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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.

Boom at Goderich Factories Expand

[Special to The Advertiser.]
Goderich, Oct. 7.—The Thirty-third Military Band, which is comprised mostly of the employees of the Goderich Organ Company, Limited, serenaded Mr. Alex. Saunders, the manager, on their success in carrying the bylaw for a fixed taxation of \$20,000.
Mr. Saunders is now preparing to erect a large addition to his factory at once, and expects to increase his staff of employees by fifty skilled laborers to enable him to keep pace with his rapidly-growing business.
The new Goderich canning factory owned by Mr. D. F. Hamlink is now in operation. A number of girls and boys are employed at present canning tomatoes. Mr. Hamlink, having a large farm, has produced a large quantity of tomatoes in 1913 year himself. He has also 20 acres of peach orchard, besides large orchards of other varieties of fruit, which supply his evaporator. The crop of apples in this vicinity is very scarce this year, and prices are high.

Lamp Upset and Mattress Took Fire

Ingersoll Blaze Was Soon Put Out by Brigade.

[Special to The Advertiser.]
Ingersoll, Oct. 8.—The fire alarm was sounded yesterday, when a mattress which was accidentally set on fire created excitement in the home of Mr. Richard Waugh, Norsworthy Block. The family were preparing to move. A lighted lamp in one of the rooms was overturned, with the result that the oil was quickly ablaze on a mattress. The fire was quickly extinguished with no damage other than that to the mattress.
At a meeting of the executive of the South Oxford Conservative Association held yesterday afternoon at the Ingersoll Inn, Mr. John Law, Tillsonburg, was appointed secretary to fill the vacancy caused by the resignation of Mr. L. B. C. Livingston. Mr. Livingston was recently given a judgeship. It is the intention to hold a convention in November for the selection of a candidate to contest South Oxford for the Legislature.
Keen interest is being manifested in the opening meeting of the Canadian Club, which will be held on Thursday evening, Mr. George R. Pattullo, of Woodstock, who will be the speaker of the evening is well known here, and his reputation as a speaker will doubtless bring out a large crowd.

OPIMUM SMUGGLING

Robert Donaldson Ordered to Pay a Fine of \$200.

[Canadian Press.]
San Francisco, Cal., Oct. 7.—Robert Donaldson, former superintendent of navigation for the Pacific Mail Steamship Company, lost his appeal yesterday in the United States circuit court of appeals, and must serve 12 months in the Alameda county jail and pay a fine of \$200, for smuggling opium. Donaldson was convicted a year ago on a charge of conspiracy to smuggle the drug into the United States.

The Perfect Egyptian Cigarette

Maspero Freres

CAIRO, EGYPT

No. 22, plain.....10 for 15c
No. 31, cork-tipped.....10 for 15c
No. 37, plain.....10 for 25c
No. 41, plain.....10 for 50c

Maspero Cigarettes are universally recognized as being the most perfect Egyptian Cigarettes on the market. They are smoked all over the world

AMUSEMENTS

My Heart.
The attraction tomorrow night is "Peg o' My Heart," a comedy in three acts, by J. Hartley Manners, which is recorded as one of the greatest successes of New York.

Saturday Night says: "Peg o' My Heart" won her way into the hearts of a capacity audience at the Royal Alexandra within a few minutes after the curtain went up on Monday evening, and before the happy finale, even the most blasé first-nighter was entirely enraptured and thoroughly rejoicing in the good fortune that ultimately came to her. Not that the play would not go without Elaine Ryan, but it would be difficult to find a comedienne that would carry off the part with such charming piquancy. Her winsome elfishness renders "Peg o' My Heart" a real living personality to everyone in the audience, while the subtle changes in her modes of sunshine and shadow compel a perfect sympathy that shifts with every whim that possesses her. She is entirely delightful, and with a play that is remarkably wholesome comedy from start to finish, without a jarring note, it is little wonder that the audience was wholly captivated. Seats on sale.

"Brewster's Millions."

"Brewster's Millions" will be the attraction at the Grand Friday and Saturday evenings and Saturday matinee at popular prices. Louis Nilsen will be seen in the role of "Monty" Brewster, the young man who is committed to the task of getting rid of a million dollars, hampered with a lot of conditions as to expenditure, and rendering his squandering a difficult, albeit, an amusing task. "Brewster's Millions" is a ripping flow of delicious and wholesome comedy from curtain to curtain, throughout its four acts. The supporting company is headed by Miss Katherine Francis, as Peggy Gray, and includes Earl Christie, Jack Murray, Will Lyons, Frank Backus, James Morey, Tom Springer, Emily Burke, Mabel E. Ryan, Beulah Leighton. Seats on sale.

The Eminent English Actor, Cyril Maude.

This morning the regular advance sale of seats for the engagements of Cyril Maude, commencing next Monday evening, Oct. 13, will begin at the Grand Opera House. Mr. Maude has elected to commence his American tour with "The Maude Playhouse" where it ran for over three hundred nights at Mr. Maude's own theatre, the Playhouse. "The Second in Command" will be played Monday night. Tuesday evening Mr. Maude will put on "Toldies," which was also originally done by him at his own playhouse in London, and which Capt. Marshall, author of the piece, declared that in the role of Major Bingham, Mr. Maude was "positively ideal." Mr. Maude has brought with him from London the full scenic and costume equipment for all his productions, and his engagement in this city both in a theatrical sense and considered socially will be one of the main events of the current season.

Miss J. Swanton Died at Muirkirk

[Special to The Advertiser.]
Muirkirk, Oct. 8.—The funeral of Miss Jessie Swanton took place yesterday and was largely attended. Deceased had been ailing for some time and had recently gone to London for treatment. She appeared to be improving until Friday last, when she suddenly became worse and passed away. She was in her 16th year and was the eldest daughter of Mr. and Mrs. Richard Swanton. The funeral services were conducted by the Rev. Mr. Edwards, and interment was made in the Goshel Cemetery.
Mr. and Mrs. Hugh Templeman, of London, are spending a few days with friends here.
A large number from this vicinity attended the Baptist meeting at Lobo.

ATTEMPTED SUICIDE

Dope Fiend Check Artist At Broken Glass in Jail.

[Special to The Advertiser.]
Windsor, Oct. 8.—Jas. J. Murray, the Belleville man convicted last week of passing a bad check on the Hotel Dieu here, is being closely watched in Sandwich jail lest he commit suicide. The jail officials are authority for the statement that Murray has made two efforts to end his life since his incarceration, once by eating broken glass and again by hanging. The man is a drug fiend. He will be sentenced Friday.

MAY NOT RECOVER

Michigan Central Man Was Run Over by Shunted Car.

[Special to The Advertiser.]
St. Thomas, Oct. 7.—Gilbert North, a M. C. R. car repairer of St. Thomas, was seriously injured last night, when a car he was working under was struck by a shunted car, knocking away the steel jacks and allowing the car to slide over him. He lies at the hospital suffering from internal injuries, with little hope of recovery.

BRAKEMAN HURT

Harry Cole Had His Leg Broken by a Lumber Pile Falling.

[Special to The Advertiser.]
St. Thomas, Oct. 7.—Harry Cole, a Wabash brakeman of this city, was brought to the hospital here today from Simcoe, with a badly fractured leg. Cole was standing on a car loaded with lumber, while his train was being switched at Simcoe, when a portion of the lumber shifted and fell on him, crushing his leg.

BROKE JAIL

Peter Miller Was Sent to Help Unload Coal.

[Special to The Advertiser.]
St. Thomas, Oct. 7.—Peter Miller, a young man, aged 29, who was awaiting trial at the Elgin county jail on a charge of theft, escaped from the jail today, and was last heard of at Middlemarch. Men were filling the jailer's cellar with coal for the winter, and Miller was sent down to help. The coalmen left the cellar window open and the prisoner quietly slipped away.

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

Novelty Coats and Wraps for All Occasions



Coats and Wraps continue in their ways of simple line and sumptuous fabric, with trimmings frequently dyed to self tone, and in some cases in striking contrast as their most evident garniture. And even in anticipation of cooler days, seekers after novelties are keeping to their becoming lengths that permit the escape of a flattering few inches of the gown beneath. Wraps, when draped at all, are draped simply. Broche effects are evident in wraps; sleeves continue somewhat after the 1830 styles. Afternoon wraps are frequently of soft cloths. Coats are variously mottled. Rough or shaggy wraps are loose, especially as regards the sleeves.

This is an outline of the general trend in the fashions of autumn's wraps and coats, the development of which to greater elegance and the indulgence in more luxurious finish is a matter of personal choice. The magnificent display on second floor this week affords much valuable information in its interpretation of fashions in woman's wearing apparel.

Afternoon Tea in the Restaurant

Now that the store is open until 6, these dainty afternoon lunches or teas will be served until 5:30.

**Special for 15c,
From 3 to 5:30**

Cantaloupe and ice cream with macaroons and cup of tea or coffee, 15c; also

Salmon salad and bread and butter, with cup of tea or coffee, 15c.

A delightful spot to rest and refresh yourself when shopping.

Fourth Floor.



New Sunproof Draperies, 40c and 50c Yard

Artistic Designs for Bedrooms, Etc.

We have just received a fresh assortment of new and artistic designs in Sunproof Madras. Ivory grounds with small pink, blue and yellow flowers, and figured ivory back grounds. Very dainty designs, suitable specially for bedrooms. Most serviceable and the most artistic draperies we have ever shown at the prices. The fact that these are washable and also sunproof colors is a feature which strongly recommend them. Some have scalloped edges, others are straight and are very quickly finished ready to hang.

AT 40c YARD—36-inch scalloped and 45-inch straight edges, in pink, blue and yellow flowers and artistic figured ivory backgrounds. All sunproof colors, at yard....40c

Also 45-inch scalloped edges in above colors in very effective designs. Yard.....50c

Colored Bordered Scrims, 17c to 35c Yard

Beautiful color effects in blue, green, brown, red and rose. Mostly two-color mixtures, both sides striped, ivory centres, for inexpensive curtains. Can also be effectively used as side curtains with valances, 36-inch. Yard.....17c

Also very effective double colored border effects with plain centres, in pretty assortment of two-color effect to suit any room, 40-inch widths, yard....25c, 35c

Draperies—Fourth Floor.

DEMONSTRATION
And Sale of "Omo" Dress
Shields—At Notion Counter

SMALLMAN & INGRAM LIMITED

NEW GERMAN VELOURS
For Kimonos, Sacks, Etc.,
25c to 50c Yard.

CAR OVER BANK

Many Had Close Call in Accident at Windsor.

[Special to The Advertiser.]
Windsor, Oct. 7.—Women fainting and men jumped through the windows when a street railway belt line car, with 54 passengers aboard, jumped the track at Windsor and Sandwich streets near the Grand Trunk embankment last night. At this point the embankment is 30 feet deep, and the passengers were panic-stricken. Only a frail fence divides the tracks from the embankment. No one was seriously injured.

**NA-DRU-CO
RUBY ROSE
COLD CREAM**

Imparts a soft and velvety charm to the complexion, and counteracts the effects of raw, cold winds and over-dry indoor air. Splendid for cracked lips and chapped hands. In 25c opal glass jars, at your Druggist's.

NATIONAL DRUG AND CHEMICAL CO.
OF CANADA, LIMITED, MONTREAL.

MARINE

At Detroit.

Oct. 7.—Up: Yuma, 7 p.m. Monday; Owego, 8:10; America, 8:30; Philip Minch, 9:40; Weston, 9:55; L. C. Hamilton, 11:15; Perkins, 12:10 a.m. Tuesday; Sullivan, 12:30; Dunston, 3:30; Rosemount, 3:55; Venus, 4:30; Edenborn, 4:50; Roman, Brandon, Angeline, 8:10; Gilbert, J. E. Upson, 7:30; Major, Laughlin, 7:10; M. Andrews, 7:30; Snyder, 7:40; Jex, Ida Keith, Three Brothers, 7:50; Wade, 8:10; Heffelfinger, 8:20; Cort, 8:30; Wolf (steel), 8:40; J. J. Barlum, 8:45; Schoonmaker, Martin, 9:30; Aztec, 9:40; Hemlock, Huron, 9:50; India, 10:10; Allegheny, 10:30; W. G. Mather, 10:40; Maruba, 1:10; Carnegie, 1:55; Wells, noon; C. L. Hutchinson, 12:30 p.m.; Morrow, 1:10; George King, Bottsford, 2:30; Munro, 2:50; Wyoming, 3:50; W. A. Rogers, 4:10; Kenora, 4:10; Lackawanna, Smitago, McLaughlin, 4:30; Tuscarora, 5:10; A. Hanna, 5:05; Wotan, Flower, Congdon, 5:35; Gary, Boston, 5:04; Calgary, 6:05.

Down: Chocataw, 7:20 p.m. Monday;

Sylvania, Pontiac, 8:30; T. H. Wickwire, 8:40; Mariska, 8:50; Wyandotte, George King, 1:20; Charles Hubbard, Cowie, 1:30; Meacham, 3:30; Rutland, 3:25; B. Lyman Smith, 3:35; Northern Lake, 3:40; Wolvin, 4:10; Mauch Chunk, 5:30; Tionesta (cleared), 6:10; Arcadian, 6:20.

At Fort William.

Oct. 7.—Cleared—Wilkinson, Osborne, Saunders, Dimmick, Cetus, W.

W. Brown, R. Kirby, Midland King, Drummond, Pellatt, Collingwood. Arrived—Assiniboia, Hamonic, C. W. Watson (small), Wm. Livingstone, Prince Rupert.

At Sault Ste. Marie.

Oct. 7.—Up: Foster, 8 p.m. Monday; Ball Bros, 11; Mohegan, Minge, Cuddy, 11:30; Wahcondah, 8:30 a.m. Tuesday; Zillah, Peshigo, Miztec, 9; Mariposa, Emily, 10; Keewatin, Shaughnessy, Jay Gould, 11:30; Barlow, Lakeport, Dan Hanna, Kinnmont, 1 p.m.; Boland, Leafield, Matoca, Corporation, Wawatam, Albright, 2:30; Gordon, Yale, Franz, 3:30; Dunham, 4:30; Willis King, Erickson, Magna, 5:30; Conestoga, 6; Goulder, 6:30.

Down—Widener, Spaulding, 8 p.m. Monday; W. W. Brown, 9; Holden, 9:30; Samuel Mather (large), Price, 10:30; Wainwright, Queen City, Gratiwick, midnight; Ashley, Superior, 9:30 a.m. Tuesday; Crete, 10; Lagoda, Senator, 11; Kerr, Cuyler, Adams, Griffith, noon; Stadacona, 1:30 p.m.; Fairbairn, Maia, 2; Osborne, 3; Gates, Thomas, 4; Pellatt, 4:30; Black, Bell, 5:30; D. O. Mills, 6; Fulton, Manila, 7:30; Maunaloa, Holley, 9.

At Owen Sound.

Oct. 7.—Arrived: J. H. Shirley, Toledo, coal; City of Meaford, Providence Bay, fish; Manitou, Soo, freight.

At Midland.

Oct. 7.—Arrived: Pallik, Fort William, grain; Arthur Orr, Chicago, grain. Cleared: Sarnian, Fort William, light; Turret Crown, Fort William, grain.

YOU'RE CONSTIPATED, BILIOUS!---CASCARETS

Clean Your Waste-Clogged Liver and Bowels Tonight! Feel Bully!

Get a 10-cent box now. No odds how bad your liver, stomach or bowels; how much your head aches; how miserable and uncomfortable you are from constipation, indigestion, biliousness, dizziness, nervousness, sick, sour, gassy stomach, backache and all other distress; cleanse your inside organs of all the bile, gases and constipated matter which is producing the misery. A 10-cent box means health, happiness and a clear head for months. If you will take a Cascaret now and then, all druggists sell Cascarets. Don't forget the children—their little insides need a gentle cleansing, too.

light: Arthur Orr, Depot Harbor grain.

At Goderich.

Oct. 7.—Arrived: Emma B. Thompson, coal and barge; Melvina, Sandusky, coal; Leafield and Neelberg, Fort William, wheat. Cleared: Leafield and Neelberg, Fort William, light; Turret Cape, Fort William, light.

**HOOD'S
PILLS**

Cure Biliousness, 25c.

Best for all liver ills. Try them.