



TOY-TOWN WILL OPEN TOMORROW—SATURDAY

And what a jolly day Saturday will be—from 9 o'clock in the morning until 5:30 at night. There'll be a bustle and bigness in the air. You know, it's only about six weeks until Christmas, and folks are already thinking of other folks. It's the time for thinking of others before ourselves—hunting for gifts to make others happy. This store has a share in this great, good Christmas season—a part that has to do with bringing generous hearts and the things they are searching for to give as Christmas gifts closer together. To add to the jollity of Christmas by adding to everyone's shopping comforts and conveniences is our desire, and aisles brimming over with gift suggestions is our answer.



New Togs For Thanksgiving

Changes In Location of Departments

For the convenience of Christmas shoppers, a few changes have been made on the main floor—

LINENS—Moved from centre aisle one aisle west.

HANDKERCHIEFS—Now located in centre aisle—Rear.

IVORY GOODS—On centre aisle—Rear.

LININGS—On west aisle in dress goods section.

BIBLES, HYMN BOOKS, Etc., now on centre aisle—Rear.

WASH GOODS—Now located at rear of west aisle.



Small Furs Are the Vogue

To be truly smart this season, you must add as a complement to your tailored suit the small fur. Just one, or two, or three skins, and you will be in the height of fashion. Our collection contains all the most desirable pelts.

Neckpieces and Chokers for Thanksgiving

Red Fox Chokers, fur all around, brush head and paws. Price \$45.00
Brown Fox Chokers, fur all around, finished with head and tail \$30.00, \$35.00, \$40.00, \$42.50 and \$45.00
Gray Squirrel Chokers, fur all around. Price \$17.50
Ermine Neckpieces, finished with head or strap to slip through. Price \$22.50 to \$40
Stone Marten Chokers, single or double skins. Prices \$39.00 to \$50.00
Alaska Sable (skunk) Chokers, \$15 to \$20
Coon Chokers, fur all around \$18.95
White Coney Caps with ear lappas \$4.25
White Tibet Neckpieces and Muffs \$3.00 to \$7.50

Special Thanksgiving Dinner Saturday, 65c

Oxtail Soup. Stick Celery.
Roast Young Duck with Apple Sauce.
Mashed Potatoes and Baked Sweet Potatoes.
Cauliflower in Cream.
Bread Rolls and Butter.
Steamed Fruit Pudding. Lemon Sauce.
Fresh Pumpkin Pie. Tea or Coffee.

Smart Styles in Black Velvet Dresses the Vogue and Colors



Woman's Dress of Black Velvet (square neck), loose panel extending from waist to hem, finished at top with rhinestone ornament, shirred over hips. Price \$39.50
Misses' Dress of Black Velvet, moire ribbon in narrow ruffles finishing neck and sleeves, while two wider widths finish skirt at waist, large bow of ribbon at back waist is smartly shirred to give drape effect. Price \$37.50
Misses' Dress of Sapphire Blue Velvet, skirt is shirred at waistline, smart bow of velvet with rhinestone ornament finishes the side. Price \$39.50
Woman's dress of Jade Green Velvet, long sleeves, a smart wrap style, closing at one side, hem on skirt and sleeve trimmed with fur, skirt draped at side. Price \$52.00
Misses' dress of Sapphire Blue Velvet, round neck, short sleeves, skirt is made of fine deep folds on silk foundation, pretty corsage finishing waist. Price \$30.00
Misses' Dress of Brown Velvet, round neck, three-quarter sleeve, two rows of moire ribbon finishing neck, straight line model, with bows of moire ribbon at hips. Price \$39.50

Special Purchase of Black Dress Velvets for Saturday, \$4.50, \$6, \$6.50, \$8 and \$10 Yard

Anticipating the demand for "BLACK," we took advantage of a big purchase offered to us at special prices. These comprise some of the finest qualities ever shown by this store. Rich soft silk pile, very deep black. 35-inch for \$4.50 yard; 40-inch for \$6.00 yard; 40-inch for \$6.50 yard; 36-inch for \$8.00 yard; 43-inch for \$10.00 yard. We advise early buying tomorrow. Plenty of colors at \$4.50 and \$6.00 yard.

On sale at Silk Dept., Main Floor.

Beautiful Crepe Arabia, \$3 Yard

A wonderful heavy Crinkle Crepe Cord Weave for the new pleated skirt or the charming new one-piece dress. Its weight retains the original lines and style of your dress. Black, navy, sand, mid and dark grays, and nigger. 38-40 inches wide. They are imported direct from the manufacturer, that's why they're only \$3.00 yard

Saturday's Selling in the Basement

Sunlight Soap 15 for \$1.00
Gold, P. & G. Soap, 3 for 25c, 13 for \$1
Sani-Flush 30c
Lux 10c
Charmin 15c, 2 for 25c, 25c
Starch 2 for 25c
Dutch 12c
Panshine 10c
Ivory Flakes 10c
Rinso 3 for 25c
Ammonia 3 for 25c
Bon-Ami 15c pkg., 15c cake
Pearline 3 for 25c, 15c, 40c
S. & I. Soap Chips 2 lbs. 25c
Princess Soap Flakes 23c lb.
Gillett's Lye 15c
Sal Soda 10c
Borax 10c
Owen's Blue Soap 25c pkg.
Comfort 3 for 25c, 13 for \$1.00
Surprise Soap, 3 for 25c, 13 for \$1.00
Satisfactory Toilet Paper 10c
Diamond Paper 25c
Cottage Paper 40c
S. & I. Blend Tea and Coffee 60c lb.

SMALLMAN & INGRAM
LONDON

To Dress Up the Thanksgiving Dinner Table

Are you going to celebrate the holiday by having a family dinner party? Probably you have already planned a dinner menu which includes the time-honored Thanksgiving dishes. And, of course, the appointments of your dinner table must have as thoughtful care as the menu itself. Fine white linen, the charm of shining silver and gleaming china, as well as the newest of convenient cooking utensils—all these will interest the housewife and hostess at Thanksgiving time.



LINENS.
The industrious little lady in the illustration is making her own table linens. But she couldn't be more pleased with her own handwork than you will be of your own fine linens, if you have one of these beautiful sets of Double Damask Irish Linen Tablecloths and Napkins. They are of heavy quality, fine even texture, and designs which are varied, but uniformly beautiful—the Carnation, the Adam, the Quaint Ribbon and Spot and the delicate tracery of the Sheraton pattern.
Tablecloth 2x2, \$6.25; 2x2½, \$10.75
One dozen Napkins, 22x22 inches \$10.75
These may be purchased separately or in sets. That last critical survey of the table before the guests arrive will satisfy the most exacting hostess, if she has used these linens.
Main Floor.

SILVER.

Perhaps you need more flatware, if your dinner table is to be extended to its fullest capacity. Here are attractive designs in popular priced plate. Other delightful additions to your table are shining silver baskets, a tea service or a dish for the Thanksgiving mince pie.
You can get a Fruit Basket of Pierced Silver, with handle, for \$6.75. Or a Pie Dish, in an attractive design, in pierced silver, two handles, with a lining of fry oven glass, \$4.50. Covered Baking Dish, with a white enamel lining, \$8.00.
Tea Service with thread design, silver-plated. Complete Three-Piece Tea Service, with tray \$23.50
Main Floor.



CHINA.

Whether you want a whole dinner set or one small piece, you will find an attractive variety for your choice. Colorful bits of china, in new individual pieces and the charm of novelty and distinctiveness to your table. A delightful open set of Heathcote China has a narrow black border, and a hand-painted conventional design in black-eyed Susans. The breakfast set is complete with muffin dish, egg cups and honey jar. It is very moderately priced—Breakfast Plate, 65c; Bread and Butter Plate, 50c; Porridge Dish, 65c; Muffin Dish, \$2.75; Honey Jar, \$1.75; Egg Cup, 30c.
Here is a new Pyrex Teapot of shining transparent glass in assorted sizes and styles—2 cups, \$4.00; 4 cups, \$4.50; 6 cups, \$5.00. Aluminium Tea Balls, 15c.
There is a special offering in Dutch Jugs, with squat, round little shapes and wide mouths. They have an amber lustre finish and quaint checked bands in red and copen. In six sizes, at 10c, 15c, 20c, 25c, 35c and 50c
Basement.

KITCHENWARE.

The Thanksgiving turkey is one of the central figures of the dinner party. If he is to be roasted to the correct shade of golden brown, you will want the newest and best of roasters. Here they are, in a good variety of sizes and prices:
Small Round Aluminum Roaster, specially priced at \$1.49
Oval Aluminum Roaster \$3.75
Oval Roaster, large size \$4.50
Wear-Ever Aluminum, tray in bottom, and squat, round little shapes and wide mouths. They have an amber lustre finish and quaint checked bands in red and copen. In six sizes, at 10c, 15c, 20c, 25c, 35c and 50c
Basement.



Hurlingham Coats, \$37.50

A Special Purchase

Just in time for the holiday selling these coats have come to hand. A special group bought at a clearing price from the maker. The "Hurlingham" is the only Canadian-made coat we know of that is sold in New York and other American style centres. SEE THESE COATS SATURDAY.

A clearing line of this well-known garment, which is made of the better grade of British cloths, with reversible back. Style shows both raglan and set-in sleeve, belted, patch or slit pockets; colors of gray, fawn, brown; sizes are well assorted. Prices \$37.50
At \$25.00, a special line of Winter Coats, made in smart styles of heavy winter coatings, several styles to select from; colors of gray and fawn; sizes 36 to 42. Price \$25.00

SLIPPERS

Cosy Boudoir Slippers in felt with ribbon trimmed, brown and black kid with rubber heels, and the cosy moccasins with touches of beading in the front and fur around the top, also without the fur, in brown, tan, gray and wine.
Then we have Indian Moccasins with their fringed leather trimmings. These come in brown, tan, natural and gray. Prices 75c to \$2.50

GLOVES FOR THE HOLIDAY

A NEW PAIR OF GLOVES FOR YOUR WEEK-END TRIP. French kid in beautiful soft skins, two pearl domes and fancy backs and contrast welt, pique sewn, beaver and mode shades \$3.00
French kid, two-dome, pique sewn, in brown, navy, white, black, beaver and gray \$2.50
French Kid Gloves, two-dome, over-seam stitching, nice fine skins, brown and beaver \$2.00
Walking Gloves, one-dome, smart street gloves, tans, greys and browns \$2.25 and \$3.00 pair
Pretty styles in gauntlet chamousette, strap at the wrist and embroidered cuffs, greys and beavers \$1.75
Two-Dome Chamousette Gloves in gray, brown, beavers and mode 75c and \$1.00 pair



Holiday Sale of Ladies' HANDKERCHIEFS 4 for 25c

200 dozen Ladies' Solid Color Handkerchiefs in rose, blue, mauve, Nile, orange and maize, all pretty shades. The same quality as sold a few weeks ago, that many have asked for since. Get your supply Saturday 4 for 25c

SMALLMAN & INGRAM
LONDON

Today I saw

Attractive dresses for schoolgirls, from A. B. Co. to P.H.D.'s! But I shall not try to cover such an extensive range in one column. And the little dresses that I saw today are sure to appeal to High School students, Normalites and prospective B.A.'s.

Neat little one-piece dresses that slip on quickly in the hurried rush for breakfast and a nine o'clock class. According to the newest dictates of Fashion, the lines are slim and girlish, not the slim and boyish styles which prevailed a couple of years ago.

Right on our Second Floor you will find them. Twills and tricotines and serges; the fasten-to-side styles, the tiered effects, varied trimmings of silk embroideries and fringe, tucked panels, and collars and cuffs which are pointed affairs. In colors, there are the perennially popular navy blues, and the varied shades of brown from sand to the deepest tones of chocolate. They specialize in plain colors—no stripes, plaids, nor checks. Which reminds me that a small check, say fifteen to twenty-five dollars, will purchase any of them.

They are such smart, useful little dresses! In them you will feel well dressed, if the day's activities should include an unexpected luncheon engagement or matinee.

Judith

TOILET SOAPS.

Lifebuoy Soap 3 for 25c
Fairy Soap 5 for 35c
Cashmere Bouquet Soap, 10c and 25c cake
Coles' Soap 2 for 25c
Vivola Castle Cakes 3 for 25c
Vivola Castle Cakes 6 for 25c
Vivola Boracic and Cold Cream Bath Tablets 3 for 50c
Vivola Round Bath Tablets 3 for 50c

Saturday Candy Specials

100 lbs. Cocoa Butters 35c lb.
Hand-Dipped Assorted Chocolates, 1½ lbs. net 95c box
Maraschino Cherries in Cream 95c box
Martha Jane Home-Made Candies, fresh and delicious 60c lb.