

Frocks Paris Is Wearing At Her Social Festivities

CHRISTMAS CARDS

Early Selections Are More Easily Made

Engraved Christmas Cards, size 4" by 5", with red tissue lined envelope. Box of ten \$1.25
 3 1/2" by 4 1/2". Box of ten \$1.00
 Twelve engraved exclusive Christmas Cards, with fancy tissue lined envelopes, each a different design. Box \$2.50
 Stationery Counter, Main Floor.

The BREATH of the AVENUE

SMALLMAN & INGRAM'S SEMI-WEEKLY FASHION LETTER.
 (Copyrighted)

With the opening of the Opera, costumes that will be worn for evening occasions the country over make their most important appearance.

Rose tones and sea shades of green color the majority of gowns. But the gleaming white dress appears often, and always with brilliant success.

The women in the parterre, the row on which all the opera glasses are leveled, almost invariably wear long white gloves. And their ostrich fans, laid on the edges of the boxes, border the great horseshoe with fluttering, feathered color.

This Opera audience chooses between two silhouettes in evening frocks. Beaded dresses—and there are many of them—follow the simplest of straight lines. Chiffon and crepe, and sometimes satin and velvet gowns introduce low flares near the hemline.

This first night occasion brings velvet to the fore. In many wraps and many dresses and sometimes even in ensemble costumes of matching gowns and wraps, the fashion of velvet adds much to the splendor of the occasion.

Flannelette Gowns For the Winter Season

White Flannelette Gowns, made Mother Hubbard style, high neck, finished with frill, yoke trimmed with embroidery \$1.50

Slipover Gown of fine quality white flannelette, short sleeves, trimmed with narrow pink binding; also blue with fancy stitching \$1.25

Flannelette Gowns, long sleeves, high and V shaped neck, yoke trimmed with tucks. Price \$1.75 and \$2.00

Girls' Flannelette Gowns, made in Mother Hubbard style; small size 98c to \$1.50

Girls' Flannelette Gowns, made kimono style, sizes 4 and 6 years \$1.00
 Sizes 8 to 14 \$1.25, \$1.50, \$1.75

Second Floor.

IN THE LINEN SECTION TOMORROW.

Featured specially for tomorrow's selling are a few slightly mused Damask Sets. These are all genuine linen in the most wanted sizes; cloth with 1/2 dozen napkins to match. In some cases you can get full dozen napkins.

HEAVY IRISH LINEN DAMASK SETS, ONE-THIRD OFF TOMORROW.

Conventional Scroll and Satin Stripe Pure Irish Linen Sets, lovely weight and weave; priced at one-third off regular prices. Limited quantity. Size 2x2 and one dozen napkins \$11.33
 Size 2x2-12 and one dozen napkins \$12.67

Main Floor.

KNIT UNDERWEAR

More Than An Ounce of Protection

Warm Knit Underwear will take excellent care of your health, since it protects you in all sorts of weather and against any change of temperature. Fashionable, too, since it is designed on the slender lines of the mode, and takes up no more room than ordinary under the slimmest gown. Wool, wool and cotton, wool and silk, soft of the touch, delightful to wear.

Cream Pure Wool Combinations (Harvey make), low neck, finished with plain hem, sleeveless or short sleeves, knee length, open style (reinforced) \$6.50

Same quality, V-neck, elbow sleeves or high neck, long sleeves, ankle length \$7.00

Cream Silk and Wool Combinations, low neck, plain hem finish, sleeveless or camisole top, tight knee \$5.50 and \$6.00

Cream Silk and Cotton Combinations, low neck, plain hem finish, sleeveless, knee or ankle length, open style \$3.00

Same quality V-neck, elbow sleeves, ankle length \$3.50

Fine White Combed Cotton Combinations, low-neck, plain hem finish, sleeveless, knee or ankle length, open style \$3.00

Cream Union Combinations, low neck, plain hem finish, sleeveless or short sleeves, knee length (closed crotch) \$3.00

Same quality, V-neck, elbow sleeves \$3.50

Mercerized Bloomers, colors pink, sky or white. Special 98c

White Cotton Vests (fall weight), high neck, short sleeves; also a few with long sleeves. Special, to clear 89c

SPECIAL—One table of odd lines, Vests, Drawers, Step-Ins and Bloomers; also a few Combinations, to clear at half price 25c to \$1.35

Second Floor.

SMALLMAN & INGRAM LIMITED

There are many festivities ahead for which one must have the right clothes—clothes in which one can thoroughly enjoy the night and the occasion. Whether your social calendar requires simple daytime clothes or the most formal of evening gowns, you will find us ready now to serve you. Afternoon frocks and hats; dinner dresses and gay dance frocks; the new jewelry; the dainty accessories and underthings to accompany them—you will find them all here displayed for easy selection.



FROCKS FOR FORMAL OCCASIONS Velvets and Georgette are Favored Fabrics.

Frocks for misses are in panne velvet or georgette. In orchid, maize, flesh, pink, rose, Nile green or gray. New trimmings of ostrich or fur \$35.00, \$30.00 and \$35.00
 Peach-colored georgette over rose creates a pretty color effect in a dance frock trimmed with ostrich at shoulder and waistline \$30.00
 Pink georgette is made with the long tunic effect. Ruching and insets are used as trimming, and the tunic displays a rhinestone ornament \$30.00
 Second Floor.

Up-to-the-Minute Clothes at Small Cost

LET us tell you how you can accomplish this. Styles to suit every member of the family are found in Standard-Designer Patterns with The Belrobe. This Belrobe is a wonderful dressmaking guide that shows you with pictures how to make the garment from start to finish. Even if you have never sewed before, you can be sure of success when you use The Belrobe. Buy your Standard-Designer Patterns and your piece goods at our store.

Always Buy
 Standard-
 Designer
 Patterns
 with
 The Belrobe



Design 7900—This little girl's coat with raglan sleeves and convertible collar requires 2 yards of 54-inch material in size 10 years. The Belrobe shows you how to lay out the pattern on the material.

Design 7891—At our piece-goods counter you will find many appropriate materials to choose from. What are the appropriate materials for the dress? They are listed on the back of the Standard-Designer Pattern envelope.

Design 7880—Only 2 1/4 yards of 54-inch material are needed for this dress in size 38. Think of the money you save by making your clothes in the easy Belrobe way.

Design 7899—This sleeveless dress to be worn under a smart wrap requires only 1 1/4 yards of 54-inch material in size 36. Buy your pattern at our Standard-Designer Pattern counter and then visit our piece-goods counter.

Beacon Bathrobes

An Aid to Warmth and Winter Comfort, \$7.50 to \$8.50

Beacon Robes in novelty patterns and desirable colorings, collar, cuffs and pockets edged with wide satin ribbon, or silk cord trimming.

Silk Girdle Tie, sizes 30 to 44.

Second Floor.

DRESS ENDS OF SILK CREPES AND SATINS REDUCED.

Interesting opportunities for the early buyer in this lot of beautiful Dress Ends in Black Silk Crepes, comprising Cantons, Flat Crepes, Crepe Back Satins, Crepe de Chine, Bengalines; also Navy, Browns and Sands are included. These pieces average 3 to 3 1/2 yards each.

Come early tomorrow morning for first choice.

A FEW PIECES OF BEAUTIFUL PLAID BACK COATINGS FOR \$2.50 YARD.

Colder weather is just around the corner—you'll require a Warmer Coat then. 30-oz. weight plaid back coatings that require no lining. The saving is considerable. All are 54 inches wide. \$2.50 Yard

Christmas Stationery Engraved Free

What better could you give than a beautiful box of Stationery with the initial of the recipient engraved thereon, each and every sheet? Make your selection now and have your gifts engraved and ready, as this work cannot be done in the last rush hours of the Christmas season. All stationery at \$1.00 a box and over will be initiated free.
 See samples at Stationery Counter, Main Floor.

The BREATH of the AVENUE

SMALLMAN & INGRAM'S SEMI-WEEKLY FASHION LETTER.
 (Copyrighted)

Every day that the bright leaves fall, coats come out in brighter colors. And the younger the wearer, the more likely she is to choose a coat in one of the glowing tones.

These new coats are trimmed with contrasting furs. And by matching a dress with either the color of the coat or the color of the fur, the ensemble idea of the season can be carried out in two different ways.

Fifth Avenue sees many turbans and toques worn now—small, close shapes that go so gracefully with fur collars. And the characteristic of this season's turbans is side-placed trimming—a loop of self material, a ribbon bow, fancies of soft feathers or of fluffy fur.

Tunic lines that figure so much in the daytime mode also influence evening fashions. Evening dresses often use borders of fur or horizontal trimming to stimulate tunics. And in New York women are beginning to buy separate tunics in elaborate styles to wear with light slips for evening occasions.

The flower accessory works magic in wardrobes. Different flowers, worn with the same dress, make several costumes out of one.

DECEMBER DESIGNER NOW IN

Subscribers are asked to call for their copies at the pattern counter. Ask to see the new Winter Quarterly. Price 25c, with coupon worth 10c on any Designer pattern.
 The new Winter Needlework Book is in. Price 35c.
 Special offer of THE DESIGNER, 69c for the year.
 West Aisle, Main Floor.

GENUINE "SPERO" FLANNELETTE, 26c Yard

Can you afford to miss this opportunity if there are men folk, boys or children in your home, needing sleeping garments? 2,500 yards in all, the entire balance of a big importer's stock, cleared by him to us at a price away below regular. There are 14 different stripes to choose from, regular pajama patterns, nightgown patterns, and neat designs for children, 32-inch, the regular width for making men's pajamas. On sale Wednesday, at 26c Yard

A WORD OF INTEREST ON "SPERO" GOODS.

These world-famous goods are manufactured by one of the largest and most reliable British houses. On the banks of the great Manchester ship canal their plant—called the "Show Mills of Manchester"—because of its entirely modern, up-to-date and sanitary construction, turns out only high-class merchandise, sheetings, cottons, linings, flannelettes of quality. Needless to say Smallman & Ingram Ltd. realized and took advantage of the opportunity this sale offers tomorrow, of giving the public a really wonderful value at little price. SEE DUNDAS STREET WINDOWS. Shop early for full selection.

Main Floor.

Silk Velvets For Millinery

18-inch Black Millinery Velvets (Lyons make) \$2.00 and \$2.50 Yard
 18-inch Black Millinery Velvets (Panne finish) \$2.50 Yard
 18-inch Black Millinery Velvets (Chiffon finish) \$2.50 Yard
 18-inch Black Millinery Velvets (Hatters plush) \$2.50 Yard
 18-inch Millinery Colors in Millinery Velvets \$2.00 to \$3.00 Yd.

These comprise the wanted colors, including plenty of royal purple and pansy, fine imported French qualities made especially for millinery; all are 18 inches wide.

Velvets—Main Floor.

SMALLMAN & INGRAM LIMITED