

Fashion Breezes Whisper Hints of New Spring Modes

SALT and PEPPERS

84 only Silver-Plated Salt and Peppers, plated on Britannia metal, in two styles, nicely boxed. **\$1.29** Saturday, per pair

Clearance In Women's and Children's Coats

Fur Coats, Fur-Trimmed Coats and Children's Coats, all grouped for final clearance Saturday on the Second Floor. The Children's Coats and Ladies' Fur-Trimmed and Winter Coats are grouped at just half price, and the Fur Coats are all at 20 per cent off. The one you want may be here tomorrow.

FUR COATS AT CLEARING PRICES

1 only All Hudson Seal
1 only Hudson Seal, squirrel collar and cuffs.
3 only Hudson Seal, Alaska sable collar and cuffs.
These are all fine selected skins, 42 to 46 inches long, lined with the best quality linings, in rich brocades.

Priced at
\$318.50, \$340.00, \$390.00 and \$428.00
1 only Persian Lamb Coat, sable collar and cuffs, 44 inches long, brocade silk lining \$300.00
Electric Seal All-Seal Coats, at 25 per cent off the regular price. Special price \$98.00 to \$129.00

LADIES' WINTER COATS HALF PRICE

12 Fur-Collared Coats in Marvellas and Geronacloth, all full Canton crepe lined; collars of squirrel, mole, fox; all new winter coats \$39.50, \$55.00, \$82.50, \$67.50, \$72.50, \$75.00, \$98.00, \$90.00
About twenty coats in Duvetynes, Marvellas, Bolivias, with self collars, full crepe lined. Colors in gray, brown, navy, black. These have wrap collars and will make a splendid early spring coat \$29.50, \$33.75, \$37.50, \$34.50, \$41.25 and \$47.50

CHILDREN'S COATS TO CLEAR AT HALF PRICE

Sizes 12, 14; 4, 5, 6, 9 Years
3 Red River Blanket Coats, size 9 only. Half price \$5.75
2 Coats, size 12 \$5.00 and \$8.25
5 Coats, size 14 \$5.87
2 Coats, size 5 \$4.25 and \$8.25
1 Coat, size 6 \$5.00
1 Coat, size 4 \$5.00
Pick your sizes early from this group.

See These Dresses In Window On Sale Saturday, \$2.95

Ten dozen Gingham Porch Dresses in small and large checks; fresh and crisp in their new spring styles; jaunty little dresses with turned back collar and cuffs, finished at waist with narrow belt; others with square neck, roll collar and turned back cuffs, with touches of organdie, making a suitable dress for street wear. Other nifty little styles, prettily trimmed around neck and sleeves. These come in all shades, sizes 34 to 44. Saturday selling, special sale price \$2.95

ENGLISH PETTICOATS—NEW

A new arrival of English Underskirts, in taffetine with pleated flounce; shades paddy, brown, gray, black, navy and white. Prices \$1.75, \$1.98
Sateen in black with narrow pleated flounce, and a very nice style with deep flounce, with two rows of black and white stitching; also a lovely quality sateen in all black, with satin finish and pleated flounce. Prices \$1.49, \$2.50, \$3.00
Trieoline Skirts which are very smart, with their straight lines and plain and hemstitched hem, in mauve, sand, black, gray, white, pink, navy and open. Price \$3.00
These come in regular and O. S. sizes.

SATURDAY SELLING IN BASEMENT

Sunlight Soap 15 for \$1.00
Lux 10c
Ammonia 3 for 25c
Pearline 3 for 25c
P. & G. Soap 13 for \$1.00
Gold Soap 13 for \$1.00
Owen's Blue Soap Powder 25c
Dutch 12c
Panshine 10c
Starch 2 for 25c
Charm 15c and 25c
Ivory Flakes 10c
S. & I. Soap Chips 2 for 29c
Princess Chips 23c lb.
Gillett's Lye 15c
Bon Ami Powder and Cake 15c
S. & I. Blend Tea and Coffee, 65c lb.

A small and exclusive selection of the Wraps, Suits, day and formal frocks for Spring are here. Just enough to show which way the fashion breezes blow. These too, may conform in your mind the wisdom of the purchase of a needed Coat, Suit or Dress to do service for the next few months from the racks which have been reduced for clearance a quarter, a third and half off. Saturday shopping will be both interesting and profitable as the lists on this page will show many lines of seasonable merchandise at about half price. We would emphasize the purchase of new Frock Dresses at \$2.95 and the Hosiery Sale at 69c pair.

The BREATH of the AVENUE

An Exclusive Report To This Store and To You From the Breath of the Avenue Organization, of Which We Are a Store Member.

Here is some Sunshine Fashion news just sent us through our fashion representatives at Palm Beach, Miami and Coronado. Women who know right fashion will, of course, be interested in reading this news, for in these sunshine places spring and summer fashions, like summer strawberries, ripen ahead of the season.

SMPLICITY THE FOUNDATION OF SOUTHERN FASHION.

This year again, and even more this year than ever before, in sophisticated simplicity lies the distinction of Sunshine Fashions. From her sleek, shingled head to her slim, slippered feet, the woman of fashion chooses simple lines for the most subtle effects, and dresses very plainly to be very smart.

THE BOYISH DRESS.

The simple boyish dress has proved itself so smart, so practical, so becoming that Florida sponsors it for another season, and Coronado agrees. The smartest dress is always straight of line and simple in trimming. This two-piece dress, with a straight blouse and with a convertible V-collar, is the favorite frock of the moment. The three-quarter tunic is the newest note—a silhouette that finds more wearers every day.

Crepe and then flannel are the first fabrics of the favorite boyish dress. Its best trimmings are group pleats, fine tucks, and hand-drawn work. And it may have a note of color contrast in pipings or appliques, or a glint of light in glass or pearl buttons.

PRINTS COME INTO THEIR OWN IN THE AFTERNOON.

Palm Beach sees them at tea-time in the magical Coconut Grove and many of the dresses that pass through the lantern-hung temple of laquer red are as exotic as any tropical flower that ever bloomed.

The floral prints are first and are of two types—the more delicate patterns printed on sheer materials, chiffons and voiles and georgettes for slightly bouffant frocks, and then the bold designs in daring color contrasts on heavy crepe dresses with the straight silhouette. After flowers—and never—come horizontal stripes for printed frocks. Sheer crepes carry over into afternoon and even into the evening the stripes so important this season.

THIS IS A SEASON OF COLOR AT THE SUNSHINE RESORTS—WHITE MAKES UP THE BACKGROUND.

But it leaves the foreground to yellow and flame shades and the new shades of

blue—colors that are worn from the first morning dip to the last morning dance.

Flame shades rival yellow as the most important color at Palm Beach. Coral and shrimp and flame are names that hardly do justice to these gorgeous hues—the tones of sunset that are gaining now on the color of sunshine. The yellowish reds, with the lustre of oriental lacquer, are frequently seen in the slim seven-eighths topcoat. Fiji Widener Leidy (the Philadelphia heiress) chooses these Oriental tones for many of her costumes.

The soft new blues, coming again into fashion importance, are given a welcome at Palm Beach. Flannel dresses and coats in porcelain blues appear on the beach on cool days and are a decided color note along the broad verandas of the Royal Poinciana. Gray is gaining. And, with a touch of some vivid shade, the gray costume often links itself to the vogue for color.

When it comes to color combinations, yellow-and-white and black-and-white are very smart. Just as the black dress with white is important in the North, so is the white dress with black conspicuous in the South—like the white crepe frock with black piping and a small black satin hat that Norma Talmadge wears to the colorful Coconut Grove.

PALM BEACH PREDICTS A SUMMER OF SUNBURN SHADES IN HOUSERY. Stockings in blush tints are the favorites with the favorite shoe—the white kid trap pump. White sport oxfords are the only shoes to choose white stockings. For morning wear, pastel hosiery sometimes echoes a color note in scarf or sweater. In general, contrast between shoes and stockings is again the order of the day—and evening.

THE BREATH OF THE AVENUE
Smallman & Ingram (Copyright, 1924)



Ladies' Silk and Wool Hose [Seconds] 69c Pair

264 pairs Ladies' Silk and Wool Hose (seconds) will be offered Saturday morning at above price. These we recommend as an exceptional offering, double garter top, heel and toe, in colors of gray, camel, suede and brown, sizes 8½ to 10 inches. Get your supply and sizes early 69c pair

In the Linen Section—Saturday

17-INCH ALL-PURE LINEN CRASH, 20c YARD.

For hand towels, tea or roller towels this special featured tomorrow is extraordinary value, fine even weave, in all pure flax yarns of good weight, assorted borders. Special, 20c yard

PLAIN HEMSTITCHED IRISH LINEN PILLOW CASES, \$2.85 PAIR.

Just 14 pairs only of this special clearing number, all pure Irish linen cases, finished with spoke hemstitch, heavy weight. These are priced at about one-third off; size 44 inches only. Special, \$2.85 pair

24-INCH ALL-LINEN PLAIN TEA TOWELING, 29c YARD.

200 yards only, and such outstanding value should be cleared in the morning, Irish make, guaranteed all pure linen, heavy weight, in wide width. Early for a share. Special 29c yard

UNION LINEN SHEETS, HALF PRICE.

No doubt you have often fancied a pair or so of nice Linen Sheets. An opportunity presents itself here to purchase lovely quality Union Linen Sheets, in either hemmed or hemstitched ends, at exactly half today's regular quotations.

Large double-bed size, 90x100 inches, plain hemmed ends \$9.75 pair
Hemstitched ends \$10.75 pair

20-INCH ALL PURE LINEN TEA TOWELING, 35c YARD.

A lovely quality in nice fine weave, soft finish, so desirable for working, all white, also blue or red border. Specially priced 35c yard

HEAVY UNION HUCKABACK TOWELS, 55c PAIR.

Stout yarns, 50 per cent linen, woven to give satisfactory service under heavy wear, hemmed ready to use. Try these for kitchen towels, 18x36 inches. Special 55c pair

SPECIAL SATURDAY, 39c YARD.

A beautiful quality English nainsook, fine and even in weave, soft in finish. This is a splendid nainsook for fine lingerie, nightwear, children's things, etc.; an exceptionally good quality at this price; 36 inches wide 39c yard

NURSES' CLOTH, 40c YARD.

A real good quality in Nurses' Cloth, suitable for nurses' dresses, children's dresses, rompers, wash suits, etc., pink and white and blue and white, in fine hairline stripes, pink and white in even stripes, blue and brown stripes on white grounds, and brown with white stripes; 32 inches wide; fast-washing colors 40c yard

HEMSTITCHED PILLOW CASES, 98c PAIR.

A good, well-made slip, hemstitched hem, of a strong, serviceable cotton that will wear and launder perfectly. This is a splendid slip for regular use. Be sure and put these on your shopping list; 42 inches 98c pair

BONCILLA TOILET PREPARATIONS

Boncilla Face Powder, in flesh or brunette 75c
Boncilla Vanishing Cream in tubes 50c tube
Boncilla Cold Cream, in tubes 50c
Boncilla Package of Beauty, containing Cold and Vanishing Cream, Face Powder and Clay 50c pkg.
Boncilla Beautifier or Clay, \$1 tube

TOILET SOAPS

French Castile Bars 39c bar
Lifebuoy Soap 3 for 25c
Wright's Coal Tar 15c cake
Baby's Own 10c cake

Sale of Overcoats, Half Price Saturday



\$17.50

Clearing 42 Overcoats Saturday; big burly Ulsters, Slip-Ons and Motor Coats; set-in or raglan sleeves. Fine imported fabrics, in medium and dark mixtures, plaid backs. Expertly tailored and finished. These Coats are just half price tomorrow. Sizes 34 to 42. Don't miss this opportunity. See the window display. Sale price, **\$17.50**

Warm Apparel For Men and Boys At Clearing Prices Tomorrow

WOLSEY UNDERWEAR, \$3.95

Wolsey Shirt and Drawers, pure wool, very high-grade make, of finest selected yarns; guaranteed unshrinkable. Sale price, garment \$3.95



Shirts, \$2.98

Clearing of high-grade lines, silk stripes, broadcloths, woven madras and many others, all superior grades, at clearing price, **\$2.98**

SALE OF BOYS' UNDERWEAR—LESS THAN HALF PRICE TOMORROW

Boys' Elastic Ribbed Combinations, eoru shade, Watson's make; known as the boy's delight; unshrinkable. Less than half price tomorrow 98c

SHIRTS AND DRAWERS

Elastic Ribbed, medium weight, eoru shade; sizes 2 to 16 years. Less than half price tomorrow 49c

NEMO CORSETS
Advertised on Page
are sold in our
Corset Dept., Second
Floor.

SMALLMAN & INGRAM
LIMITED

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ALL BOYS' OVERCOATS HALF PRICE TOMORROW

Clearing twenty-nine Boys' Overcoats tomorrow. Balance of our winter stock at half price. This is a wonderful opportunity for economical mothers to save tomorrow. Sizes 6 to 18 years. Sale prices—

\$4.49 to \$11.25

Sale of Boys' Pullovers and Sweaters, 98c

Wool, and Wool and Cotton Mixture Pullovers, in navy, brown, gray, maroon and other mixtures; V neck or roll necks. Wonderful value tomorrow 98c

