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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.

District Personals

BOTHWELL.

Bothwell, Sept. 6.—Miss Maude Thompson, of Oil Springs, is the guest of her cousin, Miss Zetta Knight. Nate Wade, of Detroit, visited at his home here recently.

Misses Velma and Maude McNeil, of Chatham, visited relatives here this week.

Joe Hastings has returned from Toronto.

Miss Nellie Featherston, of Thamesville, was the guest of her cousin, Miss Anna Tuile, this week.

Miss Lena Johns has returned to St. Louis after a month's visit at her home here.

Miss Grace Johnston, of Detroit, visited at her home here this week.

Mr. and Mrs. Marles Hardakal, Mr. McMillan and Miss Mattie Lindsay, of West Lorne, were guests of Mr. W. Luke this week.

Mr. C. Reynolds, of Detroit, is visiting friends here.

Mr. and Mrs. John Watkins, of Chatham, were here recently.

Jack Dunlop and Jack Currie, of Glencoe, were Bothwell visitors this week.

Miss Ferna Sussex has returned after visiting relatives in Detroit for the past two weeks.

Mrs. James Little and daughter, Mildred, of Tillsonburg, visited relatives here this week.

Mrs. Southcott and sister, Miss Lizzy Johnston, are the guests of their parents, Mr. and Mrs. R. A. Johnston.

Mrs. McLean, of St. Thomas, is the guest of her parents, Mr. and Mrs. Joseph Taylor.

Miss Gladys Sussex, of Detroit, visited at her home recently.

Mrs. C. Waldeck and daughter Josephine, have returned to Detroit after a two weeks' visit with friends here.

Mr. and Mrs. Fred Johns and children, of St. Thomas, were the guests of relatives here this week.

Miss Mildred Scott, of St. Thomas, visited at her home here recently.

Miss Nellie McKee is visiting in Toronto.

Miss Millie Randall, of London, is spending her holidays at her home here.

Mr. and Mrs. Roland Mahler, Detroit, visited at the former's home here this week.

Mr. and Mrs. Lock McNeil, of London, visited recently with relatives here.

Miss Nellie Tuile is visiting in Thamesville.

A. Johnston was a Dresden visitor on Wednesday.

Mr. and Mrs. Ernest Crate, of Smith's Falls, are visiting relatives here.

GLENCOE.

Glencoe, Sept. 6.—Norman Murray, of Leamington, visited friends in Glencoe recently.

Miss Hazel Wilson, of Wardsville, has accepted a position with E. Mayhew & Co.

James Stinson, King street, is critically ill, having suffered a severe paralytic stroke. His brother, Richard Stinson, is also ill with the same trouble.

The marriage took place on Wednesday of Miss Eva Precious, Glencoe, and Mr. Wm. B. Currey, of Florida. Miss Precious was one of Glencoe's most popular young ladies.

DORCHESTER.

Dorchester, Sept. 6.—Rev. and Mrs. Kerr and Mr. Douglas Kerr attended the funeral of Mrs. Kerr's nephew at Glencoe.

Mrs. Guy Wellman, of St. Thomas, visited recently at her parents' home, Mr. and Mrs. Charles Connor's.

Miss Gerlie Smith, of London, spent a few days with her father, Mr. Melvin Smith, recently.

Rev. and Mrs. Wickett, of London, were recent guests of Mr. and Mrs. W. B. Lane.

The Excelsior Bible Class furnished the program for the league on Tuesday evening in a very entertaining manner. The subject was "Temperance." A mixed quartet rendered four numbers most acceptably.

Mr. Thomas Hunter, sen., is seriously ill at his home here.

Mrs. Wm. Williams is quite ill.

Miss Nellie Burke is improving in health.

The new principal of the school began his duties on Tuesday last.

Miss McMillan is unable to return on account of the severe illness of her father.

The Woman's Missionary Society of the Presbyterian Church held its regular meeting on Wednesday afternoon in the basement of the church. A large number of quilts, etc., was packed ready to be forwarded to the west.

Quite a number of new pupils started to the Woodstock Collegiate from here on Tuesday.

A number of young people attended the ball game at Gladstone recently. The game, which was between Dorchester and Gladstone teams, resulted in a victory for Gladstone.

Mr. and Mrs. S. E. Facey are attending the Toronto Fair.

Miss Murray, of Stratford, is the guest of S. E. Facey.

HENSALL.

Hensall, Sept. 6.—A large number of local people are making arrangements to attend the Toronto Fair.

Mr. and Mrs. S. E. Facey are attending the Toronto Fair.

Miss Murray, of Stratford, is the guest of S. E. Facey.

THAMESVILLE.

Thamesville, Sept. 6.—Messrs. E. Simpkins and J. A. Stewart have returned with their families after a two weeks' holiday at Terrace Beach.

A large crowd attended the laying of the cornerstone of the new Baptist Church on Wednesday afternoon.

W. R. Davies visited recently in Brantford.

Rev. A. M. Boyd, D. D., is in Toronto.

Mrs. L. C. Newcombe visited in Alvinston recently.

Harry Martinson spent a few days this week with friends here.

Dr. and Mrs. R. N. Fraser are holidaying at Erie Beach.

C. A. Mayhew, of Windsor, spent the holiday at his home here.

Miss Ethel Ripley has left to resume her duties at Kenora.

Miss Carrie Pearson has charge of Bethel school.

Miss M. Causgrove has left to resume teaching at Jackson's Corners.

Rev. S. W. Muxworthy is spending a few days in Toronto and Woodstock.

Mrs. Wm. Bloom, of Guilds, has been visiting her sister, Mrs. Philip Smith.

Mr. and Mrs. A. T. Tucker, of Detroit, are the guests of Mr. and Mrs. H. J. Fysh.

Mr. and Mrs. Fred Fielder, of Detroit, visited Mr. and Mrs. D. Martin recently.

Miss Gladys McKenzie took charge of her new school, S. S. No. 2, Zone, on Tuesday.

LAMBETH.

Lambeth, Sept. 6.—Miss Rhianna Hawley, of Ashtree, visited her sister, Eva Hawley, recently.

Miss Thompson was a recent visitor with her sister, Forey Corbell.

Mrs. Fenby, of the Northwest, is visiting her mother, Mrs. M. Vandendyke.

The W. M. S. held their meeting in the school room on Wednesday afternoon, and are preparing to send away a bale of comfortable bedding and clothing.

MUNCEY.

Muncey, Sept. 6.—Mrs. Thomas McGregor, who has been spending a few days with her daughters in Detroit, returned yesterday.

Mrs. McKellar, of Detroit, is visiting her sister-in-law, Mrs. William Rely.

Mr. D. C. Brodie and Mr. Charles Beaman are in Toronto attending the fair.

Mr. Richard Cooney has gone to St. Joseph's Hospital to have a cancer removed.

Mr. George Watson, of Middlemeads, was in this vicinity yesterday on business.

EMBRO.

Embrow, Sept. 6.—Mr. E. C. Birch has sold his farm, the old homestead, to Mr. Albert McBurney.

Miss Anderson, Miss Florence Ball, and Mr. W. R. Chapman were recent guests of Mr. James Anderson, Hickson.

Mr. Andrew Goldspinks, who is a fireman on the G. T. R., recently visited his father, Mr. James Goldson.

Mr. and Mrs. Wm. McKenzie visited with friends in St. Catharines recently.

Mr. E. L. Sutherland has left for the west.

Mr. and Mrs. Hawk and son Jack are attending the Toronto Exhibition this week.

Miss Mary C. Lovey, of New York, is the guest of her parents, Mr. and Mrs. Lovey.

The Women's Institute held a meeting in the library rooms yesterday afternoon.

Miss Burnetta McLeod and her sister Jean have left for their schools. Miss Jean has secured a school near Theford.

Mrs. H. B. Atkinson and children are visiting friends in Hamilton and Woodbridge.

Mr. and Mrs. Robert McKay, of Calgary, were recent guests of Mr. R. McKay.

Mr. and Mrs. J. Kent, of Woodstock, recently visited Mr. and Mrs. Wesley Kent.

Miss Ethel Sutherland, of Toronto, was the guest of Mrs. James Matheson, recently.

Mr. James Tizzard, of Galt, was home for the holiday.

Mr. C. E. Stuart, principal of the local school, is back at work again.

HARRIETSVILLE.

Harrietsville, Sept. 6.—Mr. and Mrs. C. B. Adams and sister Edna and Miss Lena Facey have returned after spending a month in Edmonton and other western cities.

The Ladies' Aid of the Methodist Church met at the home of Mrs. L. D. Boyer on Tuesday. The business was quilting.

Miss Della Willis attended the annual Willis picnic at Springbank.

Mr. George Cline is in Toronto attending the funeral of Mr. Cooper.

Miss Violet Morris has left for Banner to take charge of the school there.

Miss Cross, of Lucan, has been engaged as principal of the school here.

Miss Eva York, of London, spent the week-end with Miss Lena Facey.

Mr. and Mrs. W. Brooks are visiting in Detroit.

Mr. and Mrs. S. E. Facey are attending the Toronto Fair.

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NEW FALL MILLINERY SHOW—SECOND FLOOR.

SMALLMAN & INGRAM
LIMITED

STORE OPEN 8:30 TO 6 P.M.

 DAINTY LUNCHES SERVED IN
THE RESTAURANT AFTER-
NOONS, 3:30 TO 6.

Every Department In the Store Complete With New Goods for Big Western Fair Week

Out-of-town customers will be better served as with increased store service and all departments being brim full of new fall merchandise, your shopping time will be cut down to a minimum. Strangers are cordially invited to take advantage of free checking rooms (for grips, wraps, parcels, etc) writing and rest room, lavatories, without the slightest obligation of making a single purchase.

At the Toilet Department

Main Floor.

Roger & Gallet's Rice Powder, assorted odors, in flesh and white. A package **20c**

Pond's Vanishing and Cold Creams, fresh stock. Jar **35c**

Eau de Cologne and Lavender Water, product of the Crown Perfumery Company, England. Per bottle **25c**

Venetian Bath Soap, large cake for **15c**

Peroxide Bath Soap should be in every home. Large cake **12 1/2c**

Pears' Unscented Pure Soap, per cake **13c**

Wright's Coal Tar Soap, for toilet and shampoo **15c each, or 3 for 40c**

For the office—Scot-Tissue Towels, made from extra heavy soft linen finish paper and used as a blotter in drying. 50 towels in a roll for **50c**

All brands of Toilet Papers. Send an order in for The Special—four big rolls for **25c**

Now You May Select Your Fall Suiting From a Complete Stock

Dress Goods Dept., Main Floor.

Ladies will not have to wait any longer for some particular piece of suiting to come in. All the new suitings, including the latest arrivals in dress materials, which we mention today, are unpacked and placed in stock.

Poplin San Toy, 44 Inches Wide, 65c Yard

A pure wool fabric of fine finish for young ladies' wear in a beautiful range of colors, saxe, Copenhagen, navy and new blue, reseda, light and dark old rose, light tans and browns and cream.

All-Wool Brocades, 44 Inches Wide, \$1.00 Yard

A very fashionable autumn and winter dress material, and moderately priced for this quality. Shown in the range of new shades.

Brocade Cashmere, 48 Inches Wide, \$1.50 Yard

An exceptionally attractive fancy dress fabric of extra quality and finish in perfect dyed shades of purple, new blue, navy, light taupe, tan, mid and light brown.

Exclusive Novelty Pattern Dress and Suit Lengths

In an assortment of the newest Paris creations and colorings. Just one length of each. Prices range from **\$10 up to \$16** per length.

BEDDING SALE. FOURTH FLOOR. SPECIAL SALE PRICES.

SMALLMAN & INGRAM
LIMITED

Down: Victory, Hawgood, 11 Thursday a.m.; Eads, 1:30; Harvard, Hamonic, 12 noon; Stephenson, Wade, 1 p.m.; John Barlum, 1:30; Curt, Bell, Prescott, 2:30; C. Green, 2:30; Turret Chief, 4; Imperoyal, 4:30; Peters, Corneli, 5:30; Colgate, Miami, Venezuela, 7:30; Lyman, Smith, 7: Muller, 8; Queen City, 8:30; Hartwell, Zealah, Peshigo, Miztec, 8:30; Dunn, Rosedale, 7; Charles Hubbard, 8; Samuel Mather (large), 9; Crescent City, 9:30; Crawford, Charles Hutchinson, 10:30; Centurion, 11:30.

At Mackinaw.

Sept. 5.—Up: Kearsarge, 10 Thursday a.m.; P. Foster, 2:40 p.m.; Utley, 3:30; Stewart, 3:40; Fleetwood, 4:40; Minnesota, 8:30; Burnham, 4:30 Friday a.m.; Payne, 7; American, 7:10; Saxonia, 8:30; Muller, 9:15.

Down: Durston, 3:30 Thursday p.m.; Filbert, 3:40; Saranac, 4:40; Perkins, 5:30; L. C. Hanna, 6; Codorus, 6:10; Block, 9; Castle Rhodes, 10:15; Capt. Wilson, 11:40; Saunders, 1:30 Friday a.m.; Bope, 2:40; W. S. Mack, 3; Roam, 3:10; Lynch, 6; Robbins, Carnegie, 7:30; Wolf (old), 8; Milwaukee, 8:30. Wind southeast, light; clear.

LOW RATES TO LONDON FOR WESTERN FAIR.

Return Tickets will be issued at Single Fare (minimum charge 25c) by Canadian Pacific Railway from all stations in Canada, Kingston, Sharbot Lake, Renfrew and west but not west of Sudbury. Good going Sept. 5, 6, 7, 8, 10 and 13.

Special Excursion Rates will be in effect Sept. 2, 11 and 12.

Return Limit on all tickets, Sept. 15, 1913.

Full particulars from W. Fulton, C. P. R. agent.

Marabout and Ostrich Muff and Stole Sets

Shown in the Ladies' Neckwear Dept., Main Floor.

The prettiest shown in Paris for fall and winter have just been opened in black, mole and natural and white plain Marabout. Also the same colors with ostrich fibre worked in the Marabout. See display at Ladies' Neckwear Dept.

Marabout and Ostrich Sets (stole and muff), the finest importations and highly recommended for durability. Light colors, i.e., gray, white, etc., with ostrich trimming; white with natural or mole color Marabout trimming; light gray and white Marabout, and all white Marabout. Prices range from **\$18.00 to \$60.00 set**

Marabout Sets in black, mole and natural, set **\$11 to \$25**

Marabout Sets with ostrich fibre trimming, in black, mole and natural **\$18.50 to \$27.00**

Smart styles in Marabout Neckpieces and Ruffs, also Marabout with Ostrich fibre trimmings, at **\$.33, \$.35, \$.50**

Ostrich Neck Ruffs with ribbon ends, for early fall wear, in colors of brown, taupe, gray and black.

Now Pretty Tailored Pique, Lawn and Lingerie Blouses

Now Open on Second Floor.

No. 1—Ladies' Tailored White Pique Blouses in the new plain shirt style with set-in sleeves and soft collar and cuffs, visible button fastening in front; sizes 34 to 42 **\$1.35**

No. 2—Ladies' Tailored White Lawn Blouses, with rows of fine insertion and Val. lace down the front, 3/4 sleeves with cuff of tucks and insertion, high tucked collar with Val. lace edge; sizes 34 to 42. Price **\$1.25**

No. 3—Ladies' White Lingerie Blouses—Many beautiful designs in low neck and open front styles, long and 3/4 sleeves. Materials are fine voiles and crepes, with dainty embroidered designs. All sizes. Prices range from **\$.35 up to \$7.00**

Some Extra Values in Black Wide Silks and Satins That Are Not Usually Bought at These Low Prices:

Black will be very popular and fashionable, and on the strength of this (Fashion's prediction), we've bought very special values in large quantities under the regular prices.

Black Yard Wide Paillette at 83c and 95c Yard

Black yard-wide Messaline Duchess, extra quality, at per yard **\$1.00**

Black 39-inch Duchess Messaline, yard **\$1.50**

As shown in Paris and New York are now being presented in the Fall Exhibit.

—Second Floor.

Your particular hat can be selected better now than later on as your guide to fashion is in the present display, and with the exclusive novelties as shown at present, you can be suited to your entire satisfaction.

NEW TRIMMINGS AND LACES JUST OPENED.

SM