

ADVERTISING! — IS OUR REPORT TO YOU

ABOUT THE NEW MERCHANDISE WE HAVE BOUGHT AND THE PRICES FOR WHICH IT IS TO BE SOLD



This store is operated for your service. If it should not prove to be helpful and satisfying to you it would cease to exist. Its chief function is to supply the merchandise that people require, and the measure of its efficiency is to supply that goods just when it is wanted and at the lowest price for which equal goods can be purchased. To serve you best we must let you know when new goods come in, and when favorable opportunities are presented for special purchase.

This we do by means of our advertising, and it is our constant endeavor to make our advertising accurate and informative. It shall always deserve your fullest confidence, and we shall constantly endeavor to make it helpful and interesting. Please always think of it as our daily report to you of the news of a store whose duty is to serve you well and to your complete satisfaction.

Sale of 39-Inch Crepe Thebes \$1.19 Yard

Eight entirely new and different patterns in this popular fabric are offered at fully one-third off for tomorrow morning's sale. Printed Crepe, especially in those pretty new allover effects, suggesting Oriental designing, are greatly in favor this season for dresses as well as overblouses. They come in the following predominating colors; navy with tan, navy with henna, royal, brown, rust, midnight blue, sand and gray. Remember this is not pure silk, but the percentage of pure silk is over 50 per cent, and the effect is the thing you look for. Wednesday morning special, per yard \$1.19

Aisle A.

Lingerie of Tailored Trimness



The success of the new tailored suits or street frocks depends not only upon the correct accessories, but upon the correct foundations in underthings. Lingerie of softly clinging fabrics and trimly tailored lines is a most important requisite.

The tasteful woman wants her underthings to match, so one of the features of our present showing of lingerie is the Two-Piece Trouseau set of Vest and Step-in. The delightful satisfaction of having undergarments that match costs no more than having odd pieces. It is simply a question of buying your lingerie in

sets. So this offering to women of new vest and step-in sets will appeal to women who are particular about these little niceties of dress.

Vest and Step-in Set of satinette, in the shamrock pattern, firmly tailored in delicate tints of honey dew, orchid and petal pink, \$3.50
Vest and Step-in Set of Finest French voile, with a strap shoulder and contrasting bindings; in flesh, sky, white and orchid, \$2.50

Second Floor.

Silks For Correct Spring Frocks

The rich sheen and shimmer of Crepe Francais, the lustrous softness of flat crepe and the fine, even texture of pongee. The prevalence of black and navy blue accents the beauty of the new high colors, with their vivid glints of red or almond green. Dozens of other delightful fabrics and designs await your choice at our Silk Department.

Flat Crepes

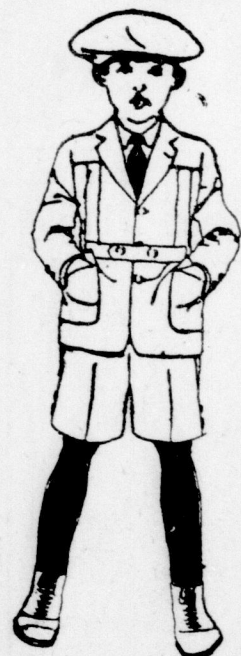
A heavyweight of pure Swiss silk with a rich, lustrous finish; the peak of the spring season is an opportune time to purchase a dress length; in shades of tiger lily, jade, pheasant, meadow lark, zine, navy, Chinese red, peacock, dark brown and black. It is 39 inches wide. At \$2.69 yard

Crepe Francais

Very popular this season is the high, luster finish of Crepe Francais, with its satin face and crepe back. Its suave grace makes it well adapted to the slender lines of this spring's silhouette; in black and navy blue, 39 inches wide. At \$4.00 a yard

COLORED PONGEE

For lingerie and simple dresses Colored-Pongee Silks are in high favor. This quality of extra weight, without any filling and it gives exceptional service. The range of colors is very wide; the silk is 33 inches in width and is priced at \$1.19 yard
Main Floor.



SMART SPRING CLOTHES FOR ACTIVE BOYS

The new One and Two-Bloomer Suits, in panel and yoke models, patch pockets, norfolks, sport models, swagger, characterful Tailored Suits for lively boys, made from sturdy British Tweeds, in patterns particularly well adapted for Boys' Suits that will stand long, hard wear; all lined throughout, governor fasteners; sizes 26 to 35. Economical mothers with an eye on the family purse, will welcome these outstanding values. A large selection at \$9.95. Others \$12.95, \$15.95 and \$18.50

Scores of boys are wearing the special tweed

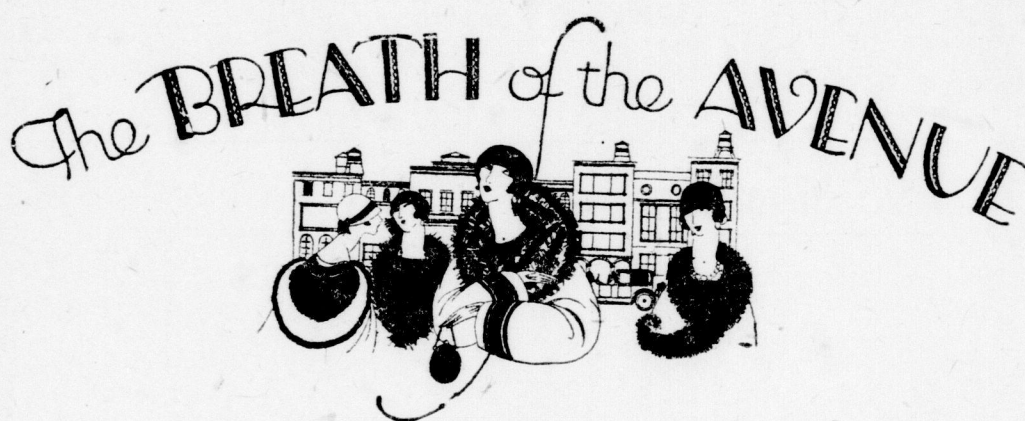
Spring Caps, 59c Each
in smart patterns and colors, including grays, browns, lavas, overchecks, etc., well lined. Very special. 59c each

Boys' Underwear

Boys' Balbriggan Combinations, in natural shade, short sleeves and knee length; sizes 24 to 34. Special .. 79c suit

New Blouses

Plain shades of cream and tan, with collars attached; excellent quality and well-tailored and finished. Price \$1.50
Striped Blouses, in new patterns, with collars attached \$1.00, \$1.75



The Ensemble Suit Was the Most Significant Easter Costume

To the ensemble suit belongs the formality of Easter morning. And to the ensemble belongs the greatest promise of future fashion importance.

The ensemble suit, that gained its first import and recognition this Easter, is one that is difficult to distinguish from a well-matched separate dress and coat. Only by the close relation between the dress and coat trimmings and by the occasional shortened length of the coat, can the suit ensemble be known. As the Breath of the Avenue has said for a number of weeks, the ensemble idea is getting stronger and stronger. It has strengthened and widened now to include all types of costumes from sports to formal. And the ensembles of the Easter parade range all the way from the semi-sports outfit of high-colored kasha, or flannel, to the formal costume of satin or crepe.

The silk ensemble is the one more generally worn on Easter Sunday. It is most typical when made of black crepe, black satin or one of the black corded silks. The coat is usually straight and simple, varying all the way from a scant three-quarter to a full seven-eighth length. It has, most often, the narrow standing collar of fur, or fabric or the flat tailored collar, designed to be worn with the scarf of self material, that so frequently becomes an integral part of the ensemble costume.

The scarf is usually of a new type that sounds a new note for scarf fashion. It is one with the French prediction—"The scarf, to be correct now, must be an integral part of the costume." This news is brought direct from Paris by M. Courtot, director of the fashion show of the French Exposition that will open at the Grand Central Palace on Friday. A very significant fashion message!

The scarfs of a number of the most striking of the Easter ensembles bear out this news, and hang long and straight in self material and self color. Made frequently of two thicknesses of material, occasionally bordered with the trimming of the coat, or with a strip of fabric. Almost always very long—so long that even after it has been wrapped around the neck once, the ends will reach very nearly to the hem of the coat. A scarf that is equally part of the coat and the dress—one that is not an accessory, but an integral part of the costume.

The dress of the ensemble is usually simple and straight, beltless and tubular. Made either of the material of the coat or of the lining, or a combination of the two. Occasionally some of the very smartest suits take tunic blouses and repeat the becoming three-quarter length of the coat in the knee-length of the bright, lining-matching blouse.

The less formal ensembles resemble the one just described in everything except color and fabric. The coats of these semi-sports suits are frequently made of some lightweight woolen fabric, such as covert cloth, flannel or juna. And the dresses match either the coat color or fabric—occasionally combining the bright print of the lining with a hem band of the coat material.

Or the coats are of one of the less formal silks, such as alpaca or high-color flat crepe, and the dress repeats both the color and the fabric and takes trimming to match the coat lining. The colors are the high shades, of course. First the tans and titian tones, then green, then navy blue.

The ensemble suit, formal and informal, black or high color, silk or wool, stands out as the newest and most significant of this Easter's fashions.

THE BREATH OF THE AVENUE, NEW YORK.
Smallman & Ingram, Ltd., Exclusive Service
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Changes of Location of Departments—Main Floor

For the greater shopping convenience of our customers we have moved the Glove Section to the West Aisle of store, Aisle B, opposite Hosiery Counter, as these are kindred lines. This arrangement will be found more convenient. Ribbons and Handkerchiefs will now be found on east side in Aisle D., opposite Trimmings and Buttons. The same advantage will be noted in this change.

On the Fourth Floor

The Art Section has been swung across the front, facing east elevators, into a stronger daylight for the display and matching of colors and needlework. You will at once note the advantage in this change.

Mastercraft Candles

The mellow glow of candle light with its flickering shadows and dancing lights will add to the charm of many holiday dinner tables. Even during the daytime these lovely Mastercraft candles sound a vivid color note with their tall, slender brightness. Square fluted design, in pink, rose, blue, gray, orange, old gold and mulberry, 8 inches long 2 for 25c
Conical hand-dipped, 7 inches long, in rose, blue, green, orange, pink, old gold, black and yellow 2 for 25c
Conical hand-dipped, 9 inches long, in solid colors 20c each
Conical hand-dipped, in 11-inch length, solid colors 25c each
Obelisk Candles, in a square, tapering effect, 7½ inches long, in the same color range 2 for 25c
Decorated Candles, in green and gold, red and gold, blue and gold, and many others. At \$1.00 and \$1.25 a pair

Main Floor

New Gloss Artificial Silk Casement Draperies, Prices
\$2.95, \$3.25, \$3.50 to \$7.00 Yard.

BEAUTIFUL SHADES AND COMBINATIONS

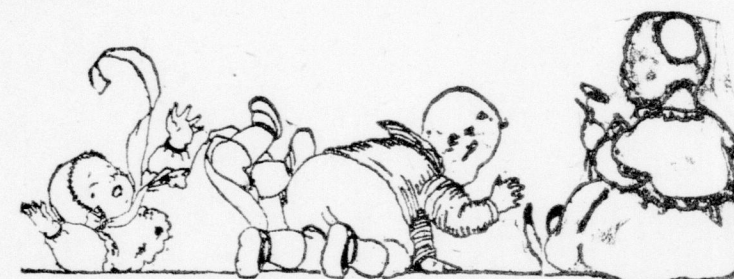
A handsome fabric with a superior gloss to silk, and in plain colors, shot effects or stripe designs, making most wonderful draperies, giving that rich dignity to a room that cannot be obtained with plain cotton fabrics; colors are in mulberry, rose, blue, copen, gold, brown, wistaria, taupe (also combinations), in rainbow stripes; plain, shot effects, stripe and damask designs. Priced at \$2.95, \$3.25, \$3.50, \$4.00, \$4.25, \$4.50 to \$7.00 yard

Excellent Designs in Terry Cloths, \$1.50 Yard

A popular drapery fabric can be used for overdraperies, valances, portieres or scarfs, a good assortment of new designs, rich, soft colorings in very attractive combinations of color; all are perfectly reversible and some have contrasting colors on each side. You will want to see these attractive fabrics at \$1.50 yard

Window Shades of Best Quality, Made to Your Order

You will, no doubt, require new window shades this spring. In leaving your order with us you are assured of securing the best cloth manufactured, and in submitting prices feel satisfied we are figuring on the best cloth only. Let us figure on your new home for window shades; no charge or obligation on your part; work all done by thoroughly experienced men. If you require new shade cloth on your rollers we will supply new cloth and mount on rollers for you, saving you from 32c to 42c and upwards on each shade.



Play Garments For Tiny Tots

Diminutive Creepers and Overalls, sturdily made of sateen pique and cambrie, may be found in the Infants' Shop. These practical little garments give as much freedom and comfort to active one to four year olds as to their busy mothers.

There are Creepers made from black sateen trimmed with red or yellow braid; Creepers of white pique embroidered in blue with feather stitching and ducks; Creeper of white seersucker (it does not require ironing), with a pencil line overcheck in blue, yellow or mauve; sizes 1 and 2 years. At 85c
Cambrie Creepers in dainty shades of pink and blue with thin white bindings; sizes 1 and 2 years. At 75c
For sunny play hours out of doors and in the sand pile there are Knee-length Overalls of black sateen, piped with red or blue sateen; sizes 1 to 4 years. Price 85c
Khaki Cambrie Overalls, knee length, piped with red and equipped with two patch pockets; sizes 1 to 4 years 75c

Infants' Shop—Fourth Floor.

Tomorrow a Representative from the William H. Leishman Tailoring Company Will
Be Here With Complete Range of Imported Fabrics and New Models.

LEISHMAN'S HAND-TAILORED SUITS AND TOPCOATS

Including Business Suits, Sport Suits, Golf Suits, Formal Clothes, Crested-fields, Topcoats—hand-tailored to measure.

Men who prefer the high-grade quality of these foremost hand-tailored clothes for men are invited to inspect the complete range of advance models and imported fabrics displayed in our sample room (tomorrow) Wednesday. Special to measure orders taken.



GRADUATION CARDS.
Every occasion creates a demand for Greeting Cards. All kinds, here. At Stationery Counter.

SMALLMAN & INGRAM
LIMITED

GARDEN SEEDS.

D. M. Ferry's Guaranteed Seeds.
Phone Your Orders.
BASEMENT.

SMALLMAN & INGRAM
LIMITED

RESTAURANT.
SPECIAL COURSE DINNER.
Served 11:30 to 2.
Quick Service—40c.