



For Evening

Roughened skin, slight imperfections, unbecoming elbows—these are difficult problems of the evening toilet, which powder alone will not overcome.

Dr. L. Partin, who has devoted many years to the study of the skin, in London, Paris and Petrograd, first prepared for the exclusive use of his own Toronto clientele the following preparations for evening use:

Dr. Partin's Neck Bleach
A clinging cream, quickly absorbed by the skin. Makes arms, shoulders, neck and hands beautifully white and smooth. Per jar \$1.00

Dr. Partin's Poudre Supreme
A liquid powder, equally excellent for whitening neck, shoulders and arms. Per bottle \$1.00

Dr. Partin's Whitening Cream
For the face. Renders skin soft and smooth. Per jar \$1.00

L. PARTIN, LIMITED
TORONTO.

Dr. Partin's preparations may be obtained at
Smallman & Ingram, Ltd.
at department stores and leading drug stores throughout Canada.

Brighten Up, But---

keep down expenses, renew your papered or kalsomined walls with

SATINETTE

Makes them clean and fresh as the day they were put on at the cost of a few cents. Sold in tins for 25 cents.

At All Dealers.

The Satinette Products Manufacturing Co., Ltd.
Toronto, Ontario.



A Genuine Tonic

Hacking's Heart and Nerve Remedy

Nature uses the Heart, the Nerves and the Blood to distribute to each organ the food required for the Body's work. Should any one part become impaired, you can look for trouble and poor health. Most striking results have been obtained from the use of Hacking's Heart and Nerve Remedy when the Heart, the Nerves or the Blood get out of order, and the general bodily condition is below normal; eyes brighten up, cheeks take on a natural color, headaches disappear and you regain that feeling of buoyancy that comes only from the possession of Good Health. A few dollars invested in Hacking's Heart and Nerve Remedy is the best Health Insurance you can buy. Price 60c a box, 6 for \$3.50. Sold in London by Standard Drug Company or Taylor Drug Company, and all good drug stores, or by mail direct. Hacking's, Limited, London.

Mistakes Cost More Than

NATIONAL CASH REGISTERS

JULIUS MADDI, BRANCH MANAGER.
350 Dundas Street, London, Ont.

Buy Diamonds

WITH CONFIDENCE

from a firm you can trust.

Barnard's

DIAMOND MERCHANTS,
Jewelers,

399 Richmond Street, London, Ont.

"Laxative Bromo Quinine Tablets"

C. W. Brown

SMALLMAN & INGRAM

SMALLMAN & INGRAM

Lovely Easter Modes

Suits, Frocks, Wraps, Sport Wear, Millinery and Accessories

ALL of our apparel departments throughout the store are brimming over with new Easter delights. During the past week box after box of Suits, Wraps, Dresses, Blouses and Hats have been arriving. All are carefully designed of picked materials in the newest of spring styles and represent a latitude in price which will enable everyone to make satisfactory selection. As the greatest interest today centres in the Easter apparel of both men and women, it seems quite the proper thing that we should discuss them together. It is true that we devote the greater space to apparel for women; but Easter is more a festival of dress for women than men, who cannot enjoy the bright colors and the wide range of attractive materials shown in women's garments. This display is quite the most complete we have ever attempted in any pre-Easter event, and we are sure that all will be quick to take advantage of the very excellent service that has been provided for everyone. Every kind of garment is here expressed in its best style and most bewitching material and no detail of fashion has been overlooked by our buyers.

Ladies' Suits

For Easter and After

Ladies' Dresses

Exclusive designs in new Spring Suits. Smartly tailored Suits in the latest styles for spring, mannish and dressy effects, very handsomely embroidered and braid bound. Materials are home-spun, tweeds, jerseys, serge, tricotine and poplins. Priced at from \$37.50 to \$135.00

Small Women's Suits of navy tricotine, vest of novelty silk, string belt, collar and coat handsomely embroidered, silk lined. Skirt two-piece, neatly gathered at waist. Price \$110.00

Small Women's Suit of navy tricotine, shawl collar, vestee of silk, belted, 8-inch banding of embroidery finishing coat, silk lined. Price \$95.00

Small Woman's Suit of navy tricotine, tuxedo collar, belted, ripple coat, embroidered, silk lined, skirt, two-piece. Price \$129.00

Small Woman's Suit of navy tricotine, tuxedo collar, vestee of silk, patch pockets, belted, collar, pockets, small peplum, embroidered in blue and gold, silk lined. Price \$98.00

Dresses in taffeta, crepe de chine, georgette, in navy, grey, copen, rose, black. Styles show ruffles, pleatings, drapings, basque fronts, Eton effects, and the straight silhouette. Prices..... \$30.00 to \$95.00

Navy Taffeta Dress basque front, short sleeves, side closing, skirt shows three-tier flounce finished with knife-pleating, button trimmings on waist, round neck with dainty lace collar. Price \$79.00

Taffeta Dress in sand or navy, short sleeves, finished with puff, round neck with ruffle of silk, bandings of velvet finishing sleeves, also waist and hips to form puff. Price \$59.00

Taffeta Dress in brown or navy, one-piece, straight-line dress, three-quarter sleeve, string belt, daintily embroidered above and below belt in tinsel, slightly draped at sides, closing in back. Price \$35.00

Perhaps it is the old-time quaintness of taffeta, with its modernized fashion, that has set in the vogue, or because it has a freshness that seems to make it youthful.

New Gloves For Easter

There is one thing that comes as surely as Easter Day, and that is the necessity for new gloves. The new stitchings, embroidery, and touches of color or black is effectively shown in our new lines.

Smart Gauntlet Glove, with strap wrist in leather, for street wear, grey or brown. Price \$7.50 pair

Firm French Kid Gloves, in pique or overseam stitching, black, white, grey, brown and black, with white stitchings. Prices \$3.50 and \$3.75 pair

Good assortment in Silk Gloves, in greys, maatic, pongees, modes, black and white. Prices from \$1.25 to \$2.50 pair

Chamoisette Gloves for children, in grey, white and tan, washable. Price 85c pair

Fancy Ribbons for Easter

Fancy Ribbon, 7 inches wide, for bags, vestees, etc.; in green, royal, red, beautiful colorings. Price \$3.00 per yard
Jacquard Ribbon, 7 inches wide, in pink and pale blue, very dainty. Price \$3.00 per yard
Dresden Ribbon, 6 inches wide, in pink and pale blue, floral designs. Price \$1.25 yard

Fancy Ribbon, 3½ inches wide, moire, with Dresden stripes, in pink, pale blue and navy, heavy quality, splendid for camisoles. Price \$4.00 yard
Duchess Ribbon, 6¼ inches wide, satin with moire border, in pink and pale blue. Price \$1.75 yard
Fancy Ribbon, 8½ inches wide, in green, large floral designs. Price \$2.50 yard

New Coats for All Occasions

The New Coats are quite simple, but fine tailoring gives their simplicity a distinction which no amount of elaboration could ever attain. The new coats are full and wrappy, so that they can be worn over the softest and fluffiest of the new bouffant or draped dresses. Sports or strictly-tailored models are equal favorites this season—Jerseys, Coverts, Gabardines, Tinsel-Tone Velours, Corded Velours and Donegal Tweeds are favorite cloths in colors, of copen, jade, tan, sand, taupe and navy. Prices \$25.00 to \$108.00

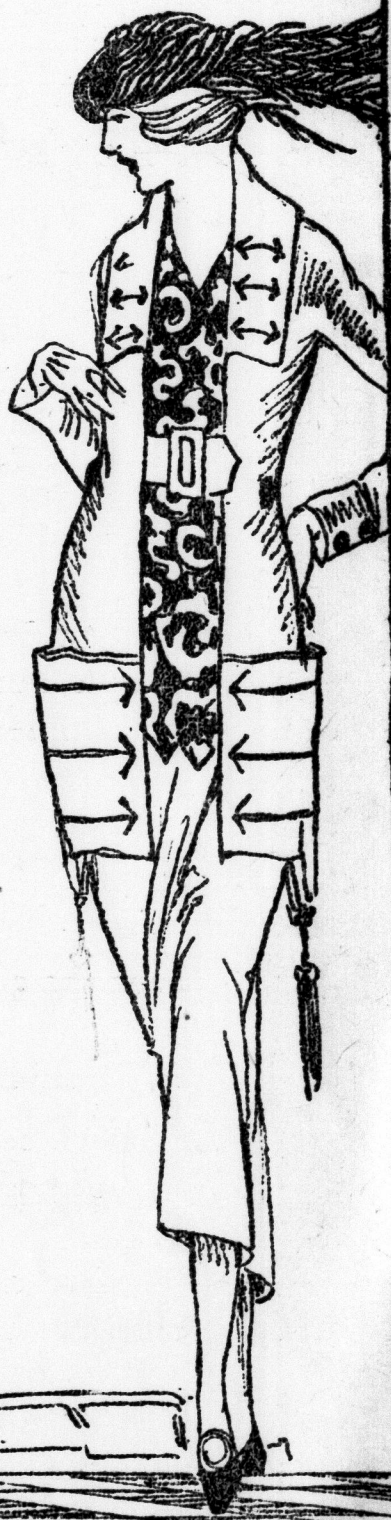
A New Marabout Fur for Easter

Marabout Furs for the spring. There is nothing that can take the place of the Marabout Neckpieces for early spring and fall. They are right up to the minute in style, and for comfort they are unequalled. The new spring styles are the cape shapes, also some of the smaller straight neckpieces. They come in four shades, black, mole or dark brown, with or without ostrich trim.

One very good style is cape shape, with one row of ostrich through the centre, in black, mole or natural. Price \$8.50
With ostrich all around. Price \$12.00
Small Neckpieces in black or dark brown. Price \$5.00
Some very smart styles are trimmed with tails in natural or mole. Price \$13.50 and \$23.50
Handsome Ostrich-Trimmed Pieces from \$15.00 to \$23.00

Special Display of Ladies' Knitted Pullovers

Ladies' All-Wool Pullovers, in the newest and smartest styles in plain and fancy weaves; colors, turquoise, jade, rose, strawberry, Kelly, Oriental and mauve. Prices ranging from \$5.00 to \$11.00
SECOND FLOOR.



EASTER RECORDS

Many new "His Master's Voice" Records. Easter music in the March Hat. Victrola Department, Third Floor.

Wallpaper Catalogue

Now ready for mailing. If you need Wallpaper write for this book.

SMALLMAN & INGRAM
LIMITED

Restaurant—4th Floor

Breakfast, 9 to 10:30. Dinner, 11:30 to 2:30. Short lunches, continuous service, 9 to 5.

In the Tearoom

Special service afternoons, 3 to 5:30. Dainty lunches served continuously.