

# Presenting the New Spring Silks and Satins

**SILK WEEK!** It's a magic phrase! Visions of shimmering loveliness, of the three-fold beauty of texture, color and design. Silks with a refreshing charm that breathes of spring. Silks that correctly interpret the new mode in all its cool and colorful loveliness.



**7** HERE'S a silk for every spring mood in the special presentation of silks which you are invited to see this week. It's an invitation you will be glad to accept if you are interested in fashion newness and in economy. Yesterday—Printed Silks. Today—Plain Silks.

## French Pure Silk Canton Crepes

\$3.00 Yard



We are not over-enthusiastic when we term this wonderful value, as the same number sold last season at a third more than today's special price; 38 and 40 inches wide. Your choice of black, navy, sand.

### Bonnet's Charmeuse Satin, \$3.00 Yard

An unusual price for Bonnet's 40-inch Charmeuse. It's one of the most fashionable of the silk family, too. Black, navy and brown.

### Crepe Satin Francaise, \$4.00 Yard

Rich satin face on one side and on the other the crepe weave that imparts grace in the clinging, slenderizing lines; black, Flemish blue, old blue, turquoise, Congo brown, cocoa brown, zinc gray, crabapple; 38 and 40 inches wide.

### Millinery Now Wants Shot Taffeta Silk

But any kind of shot taffeta won't do. The color combinations must be right and a quality that will conform to the lines and twists required for the new hat. They're here in about twelve color combinations in the new blues, sands, cocoas, grays, etc., combined with some other pleasing contrasting colors; 35 inches wide, and the quality is untearable. \$2.50 yard

### A Pure Silk Flat Crepe for \$2.69 Yard

It comes from one of the best Swiss makers. A high-grade pure silk flat crepe of high lustrous, rich finish; a beautiful crepe for overblouses, the dress pleated skirts and the new scarfs. Here's your selection: black, navy, sand, beige, alre-dale, crabapple, sunflower, Chinese red, zinc and pelican grays, cowboy brown, castor, almond green, orchid. All are 38 and 40 inches wide.

### Swiss Untearable Black Messaline, \$1.29 Yard

A rich Black Silk Dress at the price of a habutai silk; 35 inches wide. The sale is limited to 400 yards for silk week only.

Silk Department, Main Floor.

### Royal Black Duchesse Satin de Luxe, \$1.98 Yard

This brand of high-grade satin for fine dresses is too well and favorably known to comment upon at length. And the usual price, too, is known to most women. Here is a tempting offer at \$1.98 yard

### Have You Made One of the New Scarfs?

Buy a piece of pretty Figured or Brocade Silk Crepe with ends of a plain crepe. We have many suggestions to make on scarf creation. Come and see what we have made up.

## White Flannelette Sale

SPECIAL PRICES 18c AND 22c YARD

A special purchase of soft and cozy white flannelette makes the above prices possible. Be sure and visit this money-saving sale. 1,500 yards in the lot, all choice, selected ends in good condition, varying from one-yard to six-yard pieces, and all marked at above prices, according to width. There are lots of pieces for baby wear, diapers, nighties, etc., also for children's or ladies' wear. Be on hand at 9 a.m. for best lengths and widths.

## New Corsets for New Silhouettes



A perfectly smooth contour is the goal which every woman seeks in her scheme of dress. It adds unusual grace and beauty to the appearance and can be achieved by every type of figure in the American Lady and Madame Lyra Corsets we are now showing. To the high standard of material and workmanship found in these models mightybone adds permanence to its lines and comfort to its wearer.

Model 4063—Madame Lyra Corset, designed for the average full figure, made of pink silk brocade; the mightybone molds the figure into modish lines and gives needed support to the abdomen; fullness at top gives comfortable diaphragm expansion and allows the shoulder flesh to rest in the corset. Price \$9.50

Model 274—American Lady Corset, with low, comfortable elastic top, designed for girls or slender women, lightly boned with mightybone. Price, per pair \$3.50

Model 326—American Lady Corset, the stout, medium-height figure, with full bust, will find comfort in this model. It is low and full at the top in the front and sufficient height at the back to perfectly control the flesh. Has long, graceful skirt. Per pair \$7.50

Model 592—American Lady Corset, designed for the average figure, novel V-shaped elastic inserts at the bust, allowing expansion; the long skirt is boned with mightybone to flatten back. Price, per pair \$6.50

## Silk Underskirts In Spring Shades

They carefully preserve the straight slenderness of your new suit or dress—these slim little petticoats of glos, habutai, satin and colorful taffeta. Pleated flouncings, narrow ruffles and shirings, and plain tailored styles, with neat hemstitched hems. All of spring's fashionable shades are here. Priced at \$3.95, \$5.75, \$6.50 to \$12.00

Second Floor.



## The BREATH of the AVENUE

### The Color Choice in Spring Hosiery

The Peach tones now predominate in spring hosiery colorings. These softly glowing peach tints are decided leaders, leaving all other colors far, far behind. And the more florid of the peach tones are the newest and the most extreme hosiery fashion.

The neutral shades, gray and sand (called by some "gravel") are second in importance because of their adaptability for wear with the tailored suits and high-colored frocks and coats which will not permit the contrast of pink-tinted hose. Black and the medium browns continue to play a minor role. At present they are worn only by conservatively-dressed women who give little thought to fashion.

To prove these important points, we make two significant hosiery color tallies. First, we count the actual hosiery colors worn by women during the luncheon and tea hours at the most typically fashionable right hotels and restaurants—The Ritz, The Plaza, Sherry's, The Ambassador, The Biltmore, and Pierre's. It is an important tally because it proves what colors New York's best dressed women sponsor.

Then we stand in front of the Public Library, Fifth Avenue at Forty-second Street, and take a tally of the shades worn by women along the Avenue. And this is important because it shows what is worn by the general public—women from most every sphere of life.

These tallies become the more important when we find that they agree in the essential points, for they prove that hosiery fashions are so definitely crystallized that New York's Four Hundred chooses approximately the same colors as New York's Four Million.

The Breath of the Avenue, New York.

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## Dainty Lingerie for the Dainty Woman

TO the women who consider fine craftsmanship and material in their underthings, these lovely pieces will be most appealing. Skillfully fashioned of fine silks, distinctive in cut and conception, and adorned with those original touches that though unseen, are a constant joy to the wearer. Not expensive considering their loveliness. Indulge in one or two things anyway.



CREPE DE CHINE GOWNS, made sleeveless and kimono style, round and V neck, trimmed very daintily with pin tucks. No lace and Valenciennes lace and insertion, finished with two-toned ribbon rosettes and streamer effects in colors of flesh, mauve, white, honeydew, black and the new Banana shade. Prices \$9.50 to \$17.50

SATIN AND METEOR SILK GOWNS, made with strap shoulder, also kimono style trimmed with lace, tucks and hemstitching, in colors of mauve, flesh, sky, honeydew. Prices \$6.50 to \$15.00

PONGEE SILK GLOVES, made sleeveless, also kimono style, trimmed with colored binding, also lace and hemstitching. Prices \$6.50 to \$7.75

PONGEE SILK PRINCESS SLIPS, made shadow proof, or scalloped bottom, shoulder straps of ribbon, finished at top with hemstitching. Prices \$4.50, \$4.75

Crepe de Chine and Silk Envelope Chemise, trimmed very daintily with lace, pleats, tucks and net frilling, finished with dainty French rosettes of ribbon, in colors of black, flesh, white, honeydew and banana. Prices \$4.50 to \$10.00

PONGEE SILK BLOOMERS, made with or without cuff, elastic at waist and knee. Prices \$3.00 to \$4.50

VEST AND STEP-IN SETS of Silk and Crepe de Chine, trimmed with lace, fancy stitching and tucks, in colors of flesh, mauve, maize, gray and white. Prices \$7.00 to \$13.25

SILK CREPE AND SATIN BLOOMERS, made with elastic at waist and knee, with or without cuff, in colors of white, flesh, mauve, honeydew, sky, tangerine. \$3.00 to \$7.50

Second Floor.

## For Leisure Hours Indoors—Mah Jong The Chinese Game

This game has fascinated the Chinese since the time of Confucius. Now it is the popular rival of the bridge whist, and it seems to be the winner. In our collection there are sets at widely divergent prices to suit all purses.

"DEMOCRAT" MODEL—This set is packed in a good black cardboard box, and is equipped with counters, dice, three extra blank tiles, wind indicating disc, score card and book of instructions. Wood tiles with white enamel facings. Price \$3.25 set

"SHANGHAI" MODEL—The tiles of this model is also hardwood, and is surfaced with glistening pyralin. Price \$9.00

"PEKIN" MODEL—This model is the same in every respect as the Shanghai, excepting that the pyralin is twice as thick. Price \$12.00

Five-Drawer Cabinet Box, imported Chinese set, with bone tiles. Price \$29.50

Book of Instructions. Price 45c each

Racks of various makes, \$1.50 to \$8.50 a set

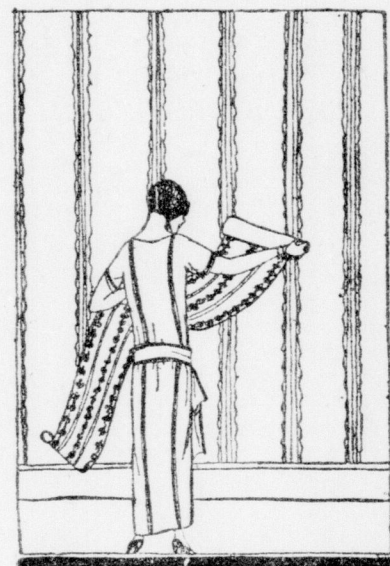
FOUND—Boy who lost money Saturday 15th will receive same at Exchange Desk.

**SMALLMAN & INGRAM**  
LIMITED

## Make the Home Walls Smile—Wallpaper

It's time for spring redecorating! If you have learned that it pays to do your Christmas shopping early, you can apply the same lesson to your redecorating. Our complete spring stock is now in, with an unbroken selection in all lines.

Your personal taste is reflected more in the selection of your Wall Papers than in any other attribute of the room. Our lines embrace authoritative patterns of every period and style. You may visit our showroom with full confidence that you will be able to select Wall Papers of good taste and distinctive personality.



### Wallpaper for Living-Rooms.

Papers that look like rich Brocades, like gay costly Chintzes, like watered Silks, with harmonies of delicate flowers, papers like gorgeous patterned eather, like regal tapestries, and none of them cost more than you can afford.

### Dainty Sleeping-rooms.

Warm colors in yellow, ivory, sand, etc., for those rooms that do not get the full benefit of the sunlight. These plain styles are made in all colors, for use according to your rooms. Bandings are all black backgrounds, with overprint of flowers, leaves, etc.

Chintz and Flower Papers, in yellow, mauve, rose, blue, etc. Quite a number of the new styles are on colored backgrounds of blue, black, yellow, etc.

Wallpaper for any room does not mean a big amount of money. A dining or living-room of medium size, including wall, border and ceiling, in tapestry paper, may be had for \$3.50 and up. Bedrooms, \$2.00 and up.

WALLPAPER, PAINT, WAX, ETC.—THIRD FLOOR.

## Why Wait for a Rainy Day?



The capricious days of spring are here! April, with her showery weather is just around the corner. If you don't want to be caught in one of her sudden spring rains, you must be prepared for a rainy day. Here's a real argument in favor of preparedness.

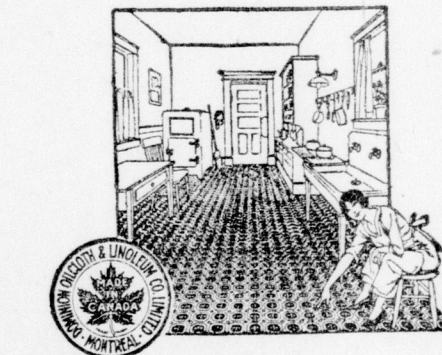
Ladies' Silk and Wood Umbrellas on strong paragon frames, with a variety of handles \$2.00

Men's Union Taffeta Covers, on good strong frames, with crook and opera-shaped handles \$2.00

Ladies' Black Silk and Wood Umbrellas, with tips and shanks of ivory, amber and black. The handles are side-strapped and have convenient loops of braided leather. \$5.00

Main Floor.

## Beauty of Design and Permanent Service



### CHARACTERIZE THE NEW INLAID LINOLEUMS.

These Linoleums are made in Scotland, and are the product of generations of practical skill and devotion to the idea of permanent utility. The colors are right through to the back and these Inlaid Linoleums will retain their beauty for long service. Made in two-yard width only. Price, per square yard \$2.25

Third Floor.

## Years of Youth

If you're on the shady side of forty, but don't feel it and don't by any means want to look it, we've a type of suit here designed for you. There's just enough dignified dash to it—smart, correct, refined—neither the style of the "sheik" nor that of the sire.

They're of fine imported worsteds and cassimeres at

**\$45**

