



Simplicity Is the Keynote of Summer Fashions

It is the keynote to supreme smartness for the summer wardrobe, and Fashion's edict reads: To be smart, be simple! Every costume in the opening pages of summer fashions begins and ends with this idea in mind, whether it interprets its charm in terms of Voile, Flannel, Linen or Silk. For every hour of the summer day you'll

find the model here, each carrying with it the assurance of simplicity and utmost good taste. Charming materials have recently arrived in the piece goods sections on the main floor in both silk and wash fabrics. Europe's most recent productions. A visit will repay you.



Wm. Anderson
Family of Fabrics

Silks For Summer Frocks

Crepes that are vividly patterned; Satins in dark costume colors; Silkknit for summery lingerie. Which shall it be? Here are three selections which will suggest the interesting variety presented at our Silk Department.

SATIN GRENADINE

The high-luster finish of the Satin Grenadine, the richness and grace of its soft folds, the fact that it is black, all these factors contribute to its remarkable popularity, 40-inch width. Priced at, \$3.00 yard,

The New Coatings Are Very Smart

A Special Range Priced At
\$2.50 a Yard

Fabrics rich in tone, soft in texture, and furnish the greatly to be desired warmth without weight. Designed for varying occasions, of unvarying smartness and charm.

54-Inch Velour Coating—Just fancy a beautiful soft wool velour almost half price. Just the thing for a nice light summer coat to wear over your silk dresses; gray and dark sand; 54-inch. Special \$2.50 yard

54-Inch Burberry Cloth—green and brown mixtures. The most popular colorings. For general service this is not equalled; for motor or travelling, good medium weight. Just fancy the price (three different colorings); 54-inch. \$2.50 yard

54-Inch Stripe Tweed, heavy weight, suitable for a stylish motor coat; 2½-inch stripe; almost the one coloring predominating; not too loud a pattern; brown shades principally; 54-inch \$2.50 yard

54-Inch Polo Coating, a thick soft wool in fawn shade only. Just the thing for you to take on your motor trip; soft and warm. Does not muss easily; 54-inch. A bargain....\$2.50

54-Inch Plaid Polo Coating, smart sport effect; sand ground; overchecked with dark colorings; serviceable; 54-inch \$2.50

Samples ready for mailing.

Popular Styles for the New Materials

Standard-Designer
Pattern 7458

Standard-Designer
Pattern 7462

Standard-Designer
Pattern 7466

7458—Ratine, gingham and cretonne are among the materials suggested for this simple slip-on dress. Size 36 requires only 3¼ yards of 40-inch material.

7462—Step by step *The Belrobe* shows you how to put together this one-piece dress with an apron front attached. Printed crepe, organdy, voile, and crepe de Chine are among the materials recommended for this dress.

7466—Only 3 yards of 40-inch material are needed in size 34 for this slip-on dress with the circular tiers attached. You will find voile, organdy, crepe de Chine, Georgette at our piece-goods counter.



Make this dress yourself with the aid of *The Belrobe*

Always buy
Standard-Designer
Patterns with
The Belrobe

WHAT is *The Belrobe*? A wonderful dressmaking guide enclosed with Standard-Designer Patterns that shows you step by step how to make a dress. First it shows you how to lay out your pattern on the least possible amount of material; next it shows you with pictures how to put the dress together; then it shows

you how to add the finishing touches that are used by Paris dressmakers and tailors. Buy your pattern and then visit our piece-goods counter. Here you will find all the popular spring materials—printed crepe, crepe de Chine, organdy, voile, cretonne, gingham, dotted swiss and taffeta.

THE JUNE DESIGNER IS HERE!

To its always interesting pages of fashion, fact and fiction, it adds the opening installment of a fascinating new novel by Sinclair Lewis.

The beautiful summer quarterly epitomizes all the moods of that warm season, not forgetting the occasional cloudy day. Summer dresses, slim and cool, bathing suits for the season's first chilly dip; sportswear for the manifold pursuits of the

holiday season, trousseau suggestions. And it contains a coupon worth 10 cents on any one of our patterns. Priced at 25c

The summer needlework book is full of helpful ideas and lovely designs for everything, from baby's layettes to sportswear, from crochet to cross-stitch, from sweaters to household linens. Priced at 35c

Wm. Anderson's Fabrics

One of the most famous products of Scotland are the world-wide known Anderson Gingham. Quality, finish and good new patterns have all helped to make them popular. Then, too, while Wm. Anderson Co. do not guarantee any of their cloths unfadeable, our customers know from long experience of their excellent washing qualities.

WILLIAM ANDERSON 32-INCH GINGHAM, 40c

It's a lovely range, every new and staple check you could wish to see, and a host of plain chambrays to match; new shades of flame, peach, green, blue, pink, yellow, brown, etc. 32-inch 40c yard

WILLIAM ANDERSON'S 32-INCH GINGHAM, 50c

is the best cloth made by this firm. We carry about 50 different colors and patterns; plain chambrays to match; a wonderful assortment, with a special feature in the solid colors, with pencil line check of white. These colors are peach, green, navy, orchid and sage. See the very pretty dress with bloomers for young girls, made up by us, of this pencil line check; 32-inch 50c yard

WILLIAM ANDERSON CREPES, 85c

In the newest bright colors so popular this season; also all white. The crepe washes well and with pretty self-stripe of glos (artificial silk) is quite a favorite this season; 38-inch 85c

WILLIAM ANDERSON'S RATINEES

85c, are of good quality, not too heavy, and with fancy self-stripe of glos (artificial silk), good colors of sand, gray, peach, rose, blue, etc., 38-inch 85c yard

WILLIAM ANDERSON'S CREPES, \$1.50

A mixture of pure silk and cotton, in most artistic designs of Oriental character; such pretty colorings make them desirable for dress or overblouse; 36-inch \$1.50

Silks For Summer Frocks

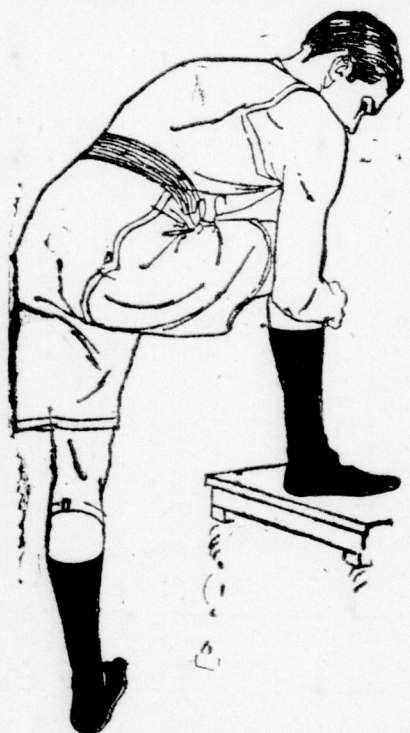
PRINTED CREPE

In a fine crepe de chine weave comes this lovely line of colorful Crepes. Against backgrounds which are in the prevailing tones of beige, sand and café au lait, beautiful floral and Oriental designs have been picked out in gay colors; 36-inch, at \$1.75 yard

TUBULAR SILKKNIT

For summer lingerie of delightful slimmness you may choose from a variety of plain and dropstitch weaves; in pastel tints of orchid, white and petal pink....\$1.00, \$1.19, \$1.49

Ten Cases of Men's and Boys' Summer Underwear and Hosiery—On Sale Tomorrow, 9 a.m.



Men's Hosiery

15c, 2 for 25c

COTTON SOCKS, 15c, OR 2 PAIRS FOR 25c

Men's Fine Cotton Socks, black, brown and gray; neat fitting, reinforced heel and toe; a rare bargain tomorrow. Sizes 10 to 11½. Sale price..... 15c, 2 Pairs for 25c

FINE MERCERIZED LISLE SOCKS, 35c, 3 for \$1
Colors of navy, gray, brown, black and white; highly mercerized Lisle Socks, fine texture, close fitting, reinforced heel and toe; sizes 9½ to 11½ **35c, 3 for \$1.00**

HEATHER AND LOVAT FINE CASHMERE SOCKS 49c

Men's Fine Cashmere Socks, in lovat and heather mixtures; reinforced heel and toe; smart looking; sizes 10, 10½, 11, 11½. Sale price... **49c**

MEN'S GLOS AND LISLE SOCKS, 69c PAIR

Colors cordovan, black, sand, gray, navy, white. Beautiful luster finish and splendid wearing, reinforced heel and toe; sizes 9½ to 11½. A remarkable value tomorrow, a pair **69c**



Underwear

One-Third to One-Half Off
Regular Value

SALE MEN'S ATHLETIC COMBINATIONS, 79c

Fine White Nainsook, athletic cut, knee length; only 300 suits in this lot; sizes 34 to 44. This is a ridiculously low price for these garments. Per suit **79c**

MEN'S ATHLETIC COMBINATIONS, 98c SUIT

Fine dimity check, athletic shoulders, short legs, (B. V. D. style), elastic ribbed back; tailored to allow perfect comfort and fit. These are about one-third regular value. Sale price..... **98c**



MEN'S BALBRIGGAN COMBINATIONS, 98c

Men's ecru (natural) shade fine Balbriggan, two-thread Egyptian knit; excellent quality; perfect fitting; short sleeves, knee length; sizes 34 to 44; absolute satisfaction assured; one-third less than regular. Sale price, per suit **98c**

MEN'S BALBRIGGAN SHIRTS AND DRAWERS, SUMMER WEIGHT, 69c GARMENT

Men's Fine Natural Shade Balbriggan Shirts and Drawers. Shirts have long sleeves, the Drawers are ankle length; good wearing and the right weight for summer. Shirts 34 to 46; Drawers, 32 to 44. Sale price.... **69c**

WASHABLE PLAY SUITS

New models, smarter styles, in an extraordinary showing of Wash Suits, in Etons, Button-On, Oliver Twist and Middy styles, in tub-proof fabrics. Coveralls, Overalls and Knickers for boys 3 to 8 years. Suits—

\$1.35, \$1.50, \$1.75, \$2.00 TO \$5.00
Overalls 85c and up

MEN'S BALBRIGGAN COMBINATIONS, \$1.29 SUIT

Men's Natural Shade Balbriggan Combinations, fine Egyptian knit, short sleeves and ankle length. Sizes 34 to 44. Sale price, per suit **\$1.29**

SMALLMAN & INGRAM

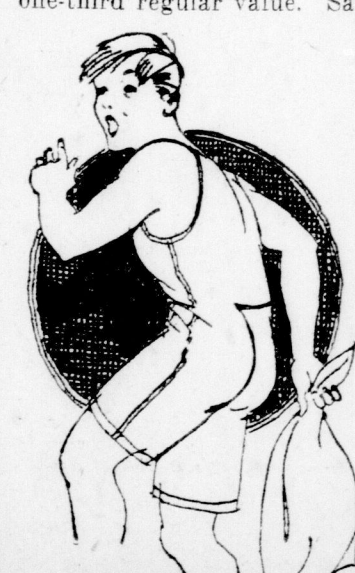


BOYS' COMBINATIONS, 69c

Natural shade Balbriggan Combinations for boys; short sleeves and knee length; good, durable summer underwear. Mothers should buy several suits at this price. Sizes 24 to 34 **69c**

BOYS' ATHLETIC COMBINATIONS, 69c

Fine dimity check, strongly made Combinations for active boys; athletic shoulders and knee length. Sizes 24 to 34. Sale price, per suit **69c**



SMALLMAN & INGRAM