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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 The London Advertiser Office and receive the complete outfit, including Book of Instructions and one All Metal Hoop.

N.B.—Out-of-town Readers will add 10 cents extra for postage and expense in mailing.

GRAND DISTRIBUTION NOW GOING ON.

ERNEST MASON WAS DROWNED AT GODERICH

Clung to Boat Upset in Gale Until He Was Almost Safe.

[Special to The Advertiser.]
Goderich, Aug. 10.—Thrown into the Maitland River when his boat overturned in a stiff gale, Ernest Mason, of Toronto, was drowned this afternoon.

Mason was here installing a sprinkler system in the Western Canada flour mill. He, with a companion workman named Jennings, had been off the shore in a rowboat, but in returning home a northwest breeze had sprung up, which created a heavy surf at the mouth of the river, and when rounding in the small boat capsized, throwing both men into the water. Each managed to climb on top of the overturned craft, and they were within apparently easy reach of rescuing boats which had put out from shore, when the unfortunate man let go and was washed away, sinking immediately in ten or twelve feet of water.

Jennings was rescued safely, but the body of Mason was not found until an hour later, when it washed ashore close to the scene of the fatal fatality. Medical aid was immediately available, but efforts at resuscitation were of no avail.

Deceased leaves a wife and one child.

Settlement Has Averted Lawsuit

[Special to The Advertiser.]

Ingersoll, Aug. 11.—A timely settlement has destroyed the likelihood of litigation between the corporation and Mr. C. C. Morrison, proprietor of the City Flour Mills. For some time the raceway on King street east, leading to the mills has been in an unsatisfactory state, and the question of responsibility has been a debatable one. Mr. Morrison was looking to the town to recompense him for loss of power through receiving an insufficient water supply, and the corporation on the other hand disputed liability.

After the matter had been drawn out at considerable length, and a lawsuit was imminent, an amicable settlement arrived at, the understanding being that a cement culvert is to be constructed across the street, the cost of which will be met equally by Mr. Morrison and the corporation.

WAS 103 YEARS OLD

John Wilkinson Had Been a Mason For Eighty Years.

[Canadian Press.]
Edmonton, Aug. 10.—John Wilkinson, 103 years old, died at the Royal Alexandra Hospital last night from pneumonia. He was born in Ireland, and came to Canada with his parents when he was five years old, locating at York, Ont. He fought in the Rebellion of 1837-38 under General William R. Mackenzie. He was a member of the Orange Lodge for 77 years and a Mason for 80 years. His oldest son died last year at the age of 79.

RAIN WELCOMES OLD BOYS.

[Canadian Press.]

Hamilton Aug. 9.—The weather man did not extend a very cordial reception to the early comers to Hamilton's big centennial celebration. Although formal opening does not take place until Monday, many of the old boys and other visitors got in today, and were greeted by a heavy rainstorm.

What for Breakfast?

Finds ready answer in

Grape-Nuts

and Cream.

A regular morning dish is just the thing these Summer days for anyone who wishes to be "quite fit" for a day of strenuous activity.

Grape-Nuts made of whole wheat and malted barley, provides true nourishment in appetizing form for both body and brain.

"There's a Reason" for GRAPE-NUTS

Sold by Grocers Everywhere.

Made by Canadian Postum Cereal Co., Ltd., Windsor, Ont.

MARINE

At Detroit.

Detroit, Aug. 10.—Up: Filbert 8 p.m. Friday; Noble, Ishpeming, 8:50; A. E. Stewart, C. W. Elphicke, 9; C. H. Hebbard, 10:10; Rockefeller, 12:15 a.m. Saturday; Robbins, 12:30; J. J. Barlum, 1:20; Reis, 4:05; Crane, 5:15; Graham, 5:50; Calgarian, 6; Calumet, 7:20; Mataafa, 7:30; North Sea, 7:50; Myron, Page, Reddington, 8; Caledonia, Palm-er, 10; Empress of Midland, 8:40; W. D. Rees, Bennington, 10; Shaugnessy, 10:10; Murphy, 10:20; Flagg, barge, 10:10; Thompson, G. G. Barlum, 10:30; P. Reis, 11:10; Hawgood, 11:30; Waldo, noon; Sellwood, Andaste, 1:50 p.m.; Selwyn Eddy, 2:30; Buffalo, 3; Ce-rena, Strathcona, 3:30; Turret Crown, Glenmount, 4:30; Manola, 4:40; Per-seus, 4:50; Calcutta, 8; Winona, Lum-berman, Stanley, 8:20; Gilbert, 9; Mary-land, 9:10; Superior City, Miami, 9:40; Charles Weston, 10:10; Richardson, 1:05 a.m. Sunday; Gogebic, 1:35; James Donaldson, 2; Brazil, Rensselaer, 3:15; Sawyer, Redfern, Tuxbury, 3:30; Rob-ert Shaw, 4:35; French, 5; Harlow, 5:15; W. C. Rhodes, 6:20; Samuel Mat-ther (small) Germa, Elphicke, 6:20; Sinaloa, 6:30; Onoko, 11:45; Ber-wind, 12:30 p.m.; Marshall, 12:45; Hart, Rochester, Republic, Sachem, 1:20; Roberts, 1:40; Corolla, Manda, Besse-mer, Holley, 2; Mohawk, Vulcan, 2:30; Pentland, 2:30; Bulgaria, 3; Ream, 3:30; England, 3:40; Alexis Thompson, 4:10; Peter Widener, 4:45; Kennedy, 5; D. O. Mills, 5:10; Ericsson, Malda, 5:40; P. P. Miller, 5:40; George Peavey, 8:10; Robert Fulton Bell, 7; Paine, 7:30; W. H. Mack, 7:50; Lasalle, 8; Matoa, Mar-cia, 8:20.

Down: Bessemer, 7:40 p.m. Friday; James J. H. Brown, 8:30; Northern Queen, 8:45; Wolf, Steell, 9:40; Kam-inistiquia, 10:30; Morrow, 10:45; Col-onel, Desalmon, 11:45; Roman, 12:20 a.m. Saturday; Canopus, Gals, 12:30; Congdon, Kenora, 5:10; Carnegie, 7:30; Taurus, 8; Laughlin, Jos. Wood, 8:30; Trimble, Matthews, 8:40; Hoover and Mason, 9; Matoa, 9:40; Kensington, 9:20; Umbria, 10:10; Minneapolis, Norway, 10:40; Northern Wave, 11:10; L. C. Hanna, Dunham, 1:20; Pender-nis White House, 11:20; Schiller, Agassiz, Jenks, Briton, 1:40; Mattole, 2:40; Mather, 12:50 p.m.; McDougall, 1:10; Chicago, 1:50; Fryer, tug Charles E. Osborne, barge J. J. Barlum, Iron Cliff, 2; Peter White, 2:50; Pathfinder, Con-stitution, of Fort, 3; Mattole, 3:10; William, 5:20; Cort, Nasmith, 5:40; At-lantis, 6; Abraham, Stearn, 4:30; Coulby, 8:20; Zenith City, 8:40; Ell-wood, 9; Plummer, 9:30; Walters, 9:40; Wente, Exile, 9:40; Minnesota, 10:15; D. W. Cook, 11:55; Muncy, 1:10 a.m. Sunday; Atikokan, 2; Seneca, I. J. Boyce, Bourke, 3:30; Lyman C. Smith, 4:25; Italia, 4:30; Chit, 8; D. G. Kerr, 8:30; Carruthers, 10; J. Keefe, Mary Boyce, Thunder Bay, 11:15; Nyanza, 12:30 p.m.; Schuykill, 1:40; Moll, 2:25; Wyandotte, 2:40; Cor-sica, Hope, 2:50; Edward Carter, 5:30; Imperial, Mather, Andrews, 5:40; Burlington, Buckley, America, 6:30; Denmark, 6:50; Helen C., 7; Polynesia, 8:20; Stark, 8:30; Wawat-am, 8:40; Agnew, 8:50.

At Sarnia.

Aug. 10.—Up: Fletcher, Amazon, Ol-coot, 7 p.m. Friday; Cuddy, 7:40; Un-derwood, 9; Calcutta, 9:20; Mattole, 10; Dunn, 12:30 a.m. Saturday; Wyand-otte, 12:50; Lewiston, 2:40; Walter Scanton, 3; Chas. Price, Edenborn, 3:20; Filbert, 3:30; Mills and Ander-son, 4:30; Jupiter, 5:30; Ishpeming, Ben Noble, 6:20; Stewart, 6:20; Chas. Hebbard, 6:40; Elphicke (wood), 7; John Barlum, 7:30; Rockefeller, 7:40; Robbins, 9:20; Brazil, 10; Rand, 11; W. E. Reis, 11:10 p.m.; North Sea, 1:35; Graham, 1:45; Calumet, 3:05; Mataafa, 3:30; Palmer, 3:40; Benning-ton, 4:30; Empress of Midland, 5:30; W. D. Rees, 5:35; Caledonia, 6; Shaugnessy, 6:10; Barnum, 6:30; Peter Reis, 6:40; Mattole, 6:40; Mattole and consort, 7; Waldo, 8; Buffalo, 8:20; Sellwood, 9:45; Andaste, Selwyn Eddy, 10:10; Flagg and consort, 11:20; Butters, 11:30; Turret Crown, 11:40; Manola, 12:30; Sunday; Glen-mount, 12:50; Perseus, 1:50; Tomlin-son, 2:20; Manola, 2:40; Ellwood, 2:40; Calcutta, 2:50; E. Bradley, 3; Midland Prince, 4; Maryland, 6:20; Winona, 5:20; Superior City, and con-sort, 6:30; Weston, 6:40; Rensselaer, 8:20; Baker, 9:50; Donaldson, 9:40; Rensselaer, 9:50; Gogebic, 10; Calgar-ine, 11; Quincy Shaw, 12 noon; Saw-yer and consort, 12:30 p.m.; Rhodes, French, 1:30; Tionesta, 2; Yates, 4; Samuel Mather, 4:10; German, 5; Sinaloa, 6; Rochester, 6:50.

Down: Joseph Wood, Trimble, 8 p.m. Friday; Laughlin, Carnegie, 8:30; Louisiana, 9; Gates, 9:30; Canadian, 10; Kenora, 10:20; Taurus, 11:25; Hoover, midnight; Mather, 3:30 a.m. Saturday; Matola, 4; Kensington, 4; Umbria, 4:20; Briton and consort, 4:30; Nor-way, 4:40; Leonard Hanna, Minnesota, 4:50; Dunham, 5; Pender-nis White, 10; House, 5:20; Jenks, 5:30; Schiller, 5:40; Northern Wave, 6; Agassiz, 6:20; Wm. Mather, Fort Wil-liam, 6:30; McDougall, 1; Pathfinder, and consort, 7:10; Peter White, 8:40; Chicago, 8:50; Emperor, 9:50; Henry Cort and consort, 10:30; Abraham, 1:30 p.m.; Stearns, 1:40; Zenith City, 2:40; Huron, 3; Edenborn, 3:10; Connel-Plummer, 3:50; Waters, 4:20; Minne-kahta, 5; Cook, 5:10; W. H. Mack, 6; Atikokan, 6:20; Isabel, Boyce, 6:30; Muncy, 7:30; Kerr, 8:40; Italia, 9:50; Carruthers, Seneca, 9:55; I. J. Boyce, Smith, 10; Mary Boyce, 11:10; Nyanza, 6:40 a.m. Sunday; Odanah and consort, 7:30; Schuykill, 8; Wyandotte, 8:30; Hope, 9; Moll, 9:10; Nye, 9:50; Helen C., 10; Carter, 11:20; Burlington, 12:50; America, 1:30; Polynesia, 2; Starke, 2:10; Denmark, 2:10; Wawatam, 2:40; Agnew, 3:05; Elba, 3:50; Harry Yates, 4; Merida, 6:20; Bower, 6:40.

At the Soo.

Aug. 10.—Up: Jay Morse, 9 p.m. Friday; Kalkaska, Fryer, 9:30; Garret-son, 10:30; Hoyt, 11; Barlow, Odanah, 11:30; Rhodes, Emily, Mowat, Earl-ing, Yuma, Fordonian, 6 a.m. Satur-day; Chapman, 9; Turret Chief, 9:30; Walsh, 10; Norman, 11; Cetus, Sag-amore, Senator, noon; Lakewood, 12:30 p.m.; Louis Davidson, Shenango, 1:30; Berwind, 2; Pontiac, Cole, 3; North-ern King, 3:30; Wm. Brown, Gettys-burg, Bore, 4; Goulder, 5; Wells, Luzon, 5:30; Wm. Livingstone, 6; Amasa Stone, 6:30; Walworth, 6; Olcott, 8:30; Venus, 9; Amazon, Col-gate, 9: Cuddy, 12:30 a.m. Sunday; Allegheny, 2; M. T. Green, McWill-iams, 2:30; Calcutta, Rockefeller, 4; Wilbur Smith, 5; Dunn, Ward Ames, 6; Stadacona, Ed Smith, Middlesex, 8; Edenborn, 9; Jupiter, 12:30; He-bard, 9:30; Ishpeming, Ben Noble, North Sea, Assiniboia, 11; Hamilton, 12:30; Hines, Ashland, Case, 1; Acad-ian, 1:30; Brazil, 2; Palmer, 3:30; Buf-falo, 4:30; Crete, Murphy, 5; Lake-wood, Nettleton, Harvey, Mataafa, 6; J. C. Wallace, 7.

Down: Carruthers, 8 p.m. Friday; Robert Holland, 9:30; Carter, 11; Corne-

FIRST SHOWING OF
NEW FALL SUITINGS FOR
LADIES' TAILORED SUITS
Main Floor.

STORE OPENS AT 8:30 A. M. AND
CLOSES AT 5 P. M. DURING AUGUST.

SMALLMAN & INGRAM
LIMITED

LADIES' TAILORING
DEPARTMENT NOW OPEN
For the Fall and Winter Season,
1913-1914.

A List of Special Items for the Ruler of the House In Infant's Wear Department--Second Floor



Today we give a special list of seasonable summer wear for baby. Many lines specially priced and many others are new arrivals. This is one of the most unique departments in the store—it is a little shop in itself. Just think, you may step into this little corner and purchase any article you need for baby's wardrobe or toilet, without scurrying about from counter to counter and floor to floor, in search of this, that and the other. Everything needed for baby is assembled here in a cosy little section (adjoining the children's ready-to-wear), where you can pick and choose from varied assortments at your leisure. Some of these are odds and ends of summer stocks.

WHITE ROMPERS—Made of good quality drill, yoke and long sleeves, sizes 6 months to 3 years, each **75c**

WHITE PIQUE COATS—With wide collar and band of embroidery set in, sizes 6 months to 3 years, pearl buttons. Special **\$1.59**

WHITE DRESSES—Made of drill, very durable, with three box-pleats front and back, belt and cuff trimmed with dainty white and blue braid, edges 1 to 3 years **\$1.00**

WHITE MUSLIN BONNETS—All reduced to clear at, each **19c to \$1.50**

WHITE PIQUE HATS—All new styles just in, all sizes, each **50c**

SUNBONNETS—Children's sizes, in durable colors, each **35c and 50c**

SUMMER UNDERVESTS—Short sleeves or sleeveless, 1 to 3 years **12c**

Also Lisle Vests, long sleeves..... 18c

Silk Lisle Vests, for infants, up to 3 years, 40c to 65c

Silk and Wool Vests, extra fine quality, infants to 3 years 50c

Infants' Silk Lisle Hose, in white, tan, sky, pink or black, sizes 2 and 3 years, pair 25c

Infants' Silk Hose, in sky, pink or cream, 1, 2 and 3 years, pair 60c and 75c

Infants' Silk Hose, best quality, colors as above, 2 and 3 years, pair \$1.50

Infants' White Cotton Hose, 2 and 3 year sizes, pair 15c

Infants' Colored Lisle Socks, 6 months to 3 years, pair 13c, 15c and 18c

Infants' Colored Print Dresses, specially priced 39c, 49c, 50c, 65c, 75c to \$1.39

Infants' White Nightgowns, embroidery trimmed, 85c gowns, for 65c

INFANTS' SLIPS HALF-PRICE—We have still a small group of these; also an assortment of Pyjamas, Dresses and Black Cashmere Hose at **HALF-PRICE**.

INFANTS' FEEDERS—Good assortment of Turkish Feeders, **10c**; Hemstitched White Waterproof Feeders, **18c**; with sleeves, **35c**.

Infants' Wear—Second Floor.

Fresh Stock, Special Brand Toilet Paper

We have just received a big shipment from the "Eddy" mills of all our special brands, many of which are made specially for us, including the Satisfactory Brand. Four large rolls for **25c**. Also "Cottage Brand," the highest grade Toilet Tissue made, and the cheapest.

Large Carton, 12,000 Sheets, \$1

The Cottage Brand caddy contains four large rolls of 3,000 sheets each (12,000 sheets) of the finest velvet tissue. The cheapest paper in the market per sheet, and the highest grade. One carton a year's supply **\$1.00**

The "Satisfactory" Brand Toilet Tissue, 4 large rolls **25c**

The "Blue Cross" Brand Toilet Tissue, 3 large rolls **25c**

The "Standard" Brand Toilet Tissue, 1 large roll **25c**

The "Diamond" Brand Toilet Tissue, 1 large roll **15c**

At Toilet Counter.

ARMOUR'S BATH SOAPS—
Large cakes, "Peroxide,"
12½c; Venetian, 15c.
At Toilet Counter.

SMALLMAN & INGRAM
LIMITED



A NICKEL-PLATED HOLDER
FREE.

With every carton of "Cot-tage" Brand Toilet Paper we give a nickel-plated holder free.

Ladies' Neckwear

New Shipment Direct From St. Gall

A great variety of shapes in Dutch Collars, Stocks and Jabots. Special **19c**

Pretty line of Dutch Col-lars, Swiss embroidered, with dainty guipure edge; also solid embroidery, in epaulette style. Special, each **19c**

Turn-Down Styles, 2 for 25c

These are unlaundered turn down embroidered collars, also fine Swiss Stocks. Special, 2 for **25c**

Swiss Embroidered Dutch Collar and Cuff Sets, with dainty guipure edge, set **50c and 65c**

Swiss Embroidered Turn-over Collars and Sets, set **25c and 50c**

Sample Hand-Made Collars

Just a few of these, made in fine Swiss mull, with Eitz lace inserted, medallions and pretty embroidered edges, new shapes, **\$2.50 to \$4.00**

Sale of Men's and Women's Umbrellas Today.
\$1.00 Values,
\$2.50.

CORRESPONDENCE

Wardsville High School Reunion.

To the Editor of The Advertiser:

What man or woman, the world over, has not, at times, a longing to visit the home of their childhood? They must be calloused souls, indeed, who cannot live again those happy days, and feel an impulse to drop everything and take their journey straight "back home."

How Woodworth stirs our memory with his song:

"How dear to my heart are the scenes of my childhood,
When fond recollection presents them to view;
The orchard, the meadow, the deep-tangled wildwood,
And every loved spot which my in-fancy knew;
The wide-spreading pond, and the mill that stood by it,
The bridge, and the rock, where the cataraet fell;
The cot of my father, the dairy house high it,
And e'en the rude bucket that hung in the well."

Riley tells us how he chased dull care away, when a boy:

"Noon time, June time,
Down along the river,"

And every one of us just revels in Whittier's recollections of rollicking boyhood days:

"Blessings on thee, little man, Barefoot boy, with cheek of tan! With thy turned-up pantaloons, And thy merry whistled tunes; With thy red lip, redder still, Kissed by strawberries on the hill; With the sunshine on thy face, Through thy torn brim's jaunty grace; From my heart I give thee joy; I was once a barefoot boy."

And we, when our daily cares are laid aside, when we are resting quietly in our favorite nook, let our memories wander back as did the poets. In retrospect we see again the chubby boys and girls barefoot, hatless, care-free and happy. Once more we chase the butterfly, and fish and swim and fight; perchance fancy takes us

along the river or through the wood. Every shadow is an Indian, to be chased and scalped; every overhanging bank a robber's cave to be explored. Every school teacher was a hobgoblin, who devoured had boys who did not learn the Ten Commandments or multiplication tables, or they administered punishments equal to swallowing us alive.

Girls and boys of Wardsville, what say you? Shall we have a reunion of former high school students? Shall we take a day off, and forgetting the fret of care, romp together once more as we did twenty or thirty years ago?

Let's do it! We will be the better for it. How would the first week in September do? Will all former Wards-

ville students who read this write to the secretary of the school board or postmistress, at Wardsville?

JOHN I. HARPER,
Class 1883,
Allentown, Pa.

DRAMATIC POWER.

[Judge.]

"Your brother who waits on the table is much more countrified than you," remarked the summer boarder.

"He's a regular rube." "That isn't my brother, replied the farmer's daughter.

"Has an actor father hired in the city to kid the guests?"

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.