Food 32c

'Flu' Preventives Camphor, Oil of Eucalyptus, Sul-

phur, Formaldehyde, Fumigating Candles, Sulphur Candles. Brompton Hospital Throat Lozen-

ges 25c Cumaform Throat Tablets 25c Paraformic Troat Lozenges ... 25c Formolid Gargling Solution 25c Germicidal Antiseptic Soap ... 25c Fever Thermometers at all prices. Atomizers and Spraying Solutions. Morin's Sore Throat Remedy .. 24c Nyal's Hydrogen Peroxide (best quality) 25c

\$1.00 Tasteless Cod Liver Oil Preparation79c \$1.25 Pinkham's Compound98c Antiphlogistine69c, 98c, \$1.48

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 60c Dr. Chase's Ointment 38c

Cigar Bargains

35e White Liniment19c

10c Arabs, Havana Perfectos, Baled Havanas, Mi Lindas, Rex or El Moro4 for 25c 10c Japs, Santa Claras, Suns and Gaste's 1492 5 for 40c Gaste's Spark and Panatelas.... 5 for 25c

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. It is the only remedy absolutely guaranteed to cure the worst cough, cold, or bronchial irritation. It is at least five times stronger than ordinary cough syrups, mixtures, etc., and the dose is so very much smaller (just half teaspoonful), that it cannot upset the most delicate stomach. Throat and Lung Balm acts on the eliminating organs of the body as well as on the throat and lung passages, and in this way enables the system the more quickly to throw off the worst cough or cold. It will give prompt relief in asthma and bronchitis. Price, 35c a bottle, on our no-cure-no-pay guarantee. Larger sizes, 65c and \$1.20.

350	Syrup of Figs	
500	Syrup of Figs	1
500	Syrup of Figs	i
25c	Syrup White Pine and Tar	1
50c	Pinex	3
50c	Household Ointment	9
25c	Baby's Own Tablets	1
100	A, B, S and C Tablets	1
Mar	viline	å

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. They dissolve and carry away the uric acid, the true cause of all forms of rheumatism. Price 50c a Box.

Bargains in Rubber \$2.50 Dr. Morin's Special Hot Water Bottles, two-quart, two-year guar-guaranteed for five years, two quarts ... \$2.98 90c Combinations for Hot Water Bottles 74c 50c Five-Foot Syringe39c 25c Ear and Ulcer Syringes 19c \$2.00 Fountain Syringes \$1.49

	Hacking's				
250	Hydragas	D		•••••	39c
50c	Hydrogen Mustardine	Peroxic Ointr	de	• • • • • • •	15c
\$1.0	00 Morina F	ace Por	wder	(all sh	ades)
•	• • • • • • • • • • • • • • • • • • • •	• • • • • •	• • • • •		48c

Strengthen Your System

To resist the germs of disease with the following well-known tonics: Dr. Morin's Syrup Hypophosphites 96c One of the Best Tonics. Recommended by Doctors Every-Wampole's Cod Liver Oil\$1.00

Nyal's Creophos \$1.00 35c Listerated Dental Cream.....24c \$1.00 Ingram's Milkweed Cream...62c 50c Ingram's Milkweed Cream....31c 100 Blaud's Improved Iron Pills...19c 50c Mentholatum36c

25c Mentholatum18c

35c Freezone24c CANADA FOOD BOARD Food will win the war. Don't

25c Carter's Lit. 2 for 25c | 50c Gin Pills ... 35c, 3 for \$1 | 10c Toilet | 4 for 25c | 50c Dodd's Ridney Pills 50c Pond's Vanishing 24c 25c Electric Tonal Iron Capsules...... \$1 00 | 25c Wite

TAYLOR DRUG CO.

6 Red Stores

Medicines.

London South Branch-Corner Wortley Road and Craig Street.. Phone 1920

Nyal's Family North Branch—Corner Richmond Street and Central Avenue Phone 663
Hamilton Road—Corner Hamilto Hamilton Road-Corner Hamilton Road and Anderson Avenue...Phone 405

London's Greatest Cut-Rate Druggists

Main Store-399 Talbot Street, Opposite Market...... South Branch-Corner Horton and Wellington Streets........Phone 379 East Branch-652 Dundas Street.....

6 Red Stores

There is a Taylor Drug Store Near You

16c

STOLE AUTO TIRES:

tario Reformatory.

William H. Dowdell, who last week leaded guilty to the theft of some automobile tires from A. B. Greer, was this morning sentenced by Magistrate A. H. M. Graydon to an indeterminate sentence of not less than three months or more than two years in the Ontario

His discharge papers give him a good record, and he had no other charges against him, Magistrate Graydon remanded him until Monday for a further consideration of the case.

One drunk paid \$10 and costs for venturing on the street while in a hilarious mood.

would be glad to give a lift if they thought they wanted one.

"The idea is to have these owners display a small red paper heart on their windshields, and a returned man on the street seeing it and wishing for a ride, will only have to step to the curb and salute in order to get a lift. We are going ahead with the scheme and hope to have it running shortly."

EPIDEMIC ABATING AT MILITARY HOSPITAL

close

It is a statement of the margest wind the service were services were conducted at the history and the money.

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DEATH OF F. G. RUMBALL, JUN.
The death occurred on Tuesday afternoon of Fred G. Rumball, son of ExMayor F. G. Rumball, 90 Bruce street.
Mr. Rumball had been in very poor
health for the past few years. He is
survived by his sister, Mrs. C. J.
Nicholls, with whom he had lived for
a number of years; one brother in the
west; Miss Lorna at home, and his father, F. G. Rumball.

DEATH OF INFANT The funeral took place Wednesday morning at 11 of Donald Ewart Lade, 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.

welfare of returned men are carried out.
"The e are a number of amputation cases now in London," said one of the men interested in the scheme today, and a number of automobile owners who would be glad to give a lift if they thought they wanted one.

Mary Campbell. She is survived by her died in St.

Husband and two sons. Roy McCutcheon day, was he of Hammon, Indiana, and Sergt. Floyd High Mass and one daughter, made in St.

American army, and one daughter, cecile A., wife of Charles H. Turner of Worcester. Mrs. James Campbell of 155 at the gravity. FUNERAL OF CADET E. G. MOOR-

The funeral of Cadet Edmund G. Moorhead, son of Ald. C. G. and Mrs. Moorhead, 477 Quebec street, who died from Spanish influenza at Toronto Base Hospital on Sunday, took place Wednesday afternoon to Mt. Pleasant Cemetery at 3. The funeral was of a military nature. Services were conducted by Rev. J. N. Norton of the Maitland Street aptist Church.

Members of the Royal Air Force conducted the body to the Union Station

Mary Campbell. She is survived by her husband and two sons. Roy McCutcheon of Hammon, Indiana, and Sergt. 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. MOOR.

Rosy complexion Says we can't help but look

DRINK HOT WATER

IF YOU DESIRE A

TO BE BURIED FRIDAY.

The funeral of Wilbert Harold Gatecliffe, who was the only surviving son
of Mr. and Mrs. J. H. Gatecliffe, 432
Dorinda street, will take place tomorrow from the family residence. Mr.
Gatecliffe died of Spanish influenza,
and was 22 years of are. CARS WITH A HEART

SOON WILL BE SEEN

ON STREETS OF CITY

"Cars with a heart" will soon be seen on London streets if the plans of one of the local organizations interested in the local organization in the l