

ROWAT'S COFFEE
The best procurable. Please particular people.
55c PER POUND
250 Dundas St. W. Phone 2051-2052
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SHOES!
Of Artistic Taste!
SHOES!
Of the Finest Quality!

Ladies!
When you come to this store for shoes, you are sure of not being disappointed in the range, variety, quality and price of the stock. Our stock is so extensive and so carefully selected to meet London's taste, that we are always sure of being able to please, fit and satisfy the most particular patron.
The styles for 1918 and 1919, fall and winter, are really most interesting and inviting. Come in and let us show you. No trouble. We are here to serve everyone interested in footwear of any kind.
Boots, Shoes, Rubbers, Spats, Slippers for Father, Mother, Sister, Brother, Ruddy-Boy, Tot and Baby, all can be fitted—all will be pleased.

MAKE YOUR MONEY FIGHT!
BUY VICTORY BONDS!

Cook's Shoe Store
THE STORE WITH THE STOCK.

DIAMONDS
Diamond Rings from \$5 to \$250.
Including single diamond rings, three and five diamonds, and many fancy settings in newest designs.
C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

RUINING THE EYES? YES, it is exactly what many people are doing today.
Jeopardizing their present and future health through eyestrain caused by neglect and carelessness and their lack of the proper glasses. Don't allow yourself to be counted among their number. If you need glasses an examination will save your eyesight.

CONSULT US
Carlyle TREBILCOCK OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

Our **RETRADING** is **QUALITY** Work, Not the Average.
London Tire Repair Depot
184 Wellington Street. Phone 2334.
A. WILKES. Opp. McClary's. ywt

GET YOUR TIRES RETREADED. IT PAYS.
London's Rubber Man
346 DUNDAS STREET. BROCKMAN. PHONE 5124. ywt

Taylor's 6 Cut-Rate Drug Stores
Agents for Vinol
The Great Cod Liver Oil and Iron Tonic.

London and Port Stanley Railway
Timetable Effective Sept. 9.

CUNARD
ANCHOR
ANCHOR-DONALDSON
PASSENGER AND CARGO SERVICES
MONTREAL, HALIFAX, NEW YORK, BOSTON, TO
London, Liverpool, Glasgow, Bristol.
Money sent by MAIL or CABLE to Great Britain, Ireland, Scandinavia, Italy, France, Portugal, Spain, Switzerland. For further information apply to local agents, or
THE ROBERT REFORM CO., LTD.
General Agents, Canadian Service, 50 King Street East, Toronto.

THE
London Loan and Savings Co.
OF CANADA
Government Bonds
for sale
To Pay 6%
4% ALLOWED ON DEPOSITS
M. J. KENT, Manager. ywt

Individuality
is the keynote of our success as military and fur traders in the
BELTZ & CO.

Safety First!!
The next safest investment to a Victory Bond is one of our Diamonds. The kind of Diamonds we sell do not depreciate in value and are actually increasing. We have the Diamond you want, whether you wish to pay \$500 or \$5000.
Our Diamonds are open to inspection to all interested.

YOUNG'S
LONDON.
STOP! LOOK! LOOSEN.
BUY VICTORY BONDS!
ywt

Oh, So Good!
The same old original, sweet, nutty flavor is baked into this delicious

Johnston Bros' XXX Bread
If you are not already listed among our thousands of satisfied customers, we ask you to give this wholesome loaf a trial. We want you to know just how good bread can be made under the food most board regulations.
At All Progressive Dealers.
JOHNSTON BROS.
Phone 944.
License No. 5-253.

Iron Recommended After Influenza.

Doctors recommend that people take iron to build up the blood after an attack of Spanish Influenza. One of London's best-known physicians remarked several days ago that hundreds of people who have had influenza will contract pneumonia this winter if they do not build up their systems properly. The germs of this dread malady impoverish and poison the blood, and as a result the system is left in a weakened condition. The limbs feel weak, and the man or woman recuperating from "flu" find they have no inclination to perspire. The battle against this modern war known to science to take iron is in the form in which it is put in Tonal-iron Capsules, and hundreds of people are using it after an attack of influenza with excellent results. These capsules are soft and dissolve very quickly in the system, and all the iron they contain is quickly absorbed. This remedy also contains several other non-narcotic stimulants, and creates an appetite, as well as working on the bowels, liver and kidneys. Tonal-iron Capsules are guaranteed by the manufacturer, and are sold by all druggists in Canada and the United States for \$1 a box, or mailed anywhere in Canada on receipt of the price. Tonal-iron Company, Box 184, London. ywt

GNR. JACK WOOLLEY IS AMONG WOUNDED

Gunner Jack Woolley, who is attached to a trench mortar battery, has been wounded and admitted to hospital. Word to this effect was received by his parents, Mr. and Mrs. Thomas Woolley, of Richmond Street, London. Gunner Woolley enlisted with the 72nd Queen's Battalion from Kingston. Previous to enlisting he was employed as bookkeeper with the Briscoe Motor Company in Brockville.

A SLUGGISH LIVER CAUSED SEVERE HEADACHES

The duty of the liver is to prepare and secrete and serve as a filter to the blood, cleansing it of all impurities. Healthy bile in sufficient quantity is Nature's provision to secure regular action of the bowels, and when the liver is sluggish it is not working properly, and does not manufacture enough bile to thoroughly act on the bowels and carry off the waste products from the system, hence the bowels become clogged up, the bile gets into the blood, constipation sets in, followed by sick and bilious headaches, coated tongue, bad breath, heartburn, water brash, bad taste in the mouth in the morning, jaundice, floating specks before the eyes, etc.
Miss Dian Clark, Myer's Cave, Ont. writes: "I take pleasure in writing you concerning the good I have received by using Milburn's Laxa-Liver Pills for sluggish liver. When my liver got bad I would have severe headaches, but I got better after I had used a couple of vials of your pills."
Milburn's Laxa-Liver Pills gently unblock the secretion, clear away all waste and effete matter by acting directly on the liver, and make the bile pass through the bowels, instead of allowing it to get into the blood.
Milburn's Laxa-Liver Pills are 25c a vial at all dealers, or mailed direct on receipt of price by The T. Milburn Company, Limited, Toronto, Ont. N. 2, 16, 36.

VICTORY BONDS
are the certificates of our freedom. Buy to the limit.
Federal Advertising Agency
T. H. VULL
Dominion Savings Building
LONDON, CANADA.

V. A. D. NURSE FALLS VICTIM OF DISEASE SHE HELPED FIGHT

Mrs. Ruth Gilbert of No. 4 Division Is Dead.

Yesterday No. 4 Nursing Division, St. John Ambulance Association, lost its first member through the epidemic, one who literally made the supreme sacrifice to save the lives of others.
From the time the nursing division recognized the seriousness of the epidemic a month ago, and the members volunteered their services, Mrs. Ruth Gilbert, wife of William Gilbert, of 551 Talbot street, gave herself wholeheartedly and unreservedly to caring for the sick. In this she manifested marked ability as well as courage and untiring zeal.
A month ago she began to feel ill, but insisted upon staying on duty. Three days ago pneumonia developed, and though she had every care and attention, she passed away at her home last evening. Since she literally gave active service in the St. John Ambulance ranks, and owing to the wish of her stricken husband, the funeral on Sunday at 2 o'clock from the family residence at 551 Talbot street will be under the direction of the St. John Ambulance Association. She will be buried as a nursing sister of the order, and the tender hands of sister nurses arrayed in the uniform she had honored.

Mrs. Gilbert was 31 years of age, and is survived by her parents, Mr. and Mrs. Arthur Birch, and four brothers, George and Joe serving in France; Walter and Sidney of this city, and two sisters, Mrs. George Coomber and Mrs. H. Dear, also of this city.

The nursing sisters will assemble at 404 Talbot street at 1:30 o'clock on Sunday and parade to the house. All members of the order in the city are extended an invitation to join in paying the last respects to this V. A. D. internment will be made in Mount Pleasant cemetery.

BOARD OF TRADE HAS NEW MEMBERS
The Total Roll Has Now Reached 805.

Citizens of London are continuing to enroll as members of the reorganized London Board of Trade. The membership roster now contains a total of 805 names, which makes the organization the largest and most representative body in London. Since the close of the membership campaign on October 21, 23 additional names have been added to the roster.

London has less than a month until its citizenship and equipped it for patriotic service to the nation, for constructive help to the Province of Ontario, and for a greater and better city. The reorganized board of trade is now equipped with a working membership, which represents the greatest force in the community.

To Consider Work.
During the past week the entire membership has been called out in small groups to consider and discuss a comprehensive program of work for the organization. The two questions presented to the board of trade for consideration were:
1. What in your opinion is the thing of first importance that should be undertaken by the board of trade to improve the trade conditions and opportunities in your own line of business?
2. What, as a citizen, do you believe that the board of trade should first undertake for the good of the city at large?

To those who did not appear at the first call to group meetings, a second opportunity will be extended. It is urged that the membership take this matter seriously and come out to express themselves on this most fundamental and basic project in the reorganization.

New Members.
The following are the names of members who have joined the organization since the close of the membership campaign:
F. H. Butler, Dr. A. D. Craig, W. T. Donohue, A. E. Ferte, Col. W. M. Gartshore, Dr. A. Harris, Henry H. Hamerton, Mrs. C. B. King, Dr. John C. Lindsay, James McCormick, R. M. McEwen, Ernest E. Miller, C. S. Morse, F. Maine, R. D. McDonald, Fred D. McMahon, J. A. McNevin, J. McClary, Moore, J. M. Moore, Very Rev. P. O'Connor, George Pernokis, J. K. H. Pope, W. H. Smith, D. Steele, George Summers, Leonard Tait, J. W. G. Winnett, B. C. Weissbrod.

DR. L. L. STAPLETON PNEUMONIA VICTIM
Prominent Physician Fails To Recover From Influenza.

After an illness extending over a couple of weeks, James Leonard Stapleton, one of London's leading young physicians, passed away at 11 o'clock Friday night at his home, 338 Dundas street. Dr. Stapleton was taken sick a couple of weeks ago with Spanish influenza, which developed into pneumonia. His case had been considered hopeless for several days, and little hope was held out for his recovery. He is survived by his wife and little daughter, Mary, his mother, Mrs. O. Stapleton of Toronto, who came up a week ago owing to his illness, one sister and three brothers—Mrs. George C. McIntosh of Toronto, Will of Toronto, Harry of Denver, Col., and Benjamin of Detroit. Arrangements have not yet been completed for the funeral, which will take place on Monday.

Dr. Stapleton lived practically all his life in London, was born here, educated in the public schools and collegiate institute, and graduated from the Western University Medical College in 1908. He was subsequently a house surgeon in the Luckawanna Steel Company's hospital in Buffalo for six months, on the staff of the Hamilton Hospital for the Insane for a time, and chief house surgeon at Victoria Hospital for a time. He has been practicing medicine in London for eight years.

WESTERN "U" GRADUATE DIES IN ENGLAND

CAPT. T. R. GUILFOYLE

PASSES IN ENGLAND; A PNEUMONIA VICTIM

Graduate of Western Medical School—He Served in Saloniki.
A few hours after receiving a letter from Capt. T. R. Guilfoyle stating that he was well, his mother, Mrs. Mary Guilfoyle of 682 Adelaide street, received a telegram Thursday evening announcing his death from pneumonia at Whitely Camp, England, on October 25.

Besides his mother he leaves a widow, Mrs. W. H. Guilfoyle, who is nursing in New Bedford, Massachusetts, three sisters, Mrs. W. R. Struthers of West Monmouth, Ont., Mrs. H. H. Berger of Stevensville, Ont., and Miss Annie Guilfoyle, principal of the high school at Erin, Ont., and one brother, C. W. Guilfoyle of the Royal Bank at Santa Domingo, West Indies. Dr. E. W. Shaw of London is an uncle, and Miss N. Shaw of 682 Adelaide street is aunt.

Capt. Guilfoyle graduated in medicine from Western University in 1913 and spent one year in the Queen's General Hospital as house surgeon before going to Belgium to take up a practice. Signing up with the Canadian Expeditionary Force in June of 1916, he went to Saloniki, where he was stationed until December of 1917. While there he was attached to the base hospital. In February of this year he came on a short furlough. He went to England in June where he had been working since.

In his last letter which was sent from Whitely Camp, where he was stationed, he says that he was well, but there was a great deal of sickness there.

VOICE OF THE PEOPLE

A TRIBUTE TO THE LATE DR. BEAL.
To the Editor of The Advertiser:
Will you kindly permit a few words of personal tribute to the late Dr. Beal. I was greatly shocked and saddened to see an account of his death in The Advertiser. Personally, I will never forget Dr. Beal. He was largely through his skill and constant attention during my very serious illness last winter in London that I am alive today. His cheerful disposition, his bright, optimistic manner in the sick room was most helpful to the patient. He was a marked success in his profession, but he loved to fight and master disease; he loved to make sick people well and bring brightness and hope out of darkness and despair.
London has not only lost one of her cleverest physicians. She has also lost a true friend, a manly man. I am sure the entire family will have the sincere sympathy of the great host of friends and admirers of the late Dr. Beal. Sincerely,
Toluen, Ill., Oct. 31, 1918. WM. GIBSON.

A LONDON GIRL'S VIEWS.
To the Editor of The Advertiser:
Read with interest Mr. McElhenan's **THE AFTER EFFECTS OF DREADED LA GRIPPE**

Worse Than the Disease Itself—Victims Left Weak, Nervous and Worn Out.

La Grippe, or Spanish Influenza, as the epidemic now sweeping over all America is called, is one of the most dangerous diseases known to mankind. Anyone who has felt its pangs is not likely to forget the trouble. La Grippe, or influenza, starts with a slight cold and ends with a complication of troubles. It lays the victim on his back, it tortures him with fevers and chills, headache and aches. It leaves him a prey to pneumonia, bronchitis, consumption and other deadly diseases. Its after-effects are often more serious than the disease itself. It is quite possible to avoid la grippe by keeping the blood rich and red by the use of Dr. Williams' Pink Pills. A tonic medicine which enriches the blood, and strengthens the nerves. If, however, the disease attacks you, the patient should at once go to bed and call a doctor before complications set in. That is the only safe thing to do. But to recover your strength after the severity of the attack has passed, you will find Dr. Williams' Pink Pills an unsurpassed tonic. Through the use of this medicine all the evil after-effects of this trouble will be hushed. This has been proved in thousands of cases throughout Canada, where in previous seasons la grippe has attacked them. Among the many thus restored to full health is Miss Irene Bootes, Portsmouth, Ont., who says: "I take much pleasure in recommending Dr. Williams' Pink Pills, because I have proved their worth in my own case. Last winter I had a severe attack of la grippe, and it left me weak and all run down. I had severe pains in the chest and under the arms, palpitation of the heart and with the feeling that life was scarcely worth living. I was advised to try Dr. Williams' Pink Pills and began their use only on the principle that I would try anything that might better my condition. I had only been using the pills a couple of weeks when the pains began to leave me. Gradually my strength returned, my appetite improved, and in a little more than a month I felt my old-time vigor had returned. I am sincerely glad I was persuaded to try Dr. Williams' Pink Pills, and I shall always have a good word to say for them."

Dr. Williams' Pink Pills not only cure the disastrous after-effects of la grippe, but are also a specific for all troubles due to poor blood, such as anaemia, rheumatism, indigestion, women's ailments, and the generally worn-out feeling that affects so many people. You can get these pills through any dealer in medicine, or by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams Medicine Company, Brockville, Ont.

letter in The Advertiser about a week ago, and would like him to know that there is one who second it, and would appreciate shaking hands with him. I am surprised that the people of London are so slow as to let a few men run this fair city and by their actions are letting it go down deeper into sin instead of uplifting it.
What does God think of the men who are issuing orders to open the theatres and poolrooms and close the Sunday schools? If they had their way I suppose the churches and Sunday schools would be closed forever, while the shows and poolrooms would be open day and night. The people of London are so weak-minded, and a few men are so anxious for a few dollars that they would allow these places open before the danger is past.
I hope some day these men's conscience (if they have any) will tell them of the sin they are committing in allowing the shows and poolrooms to be opened while, while they order the Sunday schools and places of worship to be kept closed. Yours truly,
November 1, 1918. LONDON GIRL.

BRANTFORD VETERANS, VICTIMS OF "FLU," TO BE BURIED TOGETHER

BRANTFORD, Nov. 1.—Under the auspices of the G. W. V. A. and the Patriotic Association a plot will be secured in Mount Hope Cemetery for the placing together of all the returned soldiers who have died here recently from the Spanish influenza epidemic. A shaft will be erected, on which the names of the deceased will be inscribed, and they will be buried in the plot.

It's Performance That Counts
When we tell you that our bread is the best it is possible to bake with the best of materials and thirty-five years' experience, we stake the reputation of

PARNELL'S BREADS
upon our word, and you can rest assured that it is everything we say it is in taste, quality and cleanliness.
TRY A TRIAL LOAF TODAY.

PARNELL The Breadman
PHONES 929-1390. Canada Food Board License No. 5-065.

A BUSINESS PROPOSITION

CANADA looks to YOU for help in making this great Victory Loan a success.

Canada needs your MONEY.

Ours is a country whose individual citizens are more prosperous than those of any other country in the world. Canada has come to YOU—her citizens—with a straight business proposition.

That proposition in a nutshell is this:
"I need Three Hundred Million Dollars to help finish up my business over in Europe.
Lend me the money for a short time at 5 1/2 per cent interest, payable half-yearly, and I pledge the return of every cent of your loan."

Plan to take all the bonds you can possibly pay for. The payments are as follows:

10 per cent on application.
20 per cent December 6, 1918.
20 per cent January 6, 1919.
20 per cent February 6, 1919.
31.16 per cent March 6, 1919.

BUY VICTORY BONDS
This space donated to the Victory Loan 1918 campaign by
CHOWN HARDWARE CO.
111 DUNDAS STREET.

BUY VICTORY BONDS
Buy till it hurts. Cut out your frivolous expenditures those harmless luxuries you can so well do without.

Make this a real SACRIFICE. Don't merely use the money you can easily spare—mortgage your income for a year ahead to provide the sinews of war.

You are not asked to DONATE, but to LEND every dollar you have, or can borrow. You will receive good interest, and your loan will be paid back to you in a few years.

From the standpoint of patriotism, your duty is clear.

But, apart from any consideration of duty and patriotism, Victory Bonds represent the safest, surest and best investment in Canada today.

This space donated to Victory Loan 1918 Campaign by
The Peoples Shoe Store
131 DUNDAS STREET.

The Boys are Keen For It
Thousands of packages sent overseas. The boys all want it, for it keeps on delivering, fresh, clean and tasty in its sanitary wrapper.
Ingersoll Cream Cheese
Enclose a package (15c and 25c) in your overseas parcel. Ask your Grocer.
21 Ingersoll Packing Co. Ltd. Ingersoll, Ont.
Canada Food Board License No. 13-17
"Spreads like Butter"

MANY WITNESSES ARE SUMMONED IN PROBE OF SOLDIER'S DEATH

ST. THOMAS, Nov. 1.—Crown Attorney McCrimmon has issued subpoenas to a large number of witnesses for the resumed sitting of the inquest into the death of Harley Ross Stride, which is slated to be held at Iona on Tuesday morning next.

Mason & Risch Pianos
"FROM FACTORY TO HOME"

Character In the Home Piano
is just as attractive in its way as is character in the home itself, and lack of it is unfortunate in either.

The High-Grade Line of Instruments
in Mason & Risch stores are distinguished by ample of pianos of character.

They tell the story so well that you vite you to come hear them, read about them, investigate them, good back, good sound, good tone, good value, good price, good service, good results, good everything, good all around.

MASON & RISCH
248 Dundas St., London. 119 Ontario St., Windsor.

Our "Nickel"

Germany wants Canada's nickel. Let her have it. Twenty "nickels" make a dollar. Put your dollar into

VICTORY BONDS

This space donated to the Victory Loan 1918 campaign by
The Wm. Trafford Furniture Co.
129 DUNDAS STREET.

ROSS' LIMITED
MANUFACTURING FURRIERS
and Manufacturers of
Ladies' Cloaks and Suits

Full range of Hudson Seal Coats, made in all sizes, plain and trimmed, box and semi-fitting styles. Prices \$197.50 to \$350
Northern Natural Canadian Muskrat Coats, plain and seal trimmed, full range of sizes. Prices.....\$110 to \$150
Hudson Seal Capes, plain and trimmed, in all the latest American styles. Prices.....\$55.00 to \$85.00
Black Lynx Sets, animal design stole and new round muff. Prices.....\$90.00 to \$100.00
Alaska Sable Sets, round or flat muffs. Prices.....\$66.50, \$80.00, \$95.00, \$105.00
Full range of Black and Natural Wolf, Mink, Manchurian Wolf, Imported Fox, etc.

Ladies' Garments
Just from the hands of our designers and tailors, the latest productions in style of SUITS, in popular colors of American all-wool velour, plain tailored and novelty models, plain and fur trimmed. Prices.....\$47.00 to \$63.00
Range of Serge, Poplin, Gabardine, Tricotine and Broad-cloth Suits in the latest styles.

Fall and Winter Coats
Silk Plush Coats, daily added from our factory to our showing, in the most approved styles of the hour; plain box semi-fitted and novelty models, fur trimmed and plain. Prices.....\$37.50 to \$65.00
Selection of Velour, Witney, Nap and Tweed Coats, in the new colorings. Prices.....\$16.50 to \$55.00

Dresses
In serge, charmuse silk, duchess satin, taffeta silk poplins, etc., in the most correct styles.
Blouses, Hosiery, Gloves, Waterproof Garments, Neckwear, etc., in guaranteed makes, in all qualities.
PHONE 1319. 196 DUNDAS STREET.