

## ---and the Worst Is Yet to Come



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### FREE COUPON

IMPERIAL EMBROIDERY  
PATTERN OUTFIT  
PRESENTED BY  
THE LONDON ADVERTISER

To indicate you are a regular reader you must present Six Coupons like this one.

**THE IMPERIAL EMBROIDERY OUTFIT** is guaranteed to be the greatest collection and biggest bargain in patterns ever offered. The 160 patterns have a retail value of 10 cents each, or more than \$10.00 in all. Bring SIX Coupons and 68 cents to this office and you will be presented with One Complete Outfit, including Book of Instructions and One All Metal Hoop. The 68 cents is to cover duty, express, handling and the numerous overhead expenses of getting the package from factory to you.

N.B.—Out-of-Town Readers will add 10 Cents Extra for Postage and Expense of Mailing.

## New Wonders of Science Revealed to the World

**A Postoffice Invention—Music by Wireless—Radium on Draught—Nansen's Remarkable Voyage—Four Miles Through the Alps.**

"America as I Saw It." By Mrs. Alice Tweedie, Hutchinson, 16s. net. "A jumble of impressions is how Mrs. Tweedie modestly describes her latest book. But it is an interesting and interesting jumble; and although the Americans are proverbially somewhat addicted to throwing bouquets at themselves," they will certainly not find anything to resent in Mrs. Tweedie's good-humored criticisms. When one considers the comparative poverty of the average Englishwoman, and the high cost of living in America, it is not surprising that though this country is overrun with Americans in the summer, an Englishwoman traveling in America is rather a rarity. Mrs. Tweedie deprecates this, and advocates "an interchange of women." Schools should invite students. If on a continental holiday the Englishwoman can study ancient history and learn new languages, in America, as Mrs. Tweedie points out, she "can see modern history in the making—a new people, new ideas, new inspiration; and she will thus gain new thoughts, new ambitions." No one who has visited America will question Mrs. Tweedie's assertion that all this "is worth the effort."

So much being conceded, Englishwomen should take the preliminary step by reading "America as I Saw It." It will give them many valuable hints and enable them to avoid many social pitfalls. For instance, in England when people are introduced they smile, bow, and one or the other starts to talk on any subject uppermost in their minds. In America,

they immediately repeat the name of the stranger who has been presented to them, saying, "Mrs. Jones, delighted to meet you," to which the other replies, "Mrs. Smith, delighted to meet you."

No two Americans can converse happily for a moment unless they know each other's exact name. "They will even say, 'What name, please?'" Again: "An American man speaks of his wife as 'Mrs. Smith,' and she of her husband as 'Mr. Smith.' They never say 'my wife' or 'my husband,' terms which they appear to think are like 'my dog' or 'my horse,' and have reference to chattel. If one wishes to avoid complications in the States, it is well to let one's conversation with 'darkies' be 'Yea' and 'Nay.' On a private railway car was a colored servant of Portuguese origin. He brought Mrs. Tweedie some hot water at about seven o'clock in the morning and proceeded to pull up the blinds. 'It is very foggy,' I said, wishing to be friendly. 'Foggy? No boggy. I know no boggy,'—and he looked very perplexed. 'It is misty,' I said in further explanation. 'Oh, yes, ma'am, misty; yes, misty,'—and nodding his head away he went. A few minutes later with a tray and a bottle and a glass, he imagined whisky was the object of conversation, and produced it triumphantly at 7 a. m.

There are some interesting comments upon the servant question in the book, and the moral is, "Don't let an English 'perfect treasure' cross the Atlantic."

"The degeneration of the servant in America," says Mrs. Tweedie, "is a rapid affair. A first-class, middle-aged highly respectable English housemaid lately accompanied her mistress to the States for a short visit. By the end of three weeks this very respectable woman objected to wearing caps and talked of domestic service as 'slav-

dom.' Instead of the staid, middle-aged, self-respecting English servant teaching her, nice ways to those with whom she came in contact, they corrupted her by their evil manners. Madam became 'Wm' when addressing her mistress, and then ceased altogether; by the end of a few weeks she had entirely forgotten her own place, and was incapable of filling any other."

"Servant-stealing appears to be quite an open game, and a friend allures another friend's domestic unblushingly away."

Mrs. Tweedie, as readers of this book will discover, adores America, her women, her oysters, her grape-fruit, her rivers, her roses, her "gums" (goshes), her salads, her sandwiches, her eager life, and her kindness to the stranger within the gate.

## BUTTER IMPORTS SHOW BIG JUMP IN PAST 2 YEARS

Dairy Commissioners' Report Gives Rapid Increase in the Population as Cause.

SEVEN MILLION POUNDS

A Large Percentage Came From New Zealand for Western Trade.

[Special to The Advertiser.]

Ottawa, Nov. 29.—Some of the reasons why Canada, a great agricultural country, still continues to import butter in increasing quantities every year are given by J. A. Ruddick, dairy and cold storage commissioner, in his annual report just published.

"Canada," he says, "has imported more or less butter for over twenty years, but the quantity has been insignificant until the last year or two. After all is said it is a question of population in relation to productive areas. The United Kingdom produces more milk than Canada does, being the second largest producer in the world, and yet the value of butter and cheese annually imported into that country is practically double that of all other countries combined."

**Huge Imports.** Mr. Ruddick states that the greater proportion of the seven million pounds imported by Canada during the past fiscal year consisted of New Zealand butter for the coast trade. The duty is three cents a pound preferential, but the ocean freight on butter from New Zealand to Vancouver is less than the rail freight from Montreal. The cost of carrying butter in cold storage from June and July, for consumption during the winter months, is practically equal to the duty. When all these points are considered, it is not so strange after all that Western Canada finds it advantageous to import butter from the antipodes. Even though there should be a surplus above all Canadian requirements in Eastern Canada, the imports of butter into British Columbia will probably continue until the western provinces make a sufficient quantity, as I believe they eventually will, to supply their own markets.

**A Big Decrease.** The total export of butter from Canada in 1911-12 was nearly nine million pounds. In 1912-13 it fell to 828,000 pounds or less than a million. Only 481 pounds of this went to Britain. This is all the more remarkable when it is stated that never before since 1850 have the exports from Canada to Great Britain been less than a million pounds.

## Who Pays Your Bills? Let Us Save You Half

In order to demonstrate to a householder that we have a wonderful device, and that we have faith in it, we will install it in the home of any responsible party for seven days trial.

Carefully read over the following reasons why you should have our fuel saver installed in your kitchen range, parlor stove or furnace. Come in and talk it over with us, or telephone, and our representative will call on you. It will save half your fuel bill. It will give you more heat from less fuel. It will burn equally as well on coke, or wood as on coal. You will not have to sift ashes as the coal is burned to a fine, clean ash. It prolongs the life of your stove or furnace. It prevents fire from overheated flues. It maintains an even temperature. It will save the chimney producing perfect combustion. A furnace equipped with our device will heat the home most of the time on a banked fire. There is absolutely no danger of the poisonous gases, so destructive to plant and human life, escaping into the house. It insures perfect baking conditions. You may burn soft coal without the usual inconvenience and dirt. You can make up your fire, shut it off, and leave home for 36 hours, and upon returning, find your fire still alive. It means safety, comfort, economy and convenience. You need it, and after using one would not be without it. It costs you nothing to be convinced. We will install one of our devices on your kitchen range without charge for seven days' free trial. (This is our way of advertising.)—It burns more oxygen (air) and less fuel.

Dominion Specialty Manufacturing and Sales Company, 112 Dominion Savings Building, London. Phone 2609.

## WOULD STANDARDIZE HYDRO EQUIPMENT

[Special to The Advertiser.]

St. Marys, Nov. 29.—At the regular meeting of the water, light and heat board last evening, Engineer Gaby, of the hydro commission, wrote asking the co-operation of St. Marys along with other municipalities in purchasing standard transformers.

By all joining in the purchase of one adopted standard and by placing such a large order much money can be saved in transformers, he says.

Store Opens 8:30 a.m. | Smallman &amp; Ingram, Limited | Store Closes at 6 p.m.

# THE CARPET DEPARTMENT EXCELS ITSELF



## If the Day Is Stormy or Raining

The better for your holiday shopping. All street cars pass our doors, and if it is gloomy or dismal at home, slip on your wraps and take the first car to Smallman & Ingram's, where you will find all sunshine and Christmas cheer. The store is not so crowded on rainy or stormy days, and many wise shoppers take advantage of same to do their Christmas shopping, leisurely, comfortably and satisfactorily. Come in the morning.

PHONE NUMBER—FORTY-FOUR HUNDRED.

## Suitcase Umbrellas and Walking Canes for Men

Make your selection now and have the initials or monogram of the recipient engraved free

## SUITCASE UMBRELLAS \$1.50 to \$5.00

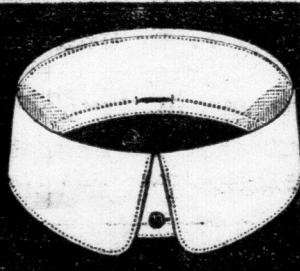
Fine Silk and Wool Suitcase Umbrellas for lady or gentleman, paragon frames, neatly cased, rolled gold and sterling silver caps with mission or boxwood handles, extra quality .....\$3.00 and \$5.00 Also union taffeta covers on 25-inch folding Suitcase frames. Ladies' plain or trimmed mission wood directory handles. Men's in mission or boxwood crooks. Special.\$1.50

East Side—Main Entrance.

## Walking Canes, \$1.50 to \$4.00

Mission, Pimento, Partridge, Congo, Cherry and Ebony, with rolled gold or sterling trimmings. Also canes with suitcase attachments to fit any size suitcase. Prices.....

\$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00



RED-MAN BRAND  
TANWOOD  
EARL & WILSON

This is the "Tanwood," bevelled shape, easily adjusted. Pure linen, 4-ply, made in quarter sizes. Does your tie slip easily? Try this new and comfortable fitter.

3 for 50c

## The Famous "Black Watch" Heavy Plaid for Skirts

Just in, the new separate skirt material (Black Watch Tartan). Extra quality, 56-inch, per yard.....\$1.50  
SKIRTS MADE AND FITTED, \$1.68.

CORTESE ORCHESTRA  
3:30 to 5:30 Today.

**SMALLMAN & INGRAM**  
LIMITED

SEE THE TIGER  
And Hear Him Growl.  
Toy-Town.

Many people at this season wish for an opportunity in Carpets, that they might brighten up the home for Christmas with a few new floor coverings, and many new carpets go down at Christmas time, even if prices are not lower than regular.

Body Brussels Carpets, 1,200 Yards  
Up to \$1.50 Yard, 89c  
to Clear, Yard . . . 89c

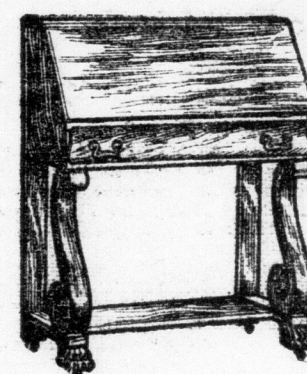
After an exceptionally busy season in this department, we find many of our best selling lines in Brussels Carpets without borders. We might re-order borders for these, as is the policy of most dealers to save reductions, but our policy is new patterns for every season. Even if they may be no more artistic, it is the change.

All these we have measured up, and find about 1,200 yards, which will go on sale Monday at above price.

If you need a new carpet now or anticipate new carpets for next spring, it will pay you a big dividend on your investment to buy now, as these are carpets that will give every satisfaction. Best quality Brussels in Persian, Turkish, Conventional and two-tone floral effects, suitable for parlor, library, hall, stairs or bedroom. Some two-tone blues and Persian effects in brown are particularly attractive for bedrooms. Over 1,200 yards. Regular prices up to \$1.50. Sale price, yard .....89c

Measurements taken and estimates given free.

Third Floor.

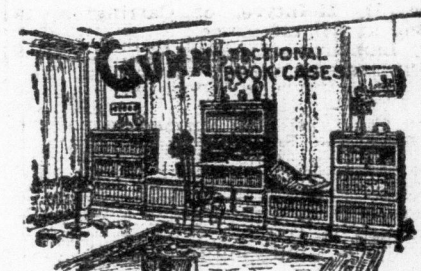


## Ladies' Or Gentlemen's Writing Desks

We are showing a beautiful assortment of designs in different woods and finishes, which make a most acceptable gift. A wide range of prices from.....\$6.00 to \$40.00

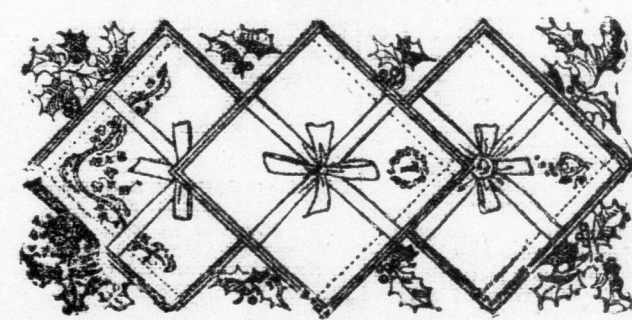
Furniture selected now will be held for delivery later if desired. A deposit on your purchase now will assure you of a better selection to choose from now than nearer Christmas. See the furnished home, Third Floor.

## Select Your Furniture Gifts Now



A "GUNN" BOOKCASE FOR THE LIBRARY—We sell this famous sectional bookcase because it is one of the best made, and can supply you with any parts. Base sections in all sizes and top in any finish you desire.

## Embroidered and Initialed Handkerchiefs Boxed for Christmas Gifts



Buy your handkerchief gifts early while you have such an unlimited variety of pretty embroidered styles to choose from and every wanted initial is here. Department now occupying first counter in Dress Goods Section, main aisle, to give free display of all Christmas lines.

Ladies' pure linen, 6 in box, with embroidered initial or wreath, box .....\$1.00

Same quality, 3 in box, for box.....50c

Finer quality with embroidered design and initial, three styles in box, half a dozen handkerchiefs. Box.....\$1.25

Four different designs, prettily embroidered. Christmas special, box .....\$1.00

Also finer quality, box .....\$1.25

Children's Pure Irish Linen Handkerchiefs with embroidered initial. Box of three for.....35c

## SKIRT MAKING SALE, \$1.68

WILL CONTINUE NEXT WEEK

In order to give all the opportunity to take advantage of this special offer, we will continue taking orders next week. All skirts made, trimmed and fitted in our own dressmaking department. Your last opportunity at this price this season. See models in Dress Goods Section.....\$1.68



**Every claim for Red Rose Tea is fully borne out by the tea itself. You will find it good tea, so good that no other tea will please you quite so well. Will you try it.**