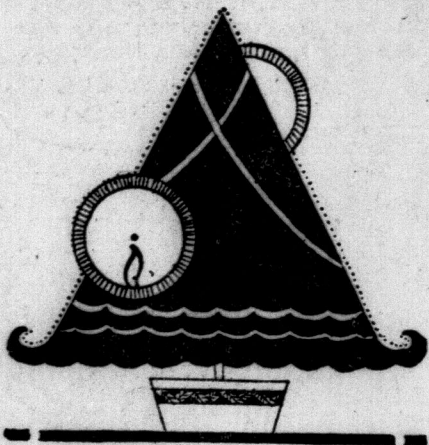


As a Civic Institution This Store Feels a Great Responsibility

We believe that the place we fill in the life of this city is as important as that held by the fire department or the water-works commission; that the needs we fill are as vital. We believe that the responsibility of practicing the virtues of square dealing, courtesy and respect of the law rests on us as surely as the preaching of them rests on the teachers and ministers. And all this instead of giving us an exalted opinion of our own importance, fills us with a watchfulness and caution that is your best guarantee of being finely, fairly treated at the counters of this store.



Your Week-End Candy Special

100 boxes fresh assorted Chocolates. Each box contains 1 1/4 lbs. net. While they last..... 43c box

Cowan's Maple Buds, Medallions, Chocolate Lunches 49c lb.

Chocolate Bars 6 for 25c

Reversible Bathrobe Velours, 48c

These are thick, cosy materials and of a quality that you will quickly realize is wonderful for so low a price. A wonderful variety to choose from; pretty patterns for ladies' and children's wear; useful and darker colors for men. Buy now at this price and make a sensible and very acceptable Christmas gift 48c yard

35-Inch White Flannelette, 25c

It's close on to a yard wide, and a nice clean quality, soft, pure white; a favorite for kiddies' as well as ladies' wear. A very special value 25c yard

Special English Pillow Cotton, 69c

For Saturday shoppers we offer this high-class Spero Pillow Cotton in all widths. It's circular, of firm round thread weave, wears well and a snow-white bleach. Put your nice work on this quality. Saturday only 69c yard

CANTON CREPE DRESSES FOR EVERY WOMAN'S AFTERNOONS



These dresses do surprise one when their fronts are straight, their backs are full, and vice versa. When they are not silk-trimmed they show touches of pleated georgette or bead trimmings. They are frocks typical of what smart women will wear for afternoons.

Brown Canton Crepe Dress in slipover style, elbow sleeve with knife-pleated frill, skirt has deep graduated pleated flounce, bronze beads trimming sleeve, girdle and skirt. Price \$45.00

Navy Canton Dress in coat style, knife pleated cascade of gray georgette trimming waist, pleating also finishing sleeve. Price \$45.00

Black Canton Crepe Dress, closing at side, pleated flounce, string girdle, novelty pockets of silk and fringe forming the trimming. Price \$35.00

Black Canton Crepe Dress, slipover style, all box pleated from yoke both back and front, elbow sleeve, dainty lace collar and cuffs finishing neck and sleeves. Price \$33.50

Black Canton Crepe Dress, slipover style, round neck, short sleeves, pleated girdle, pleated panel extending from girdle. Price \$25.95

Special Purchase of Homespun Dresses, \$4.95

The above price is about one-quarter to one-third less than the regular value of these Popular Dresses.

Three special numbers to select from; colors in brown, blue, tan, rose, orchid; all wool homespun, slipover models, long sleeves, patch pockets, leather or string girdle, rolling collar and cuffs; a very useful garment; sizes 14, 16, 18 and 20 years. Price \$4.95



Silks for Every Day In the Week

That we today are a silk-loving nation is demonstrated everywhere, in every direction. Why? Because it's the natural aim of every woman to always appear at her best and no influence can give the support mentally to a woman that the right clothes can supply. And right here there's an assemblage of the world's best Silks in such a variety as comprise almost all that's new and correct. Direct importation of these fine fabrics means a considerable saving to the purchaser. When you think of Silks—do you think of Smallman & Ingram Silks?

PURE SILK DRESS CREPES, \$2.50 YARD

A price within reach of most people considering a Silk Crepe Dress. The quality is the biggest value we've offered in many seasons. Now is your opportunity for a beautiful dress at a very moderate price; black, navy, sand, gray, browns in light and dark, henna, copen, sapphire, almond green, fairy green, ivory—in fact, altogether there are some twenty colors at this special sale price; 38 and 40 inches wide..... \$2.50 yard

SAMPLES MAILED TO OUT-OF-TOWN CUSTOMERS ON REQUEST.

BROCHE CREPE DE CHINE FOR EVENING WEAR

Just opened, this beautiful range of colors in pure Silk of extra heavy weave; 38 and 40 inches wide; platinum gray, honeydew, shrimp pink, coral \$4.00 yard

MOIRE SILKS FOR DRESSES AND WRAPS

The newest in moire weaves; large thread construction but of the very soft and supple finish. These are 42 inches wide; colors navy, sunset, sand, pelican and zinc gray, also black \$3.50 yard

Infants' Hats Clearing Saturday One-Quarter to One-Half Off

Our stock of Velvet, Broadcloth, Velour and Felt Hats have been specially priced for immediate clearing.

Felt Sailors in colors of red, gray, sand, navy, brown, black and radio blue. Suitable for small girls from 2 to 4 years. Sale prices \$1.95, \$2.25, \$3.75

Nicely trimmed Velvet Hats for more dressy wear, in pike and turban shapes; colors black, brown, taupe, rose and copen for children from 2 to 4 years. Sale prices \$1.95, \$3.50, \$3.75 and \$4.75

Broadcloth Hats in soft shapes; colors brown, sand, cherry, radio blue, pink and sky. Suited to children 2 to 4 years. Sale prices \$2.48 and \$4.00

Ready-to-wear Velour Hats; colors taupe, brown and black. Large sizes. Sale price \$7.50

Infants' Shop—Fourth Floor.

Special Saturday, 11:30 to 2.

Course dinner with Roast Young Duck. 65c. Restaurant—Fourth Floor.

Moire Ribbon for Hair Bows, Sashes, Etc.

Moire Ribbon, 6 inches wide, beautiful quality, good shades, in pink, white, brown, navy, copen, henna. At 85c yard

BLACK MOIRE RIBBON.

1 1/2 inches wide 20c yard
2 inches wide 30c yard
3 inches wide 40c yard
7 inches wide 90c yard

TAFFETA RIBBON.

Pure silk, nice quality, for hair ribbons, sashes, etc. Pink, rose, blue, sand, etc. 5-inch widths. 40c yard

Bloomer Sateens, 50c

Imported by us from maker to you. Means extra value, and you get it here. The finish is permanent, a satin-like sheen; colors (about 30 of them) and black are permanent, making this the ideal bloomer cloth at the price 50c yard

NEW ARRIVALS IN PLEATED SKIRTS

Novelty Wool Crepe and Silk, in two-toned sands, browns and black and white, box pleated models. Bands 27 to 30, \$8.75; bands 30 to 36..... \$10.00

Wool Poplin Skirts, side pleated; colors of gray, sand and navy..... \$7.95

Serge in navy and black, in oversizes, bands to 37, trimmed over hips with buttons and pleats. Price \$6.95



Toy-Town Now Open

Bigger and better than ever. Third Floor. Take West Side Elevators. Bring the children.

Children's English Hosiery

Just arrived, new shipment of Children's English, 3/4-Length Pure Wool Ribbed Cashmere Socks, with fancy tops, in white, navy and tan. Prices according to size 75c, 80c, 85c, 90c, 95c and \$1.00

Children's English 3/4-Length Fine Pure Ribbed Wool Socks, in newest shades of heather. Prices according to size. 70c, 75c, 80c, 85c and 90c pair

Your Shopping Service

Have you been planning for a week to get into town, and do some needful shopping for the children, and the house, and the fast-approaching Christmas season?

Do you need a new coat for yourself, and underwear for the head of the house, or knickers for Bobby, and new kitchenware? Perhaps it is Christmas gifts, and new Victrola records which occupy a prominent place on your shopping list.

Whatever it is, do sit down tonight and write to your Personal Shopper. I will help you promptly and gladly, whether you want prices, samples or descriptions of your requirements.

Many of my new friends, who had always shopped in person, write me of their satisfaction in this new and easier way of shopping.

Judith



A Sale of 'Leishman' Hand Tailored Suits, \$45

ALONG WITH OTHER HIGH-GRADE MAKES. REGULAR AND STOUT MODELS.

Tomorrow a splendid group of Men's and Young Men's Suits, hand tailored, made by Leishman and other high-grade makers. These suits have been greatly reduced for special clearance tomorrow. The fabrics are from the finest British mills, beautiful English and Scotch tweeds in rich mixtures, stripes, herringbones, grays, browns and Lovat mixtures; single and double breasted models, easy lines and expertly tailored. In this offering of high-grade suits you are getting better clothes and better styles and better quality at a low price. See window display. On Sale tomorrow \$45.00

BOYS' TWO BLOOMERS SUITS AND OVERCOATS, \$9.95, \$11.95, \$13.95.

OTHERS \$7.95 to \$25.00.

Mothers will be pleased with these splendid Suits and Overcoats tomorrow. Sturdy Tweed Suits, in smart, stylish models, yoke and panel backs, Norfolk and plain styles, lined throughout. Overcoats of fleecy, warm, imported fabrics. Many plaid backs; others full lined; browns, grays, heathers, and other rich mixtures, in dark and light shades. See these tomorrow \$9.95, \$11.95, \$13.95

RIBBED WOOL HOSE, 55c.

English Ribbed Heather Hose, all-wool, good fitting, all sizes. A splendid value 55c

A FEATURE VALUE.

Broadmore Overcoats, \$35

Big rugged Overcoats for men, made of imported plaid-back fabrics and expertly tailored and finished. Specially featured at \$35.00

BLUE SERGE SUITS, SPECIAL \$45.00. TWO PAIRS OF TROUSERS.

These Men's and Young Men's Botany Serge Suits, guaranteed indigo dye, excellent fitting suits, in smart two and three button models. A splendid value, with two pairs of trousers \$45.00

Overcoats! For Maximum Warmth \$25, \$35, \$45

ULSTERS, ULSTERETTES, BIG MOTOR COATS. TO \$75.

A great selection for men here Saturday. Luxurious plaid-back fabrics, in new tans and grays, Lovat mixtures; overcoats, famous Crombie, O'Brien and Duffell overcoatings, in rich color tones, beautifully tailored and finished, single and double breasted, with or without belts. See these tomorrow.

TWO-TROUSERS SUITS \$25, \$35, \$45

Men's and Young Men's Two-Trousers Suits, in new, easy-fitting models, all-wool English tweeds, in the newer patterns for fall and winter. Pencil stripes, overcoats, mixtures. Excellent wearing fabrics, in stylish single and double-breasted models, sizes 35 to 44..... \$25.00, \$35.00, \$45.00

BLUE HERRINGBONE SUITS, \$35.00. TWO PAIRS OF TROUSERS.

Fine English herringbone, in navy, smartly tailored in young men's single and double breasted models; two pairs of trousers for double wear \$35.00

"JAEGER" BLACK CASHMERE HOSE, 75c PAIR.

Jaeger All-Wool Black Cashmere Hose, snug fitting, reinforced heel and toe, all sizes. A special value at 75c

Sale of High-Grade Shirts Tomorrow, \$2.98 One-Quarter to One-Half Off

These Shirts are a selection from our regular stock; some very slightly soiled in handling, others broken lines; fine woven Madras, repp cloths, cords, satin stripes; a large selection of patterns; sizes 14 to 16 1/2; assorted sleeve lengths. Greatly reduced tomorrow, \$2.98

Men's Shirts in good patterns, Arrow and Forsyth make, chosen from our regular stock and greatly reduced tomorrow; sizes 14 to 16. Special \$1.69

SALE OF MEN'S WOOL CASHMERE JERSEYS, GREATLY REDUCED, \$1.98.

Men's V-Neck Pullover Cashmere Jerseys, all-wool, navy, brown, gray, etc.; some with contrast trim at collar; sizes 34 to 42. Greatly reduced. Tomorrow \$1.98



SMALLMAN & INGRAM LIMITED