

CLIP THIS COUPON

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.

DRAWING ON A NEW SUPPLY

More Outfits for Women Readers Available at The Advertiser.

The inevitable has happened. It was remarked some weeks ago, at the end of the first day of The Advertiser's distribution of Imperial Pattern Outfits, that either the demand or supply must soon end. The rush is still as strong as ever, so there was nothing for it but to order another consignment before the first lot was completely exhausted. All this has come to pass. The enormous stock that constituted the original proposition, and which was expected to last through to the end of the year, is now wide in the homes of the many thousands of people who availed themselves of the offer, and already a big hole is made in the second lot, which betokens a similar brief and glorious existence as its predecessor—all of which makes manifest the fact that the opportunity of obtaining \$10 worth of patterns for 68 cents is not to be expected again in this generation.

SMUGGLING CHARGE

AGAINST W. LEVI

Police Claim He Took Watch Parts Across Border.

Cleveland, Oct. 22.—The arrest of William Levi late today on a charge of smuggling watches, watch cases and works into the United States from Canada is believed by customs officials here to unearth the operations of a large band of jewelry smugglers. Federal officials say \$46,000 worth of jewelry on which no duty was paid has been brought from Toronto, Ont., wholesale into the United States through Windsor, Fort Erie and Sault Ste. Marie in the past year. It is said the jewelry was shipped here and disposed of in stores which make a practice of holding "auction sales." Half a dozen such places have been in operation here for the past year. Warrants have been issued for the arrest of a number of others on the same charge and also on the charge of fraud in selling the jewelry. William Levi was held under \$5,000 bond for a preliminary hearing before United States Commissioner Dugast Monday.

ILL ONLY TWO DAYS

Herbert T. Bower Died Unexpectedly In St. Thomas.

St. Thomas, Oct. 22.—Herbert T. Bower, a well-known young St. Thomas man, died today after a two-days' illness of acute heart trouble. The deceased was born in St. Thomas 21 years ago and was for a number of years bookkeeper at Marshall Field's, Chicago. He was recognized as the finest soloist in St. Thomas. A widowed mother survives him.

FELL DOWN SHAFT

Montreal Fireman Was Badly Hurt at Blaze in Brocade Buildings.

Montreal, Oct. 22.—Lieut. McDonald of the Montreal fire department, fell from the third floor down an elevator shaft while fighting a fire in the building of the Brocade Company, Limited, St. Peter street, tonight. He sustained a broken leg, a broken arm, and is suffering from internal injuries. McDonald's condition is serious. The property loss in the fire is estimated at \$25,000.

An Operation for Appendicitis

WAS ORDERED BY HIS DOCTOR, BUT COMPLETE CURE WAS EFFECTED BY DR. CHASE'S KIDNEY-LIVER PILLS.

Almost anyone who has suffered from appendicitis will assure you that this trouble developed only after months or years of derangements of the liver and bowels. Appendicitis can almost invariably be prevented, and very frequently cured by the use of Dr. Chase's Kidney-Liver Pills. In the case described in this letter, the doctor had ordered an operation, but a thorough cure was brought about by this great medicine. Mrs. J. A. Bullard, Surgeon Falls, Ont., writes: "My husband was treated for appendicitis, and the doctors ordered an operation. But he would not consent to an operation and began the use of Dr. Chase's Kidney-Liver Pills. Since doing so he has had no need of an operation, or even of a doctor, as the trouble has completely left him. I cannot find words to speak our gratitude for his cure." Dr. Chase's Kidney-Liver Pills, one pill a dose, 25 cents a box, all dealers, or Edmondson, Bates & Co., Limited, Toronto.

AMUSEMENTS

The Stratford-Upon-Avon Players, Opening Tonight.

The opening production in London of the Stratford-Upon-Avon Players with Mr. F. B. Benson, the famous actor-manager, at the Grand Opera House tonight, will be that uproarious farce-comedy, "The Taming of the Shrew." This was also the initial production during the engagement of this company in Ottawa last week, when Sir Wilfrid Laurier, the Rt. Hon. R. L. Borden and other dignitaries of the capital, were present, and joined in the cheers and applause which proved the appreciation of the audience at the end of the play.

Some conception of the fever of enthusiasm with which Mr. Benson and his company have been received in the cities where he has appeared, may be had from the review of this performance, which appeared in the Ottawa Journal:

"The Stratford-Upon-Avon Players—the long-advance-noticed Benson Shakespearean company—have at last appeared. Further, last night they gave their first performance. The universal verdict last night at the Russell was undoubtedly that the company had not been over-heralded, but, rather, under-rated. As a company, on the whole, they gave one of the best representations of Shakespeare that Ottawa has ever seen. And this is where they succeeded—they even beat the Manchester Players in the uniform excellence of their acting. They play for and not at the people. There is the secret of their success. They are what the old players were—the king's players. There was not a weak spot in the acting of 'The Taming of the Shrew.'"

Thurston the Magician.

Thurston will appear at the Grand for three days and Wednesday matinee, coming Monday evening. Keeping abreast of the times and seeking to always have the best of the best, Thurston has invented and arranged for this seasons program many new special features. What he considers one of his greatest triumphs is the perfection of the remarkable illusion "The Daylight Ghosts," a mystical phantom playlet of spookland. Second in comparison to this is "The Pekin Palanquin," a Chinese mystery of Oriental splendor; chief among his other new mysteries are "The Shadow People," "The Bangkok Bungalow," "The Chair of Asia," and "The Siamese Cabinet."

Mr. Thurston can always be depended upon for an added attraction of more than ordinary interest. This season it is the Motion Picture troupe of Italian pantomimists. This is Thurston's first visit to London, coming direct from Toronto.

REV. JOHN MURRAY DIES IN TORONTO

Was Widely Known All Through Bruce County.

[Special to The Advertiser.]

Toronto, Oct. 23.—Rev. John Lovell Murray, 108 Geoffrey street, a retired Presbyterian divine, died last night. For many years he was pastor of Knox Presbyterian Church, Kincardine, and was regarded as a very able preacher. He did much to further the interests of the Presbyterian Church, not only in Kincardine, but in the surrounding districts.

NEW CONVENIENT TRAIN TO WINNIPEG, VIA CANADIAN PACIFIC.

The popularity of Canadian Pacific service, and the excellence of that road's equipment, has been so greatly appreciated by the travelling public that it has been found necessary to put into service an entirely new Through Standard Express Train between Toronto and Winnipeg. Commencing Sunday, Oct. 26, the "Gate City Express" will leave Toronto at 2:30 p.m. and will arrive in Winnipeg after arriving Winnipeg at 8:25 a.m. second morning. The train will consist of the highest-class modern equipment: Observation Compartment Car, Standard Sleeping Car, Tourist Sleeping Car, Dining Car, First-Class Coach and Colonist Car. This will be found the most convenient and best train between Toronto and Winnipeg on account of the day's departure from Toronto at an hour when the Union Station is not badly congested, and also on account of the early hour of arrival at Winnipeg.

The present "Vancouver Express" will continue to leave Toronto at 10:29 p.m. daily and will consist of the same equipment as the "Gate City Express." This train is best to take for points west of Winnipeg, but for Winnipeg and east the "Gate City Express" is the right train to travel by.

Full particulars from any Canadian Pacific agent, or Mr. J. H. McKeown, passenger agent, 161 Dundas, corner Richmond, London. 55nywt

CORRESPONDENCE

Our Unprofitable Productions and Other Things.

To the Editor of The Advertiser: Much complaint has come from our cities of late years in regard to the advance cost of living. The farmers, as usual, have received the blame for about all the increase. Bankers, professional men, and others, who know little about farming, have been endeavoring to teach farmers how to produce greater crops in order to lower the cost of living in our towns and cities. But when we take a wide survey of the whole question, we shall see how little the farmers' side has to do with this increase. When the farmer gets 75 cents per bushel for his apples in the orchard, and these same apples are sold in Winnipeg for \$5.75, our eyes should begin to be opened upon this question.

Many crops which the farmer is producing today have increased in price to the farmer but little for many years. In fact, wheat, the staple food, now brings 85 cents per bushel; potatoes, oats, wool, etc. I wish to enumerate some of the causes which I consider the real causes for the advancing high cost of living, and many of these affect the farmer as well as other classes.

1. The middlemen, those who have gotten in between the farmer and the consumer, and who have widened the breach and have increased their profits of late years.

2. Increase in rents.

3. Unequal taxation. This I believe to be a burden upon the great masses of our people. Laboring men and the poorer classes generally feel the pinch of this. The moneyed classes, our great railway corporations, and such as these, are not paying their just proportion of taxation, and in the same ratio is the extra burden placed upon the masses of our people. In this class, also, I would place all church exemptions. These exemptions are unjust to very many of our taxpayers.

4. Our protected industries. These are given the power to raise the price of their products to our people, and of placing millions in the pockets of a few while the great masses are made poorer by the privilege. Many of these same products are sold for lower prices in foreign countries than to our own people.

Now, I wish to speak of some of our unprofitable productions, which, perhaps, more than all other things, are the cause of want, and misery, and suffering, and ignorance in all "civilized" and so-called Christianized countries—the production of and traffic in intoxicating liquors. I need hardly point out the immense loss to our masses by this evil business, to which millions are wasted yearly. What, indeed, is the harvest?

Tobacco. What food and clothing, and comforts might be had for the money spent upon tobacco, and how much worse off would those who use it be if they did not use it? Those who spend their money should not complain of the high

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

The World's Best Merchandise at Your Door

The gladness of the bright autumn days is apparent in this great gathering place of merchandise. Each floor is tempting eager shoppers with the beauty of autumn and winter styles—Smart suits and frocks and outdoor apparel are here, new hats and rich furs in plenty.

Winter buying has begun and the store that serves you well and quickly, the store that has the new things first, is ready.

Women's Fashionable Winter Coats

Not in years has there been such variety in style. The flurry of snow this week was just a slight touch of winter, but how women have been hurrying in for the Coats they are sure of finding here in just the style and at the price you want.

We anticipated this activity by providing a greater stock of moderate-priced coats than ever before, of which we give a few examples below:

Fine Curl Cloth Coats, \$14.50 and \$15

Pretty style with patch pockets and belt across back, close-fitting collar and set-in sleeve with cuff, lined to waist, black, all sizes \$15.00 Also fine curl cloth, 3/4 length, round corners, collar and revers of broadcloth, trimmed with braid and buttons, self lined across shoulders. Price \$14.50

Imported Beaver Coats, \$13.50 to \$25

These are in light weight beaver or heavy broadcloth, very smart styles, one of which is finished with velvet collar and sleeve with cuff, plain back, lined to waist. Price \$13.50

Another smart style is shown in 3/4 length, cutaway front, satin lined to waist; collar, front and cuffs trimmed with soutache and military braid. Price \$20.00

Also full length coat in beaver cloth, very dressy style, shawl collar and cuffs, trimmed with wide braid and embroidery, closed with handsome silk ornament, satin-lined. Price \$25.00

Besides many others will be seen in present assortment, including Boucle, Broadcloth, Beavers, Matelasse, Fibre Fur, Seal Plush, Curles, Velours and Velvet Brocades. Smart styles in 3/4 lengths, rounding corners. Prices \$10.00 to \$65.00

Pretty Messaline Satin Duchesse, 36 Inches Wide, for Street and Evening Dresses, Specially Marked at \$1.00 Yard

Buying direct in large quantities enables this price, which would otherwise be \$1.25 yard. The make is pure silk, extra heavy quality, full satin duchess finish, and one very highly recommended for wear. This week a special display of these in colors for street and evening wear will be shown at the Silk Department at this attractive special price, \$1.00 yard. 36 inches wide.

40-Inch Black Satin Duchesse, Extra Special, \$1.50 Yard

This number, which has been sold out for some time, is again in stock. The same good quality as before, fresh from the maker, of high-grade Satin Duchesse; heavy enough for suits and soft draping finish adapted for dresses. Thousands of yards of this number have gone from this store, and every yard has given entire satisfaction. Send in your order for a dress length of this special and you'll appreciate a good black dress of sterling value. Money refunded by return mail if you are not satisfied. 40-inch. Yard \$1.50

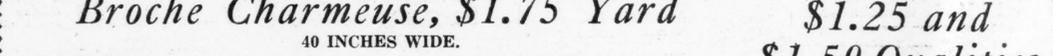
Broche Charmeuse, \$1.75 Yard 40 INCHES WIDE.

A shipment of new colors just opened in time for the approaching festive season. All are in self colors, and as indicated are very moderately priced. Shown in shades of yellow, Copenhagen, coral pink, 40-inch. Yard \$1.75

Yard Wide, Hair-Line Stripe Wash Silks for Waists, Children's Dresses and Men's Negligee Shirts, \$1.25 Yard

Advanced styles for next spring in extra heavy quality. The stripes are yarn dyed, and absolutely fast and non-fadeable. Stripes are in colors of navy, pink and black. Ask to see these, 36-inch. Yard \$1.25

Get the Big Bar Pure Castile (Shell Brand) Soap, Full Size, 2 1/2 Lbs., at Toilet Counter, 22c.



IN THE RESTAURANT. Salmon Salad, Bread and Butter and Cup of Tea or Coffee, 15c—3 to 5:30.

MOTHER! GIVE CROSS, SICK CHILD ONLY "CALIFORNIA SYRUP OF FIGS."

If Peevish, Feverish, Tongue Coated, Give "Fruit Laxative" at Once.

No matter what ails your child a laxative should be the first treatment given.

Look at the tongue, mother! If coated, it is a sure sign your "little one's" stomach, liver and bowels need a gentle, thorough cleansing at once. When cross, peevish, listless, pale, doesn't sleep, eat or act naturally; if breath is bad, stomach sour, system full of cold, throat sore, or if feverish, give a teaspoonful of "California Syrup of Figs," and in just a few hours all the clogged-up, constipated, cost of living.

Our armies and navies. The unstatesmanlike, unchristianlike and unutilized state, of the present military systems that prevail, is accountable, perhaps, more than any one thing for our hunger and thirst after a fuller, higher and a more independent life. Nearly one-half of the revenue of the great nations of the world is spent upon wars and preparation for wars, and so long as this state of things exists the masses in all these countries will be in a condition of want.

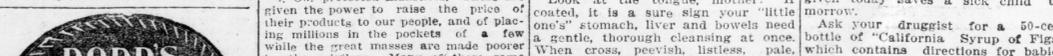
waste, sour bile, and undigested food will gently move out of the bowels, and you have a well, playful child again.

Sick children needn't be coaxed to take this harmless Fruit Laxative. Millions of mothers keep it handy because they know its action on the stomach, liver and bowels is prompt and sure. They also know a little given today saves a sick child tomorrow.

Ask your druggist for a 50-cent bottle of "California Syrup of Figs," which contains directions for babies, children of all ages and for grown-ups plainly on the bottle. Beware of counterfeiters sold here. Get the genuine, made by "California Fig Syrup Company." Refuse any other kind with contempt.

If the vast sums thus foolishly spent were devoted to the uplift and betterment of all, the whole, and not merely the few, would be living in affluence. Every elector is responsible more or less for these conditions which now prevail, and has it also in his power to blot them out and institute just and righteous laws and conditions in their stead. Are we going to rise to these higher duties and responsibilities? I hope we may.

S. P. ZAVITZ, Coldstream, Ont.



Advertisement for DODD'S KIDNEY PILLS. A bite of this and a taste of that, all day long, dulls the appetite and weakens the digestion. Restore your stomach to healthy vigor by taking a Na-Dru-Co Dyspepsia Tablet after each meal—and cut out the "picking". Na-Dru-Co Dyspepsia Tablets are the best friends for sufferers from indigestion and dyspepsia. 50c. a Box at your Druggist's. Made by the National Drug and Chemical Co. of Canada, Limited.