



What To Wear On Easter Day---Or After

AS THE GREATEST INTEREST TODAY centres in the Easter apparel of both men and women it seems quite the proper thing that we should discuss them together. It is true that we devote the greater space to apparel for women; but Easter is more a festival of dress for women than men, who cannot enjoy the bright colors and wide range of attractive materials shown in women's garments. This Easter display is quite the most complete we ever attempted in any pre-Easter event, and we are sure that all will be quick to take advantage of the very excellent service that has been provided for everyone. Every kind of garment is here expressed in its best style and most bewitching material, no detail of fashion has been overlooked by our buyers.

Whitewear Of Washable Silk, Satins and Crepe de Chine for Easter Wear

Here are the prettiest and most bewitching novelties in lingerie—soft washing satins, silks and crepe de chine, in the most delicate colors, charmingly designed and artistically made—something new for Easter.

Silk Crepe Camisoles

Crepe de Chine Camisoles, trimmed with shadow lace and ribbon straps; white and flesh. Price\$1.50
Slipover Camisoles of flesh crepe de chine, with deep yoke of filet lace and beading, threaded with satin ribbon. Price\$2.50
Pretty Camisoles of silk crepe, trimmed with deep Van Dyke lace and beading, finished with ribbon and fancy bow; white, flesh or mauve. Price \$2.75
Other pretty styles in wash satin and crepe de chine. At\$3.00 and \$3.50
Newest novelties in Boudoir Caps, in fancy voiles, wash satin, crepe de chine and silk, shadow lace, trimmed with fancy bows and tiny French flowers. Prices from\$1.50 to \$3.50

Wash Satin Petticoats

Pink Wash Satin Petticoat, trimmed with ivory point de Paris lace and scalloped frills of material. Price\$10.50
Pretty Petticoat of splendid quality wash satin with deep flounce of material trimmed with shirring and finished with cream filet lace, white or pink. Price\$6.50
Serviceable Petticoats, made of heavy white wash silk, with beautifully embroidered flounce. Prices\$5.00 and \$6.50
Crepe de Chine Underskirt with circular flounce, trimmed with pretty medallions, lace and insertion, finished with deep underlay of net, pink only. Price\$6.75
Wash Satin Underskirts, with deep flounce, trimmed with organdy and valenciennes insertion, edge finished with rows of lace to match, pink only. Price\$5.00

Satin and Crepe Gowns

Dainty Gown of splendid quality white wash satin, square yoke back and front, trimmed with hemstitching and tiny French flowers, short sleeves of point d'Argentan lace. Price\$10.00
Flesh Crepe de Chine Gown, kimono style, made of heavy silk crepe, neck and sleeves trimmed with cream Van Dyke lace and satin ribbon draw. Price\$10.50
Beautiful Gown of heavy white silk crepe, with short set-in sleeves, deep yoke back and front of Van Dyke shadow lace, threaded with pale blue satin ribbon and finished with novelty bow. Price\$11.75
Pink Wash Satin Gown, empire style, trimmed with cream Nottingham point lace and insertion and fancy rosettes of ribbon. Price\$8.75
Empire Gown of wash satin, trimmed with shirring across front, yoke formed with clusters of fine tucks, neck and sleeves finished with hemstitching, pink or white. Price\$8.50
Silk Gown of splendid quality Jap silk, with square yoke and sleeves of cream point de Paris lace, pink or white. Price\$7.50

Millinery

Designed for Easter Wear

This display is fraught with deepest interest to women who delight in every new phase of the charm of changing fashion. The artists have visioned a wonderment of harmony in color and design, expressing every mood and fancy. Your quest for the best Hat may begin and end in this Millinery Salon.

Special display of new Easter Millinery from New York, also a smart collection of newest ideas from our own artists. Specially priced at from\$5.00 to \$12.50

NOW ON FIFTH FLOOR.—Ladies' Hair Dressing, Manicuring and Chiropody Parlors are now located on the fifth floor, east side of waiting-room, in more reserved and private quarters. Appointments made by phone.



SMALLMAN & INGRAM
LIMITED

Easter Display of Women's and Misses' Tailored Suits

For Easter week we have arranged a special display of the newest suit models. These will show correctly the applications of the style tendencies as expressed in the recent importations of the famous Parisian couturieres. Women of all figures will find new delight in wearing these beautiful suits; misses will be charmed with the new lines as being especially suited to youthful figures. Sport Suits will be a feature.

SMART SUITS IN GABARDINES, JERSEYS, VELOURS, POPLINS, SERGES, COVERTS, IN COLORS OF GOLD, MUSTARD, APPLE GREEN, FAWN, BROWN, COPPER, COPEHAGEN AND NAVYS, ALSO BLACK AND WHITE CHECKS.

Fashionable Suit of All-Wool Gabardine, lined, with over-collar of white broadcloth, novelty pockets, belt all around, skirt shirred back, made in fawn only. Price\$45.00
Very cleverly-designed Suit of White Worsted, with hairline stripe of black; coat silk lined; overcollar of rose silk, belt all around, shirring underneath belt at back; novelty pockets. Price\$36.00
Sport Suit of All-Wool Jersey Cloth, shown in gold with trimmings of green, belt all around, patch pockets; skirt shirred at band. Price\$45.00
Suits in Black and White Checks at\$18.50, \$21.00, \$25.00 to \$39.00
Misses' Suits in Navy at\$13.50, \$15.00, \$18.50, \$21.00 to \$40.00
Ladies' Suits in Navy at\$17.50, \$20.00, \$25.00 to \$50.00
Misses' Suits in Fawn and Light Shades at\$15.00 to \$40.00
Ladies' Suits in Light Shades\$21.00 to \$55.00
Ladies' Suits in Black\$17.50, \$18.50, \$21.00 to \$45.00

New Easter Blouses Unique and Pretty Styles

These have a charm of design as well as material. Some have a very smart military appearance with convertible collars and others with artistically graceful large collars baring the throat.

Blouses for every purpose are on display and many new and delightful treatments of the popular blouse materials are shown. A full range of charming Blouses for the Easter suits and novelty skirts, showing georgette crepes, crepe de chine, messaline and Jap silks.

Some handsome styles in georgette crepes, with embroidered and beaded designs, large collars trimmed with beaded effects and dainty guipure edgings. All the new-

est shades, including beige, tea rose, sea foam green, flame, paisley, flesh, gold, maize, also white and black. Prices from\$6.50 to \$15.00
Crepe de Chine Blouses, showing embroidered designs, hemstitching, large and medium collars, edged with pretty guipure laces; maize, gold, chartreuse, rose, flesh, sea foam green, also white and black. Prices from\$3.50 to \$7.50

Jap Silks, with square collars, long sleeves, hemstitched seams, fastened down front with large pearl buttons, white or black. Price\$2.95
Messaline Silks, tucked, convertible collars, long sleeves, other styles with scalloped effect, down front closing, yoke effect at shoulder, black or navy. Prices\$4.50, \$5.00 and \$6.00

A full range of dainty Voile Blouses, plain and allover embroidered effects, long sleeves, large collars, edged with pretty val. and guipure laces, some convertible styles, others show V-shaped and square neck, all long sleeves; sizes 34 to 44, also outsizes 46, 48 and 50. Prices95c to \$6.00

Our new Silk Sweater Coats have arrived for Easter, showing many beautiful colors and combinations, some with belts, others with sashes, large square collars and V necks. Prices: Silks from \$10.00 to \$18.50. Mercerized from\$6.50, \$7.50, \$8.50 and \$8.75

EASTER STATIONERY—Special display this week Easter Cards, Stationery and Papeteries for Easter gifts. A full assortment emblematic of the Easter season, folders, booklets, etc. Main floor.

Spring and Summer 1917 Catalog

Over fifteen thousand 1917 Catalogues have been mailed to out-of-town mail order customers of this store during the last ten days. If your name is not on our mailing list, and if you have not already received this season's Catalogue, **WRITE TODAY.** A post card with your address will bring it by return mail.

Free Delivery

MAIL ORDER SYSTEM.
We pay the carrying charges on all goods ordered from catalogue to any destination in the Dominion of Canada, also on purchases of \$10 or over when personally selected in the store.

PROMPT SERVICE.

We aim to ship mail orders within 24 hours of receipt of order, giving a one-day service when possible.

If for any reason you wish to return goods purchased, your money will be promptly refunded for all goods returned under conditions specified in catalogue, we paying the carrying charges both ways. Write for catalogue today.

New Stockings for Easter

GOOD LUCK ALL THE YEAR.

Newest designs are shown in our Spring Hosiery—our Hosiery Section is never satisfied with going along in the good, old way. If a month passes without bringing something new there is a general alarm. Hosiery now shown is especially of spring origin.

Splendid array of Ladies' Pure Silk Hose with double lisle top and sole, fancy or clocked, also plain colors in grey, suede, champagne, copenhagen, old rose, pink, sky, navy, Nile, reseda, bronze, ivory, gold or field mouse, also black or white. Price\$1.65 pair
Ladies' Fibre Silk-Ankle Hose in white, black, grey, pink, navy, suede, pongee, sky, silver and copenhagen; seamless, double garter top and sole. Price50c and 75c pair
Ladies' Silk Lisle Hose, in black, white or tan, fine quality, seamless, spliced feet. Price, 35c pair, or 3 pairs for \$1.00.

Children's Fine-Ribbed Silk Lisle Hose, in white, black, pink or sky, neat and comfortable on the feet, seamless, spliced feet; sizes 6½ to 8½. Price, 35c pair, or 3 pairs for \$1.00.

Easter Neckwear New and Smart

Smart New Easter Neckwear. The gaily-colored sport wear styles, also the staple colors, etc., in georgette crepe, khaki, kool 'Lon, silk crepe, wash satin, etc. Many smart shapes, the broad sailor collar and cuff sets are the correct thing for the one-piece dress.

Handsome Collar and Cuff Sets in washable satin with plain georgette hem, broad sailor style with the wide cuffs. Price\$1.50 and \$1.75 set

Kool 'Lon Collar and Cuff Sets, plain hemstitched. Price \$1.25
Handsome Crepe Sets with dainty filet edge. Price \$1.50 set
Beautiful range of Fancy Georgette Collars, embroidered and lace trimmed75c to \$2.50
Extra special, 50c range of Collars in georgette crepe, wash silk, Swiss embroidery, suitable for coat and dress.....50c each

Easter Week Visitors

Many customers of this store from out of town will be in this week to make their Easter purchases. It will be wisdom, if possible, to arrange your trip for the early part of the week, and thereby avoid the last-minute rush. Your shopping will be done more satisfactorily then.

But come early or late—whenever it suits your own convenience; the service of this store is equal to any emergency, and stocks are abundant.

Every Accommodation For Visitors

FREE CHECKROOM in the Basement.

RESTROOM on Second Floor.

DINING-ROOM and Restaurant where you may lunch at any hour. Course dinners 11:30 to 2:30. Fourth Floor.

SODA FOUNTAIN, where hot or cold drinks, also luncheonettes, are served continuously. Main Floor. Shop with a Transfer Card and save time.

New Gloves FOR EASTER



There is one thing that comes as surely as Easter Day, and that is the necessity of new Gloves. The new stitchings, embroidery, and touches of color or black are effectively shown in our new lines.
Dainty White Gloves, in French kid, pique sewn and embroidered backs, one dome. Price, \$1.75 pair
Very Smart White Glove, of fine French kid, finished with two pearl domes and embroidered backs, pique sewn. Price.....\$2.00 pair
Pretty Glove of white French kid, with black sewing around fingers and black embroidered backs; one dome. Price \$1.85 pair
Very Smart Glove of white French kid with black trimmings. Price \$2.25 pair
French Suede Glove, with embroidered backs of black; light beaver shades, very pretty. Price\$2.00 pair
FOR THE CHILDREN.
One-Dome Tan Walking Glove, good fitting. Price\$1.10 pair
Doeskin Glove, in white or natural, washable. Price\$1.10 pair
French Kid Glove, in tans, two domes. Price \$1.50 pair
Walking Glove in washable leather, putty shades, very smart, one dome. Price\$1.35 pair