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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.**

# MONDAY A BANNER DAY

## FOR ATTENDANCE AT FAIR

Ten Thousand Thronged the Grounds at The Western on Opening Day and Were Repaid by Splendid Exhibition—Judging Is Now Well Advanced.

It was opening day at the Western Fair Monday, and although not as many availed themselves of seeing the exhibits, and the excellent vaudeville before the stands, as might have been, the attendance, estimated at 10,000 by Secretary A. M. Hunt, was a banner one for first-day crowds at the Western Fair.

A great many people have the idea that Monday is not a good day to attend the Western Fair, because they think all the exhibits have not been placed and all the shows for the stand ready, but that is a mistake.

The grounds were opened at 7 o'clock Monday morning, and from that time until late in the evening a steady stream of visitors—the majority of them citizens—passed through the turnstiles after passing their quarters through the tickets to the ticket sellers.

**Stands Were Well Filled.**  
During the afternoon performance the main stands were well packed.

Every cloud seems to have its silver lining and the cloud which threatened to overshadow the fair this year in gloom, when part of the buildings were destroyed by fire, proved to have a considerable amount of silver in its lining, for it has done much to advertise the fair and the energy and "stick-to-it-iveness" of the directors, who to reverse the old axiom, made a mole hill out of a mountain and surmounted almost impossible difficulties.

**All Visited Scene of Fire.**  
As the hundreds of people filed through the gates Monday they started at once for the scene of the fire to see where \$30,000 worth of buildings were erected in less than three days by indomitable will and perseverance. And if one were a stranger to the Western Fair grounds and the buildings, he would never know that such a conflagration took place out there, only a week ago, owing to the compactness of the new buildings and the accommodation afforded to every one of the exhibitors.

The new addition to the Crystal Palace, which was built this summer, is crowded with exhibits, many of them new to the eyes of fair visitors, and not an inch of space is available in it, which goes to show that if the board of directors had not been so wise as to erect a new building of the same nature it would find enough firms willing to take space to fill it also.

**Boys' and Girls' Exhibit.**  
In one corner of the palace is an exhibit of work done by the boys and girls of the Industrial School that is nothing short of marvelous. Upholstered solid oak chairs, tables, reading lamps, cabinets, mechanical drawings, castings, machine parts, anything that could be found in almost any store in London are to be seen in the exhibit, and all were turned out by the boys and girls of the day classes.

In practically every building on the grounds in which manufactured goods are exhibited, a number of the exhibits are from London firms, and one man went so far as to stick cards on his goods calling attention to the fact that they were all made in London. Such a thing if followed up next year would prove one of the finest advertisements that London as a manufacturing city could obtain and would also enhance the value of the advertising the manufacturer gets by exhibiting at the fair.

**Judges Were Busy.**  
The judges were busy all during the afternoon working on the horses, and many of the finest specimens of horse-drawn to be found in Canada both in the heavy and light classes were to be seen walking around the grounds, while the judges passed on their merits. The poultry was also judged during the afternoon. During the fine arts, and the ladies' work and awarded the prizes. Judging of the cattle, sheep and swine

started early this morning, and will be completed before nightfall.

The dog show, which has a great many entries, will be opened today at noon, and judging of the canines will start as soon as the doors are opened. The board of directors held the daily meeting Monday morning at 11 o'clock with an excellent attendance. All expressed themselves as being well pleased with the entries so far. As all the men are busy men and check full of optimism, particularly the secretary, Mr. A. M. Hunt, who is the busiest man in London just at present, speeches and idle words were dispensed with, and the business concluded as quickly as possible.

**Tender a Vote of Thanks.**  
Before the close of the meeting a standing vote of thanks was tendered to Mayor Graham and the city council, and to all who assisted so ably in overcoming the extra work which the fire of Aug. 29 put on the board and the city.

The vote was as follows:  
That, whereas, on the morning of Friday, Aug. 29, several buildings were destroyed by fire;  
And, whereas, it appeared on account of the short time before the exhibition that it would be almost an impossibility to be ready;  
And, whereas, his worship the mayor and the city council so readily came to our assistance;  
We take this, the first opportunity, of expressing our appreciation of their efforts, first to His Worship Mayor Graham, for his untiring energy displayed in the erection of the new buildings; also to the council for their support; to the water commissioners for their prompt assistance, and to the several contractors and their men, who so loyally came to our assistance, sacrificing their holidays in order to advance the work.

"And last, but not by any means least, to our exhibitors, who have so loyally stood by us, and at no little expense and trouble have placed their stock and exhibits."

"We feel grateful to know that we have had such good support and help, and hope to make this year's exhibition the best ever held in London."

**On the Grand Stand.**  
The grand stand attractions this year are considerably in advance of previous years. In the Arab troupe of acrobats the Western Fair has undoubtedly secured an attraction that is new, really thrilling, and altogether removed from the ordinary run of grand stand attractions. Probably their equals have never been seen at the Western. The grand stands were not crowded Monday night, but the spectators who were there cried out with both fear and admiration more than once when the agile acrobats took them by surprise with some particularly risky feat. Leaping from their feet, they turned somersaults and double somersaults in mid-air, first one way and then another. Several even more intrepid and skilled than the others achieved the more difficult half somersault, and then turned back before alighting again on their feet. One performer quite unobserved by the spectators by the narrow margin between his head and the floor in his hair-raising aerial somersaults. Another's forte consisted in twisting his body about in mid-air and finishing a somersault backward. After witnessing the ease and rapidity with which they spin their bodies like wheels and tops, one can quite readily understand the term "like a whirling dervish."

Some good feats of head-balancing are carried out, and a head-balancing feature is the act in which one member supports on his head and shoulders the remaining eight members of the troupe.

**Girl Musicians.**  
The Cora Youngblood musical agency is exhibiting a number of the exhibits are from London firms, and one man went so far as to stick cards on his goods calling attention to the fact that they were all made in London. Such a thing if followed up next year would prove one of the finest advertisements that London as a manufacturing city could obtain and would also enhance the value of the advertising the manufacturer gets by exhibiting at the fair.

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**The Red Rose of Old England—a fitting name for the tea that quality makes the standard of excellence everywhere in Canada. Will you try it.**



gregation includes twelve young lady cornet and trombone artists, the excellence of whose musical act ought to add to the reputation of the Western Fair as an exhibition characterized by the very finest grandstand attractions.

Danny Ryan's clowns are funny. They got not a few laughs, and so long as clowns do that they are good clowns.

The Five Marions are very fair trapeze artists, but their program was cut short by a little accident, the dropping of their emergency net when one of them fell in it. Although it only partially broke his fall, he was not injured seriously.

Staines' Comedy Circus, the mule that rides on the whirling table, and the clowns try to ride the mule and cant; two other ponies, and Prof. Staines himself, are better than the usual show of this class.

Music was furnished by both the Hussars Band and the Seventh Regiment Band. The vocal choruses of the Hussars were well received by the audience. The fireworks were as usual very fine. They included a battle at sea, to be exact, "a conflict in the West Indies," a realistic representation of the Horseshoe Falls at Niagara, and a thrilling outburst. Altogether Monday evening's program was highly satisfactory.

# Usborne Pioneers

## Dead at Exeter

Francis Coward and Michael Elford Were Among Oldest Residents.

**[Special to The Advertiser.]**  
Exeter, Sept. 9.—The funeral took place this afternoon to Exeter Cemetery of Francis W. Coward, son of the late Wm. Coward. He was 34 years old and died at his home in Usborne after a long illness. Rev. T. A. Steadman, of Elmville, conducted the services.

Michael Elford, one of the oldest settlers of Usborne, died at the home of his daughter, Mrs. Isaac Johns, on Sunday evening. Since his second marriage Mr. Elford had lived at Port Hope. Two weeks ago he and his wife came to Exeter and Usborne to visit their relatives, and on Thursday Mr. Elford was stricken with paralysis, from which he never regained consciousness. He leaves besides his wife and daughter, one son, Michael, jun., on the old homestead. Mr. Elford was a lifelong member of the Methodist Church. The funeral will be conducted by Rev. E. G. Powell, on Wednesday at 2 o'clock, at the home of Mrs. Johns, to the Exeter Cemetery.

The anniversary and harvest home services of Trinity Memorial Church, which were held on Sunday, were a good success. The rector, Rev. D. W. Collins, was assisted in the service by Austin Duplan, and Rev. W. J. Ten Eyck, of Hamilton, a former rector. The church was decorated with flowers, fruits and grains. Rev. W. J. Ten Eyck gave very appropriate sermons. The choir was assisted by the Caven Presbyterian choir, in the song service, and by Miss Nora Walden, soloist of the Church of St. John the Evangelist, London. Miss Birdie Boyle, of Exeter, also sang. The congregations were very large, and the collections were very liberal. The anniversary was one of the best in the church's history. The Presbyterian Church was closed in the evening for the Trinity Church anniversary.

# Mitchel Is Anxious

## to Defeat Tammany

Has Reconsidered His Decision in regard to Independence League.

**[Canadian Press.]**  
New York, Sept. 8.—The complicated tickets, which voters will have to mark at the approaching city election, will be still more involved if the fusion managers decide to permit their candidates to accept endorsement by other parties. The Independent League committee at its meeting today was expected to grant this permission and its most important result may be the appearance of the name of John Purroy Mitchell, fusion nominee for mayor at the head of the ticket of the Independence League.

When the Independence League offered Mr. Mitchell this endorsement several days ago he declined it, because the league refused to accept the fusion candidates for comptroller and president of the board of aldermen, Wm. A. Prendergast and George McAneny. Now it is said that Prendergast and McAneny have urged Mitchell that it was his duty to accept all endorsements that would help him beat Tammany Hall, and that Mr. Mitchell has reconsidered his decision.

His way would be left open by the action of the Independence League committee to fill vacancies, which at its meeting tonight is expected to leave the place at the head of its column open and have its candidate's name inserted on posters.

In the absence of Mayor Gaynor, who went abroad last week for a three-weeks' stay, the other places on the Gaynor ticket have not been filled. When Mr. Prendergast comes back from Europe Wednesday there will be a conference to see whether he and McAneny shall be endorsed by the mayor's party.

# TRESPASSERS FINED

Ingersoll Men in Court for Making a Short-Cut Over C. P. R.

**[Special to The Advertiser.]**  
Ingersoll, Sept. 9.—Detective Holding, of the C. P. R., brought more business to the local justice mill yesterday. Five local men were charged with trespassing on the railway. It seems that here as elsewhere many men are in the habit of making short-cuts over the company's property in going to and from their work. This is done contrary to the regulations, and so far as Detective Holding is concerned it has got to stop. The cases today were that of the men who were charged with trespassing on the railway. The result was the magistrate imposed the nominal fine of \$1 without costs.

**BRUCEFIELD.**  
Brucefield, Sept. 9.—Mr. John Colvert and wife, brought more business to the local justice mill yesterday. Five local men were charged with trespassing on the railway. It seems that here as elsewhere many men are in the habit of making short-cuts over the company's property in going to and from their work. This is done contrary to the regulations, and so far as Detective Holding is concerned it has got to stop. The cases today were that of the men who were charged with trespassing on the railway. The result was the magistrate imposed the nominal fine of \$1 without costs.

Among those who attended Toronto Fair were John B. Mustard, John S. Thompson, and Miss Kate Thompson. Mrs. John Elliott and family have returned from Uxbridge after a two months' visit there. Mrs. Allan and young daughter from

**VISITORS—Use the free check room on main floor; also rest room and balcony to meet your friends.**

**SMALLMAN & INGRAM**  
LIMITED  
STORE OPEN 8:30 TO 6 P.M.

**DAINTY LUNCHES** served in the restaurant afternoons, 3:30 to 6. Dinner, 11 to 2:30.

# A Demonstration of the Building of Brass Beds

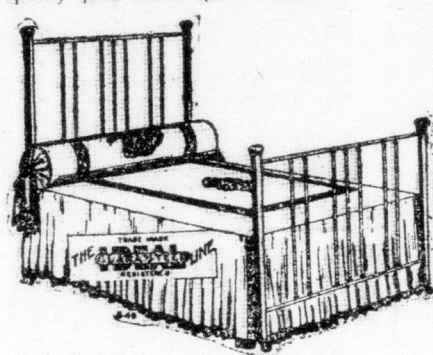
## Wednesday and Thursday

Third Floor.

Arrangements have been made with the largest manufacturer of Brass Beds in Canada for a two days' demonstration at this store (during the Western Fair) of actually building them before the eyes of the public. This should be of great interest to everyone, especially to those contemplating a new Brass Bed, as it affords an opportunity of examining the smallest details that otherwise would be impossible in the ready-to-use beds. Some of the advanced features that go to make up these high-grade Brass Beds are:

Reinforced blind construction; results—no rough edges around the posts, no nuts to come loose, insuring a permanently solid bed.

Best English lacquer, electrically applied by a special patented process, guaranteeing a pleasing and durable finish. Ten styles and prices, \$16, \$18, \$21, \$22, \$27, \$28.50, \$32, \$35, \$36 and \$40 each.

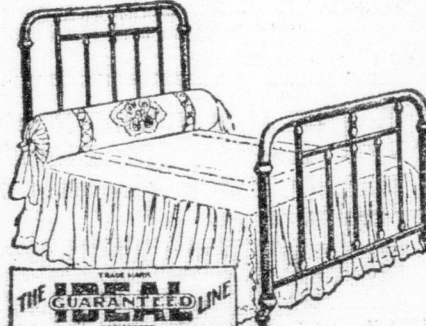


**\$21.00—BRASS BED**, large tubing throughout, making this a most substantial kind, 2-inch posts, 1 1/4-inch top rod, 1-inch bottom rod, 1-inch fillers or spindles; head, 58 1/2 inches; foot, 38 1/2 inches. Made in four sizes. The above price is for large size.

**\$27.00—BRASS BED**—A beautiful design in which shorter tubing is brought in on the head and foot, forming a border as in the others. Large posts support this bed. Made in four sizes. Above price is for large size.

**\$40.00 BRASS BED (AS ILLUSTRATION).**

Heavy tubing used throughout, rounding corners on head and foot. All joints concealed by couplings. Made in four sizes. Above price is for large size.



# Some Things That You Should Know As to the Kind of Furniture Sold Here

While on this floor look through the new Fall Furniture and you'll be impressed at once with the class of Furniture that is consistent with all the merchandise of the house—"THAT OF QUALITY FIRST." There's not anything that should be so well bought for the home as furniture, and customers may depend that all orders going from our Furniture floor are guaranteed first-class in material, built by expert workmen in factories of the highest reputation.

# Beautiful Patterns in Exclusive Irish Crochet Lace Pieces

Guaranteed hand work, round shapes. Centres are in embroidered shamrock and punch work with heavy work in Irish crochet lace on the edge.

6-inch size, each...\$1.50  
12-inch size, each...\$4.00  
9-inch size, each...\$2.75  
18-inch size, each...\$9.00

**BEDDING SALE. FOURTH FLOOR. SPECIAL SALE PRICES.**

**MARINE**  
Sept. 8.—Up: H. L. Shaw, Snyder, 8 p.m. Sunday; M. C. Smith, 9:15; Spaulding, 9:30; Wade, 9:50; Calgar, 10:10; Cort, Jenny, 11; Tomlinson, 11:10; Allen, 11:30; Monday: Congdon, 1:05; Calcutt, 1:35; Northern, Wave, 1:45; Perseus, 1:50; Imperial, 2:10; Hines, Ashland, J. I. Case, Clyde, Pennington, Sheldon Parks, 2:30; Barrett, 3:00; Mauch, 3:10; 11:20; Stackhouse, 3:40 p.m.; Harlow, 3:50; Mary, Joe Wood, 4:30; Buckley, 5:50; Rounman, 6:30; Viking, Van Vleck, Foster, Mitchell, 7.  
Down: Clarke, 9 p.m. Sunday; Davock, 9:10; Ball Bros., 9:15; J. E. Davidson, A. A. Augustus, 11; Taurus, 11:10; Saunders, C. H. Green, Genoa, 1 a.m. Monday; Holden, 1:05; D. R. Hanna, 1:10; Kerr, 1:15; J. J. McWilliams, 1:30; Acadian, 2:10; Osler, 3:20; Burlington, 3:30; Gilbert, 4:10; Curtiss, Harrison, Marvin, 4:40; Heffelfinger, 5; Graham, 5:10; Weston, 5:40; J. A. Donaldson, 6:40; Merida, 8:30; Flower, 9:10; Rochester, 9:50; Booth, 9:55; Bethlehem, 10; Nottingham, 10:05; Farrell, 10:15; Umbria, 10:30; Munro, 11:40; Brownell, noon; Norton, 12:15 p.m.; Riddle, 12:35; Wilpen, 1; H. W. Smith, H. M. Hanna, Jay C. Morse, 3; Yates, 3:30; Renown, S. O. barge C, 4:45; Corvus, M. H. Boyce, 5; Robbins, 6:40.

**At Detroit.**  
Sept. 8.—Up: Butler, 6:40 p.m. Sunday; Calumet, 1:20 a.m. Monday; Shaw, 2:05; Snyder, Jun., 3; Atkinson, 3:30; Monroe Smith, 6; Rice, 6:10; Wade, 6:30; Court and consort, 6:50; 1:05; Calcutt, 1:35; Tomlinson, 8; Calcutt, 8:20; Spaulding, 8:20; Congdon, 10; Garrettson, 4:15 p.m.; Sagamore, 5:10; Follott and consort, 5:30.  
Down: City of Paris, 5:30 p.m. Sunday; Paris, 5:50; Green and consort, 6:50; Sanders, 6:40; Holden, 6:20; Heffelfinger, 6:30; Graham, 12:30 a.m.; Hanna, 3:10; Flower, 9:30; 8:40; Nottingham, 4; McDougall and consort, 4:30; Kestle, 5:30; Farrell, Rochester, Bethlehem, King, Dunbar, 6:40.

# Free Treatment for Skin Sufferers!

Although Cuticura Soap and Cuticura Ointment are sold by druggists and dealers everywhere, a liberal sample of each, with 25-page booklet on the care and treatment of skin and hair, will be sent, post-free, on application to Cuticura, Dept. 32, Boston, U.S.A.



# Linens

Even the men will notice nice table linen and napkins and be more interested in it than possibly any other purchase made by the wife at a drygoods store. Here are 100 choice sets of Irish Damask Table Cloths and Napkins of quality in designs and prices that interest every one who appreciates good linens.

# No. 150---Table Damask Cloths and Napkins

Made from the purest of Irish linen and guaranteed grass bleached (free from chemicals), rich satin damask finish. Seven beautiful designs of poppy wreath, daffodil, maple leaf, water lily, dahlias on satin band, wild rose on circular band, and tulip with marguerite design. All are in plain centre styles.

Cloth 2x2 yards, \$4.25; one dozen 24-inch Napkins, \$6.50. Per set .....\$10.75  
Cloth 2x2 1/2 yards, \$5.50; one dozen 24-inch Napkins, \$6.50. Per set .....\$12.00  
Cloth 2x3 yards, \$6.50; one dozen 24-inch Napkins, \$6.50. Per set .....\$13.00  
Cloth 2 1/4 x 2 1/4 yards, \$5.75; one dozen 24-inch Napkins, \$6.50. Per set .....\$12.25  
Cloth 2 1/2 x 2 1/2 yards, \$6.50; one dozen 24-inch Napkins, \$6.50. Per set .....\$13.00  
Cloth 2 1/2 x 3 yards, \$8.50; one dozen 24-inch Napkins, \$6.50. Per set .....\$15.00  
Cloth 2 1/2 x 3 1/2 yards, \$10.00; one dozen 24-inch Napkins, \$6.50. Per set .....\$16.50  
Cloth or Napkins sold separately at prices indicated above.

# New Fall Suits at Popular Prices

Second Floor.

**\$26.50—VERY SMART NOVELTY SUIT** in heavy diagonal brown serge. Coat is satin lined, broadened velvet collar, cut on the new straight lines. Skirt two-piece model, draped, raised waistline.

**\$27.00—TAUPE AND BLACK SERGE SUITS**—Coat in four-button cutaway style, satin lined, collar, cuffs of velvet. Two-piece skirt, draped at the sides and raised waistline.

**\$34.00—CARDINAL AND BLACK BROCHE CLOTH SUITS**—Coat in cutaway style; collar, cuff and seams finished with braid. Two-piece skirt draped at the sides.

# Ladies' Underwear for Fall

Main Floor.

The famous Pesco Brand Combinations for ladies and girls are made from the finest Australian wools, and are guaranteed unshrinkable.

**CREAM WOOL COMBINATIONS**—High neck, long or short sleeves. Also low neck with short sleeves, sizes 32 to 40 at .....\$2.50  
Extra large sizes .....\$3.00

**CREAM SILK AND WOOL COMBINATIONS**—Same styles as above. Sizes 32 to 40 .....\$3.50  
Extra large sizes .....\$4.00

**CHILDREN'S CREAM WOOL COMBINATIONS**—High neck, long sleeves, ankle length; 3 to 8 years, .....\$2.00  
9 to 14 years .....\$2.50

**NEW TRIMMINGS AND LACES JUST OPENED.**

**CASCARETS CLEANSE LIVER AND BOWELS**  
No Headache, Bad Taste, Sour Stomach or Coated Tongue By Morning.  
It is more necessary that you keep your Bowels, Liver and Stomach clean, pure and fresh than it is to keep the sewers and drainage of a large city free from obstruction. Are you keeping clean inside with Cascarets—or merely forcing a passage every few days with salts, cathartic pills or castor oil? This is important. Cascarets immediately cleanses and regulate the stomach, remove the sour, undigested and fermenting food and foul gases, take the excess bile from the liver and carry out of the system the constipated waste matter and poison in the intestines and bowels.

No odds how badly and upset you feel, a Cascaret tonight will straighten you out by morning. They work while you sleep. A 10-cent box from your druggist will keep your head clear, stomach sweet and your liver and bowels regular for months. Don't forget the children—their little insides need a good, gentle cleansing.

**At Fort William.**  
Sept. 8.—Departed—Scottish Hero. Arrived—George L. Craig, Moses Taylor, S. N. Parent, J. M. Jenks.  
**At the Soo.**  
Sept. 8.—Up: Collins, 8:30 p.m. Sunday; Curry, 9; Jay Gould, Empire City, 9:30; Goulder, 11; Bunsen, midnight; Jupiter, Morrow, England, 1 a.m. Monday; Schiller, Dimnick, 2; Yosemite, 4; Carter, 4:10; Gordon, 5:30; Hamilton, 5:40; Delaware, 6:40; Bessemer, Marcella, 6:45; Rensselaer, 8:30; Mathew Wilson, Burnham, 9; Hebard, Fulton, 1 p.m.; Wm. Rogers, Frick, Palmer, 2; Northern Queen, 2; Seilwood, Grammer, Maritana, whaleback, 4; Towns, 5; Ellwood, Fritz, 5:30; Ericson, 7; Wickwire, 7:30; Butler, 8:30.  
Down: Couliby, Doric, 8 p.m. Sunday; Castalia, 8:30; Philip Minch, 10:30; Roberts, 11; McGean, Sierra, Muncey, midnight; Durham, Scottish Hero, 1 a.m. Monday; North Wind, 1:30; Argoturus, 2; Pathfinder, Constitution, 4; Wainwright, 4:30; Conemaugh, 8; Barth, Grace Holland, Norris, 10; B. L. Smith, 8; Smith, Thompson, 7:30; Frontenac, Chattanooga, Neptune, D. O. Mills, Northern King, 8; Harvester, 9; North Lake, Edmonton, 9:30; Perseus, 10; Steel King, Chilly, too.