CLIP THIS COUPON

PATTERN OUTFIT PRESENTED BY THE LONDON ADVERTISER

To indicate you are a regular reader you must present Six Coupons like this one. TYTHE IMPERIAL EMBROIDERY GUTFIT 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.



Coming Attractions at Grand. Today-Matinee and Night, "The Garden of Allah."

Tuesday, Sept. 30-"The Pink Lady." Wednesday and Thursday, Oct. 1 and 2-Pictures of the Romantic Drama, "Arizona."

Friday to Wednesday, Oct. 3 to 8-Edison's Talking Pictures.

Thursday, Oct. 9-"Peg o' My Meart."

"Garden of Allah."

Somebody had said that "The Garden of Allah," which appears twice today at the Grand, is the desert dramatized. It is more than that, however, for it tells the story of the renegade monk in search of that elusive some thing that we call peace and happimess. Every human being is searching for that. That a monk, for many trears shut up in a monastery, should decide to leave his peaceful surroundfings and look for contentment elsewhere is the groundwork of the sto There is a wealth of beauty in the settings, for they are mood-creating as well as impressive to the eye. The very first panorama and the succeeding scenes, each in its own way, suggest the locale, while the Arabs and Moors in their picturesque costumes, wandering to and fro, speaking their unintelligible tongues, and suggesting the customs of their African home, give vividness to the action.

The Fascinating Musical Play of "The Pink Lady."

The most popular of musical comedies, "The Pink Lady," will be seen at the Grand Opera House on Tuesday evening. C. M. S. McLellan's book pristles with funny lines and situa-tions. Ivan Caryli's delightful music as whistled everywhere, especially such catchy numbers as "Beautiful Lady," The Girl By the Saskatchewan" and Donny Did." It is seldom that a musical play is presented in such an elaberate and artistic manner as "The Pink Lady." The scenes of the three acts are exceptionally beautiful and the gowns worn by the young ladies of the ompany are the latest word in Rue de 1a Paix fashions. Seats on sale.

The Great Picture "Arizona." An epoch in the career of motion hotography has arrived in the presentation of Augustus Thomas' most powerful drama, "Arizona," which will be seen at the Grand Opera House, for four performances, commencing Weddrama surcharged with Thomas' sigmificant delineation of human emotions, nd records the apex of success of the American playwright extraordinary.

er to Canby. The troop riding up the great renown in England. For the openvalley, make camp at the Canby ranch ing bill there will be "Toddles," and discover Hodgman in the act of adaptation by the late Clyde Fitch, of

ena is found employed in the family

f Henry Canby, owner of a big ranch.

n the meantime Captain Hodgman

dso the seducer, who is in the next oom with Denton and Kellar. A shot is fired, Hodgman falls to the ound with a bullet in his breast. Cavalrymen and cowboys rush in, Denon is accused of the killing. After the illet is extracted from the body, Denton is freed and Lena ordered under arrest. Tony, to save her, confesses that he did the shooting, and rushes through the gates into his saddle, makng good his escape.

of motion photograph that a picture has been sent out to the public in the same way as a theatrical production calling for an entire staff. These pictures cost the producers four times the usual amount expended on the progregical production. original production with a large cast. At special prices seat sale opens Monday at 9 a.m. This attraction only plays the regular theatres, and does not play picture houses.

The Edison Talking Pictures.

The Edison talking pictures will be publicly viewed and heard for the first publicly viewed and heard for the first time here at the Grand Friday, Satur-day, Monday, Tuesday and Wednesday, twice daily, Oct. 3, 4, 6, 7, 8. The chief astonishment of the Edison talking pic-tures is caused by the exact coincidence between the motion of the lips of those n the pictures and the spoken word as it sues from the phonographic mechanism, Whatever may be the final service of the kinetophone, the salient fact that its coming emphasizes is that at last we have a scientific synchronization of sight and sound. The pictures and reproduc tion of records are in absolute perfect Mr. Edison's latest invention i ruly wonderful. Seats Wednesday.

The Comedy Success, "Peg o' My Heart." The much heralded Oliver Morosco pro duction of "Peg o' My Heart," which has had an enviable run in New York and which the critics have declared one of the greatest successes in years, will be the attraction at the Grand Opera House Thursday evening, Oct. 9. The action of the play, which takes place in England, is well acted by Elsa Ryan, Lillian Keller, Fanny Addison Pitt, Wilda Mari Moore, Henry Stanford, Frank Burback and Brian Darley.

Cyril Maude, England's Foremost Come-

Mr. Cyril Maude, England's foremost comedian, whose coming to America within the next ten days, is the biggest ndividual star's tour since Mrs. Patrick Campbell came to America some years ago, sailed last Wednesday on the Allan liner Virginian for Montreal, and will appear at the Grand Opera here on Oct. 13 and 14, after opening the tour at To nakes violent love to Estrella, wife of rento. Mr. Maude will appear in London he colonel, and also the elder daugh- in the pieces in which he earned his



ELSA RYAN, in "Peg of My Heart," at the Grand Thursday, Oct. 9

making love to Bonita, a younger sis- | a very successful French comedy called nesday matinee, Oct. 1. "Arizona" is a ter to Estrella. Here the hero of the in the original "Tripplepattes." story, Lieutenant Denton halts for the time being Hodgman's villainous work Tony, a Mexican in the employ of Canby, is in love with Lena. Hodgman, a black sheep has brought behind closed doors with Lena hears drama has been in London on several oc-Tony ame and sorrow to Lena, the daugh- for the first time of Lena's sorrow and casions, it still is very popular. It has

"Brewster's Millions."

Notwithstanding that this capital melo-



Some of the Pretty Girls in "The Pink Lady Company" That Comes to the Grand Next Tuesday Night

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

EVENING AND SEMI-EVENING WRAPS

FOR THE COMING SOCIAL SEASON

A woman's coat this season, whether it be for evening or street wear, is a matter of material as much as style. Months ago we realized this, and long before the models for this season were shown, we had authoritative advice from Paris regarding the materials the fashionable ladies' tailors were eager to get, which guided us in making our selections in the most exclusive novelties for the present

Some charming styles are now shown here in plush, velvet broche, velour and matelasse, in black, white, blue, purple, rose, etc. We note here briefly a few exclusive styles. See them early.

Velvet Broche Wrap, \$55.00 NEW GOWNS AND

Wonderful the difference a taste of real autumn weather makes in one's outlook. Just now here are hosts of women who feel as if they couldn't get their new clothes together fast enough.

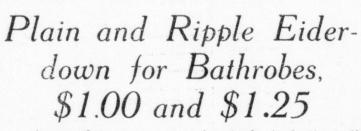
SUITS

This is why we have new suits and gowns arriving almost every day in the week, something different all the time.

Come this week to the ready-towear section and see the latest out of their boxes. Second Floor.

Shelter for 200 Heads Under These \$1.00 Ladies' Umbrellas

They are exceptional value, that's why we are making special mention of this lot today. Perhaps the best assortment we have yet offered at this price. Tops are of fine silk and wool, hemmed or taped edges, and very closerolling paragon frames; Directoire handles in mission and boxwood, plain and trimmed, also a good collection of crooks and horns. See them early, they will be picked up quickly. Each. \$1.00



A complete range now in stock, including all the wanted colors in both plain and ripple surface.

The plain Eiderdown is a beautiful full fleecy finish, which makes such cosy and comfortable kimonos, bath or lounging robes, in colors of gray, cardinal, white, pink and pale blue, 52-inch. Yard\$1.00

Ripple Surface \$1.25

This makes a more attractive robe; has pretty wave or ripple finish, in colors of cardinal, alice blue, rose, navy or pale blue, 52-inch. Yd. \$1.25

Coat of velvet broche in rose lined with white satin, long shawl collar and cuffs of white mufflon, cutaway style, new bat sleeve. A charming

Coat of Velour, \$50.00

In new cerise shade, lined throughout with white silk and warmly interlined. Collar and cuffs finished with ruching of velvet and silk, and fastening with three heavy silk ornaments. Another handsome novelty. Price \$50.00

Another handsome Coat of matelasse, in black and purple, satin lined, kimono sleeve, shawl collar. A semi-evening wrap. Price.....\$35.00 Also another exclusive novelty in velour, blue and white, lined with blue shot silk. Fastens close to neck. Price\$40.00

White Plush Coat, \$36.50

Pressed Plush Coat, silk lined, edges and button holes bound with white velvet, double-breasted front. Very smart, dressy coat...\$36.50

Many Other Novelties

A great assortment of Novelty Coats is also shown in fine curl cloths, tweeds, panned and brocade velvets and seal plush. Prices from \$29 to \$65. All made up and trimmed in the very newest fashion, cutaway style with large shawl collars and handsome ornaments and Second Floor.

NEW AND POPULAR PRICED DRESS GOODS

Vicuna, Poplin and Serge, 65c to 85c Yard

No dress goods stock is compiete without these, staple and popular-priced lines, for the dress or skirt you want to wear five days in the week. These fabrics are plain, good and serviceable. The new autumn shades will be found



French Vicuna, 65c and 85c

This is one of the most if not the most serviceable fabrics for dress or suit, the higher-priced number being sufficiently heavy for coat. A soft finish (French dye), especially good for misses' and children's wear. A special feature with this goods is that it does not gloss with hard wear, and the shades are perfect colorings, in cardinal, navy, new blue, saxe, brown, myrtle and garnet, also black. 42 and 48 inch width

Poplin San Toy, 65c

Fine corded weave, plain all-wool fabric. Specially suitable for the one-piece dress. A clean, good wearing and soft draping material in good

French Dress Serge, 75c

Fine cashmere twill French serge, made of pure cashmere wool Good draping fabric and good weight in navy, new blue, saxe, garnet, brown and black. One of the best popular-priced dress goods, fast dye,

BRUSSELS.

Brussels, Sept. 27.—Rally Day will be observed in the Presbyterian and Methodist Sabbath schools tomorrow.

SHEPHERD CHECK SUITINGS. Small Checks, Fine Worsted, 58-Inch, \$2.00 Yard.

LADIES' TAILORED SUITS, \$12.95-40 Special Models On Sale Today.

been booked for two nights at the brother of Lieut. Ward, of Thedford, has Grand, Oct. 10 and 11, at special prices. secured a position with Mr. D. McKellar. Mrs. W. McKellar returned to Toronto on Tuesday, after a week's visit with Mr. and Mrs. D. McKellar, of this place.

Mr. Alex. Newton has been transferred from the local branch of the Standard Eank to the branch at Forest.

Mrs. Chas. Bowman and Miss Evelyn in the Local branch of the Standard Eank to the branch at Forest.

Mrs. Chas. Bowman and Miss Evelyn in the Local branch of the Standard Early friends recently. Evelyn Thaw Coming to London.

n the announcement that Evelyn Thaw s coming to London on Nov. 10 in the musical play "Mariette," one of the most successful plays of the year. She has leen brought more into prominence since the recent escape of Harry Thaw, and the theatres throughout the country have recent escape. No doubt Londoners will be anxious to see this well-known actess. on anxious to see this well-known actress.

SMITH-KING

Pretty Fall Wedding Solemnized in St. George's Anglican Church. [Special to The Advertiser.]

Goderich, Sept. 26 .- A pretty wedling took place yesterday at St. George's English Church, when Miss Essie Smith was married to Mr. W. Croskey King, of Bristol, England. Miss Smith was one of Goderich's popilar young ladies, daughter of the late Wilmer Smith, a leading merchant for many years. The ceremony was performed by Ven. Archdeacon Jones-Bateman in the absence of Rev. Mr. Fotheringham, the rector. Mr. and Mrs. King left for an extended eastern trip, and intend to reside in Goderich.

AILSA CRAIG. Allsa Craig, Sept. 26.—Mrs. Geo. Calhoun and children, of Brantford, are visiting their aunt, Mrs. W. O'Leary.
Miss Susie Holmes, of London, is visiting at Mrs. A. McDonald's.
Mrs. T. Scafe has returned from Berlin, where she attended the funeral of her son's father-in-law, Mr. Morlèy, of that place



Scene from the photo play of "Arizona." The pictures will be shown that place Mr. Harry Ward, of Darby, England, at the Grand next Wednesday and Thursday,

James Ross Left Over \$15,000,000

Montreal, Sept. 27.—Public bequests in the will of the late James Ross, president of the Dominion Coal Company, amounting to nearly half a million dollars, were made public toconducted by the library board was

day. The list includes: Montreal Art Association, \$100,000; McGill University, \$100,000; Royal Victoria Hospital, \$50,000; Montreal General Hospital, \$50,000; Alexandria Hospital, \$25,000; Ross Memorial Hospital, Lindsay, Ont., \$25,000. The estimate is estimated at be-

tween twelve and fifteen million doi-Before his death Mr. Ross gave the Mentreal Art Association more than \$100,000, and \$50,000 to McGill University, \$25,000 to the Alexandria Hospital, and founded the Memorial Hos-

pital in Lindsay. BROKE HIS SHOULDER.
| Special to The Advertiser.1
| Appin, Sept. 27.—Mr. T. Towers was seriously hurt at his barn here when

as he was going in with a load of hay the load and rack slipped off and he was thrown under. Besides a broken shoulder he sustained a very severe BROKE RIB COUGHING.

BROKE RIB COUGHING.
[Special to The Advertiser.]
Brussels, Sept. 27.—During a coughing spell, while laid up with bronchitis, Mrs. W. H. Kerr cracked a ribon her left side. The accident gave her considerable trouble for some time.