



SPRING OPENING

The Spring Opening in our establishment has long since become the real fashion event of the season. This city has learned that our styles are the styles that lead--that we not only reproduce Paris styles, but create fashions of our own. We respectfully invite you to visit our Spring Opening and inspect the many enticements we offer this season.

Tomorrow, Wednesday, and Following Days

Spring Opening of New Black and Colored Silks

Our reputation as London's principal silk store is by no means confined to this city. We have been showing new styles since early January, from time to time, many of which are exclusively ours and not to be found elsewhere. But this week our display will be found almost complete for the spring season, and most everything that is new in weave, color and design is now here, and no woman should decide upon the silk for her new gowns until she has seen our splendid display.

COLORED SILKS—Among the colored silks you will find all the new spring shades—tussor, messaline, lousine and many other styles of printed and other fancy silks. Especially attractive are the varieties and values in these.

Imported French Foulards, double width. A yard, \$1.50

Satin Cashmere Foulards, 23 inches wide, a yard, 85¢

Cashmere Mouselines, a yard, 59¢ to \$1.25

Natural and French-Dyed Shantung, or raw silks, a yard, 59¢ to \$1.00

Black Silks

That this store is headquarters for black silks in Western Ontario is recognized everywhere. You are absolutely sure of reliable quality and of the lowest possible price for each and every kind and grade. We buy direct from the makers, and many are dyed expressly to our order.

Black Spot-Proof Habutai, 50¢ to \$1.25

Black French Peau de Soie, 65¢ to \$2.00

Black Chiffon Silks, a yard, 50¢ to \$1.50

Black Messalines, a yard, 59¢ to \$1.25

Black Bengaline and Moire Silks, \$1.00 to \$1.50

Black Double-Fold Silks, a yard, \$1.00 to \$2.00

Free Delivery by Express or Mail

On all purchases of \$5 and over we pay postage on packages within the postal regulations and weight to any point, or prepay express to your nearest express office or railway station within 200 miles of London. Return, at our expense, any goods that do not come up to your expectation and your money will be promptly refunded.

Spring Opening in Carpets, Furniture and Wall Paper

Our first spring opening in these departments will be of more than usual interest to the citizens of London, for if for no other purpose than to get in touch with the newest ideas of draping and furnishing your home you should have a look through these departments on the third floor, and see our model furnished home. The addition of a Wall Paper Department, with our own staff of hangers and decorators, completes the homefurnishing end of our establishment, and we are now equipped to furnish your home from top to bottom with Furniture, Draperies and Curtains, paper your walls and carpet your floors. With the housecleaning and renovating time so near at hand, it will at least be interesting to look through a stock of all new goods, such as ours. A year ago our new store was only half completed, and these departments were only thought of; but it has taken most of this time to organize and get into running order and thoroughly stocked, what we consider is today one of the best carpet and housefurnishing departments in Canada. Recovering furniture and all kinds of upholstering promptly done by our own workmen.

New Axminster, Brussels and Wilton Room Rugs

Seamless Axminster Rugs, fresh from the English looms, in a wonderful variety of designs and colorings, a beautiful parlor carpet, with deep and luxurious pile, in all sizes from 6 ft. by 7 ft. 6 in. up to 13 ft. 6 in. by 10 ft. 6 in. At from, \$14.00 to \$55.00

Our Wilton Rugs have already made their name in London, and our new designs and colorings for spring are beautiful; Parisian, Turkish and floral designs, in old rose, two-tone green, browns and tans; sizes 7 ft. 6 in. by 6 ft. up to 13 ft. by 11 ft. 3 in. Prices, \$11.50 up to \$58.00

The quality of our Brussels Carpets and Rugs has become well established during the past season, and our spring stock is a selection from the choicest production of the best European mills, including designs suitable for every room in the house; sizes 9 ft. by 10 ft. 6 in. up to 11 ft. 3 in. by 12 ft. Prices, \$15.00 to \$24.00

Tapestry Rugs, in room sizes, from 6 ft. 9 in. by 9 ft. up to 10 ft. 6 in. by 12 ft. Prices, \$6.00 to \$14.50

Millinery Opening
Wednesday and Following Days

Begin with our windows on Dundas and Richmond streets, they are a fashion show in themselves. Follow on through the aisles and view this great store's stage setting of new fabrics and fashions for spring, 1910.

Millinery Reflections From Paris

Pursue your journey by east or west side elevators, or by the wide, easy stairway to the balcony, and on to the special displays of greater import, the expositions which reveal the newest and most authoritative fashions, the millinery.



Paris is the beauty centre of the world in women's attire, and her best art is strongly reflected in our millinery opening display, and we doubt if you have ever seen a single showing which could boast of so many inspired models.

There are three characteristic shapes this season—the turban, the mushroom shape and the turned-up brim. The last shape is allowed the greatest possible latitude. Sometimes it is at the side and sometimes in the back.

Turbans were never so pretty as they are this season. Being softly draped, they do not appear stiff, fitting down over the head almost covering the hair.

This promises to be one of the most wonderful flower seasons in years. Every sort of flower that grows in the garden may be found on the new hats, the rose being the most noticeable. So daintily made and so exquisite in coloring, it gives the hats a charm which no others have.

It is not our desire to boast that this is the most beautiful exhibition of millinery you have ever seen, yet more than this, and more than we can tell in the papers about the new things, can be learned by a brief visit to our new millinery salon on the second floor. We have given our best efforts. Your criticism is invited.

MILLINERY—SECOND FLOOR.

Superb Display of New Laces, Dress Trimmings and Embroideries

Direct from the great lace-producing centres abroad has come everything that's new and lovely in Laces, Dress Trimmings and Embroideries. Among the newest are the Flouncings, full length for skirts, and a beautiful display of new All-Overs, Bands and Edges, Net Bands and Edges; Net Bands, with delicate tracery in color; New Metal All-Overs; Net Bands and Edges; Black Galloons, beaded but light enough to trim the sheerest fabrics.

Spring Opening of New Black and Colored Dress Ends For Spring

For more than thirty years, this store has had an enviable reputation for dress goods, and is accepted as Western Ontario's foremost provider of dress fabrics of every description.

The world's best producers contribute to our stocks. Our buyers go directly to the makers in this and foreign countries, buying in such quantities as to insure absolutely lowest prices. Every new fabric, novelty and new color is here. Be sure and attend our opening exposition this week, commencing tomorrow.

The Favorite Colored Goods

DIAGONALS, in small and heavy twills, Yard, 85¢ to \$1.50

Worsted Suitings and mannish effects, Yard, \$1.00 to \$1.50

Silk and Wool Fabrics in taffeta and poplin weaves, A yard, 85¢ to \$1.50

All-Wool Broadcloths and Venetians, 75¢ to \$1.50

All-Wool Serges, 50¢ to \$1.50

Seaside Suitings, 65¢ to \$1.00

Spring Dress Goods in Black

Black French Broadcloths from, yard, \$1.00 to \$2.50

Black Batiste and Wool Taffetas from, 65¢ to \$1.00

Black Mohairs and Residas from, 50¢ to \$1.50

Black Voile, 50¢ to \$1.25

Henriettas, 50¢ to \$2.00

Crepes and Creponnes, 65¢ to \$2.00

Black Silk Poplins and Poplin de Soie, A yard, \$1 to \$2.50

Black Resida, Silk and Satin Striped Voiles, 75¢ to \$2.00

Grenadines, Eoliennes, etc.—Centre Aisle, Rear Main Floor.

Out-of-Town-Customers Write for Samples

A postcard or letter, with your name and address, will bring samples by return mail of any merchandise that can be sampled and mailed in sample packages.

Write for samples of our New Spring Dress Goods and make your selection at home.

Showing of New Spring Styles

In Ladies' Ready-to-Wear Section

Spring is here. The pleasant stir and bustle among the Ladies' Ready-to-Wear Garments gives evidence of this. A few rough days will make little difference now, and with Easter so near at hand, an extra incentive to early buying.

But the garments themselves are the best incentive. Never such splendid range of choice, comprising a woman's every need; never such wealth of models from which to choose, nor such a variety at each price.

Take the skirt shown on the figure, for example; made of good quality Panama cloth, in navy, brown and black, stitched with silk and thoroughly shrunk; one of our styles we are showing at the very moderate price of only \$5.00

Reception and Street Gowns

Ready for display tomorrow, and these alone are worth a special visit to our store. They are being unpacked today and will be shown on the models tomorrow.

See our show windows. Dundas and Richmond streets.



SMALLMAN & INGRAM
LIMITED