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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.

FARMERS FROM ALL SECTIONS TOOK POSSESSION OF THE FAIR

Wednesday Proved One of Best Days in History of the Western—Weather Being Ideal, Record Crowd Turned Out.

GRAND PARADE OF PRIZE STOCK

Rural districts surrounding London must have been well-nigh depopulated Wednesday, to judge by the crowds of agriculturists which from early morning until late at night thronged the Western Fair grounds. It was Farmers' day, and the farmers literally took possession of the Fair, and of the city. They came from all directions, every incoming train during the morning being packed. Numbers drove in, and the stable yards of most of the hotels were soon congested with vehicles of every kind, from the fifty rubber-tired buggy to the big double-seated democrat, in which the "whole family" made the journey to witness the sights of the big exhibition. In keeping with the spirit of the times, automobiles were also much in evidence.

The crowds spent most of the morning looking over the various agricultural exhibits, and the horses and cattle sheds came in for a big share of attention. After dinner many more visitors arrived at the grounds from down-town, and by the time the afternoon performance started, the covered stands were almost completely filled, while the bleachers also had their quota.

The live-stock parade before the grand stand was an interesting feature of the afternoon performance. Headed by the prize-winning cattle, the long line of winners among the livestock wound slowly past—slowly, because some of the bovines were supporting so much beef that their movements were impeded. Rosa Bonheur's famous picture, "The Horse Fair" was reproduced in real life when the horses entered the ring. Strung to a high pitch by the unwonted excitement, they reared and plunged, and shrill neighs resounded through the inner ring. It was a noble sight, and was loudly applauded. Each animal was in the pink of condition, and many flaunted red ribbons from their rosettes.

There was quite an exodus from the grounds at the close of the afternoon performance, many of the visitors taking evening trains out of the city. The Grand Trunk station resembled a bee hive before supper-time, when the crowds began to assemble for the home-going. The Huron and Bruce train went away with about a dozen coaches all completely filled, and similar conditions prevailed on nearly every other train.

**DIARRHOEA,
DYSENTERY,
SUMMER COMPLAINT,
PAINS IN THE STOMACH,
CHOLERA MORBUS,
CHOLERA INFANTUM,
SEA SICKNESS
AND ALL**

LOOSENESS OF THE BOWELS

ARE RAPIDLY AND EFFECTIVELY CURED BY THE USE OF

**DR. FOWLER'S
EXTRACT OF WILD STRAWBERRY**

This Famous Remedy has been on the Market for Over 65 Years, and Has Yet To Fail To Do What We Claim For It.

Do not allow yourself to be imposed upon by an unscrupulous druggist who tries to give you one of the so-called Strawberry Compounds instead of "Dr. Fowler's." See that the name of The T. Milburn Co., Limited, Toronto, Ont., appears on the wrapper. Price 35c.

Miss Mabel Reid Fatally Burned

[Special to The Advertiser.]
Blytheswood, Sept. 11.—Relatives here have received word that Miss Mabel Reid, daughter of the late Joseph Reid, of Mersea, was burned to death at Moose Jaw.

Miss Reid was pouring coal oil on the fire, which she thought had gone out, but a spark at the bottom of the stove ignited when the coal oil reached it, and a flame sprang up, causing the contents of the can to explode. The unfortunate young lady was terribly burned and all efforts to save her life were of no avail.

She was a sister of Mrs. Seth Derbyshire, of Wheatley.

First Shipment of Grain From West

[Canadian Press.]
Fort William, Ont., Sept. 10.—The first big shipment of the 1913 crop reached here yesterday in the shape of 500 carloads of mixed grain. That grain, despite the fact that it was shipped from various points, graded No. 1 Northern. In view of the coming rush the officials here lost no time in shipping as much of it as possible east. The steamer James Carruthers cleared Fort William last night with a cargo of about 6,000 bushels.

FOUND FLOATING

Body of Unknown Man Was in River at Niagara.

Niagara Falls, Ont., Sept. 10.—The body of an unknown man, probably sixty years old, was found floating in the lower river near the Maid of the Mist landing this afternoon. The body was in a bad state of decomposition. The left arm was missing. The body was nude when found.

The only distinguishing marks on the body which may lead to its identification were the dismemberment of the left hand. The thumb was missing from the first joint, the index finger was missing, and the tip of the third finger had been severed. The body was taken to Morse & Son's morgue, where it awaits identification.

BIRDMEN KILLED

Two German Army Aviators Met Their Death While Experimenting.

Leipzig, Sept. 10.—Another accident to a German airship occurred today. The Z-5 had just returned from the German imperial army manoeuvres in Silesia, and an attempt was being made to get the vessel into the balloon hall, when a sharp gust of wind suddenly dragged it against the ropes. The motors were started barely in time to prevent disaster.

Four soldiers who became entangled in the lines were carried up and extricated, himself and another was hauled into the gondola. The two other men fell to the ground from a height of 500 feet and were instantly killed.

GRAIN IS BURNING

No Effort Being Made to Save Big Pile at Kincardine.

[Special to The Advertiser.]
Kincardine, Sept. 11.—A peculiar situation exists here as a result of the recent mill fire. For four days a big pile of grain has been smouldering and no attempt is being made to save several thousand bushels of good grain, resulting in the loss of the insurance valuations. Even the miller's wife has had to buy feed for her chickens. Much of the grain could easily be taken out and many farmers would gladly buy it to feed their cattle.

DRAWN TO DEATH

Tilman Shantz Was Fatally Hurt in Waterloo Runaway.

[Special to The Advertiser.]
Berlin, Sept. 10.—Tilman Shantz, aged 64, of Waterloo County, was so badly hurt today by being dragged by a team that he died within an hour. While he was driving a team of horses attached to a threshing engine the animals became frightened and made a dash for liberty. He was dragged beneath the horses and one side of his body was crushed by the hoofs of the animals.

JOHNSTON—ABBOTT

Pretty Fall Wedding at Bride's Home in Harrietsville.

[Special to The Advertiser.]
Harrietsville, Sept. 10.—At high noon one of this season's prettiest weddings was solemnized at Sunbury, the home of Mr. and Mrs. Edwin Abbott, when their youngest daughter, Alberta C., was united in marriage to Emerson Johnson, only son of Mr. and Mrs. James Johnson, of the 9th concession of Malahide.

The ceremony was performed by Rev. Charles Miles, of Aylmer, who officiated at the wedding of the bride's parents.

The bride, who was charmingly gowned in a robe of ivory duchess satin, with pearl trimmings and court train, wearing the regulation bridal veil and orange blossoms, carried a shower bouquet of bridal roses and lilies of the valley. She entered the drawing-room leaning on the arm of her father, to the strains of Mendelssohn's Wedding March, played by Miss Pearl Abbott, and took her place beneath an arch of evergreens, carnations and ribbons.

The bridesmaid, Miss Cella Clark, cousin of the groom, was prettily gowned in blue silk, crepe de chine, with lace trimmings, and carried pink lilies. The groom was supported by Mr. Fred Abbott, cousin of the bride. During the signing of the register "The Song That Reached My Heart" was sung very sweetly by Miss Elsie Abbott.

After the ceremony the guests, numbering about 60, adjourned to the reception, which was decorated in pink and white, where a dainty wedding breakfast was served.

The bride's travelling gown was a tailored suit of navy blue, with blouse of soft blue silk and black picture hat.

The groom's gift to the bride was a handsome pearl necklace, to the bridesmaid a gold topaz pendant, to the bridesmaids a gold signet ring, and to the pianist a gold bar-pin.

The young couple left in an auto for Detroit and points west. On their return they will reside on Mr. Johnson's farm near Aylmer.

KINCARDINE.

Kincardine, Sept. 11.—Mr. F. C. Harrison, of London, is making ready the evaporator for fall work, and Mr. L. Mead, of

Store Opens at 8:30 a.m.

Smallman & Ingram, Limited

Store Closes at 6 p.m.



Visitors' Day at the Fair and This Store

A little crowded yesterday, but no inconvenience to visitors at this store. We are pleased to have so many people making use of the conveniences of this store and also to hear so many favorable comments on the equipment and store service by many who come to the city for the day and make this store their down-town headquarters. Some, indeed, spent most of the day in sightseeing in the store, studying the new styles and fashions or selecting their new fall outfit. Before leaving the city we invite you to make a thorough inspection of the store, come if you do not intend making a single purchase.

Ladies' and Misses' Fall Suits

In this spacious department where you will find this week the finest fall showing ever made here, will also be seen a smart collection in the most fashionable fabrics tailored according to the latest dictates of La Mode, on lines most desirable for misses and juniors, which are distinguished particularly by the peg top skirt and the cutaway coat with drooping shoulders. Four very smart models are shown at the following prices—\$15.00 to \$20.00.

A very pretty style in navy serge, 3-button cutaway front, collar finished with braid with semi belt of braid across back; skirt raised waistline, three-piece model. Price \$15.00

Another pretty style for misses in two-tone blue and black diagonal boucle with velvet collar, three-button cutaway front, silk serge lined, plain tailored style; skirt raised waistline, 4-gore model. Price \$18.00

Also pretty style for misses or small women in navy blue or heather mixed tweed, silk serge lining, straight back, cutaway front, button trimmings; skirt two-piece model with raised waistline; sizes 14 to 16 years, and 32 to 36 bust. Price. \$18.50

Ladies' Suit of tweed in heather-mixed, brown or gray; plain mannish style, coat collar, 3-button cutaway front, patch pockets, lapped seams; skirt three-piece model, raised waistline \$20.00

Ladies' stylish models in cheviot and Bedford Cord, cutaway styles, some with velvet collars, in black or navy blue. The skirts are smart draped models, semi-belt style or button-trimmed. Sizes 34 to 42. Prices \$18.50 to \$23.50

Suits For Stout Figures, \$17.00, \$32.50

Pretty Bedford Cord Suits for stout models in navy or taupe, satin lined, 4-button model, slightly semi-fitting back with velvet collar; skirt normal waistline, panel back and front, sizes 37 to 45. Price \$32.50

Also pretty style in black or navy cheviot, cutaway front with hip pockets and flaps, satin lined; skirt 5-gore model with inserted foot pleats at side front. Sizes 37 to 45. Price \$17.00

Second Floor.

Special Sales Today

Ladies' Sweater Coats,
\$1.49 and \$1.89

10 dozen on sale today; over-makes from the manufacturer. All this season's garments. Worth up to \$4.50. Get yours early.
Second Floor.

Men's Sample Suits
150 at \$13.75

A complete range of traveller's samples from one of the best makers on the continent. All this fall's models. All sizes in a great variety. Worth up to \$25. Get yours early for best selection.
Main Floor.

Special Exhibit of Millinery and Furs—Second Floor



son Seal, Coon, White Thibet, Iceland Fox and Marmot.

Second Floor.

COMPLETE SHOWING OF FALL MILLINERY THIS WEEK

Dress Goods, 39c and 75c Yard

Two Specials for Fair Visitors

All-Wool Navy Serge, 39c

10 pieces only All-Wool Imported English Dress Serge, fine smooth finish for skirt or dress or children's school wear. While it lasts, yard 39c

Get your share of these while they last.

New Fall Suiting, 75c Yard

Five colorings in one of the new roughened surfaced suitings. One of the fashionable effects, 46-inch. Good dollar value. On sale, special, yard 75c

Samples to out-of-town customers on request.

SEE OUR EXHIBITS AT
THE FAIR—Main Building
and Machinery Hall.

SMALLMAN & INGRAM
LIMITED

SALE OF SAMPLES.
Ladies' Handkerchiefs.
1-3 Off Regular Prices.

Rochester, foreman, is expected next Tuesday.

Apples are not a good crop, being rather uneven and scabby, but owing to the many orchards leased to the defunct National Land and Fruit Company, the farmers are at liberty to pick their apples and bring them to market.

Grain is turning out well, and is a good sample.

The Review will not be published this week, owing to moving presses and engine into the new building recently erected. The Bindery of London, proprietor of the Kincardine evaporator, is here today.

WINGHAM.

Wingham, Sept. 11.—Harvesting is nearly finished in this district. Crops are a good yield and farmers are well satisfied.

Large numbers of people from this district are attending London Fair. Mr. T. Bowers is showing some of his bantams and will also take them to Ingersoll.

Work on the new armories is at a standstill and a new site may be chosen.

CODY'S CORNERS.

Cody's Corners, Sept. 10.—Miss A. Wild-son, of Oxford Centre, visited Aletha Hoggarth recently.

Miss Carrie Cody is visiting relatives in Peterboro.

Miss Tait, of Salford, is visiting Miss Winnie Young.

—your gun needs
3-in-One oil

absent for a few days recently attending the funeral of her uncle, who was killed near St. Thomas.