



TAILORS

399 RICHMOND STREET,

LONDON, ONT.

'PHONE 844.



S&I IMPORTERS OF DRY GOODS THE NEWEST CREATIONS COME HERE FIRST.

Fascination and Inspiration.

Strangers to London naturally enough find their way to our handsome store, it being the largest, most talked about—in fact, the representative store of Western Ontario. No matter which way you turn you find fascination and inspiration Ontario. No matter which way you turn you find fascination and inspiration here. At all seasons of the year—especially just now—the whole store sparkles with newness. The magnitude of our displays, the novelty and the beauty of our styles, the astonishing variety and matchless cheapness easily attract all newcomers, as well as those who have been dealing with us for years.

This Store is the Court of Honor

FOR THE DISPLAY OF RICH AND ARTISTIC LADIES' WEAR.

The popularity of this store ever increases. We guarantee value on every purchase, or money back if you want it. You pay cash here on every purchase, which is a guarantee that you buy right. We do not believe in keeping our store open till midnight Saturdays, nor do we believe our partons desire us to. We give our large staff of employees the benefit of early closing, and we trust the purchasing public will help to sustain the movement which we have inaugurated in London,

SMALLMAN & INGRAM, 149, 151 & 153 Dundas St. London, Ontario.