

This Store Has the Spirit of Spring

Paget Linen Stationery, 35c Box

Paget Linen, in white, blue and pink note paper, 24 sheets and 24 envelopes 35c box
Paget Linen Correspondence Cards, in white only, 25 cards and 25 envelopes 35c box

NO matter what the weather is outside, you will find the fashion weather inside this store ready for you, who want new, fresh spring fashions that are right, and one of the good things about the showing of new spring fashions here is that you can buy costumes that are completely right in fashion. That is, when you buy a hat here, you can be sure that there is a coat that is just as right in fashion as is the hat. And you can be sure that all the other apparel and accessories that you want are here to completely complete your costume. Yes, this store is ready for springtime—with showings of new things worthy of representing the new, fresh spring things that you might expect here.

Mayfair Linen Note Paper, 15c Pad

Mayfair Linen Notepaper (100 sheets to the pound) 45c lb. pkg.
Mayfair Linen Pad (small), 45 sheets, Price 15c each
Mayfair Linen Pad (letter size), 45 sheets, Price 25c each
Mayfair Linen Pad (fold over), 45 sheets, Price 25c each
Envelopes (25 in package) 15c pkg.

Special Purchase—New Tricotine Dresses, \$25



This line of new Tricotine Dresses offers you about ten different styles. The color range includes such popular shades as sand, navy and gray. Here are Coat Dresses and Slip-On Dresses with V necks, round necks and with boyish collars. Pin tucks, braiding and stitching with bright Oriental colors form the trimmings.

One smart model, closing at side, shows pleating of lace, braid trimming finishing the opening and pocket, string girde, shown in sand. Price \$25.00

A Sand Tricotine, with V neck, side closing, button-trimmed from neck to hem, patch pockets. Price \$25.00
Gray Tricotine, shown in Balkan effect, pockets in belt and novelty braid trimming collar and cuffs, wrap skirt trimmed with pin tucks and buttons \$25.00

Taupe Tricotine in slip-over, round neck, sleeves and skirt braided; string girde across back. Price \$25.00
See these today—Second Floor.

Every New Frock Phase In Evidence Here

Whatever type of frock you have decided upon, you will find it here, embodying every new style feature of the spring mode. In fabric, color and line, they are all three of the season's most approved fashion edicts. The color fashioning of the neckline, the unique embroidery, the unusual drapery—in such details do they display the originality which sets a gown apart anywhere.

For afternoon and informal wear, in both French and Canadian made. Shown in Georgettes, Flat and Canton Crepes, Roshanaras.

CLOTH DRESSES IN WOOL REPP AND CREPES—French models shown in slip-on styles, in both georgette and flat crepes. These are beaded and embroidered. Colors in black, navy, cocoa. Prices \$27.50, \$37.50, \$45.00 and \$55.00

BLACK CANTON CREPE DRESS, round neck, short sleeve, wrap skirt draped at skirt, finished at top with shirred cabochon; panel side waist, sleeve finished with steel beads and nail heads \$35.00

NAVY OR BLACK CANTON CREPE DRESS, round neck, straight line dress, smart steel beaded panel faced with sand trimming side of dress, inset pleats in sleeve. Price \$35.00

FRENCH HAND-MADE DRESS IN FLAT CREPE—Slip-on model, with square neck, short sleeve; neck and sleeve finished in narrow folds with fagott stitching; clusters of pin tucks trimming waist and skirt; cocoa and black. Price \$27.50



Blouses For the New Spring Tailleur

ATTRACTIVE NEW BLOUSES, suitable for separate skirts or suit wear, in many pretty shades, a very becoming style in vella-vella, with crepe de chine sleeves finished with a vella-vella cuff and a pretty tricoshan, with touches of embroidery on collar and sleeves; others in tricoshan and crepe de chine embroidered in an all-over design in many shades; a plain vella-vella in kimono style, with deep band at hips, finished at side with buckle. Prices \$8.75, \$9.50, \$10.50, \$12.75, \$13.50

SMALLMAN & INGRAM
LIMITED

The BREATH of the AVENUE

Spring Dress for the Home



THE CASEMENT CURTAIN THAT COMES CLOSE TO THE GLASS

These fashion letters are not confined to wearing apparel, but furnish authoritative information on the art of home furnishing.

THE FASHIONABLE WINDOW curtains its glass closely. And the fabric that veils it is usually selected with a genuine consideration for the characteristics of the rest of the room.

ON A ROOM, FOR INSTANCE, may take the colored casement curtain to emphasize its dominant color note and unify its color scheme. Another may use the casement curtain to lend a note of positive color to an otherwise neutral-tinted background. Still another room—the more conservative type may prefer the unobtrusive glass curtain in white, cream or other neutral color.

JUST ONE FASHION RULE that holds good for all of these closely veiled windows. The curtains must always be made of a sheer translucent fabric that brightens the room on dark days and softens the light on bright ones. For the rest—the color and the texture of the material—the room itself is responsible.

THE ROOM WITH A FLAIR FOR COLOR nearly always carries its color scheme over into its window curtains, that are made of silk, net, gauze or tissue in the shade that harmonizes best with the room or its furnishings.

IF, FOR INSTANCE, there are window hangings of many colored chintz or cretonne, the glass curtain is very likely to emphasize the color note in the cretonne that is most closely allied to the dominant note in the rest of the room.

IF THE FURNITURE is upholstered in some rich fabric, the bright glass curtain may be the color link that brings the furniture and the walls into the right relationship. And the sun sifting through the silk mesh of the curtains may make them glint like the metal threaded brocade of the furniture.

IF THE ROOM is furnished in the 18th century French or English, with the pastel-tinted walls that belonged to those periods, the casement curtains may introduce a deeper shade of the wall color and so lend character to the background.

MANY WINDOWS are making ready for spring with new golden or peach colored curtains to give the illusion of spring sunlight. Or they are introducing the spring note with curtains in one of the tulip or sweetpea shades, or in a delicate new-leaf green.

NOTE: We are already selling silk gauze almost as rapidly as we did last fall when homes were being made ready for the winter. The average price is about \$1.50 for the 36" width; about \$2.00 to \$2.50 for the 50" width. Or you can get the completed curtains with a finishing of fringe to make them hang straight.

MORE CONSERVATIVE ROOMS that choose their curtains merely to soften the light and to frost over the panes so it is not too easy to see through frequently curtain their windows with white or cream marquisette, net or voile, or occasionally with fine lace panels. Many living rooms use the simple, inconspicuous casement curtains with a narrow border of flit or fringe. Dining-room and bedroom windows are frequently made fresh and springlike with ruffled tie-back curtains that hang close to the glass.

BREATH OF THE AVENUE, NEW YORK.
Smallman & Ingram Exclusive Service.
(Copyright, 1924)

Feminine Fancy Lightly Turns To the New Spring Tailleur

One should say "eagerly turns," perhaps, for the selection of the suit, the most important garment in the spring wardrobe is no light matter. Whatever the choice it can hardly fail to be gratifying this season.

JUST STEPPED OUT OF THEIR BOXES.

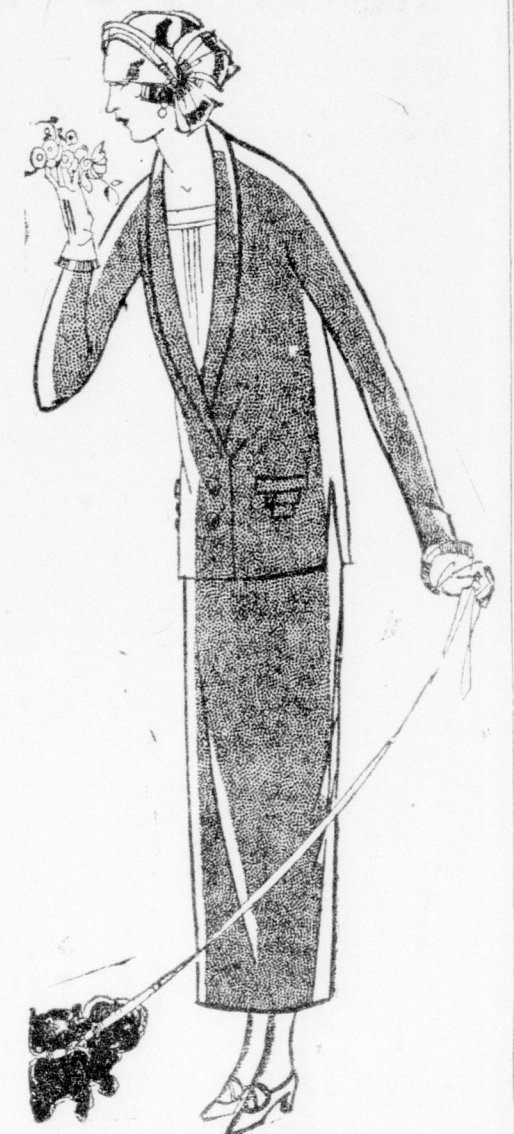
Smart Tailored Suits, both belted and without, shown in tricotines, Poirat twills in navy, sand, black. Price \$35.00 and \$59.00

A Smart Tailored Suit of Navy Tricotine, silk lined, mannish notched collar, with one-button closing, inset pockets, narrow folds trimming front and back of coat, plain tailored skirt. Price \$37.50

Tailored Suit of Poirat Twill, crepe lined, tailored collar, one-button closing, stitched straps headed with three small rounded tabs trimming front and back of coat, smart tailored sleeve, plain tailored skirt. Price \$49.50

Sand Poirat Twill Suit, in tailored lines, without belt, three-button closing, slashed pockets, folds and stitching finishing the same, crepe-lined wrap skirt with inset pocket. Price \$59.00

Sand Kamel Cloth Suit, box style, without belt, double breasted, pockets with flaps, silk-lined skirt, wrap model, with pocket. Price \$35.00



Novelty Wash Goods —Newly Arrived—



A transformation scene has taken place in this department. It may still be wintry outdoors, but our Wash Goods Section brings you a wealth of spring's balmy air, bright and light with the lovely fabrics that have poured in during the last few days. Products of British, French and Swiss makers indicate fashion's latest trend in dainty materials, while sturdy Canadian staple goods are to be had at the lowest prices, consistent with quality merchandise. Be sure and see special counter displays this week.

LINGERIE PELISSE, 50c.

You have waited perhaps since Christmas for another shipment of this charming underwear crepe; it's silk-like texture and perfect washing quality appeals to all who see it. More new shades are here, including flesh, mauve, sky, mais, peach, green and white, also many with attractive Japanese figures, as well as plain. Don't delay seeing this. If unable to come in, phone or write, state color, and you may return if not delighted with goods; 30-inch 50c

BLUE BIRD LINGERIE CREPE, 35c

So called because first produced with blue bird designs, and it still is, but also lots of pretty floral and butterfly patterns, and some new bird effects of great variety, including a very quaint style in English robin. You may have a white background or dainty color, also same weave in plain shades of peach, yellow, flesh, sky, mauve and white; 30 inches 35c

The Underwear For Now

Medium Weight White Cotton Combinations, plain hem top, low neck, sleeveless, tight knee, closed crotch \$1.75 and \$2.00

White Lisle Vests, camisole top, finished with lace edging, no shoulder straps 85c

Cotton Vests, low neck, no sleeves 35c each, 4 for \$1.00

Pink Jersey Cotton Bloomers, made with large gusset elastic at waist and knees 49c

Girls' Pink Jersey Cotton Bloomers, with elastic at waist and knees, for ages 4 to 12 years 29c

Cream Vests, finished with plain hem, camisole top 65c

Second Floor.

SMALLMAN & INGRAM
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GLOS—

This lady has taken a new name:

Formerly known as "Fibre or Artificial Silk," American manufacturers, wholesalers and retailers, realizing that it was gross misrepresentation connecting the name "Silk" with a fabric containing not a thread of silk, have decided that in future this product shall be known as "Glos."

This recommendation was adopted at the annual convention of the Retail Merchants' Association held in New York this month. It was the consensus of opinion that the general public were led to believe (by the name) that it was a mixture of silk, which, to the contrary, is a fabric chemically treated, producing an excellent imitation of silk. This new name will place it in the class to which it belongs, and there will be no confusing it with or representing it as "Silk."

The commercial beginning of Glos is within your memory, and is today well established as a new and distinct fabric. The only addition to the old family of fabrics, wool, silk, cotton, flax, hemp and jute has been developed in a generation, but has only recently reached that state of perfection which might be pronounced an all-round success.

In future any merchandise made from this product offered by this store will be known as, for instance: "Glos" Hosiery, "Glos" Scarfs, "Glos" Underwear, or whatever it may be will be termed "Glos," formerly "Fibre Silk."

We feel this explanation necessary, that users of this product may not purchase it under a false impression, being misled by the name.