

SMALLMAN & INGRAM, LIMITED

Phone 2814

WEATHER PROBS:
FAIR AND MILD.

Phone 2814

SMALLMAN & INGRAM, LIMITED



EXPOSITION OF DISTINCTIVE GIFT GOODS



WE CAN SERVE YOU WELL THE DAY BEFORE CHRISTMAS, BUT WE CAN SERVE YOU BETTER NOW. With hundreds of attendants we can help you. The service is here, the courtesy, the attention, and more vital still, the desire to serve you, and most vital of all--the capacity to serve you in merchandise, for there never was in London such Christmas stocks as there are here today at the **SMALLMAN & INGRAM Store.**

Stocks too are not exhausted, the merchandise is not down to frazzled ends. This is not a mushroom store; not just a Christmas plant that blooms only once a year. The rarest jewels are still here, and will be here in June as well as December. The finest hosiery, the finest gifts for men, the purest flax linens, the daintiest handkerchiefs, etc. The store that opens its doors to all Western Ontario as well as London and Middlesex County must serve the people all the time, not once in a while, so come today, expect the best and find the best that there is. Christmas shopping has not got to the stage when the time to shop is all the time, and the time to begin is as early as you can.

Charming Scarfs

FOR STREET OR EVENING WEAR.

There is no gift more suitable or more acceptable for a lady than one of these pretty Scarfs.

THE MADELINE SCARF, in black satin, with sky, pink, helio and white satin lining, finished with heavy black silk tassels, \$3.95
HANDSOME BLACK LACE SCARFS, with shaded chiffon linings and heavy chenille tassels \$7.00
PERSIAN SILK SCARFS with Marabout trimmings, at \$7.50 and \$10.00
EGYPTIAN SCARFS, in white and silver, white and gold, and black and silver, pretty Oriental designs; priced according to weight, from, each \$6.00 to \$12.00
CREPE DE CHINE SCARFS, plain and Persian designs, from, each 39¢ up to \$12.00
HANDSOME FIBER MOTOR SCARFS, fringed ends, in all the new shades. Price, each \$1.50

Ladies' Small Furs at Popular Prices

60-INCH MARMOT THROW SCARF, satin lined, \$3.50
MARMOT EMPIRE MUFFS, \$3.50, \$4.75 and \$8.50
56-INCH SATIN-LINED MARMOT STOLE, trimmed with two heads and four tails. Price \$5.75
BELGIAN HARE RUG MUFFS, \$6.75 and \$8.75
BELGIAN HARE STOLES, \$3.75, \$10.50 and \$12.50
GREY LAMB EMPIRE AND RUG MUFFS, \$4.75, \$6.50, \$7.50 and \$9.00
GREY LAMB CAPERINES, \$7.50 to \$10.00
NATIONAL SABLE EMPIRE MUFFS, \$15, \$18, \$20

Covers for Christmas Gifts

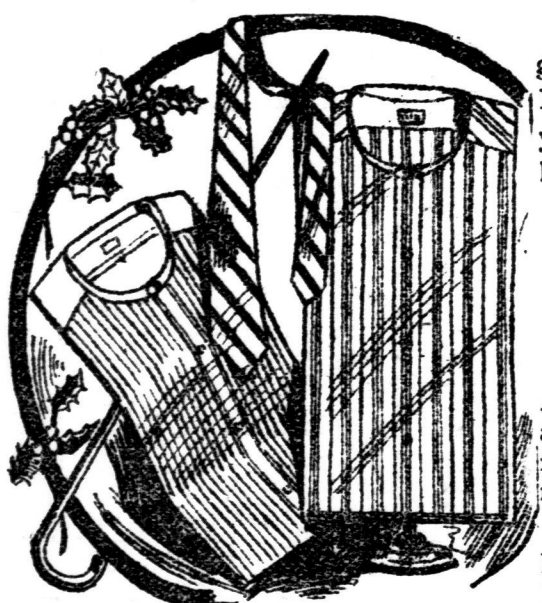
TABLE COVERS, \$1.25 TO \$5.50.
 COUCH COVERS, \$2.00 TO \$7.50.

A good selection of these Covers to choose from; new colorings and new designs. We also make up any style desired in Monks' Cloth, Tapestry, Repps and Taffetas. Our range of colors in ready-made Table Covers is complete.

Gifts of Brass Goods

The useful as well as ornamental fancy articles in the popular Brass Goods are too plentiful to enumerate, and many Christmas shoppers linger at this counter stroking names one after another from their lists.
 Brass Candlesticks \$75¢ up to \$2.00
 Brass Letter Racks \$1.25 up to \$1.75
 Brass Ink Wells \$1.00 to \$1.50
 Brass Ash Trays 45¢ to 65¢
 Brass and Silver Jewel Boxes \$75¢ to \$1.35

Gift Suggestions From Our Men's Store



Here for men and boys, suggestions come thick and fast. How quickly you can complete your list in this department, for here are the most useful gifts:

HANDKERCHIEFS,
GLOVES, MUFFLERS,
TIES, SOCKS, SHIRTS,
SUSPENDERS, ETC.,

All nicely boxed, making very attractive gifts for men, the useful kind which men appreciate most.

MEN'S SILK NECKTIES; hundreds of different designs, boxed. Each 50¢ to \$1.50

MEN'S FANCY VESTS FOR CHRISTMAS, \$1.95 to \$6.00

GOOD SUSPENDERS, arm bands and pair of garters, neatly boxed; sets for \$75¢ up to \$1.50

MEN'S GLOVES (boxed)—Unlined, silk-lined, fleece-lined, fur-lined, in cape and suede, in grey and brown shades.

Silk-lined \$1.25 to \$2.50

Extra thick lining \$1.50

to \$2.75

Fleece-lined \$75¢ to \$2.00

Woolen Gloves 25¢

to \$1.50

Fur-lined \$2.00 to \$5.00

Unlined \$1.00 to \$2.00

Men's Fancy Half Hose, in

lisle, cashmere, silk and silk

and wool, boxed. Price, pair

50¢ to \$1.50

MEN'S SILK MUFFLERS, in plain black, navy, garnet, grey and white, all new shapes, at \$50¢ to \$1.50

FANCY SHIRTS—Negligee, Regatta and Dress Shirts \$1 up to \$3



Ladies' Evening Wear

EVENING COATS of Broadcloth, made in rose or grey, warmly interlined, lined with silk, kimono sleeve, collar and cuffs of black satin and trimmed with soutache braid, \$23.50

EVENING COAT of Reseda Broadcloth, lined with silk; collar, cuffs, front of coat and band at bottom embroidered with self-colored silk, for \$23.50

EVENING CAPE of Beaver Cloth, in cardinal and grey, military collar, double-breasted, trimmed with buttons, for \$15.50

Ladies' Neckwear

DAINTY COLLARS, 50¢ TO \$1.50. EACH IN PRETTY BOX.

We are showing a beautiful assortment of Neckwear, daintily boxed for Christmas gifts, at above prices. Half a dozen different style Collars at 50¢. Some trimmed with little steel buckles, others with Persian or satin trimmings, in pretty light shades. Also a good line of Fancy Black Collars at, each 50¢ and 75¢

Dainty Embroidery Wash Collars, boxed, each 75¢

Handsome Ecru or White Lace Trimmed Collars, with beautiful jabot, all put up in separate boxes, each 75¢, \$1.00 and \$1.50

Also a fine range of Collars with pretty lace-trimmed jabot, special, each 25¢

Main Aisle.

Some Useful Presents



MANICURE SETS, \$79¢ to \$7.00

QUADRUPLE SILVER SETS \$1.50

and \$2.75

QUADRUPLE SILVER SETS, Comb,

Brush and Mirror. Price \$6.50

Also beautiful sets, handsomely boxed

at set \$15.00 and \$18.00

WHISK HOLDERS, stirrup design

\$1.35

PADDED JEWEL BOX, with key

\$1.25

GLOVE AND HANDKERCHIEF

BOXES \$1.25 to \$2.50

SHAVING SETS, \$75¢ up to \$6.00

EBONY SHAVING MIRRORS, on stand, \$1.50 to \$5.50

SILVER SHAVING MIRRORS, on stand, \$2.75 to \$5.50

From Toy-Town

STEAM ENGINES, 50¢ to \$3.00

MECHANICAL RAILWAYS—One of the best for boys, complete set of tracks, switches, semaphores, etc., extra strong engine, with train of cars; neatly boxed, \$1.50 to \$6.00

AUTOS—Wind them up and they run 20¢ to \$2.25

SELF-WINDING AUTOS—Push them backward and they will return to you; strong and easy to operate \$1.25

HUMPTY DUMPTY CIRCUS TOY—For little tots. A set of these will interest a child for many a day. They are jointed, wooden animals and clowns, nicely boxed, with small chairs and ladders to perform on \$1.25 to \$2.50

"SIMPLEX" GAME—Six games in one. By this clever arrangement you can play golf, basketball, billiards, bowling, croquet and shovel-board on the same game board. Only \$1.00

EXPRESS WAGONS—Just the thing for a healthy boy, or one you want to make healthy. Keep him out doors by providing him with one of our wagons, strongly made steel wheels and gearing; all sizes 75¢ to \$1.85

WHEELBARROWS, 30¢, 50¢, \$1.00, \$1.50 and \$2.00

CHILDREN'S FURNITURE—Just the thing for tea parties—

Folding tables and substantial chairs, in red or light oak; set of two chairs and table \$1.00

Separate Pieces, each 35¢

Basement.

Sensible Christmas Gifts for the Home

DOWN COMFORTERS—All satin top with three-frame border, reverse side in sateen; regular \$8.50. Special, each \$6.75

MARSEILLES QUILT—New idea, with cut corners, fringed all round, extra quality; note the price, each \$3.00

TAPESTRY CURTAINS—In popular self colors of myrtle, olive, crimson, green; fringed both ends, pair \$4.50

TABLE COVERS—Two yards square, in self and two-tone colors of olive, crimson, red and blue, all finished with wool fringe. Special, each \$3.75

COUCH COVERS—50 inches wide by three yards long, splendid designs, each \$2.00

COUCH COVERS—60 inches wide by three yards long, reversible, handsome designs, each \$6.00

Second Floor.

Fancy Hat Pins

A beautiful assortment of these in almost every style, size, shape and color, at from 15¢ to \$2.50

Hall Sets, on plack, with hat and clothes brush, \$2 and \$2.75

Also with two hat brushes and clothes brush for \$3.75

Christmas Gifts, Nicely Boxed

Black Taffeta Under-skirts, made with a deep flounce, trimmed with cluster of shirring and tucks, under dust ruffle. Special, each \$3.95

Chiffon Taffeta Under-skirts, in white, pale blue, grey, pink and black, made with tucked flounce, finished with a gathered frill and under dust ruffle of silk. Special \$3.38

A very pretty Waist of Chiffon over Paisley silk, front and back trimmed with bands of silk, forming yoke, 3/4 sleeve \$6.75

Dressy Waist of Brussels

Net, made over Jap Silk, very dainty yoke of lace insertion, finished with guipure medallion, full length sleeve, cuff trimmed to correspond. Special, each \$2.85

Silk Waist of Black Peau de Soie, neatly trimmed, full length sleeve with tucked cuff. Special \$3.75

Stylish Waist of Black Brussels Net, made over Jap silk, front trimmed with tucks and rows of guipure insertion, collar and sleeves tucked and finished with edging of real lace. Special \$4.00

Quilted Silk Jackets to wear under your evening coat for extra warmth, in white, pale blue, pink and mauve \$3.50

Quilted Vests, without sleeves, in black or mauve silk \$1.85



Store Open Tonight

FROM 7:30 TO 10 P.M.

CORTESE ORCHESTRA ON MAIN FLOOR
 BALCONY.

Ask For Transfer Card

You will save time in shopping from counter to counter by using a Transfer Card. No waiting for change. When you have finished, your purchases are all ready at transfer office, where you may arrange for payment of all together, and give delivery or shipping instructions. Ask for card with your first purchase.

Glove Coupons

An easy way, and very satisfactory, too. Every lady loves a nice pair of Gloves, and a paid Coupon to select from Smallman & Ingram's stock makes a very acceptable gift. Phone for COUPONS. Price. How many?

SPECIAL LADIES' UMBRELLA, \$1.45.

An ideal gift for a lady; coverings of silk mixed taffeta, extra close rolling, paragon frames; handles gold trimmed and silver mounted. A clearing line from regular \$2.00 stock, neatly boxed for Christmas gifts, at each \$1.45

SMALLMAN & INGRAM

LIMITED

SPECIAL \$1.00 LADIES' GLOVE.
"LYNTON" and "MARLBOROUGH" English Walking Gloves, tans stitched with red, white and self-color, one-clasp, prix and pique sewn. Smart Gloves for tailored suits (guaranteed). A choice gift for a lady. Each pair nicely boxed. Pair \$1.00