

New Spring Frocks That Verify the Mode

"LONJAY"

THE FAIRY WEAVE FOR PRETTY UNDER-GARMENTS

A new shipment of this popular shadow striped, satin finished lingerie fabric just opened. This is of the better grade and a beautiful range of good washing delicate shades to select from. It is the fashionable material for teddies, bloomers, gowns, slips, etc.

Strongly woven yet finely finished, "Lonsjay" has quickly come to the front as a Lingerie fabric on account of its durability.

Note the range of colors—rose pink, sky, peach, mauve, sand, rose, yellow, gold, flesh, black, white. "Lonsjay" is 36 inches wide, at 75c yard



A little frock which frankly acknowledges its Chinese origin is the Mandarin Dress fashioned from blue tricotine. The up-and-downness is broken by the line of bright embroidery in henna, gold, black and silver which bands the Mandarin Coat. Henna crepe forms the collars and cuffs, and at the neck and sides are pendant tassels in the Chinese manner. It is priced at \$25.00



The long slender lines of another attractive Coat Dress are developed in navy blue tricotine. The bright embroidery which outlines the side fastening cleverly accentuates its slimmness. It is priced at \$45.00

A very new arrival is a black Coat Dress of Tricotine, with pleated flounces and frills which hang slenderly. It is doubly



welcome for the insert of pleated taffeta, which is repeated in collar, cuffs and flounces. It is priced at \$45.00

An interesting variation from the popular beltlessness is shown in the smart little dress of Black Tricotine. It has braid trimming, applied in small V-shaped designs, and the new convertible V collar.



It has a broad girdle of Black Moire Ribbon. It is priced at \$39.00

The importance of tiers is emphasized in a Brown Dress, which boasts a bateau neckline, with the unexpected addition of a narrow collar. The cuff has a triangular flare. It is priced at \$19.75



HOWARTH'S FAMOUS ENGLISH FLANNELETTE

Another shipment of Richard Howarth's famous "Spero" Brand Flannelettes just opened. A choice range of new stripes in pinks, blues, fawns, etc.

Also a real beautiful quality velvet finished White Flannelette from the same mill. These Flannelettes are woven to give strong satisfactory wear and to launder perfectly. The stripes are specially suitable for underwear, nightgowns, pyjamas, etc., while the plain white is particularly adapted for night wear and children's wear.

Full 36 inches wide Stripe Flannelette, 40c yard
Full 36 in. wide, plain white, velvet finish, 35c yard
Full 36 in. wide, plain white, twill finish, 40c yard

The Correct Foundation For Your Costume

In these days when the straight line is the smartest distance between two points, it is of first importance that your costume should have the correct foundation.

So the Lady Mac Slenderform Corsets have recently been added to our stock. We should advise you to have a fitting with one of these new models of Brassiere and Corset combined, by one of our graduate corsetiers.

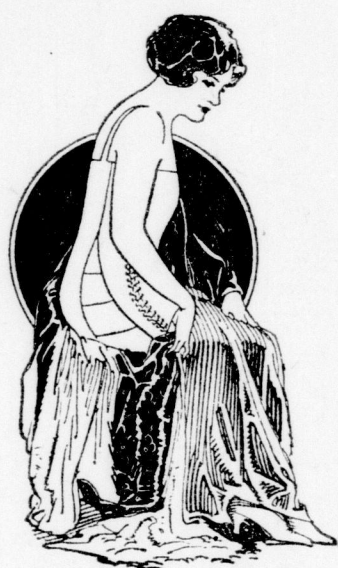
The Lady Mac Slenderform really does slenderize—it does this because it does not crowd the flesh. The garment hooks down the left side, and is long enough to take in the flesh across the back and thigh. The lacing down each hip makes the garment easily adjustable to any hip measurement.

Model 400—Designed for the average figure that is evenly proportioned. Made of heavy striped coutil that will tub nicely and retain its firmness. Price \$6.00

Model 0400—Designed for the figure that is heavy above the waistline and small in the hips. Made of striped coutil and also priced at \$6.00

Model 1400—Designed for the figure that is small above the waistline and full below. Price \$6.00

Second Floor.



The BREATH of the AVENUE

A MANUAL OF RULES FOR SPRING STYLES

FURTHER FINDINGS OF THE FASHION SHOW.

Sports coats and informal coats show two outstanding silhouettes, the straight wrap-around with loose armholes, and a snug-fitting hem; or the rippling, bell-shaped flare. The first is far more prevalent, while there are practically no exceptions to the three-quarter length rule.

The more formal coat follows the same silhouette as the wrap-around sports coat, but it is distinguished by its color and its fabric. It is very frequently black. When it isn't black, it is usually in some warm shade of brown such as toast.

The evening wraps are as varied as daytime coats are uniform. From the jeweled evening wrap that is displayed upon the stately shoulders of Anita Stewart to the last cobwebby cape that is no more than an accessory of the sheer evening dress, each wrap is individual.

The street dresses include everything from the more formal sport dresses to the less elaborate afternoon dresses. The outstanding characteristic of all the street dresses shown is beltlessness, the frequency of the tunic, and the popularity of black and white.

The most interesting thing about evening dresses is the number of times that silver or gray appear. Soft, misty gray with silver, white with silver, silver with crystal—these silvery tints are the newest note of the evening dresses displayed. This

does not mean, of course, that many soft high shades, especially blue and mauve and peach, do not have an important place. It is merely the fact that the gray tone is new that makes it conspicuous.

It is hard to say where the sports suit leaves off and the tailored street suit begins, because the new suit appears in many colors and fabrics. But the tailored suit of this season, no matter in what form it appears, is identified by its accessories—by the kerchief tied stock-fashion, the waistcoat, boyish collar and jab.

The suit is adapted to sports fashion in many high-color, suit-finish fabrics. The most complete sports costumes are two-piece instead of three-piece. The jacket is worn over an under part made up of the skirt and waistcoat combined.

Hats are for the most part inconspicuous, so that they do not distract attention from the rest of the costume. They, however, in their shape, confirm general fashion tendencies. Those worn with sports costumes were of felt, trimmed with applique or cut work embroidery. Others were of shiny straw, or fine milan braids.

Variations of the cloche, most of them are small; a few are modified tricorne. And in colors they are black, brown, or the high shades that blend with the general effect of the costume.

BREATH OF THE AVENUE, NEW YORK.

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PARKER DUOFOLD FOUNTAIN PEN

A Fountain Pen is a most appropriate valentine gift, for it suggests a letter. Our range of Duofolds is very complete:

Parker Duofold Fountain Pen, senior \$7.00
Parker Duofold Fountain Pen, junior \$5.00
Parker Duofold Lady's Pen, with gold ring and band \$5.00
Parker Lucky Curve Pen, with gold band and clip \$4.25

Parker Lucky Curve Pen, lady's size, with ring \$3.00

Parker Lucky Curve Pen, Man's size, with silver band \$3.00

Parker Lucky Curve Pen, with clip \$2.75

EMBROIDERED SWISS VOILES

A beautiful range of White Embroidered Voiles, imported direct from St. Gall, Switzerland. Dainty floral designs, also square and eyelet effects. These are woven in a very fine Voile, strong in texture, the threads being doubled and twisted to give it a permanent body after laundering. Note the width, 45 inches \$1.25 yard

BRITISH UNIFORM DRILLS

The regulation White Drill for nurses' uniforms, operating gowns, doctors' white uniforms, middies, etc. Strongly woven, with a twill finish that will stand hard wear and constant laundering; light weight; 28 inches wide 40c yard

Heavier weight, in fine, medium and coarse twill, 28 inches wide, 50c yard

WINDOW SHADES OF QUALITY

MADE TO YOUR ORDER.



Shade cloth that is hand-brushed of finest standard quality, in plain colors of dark green, ivory, cream and putty and terra cotta; also duplex colors of green and white, or green and cream, and the white shadow-proof now so popular because it allows you to have white on both sides, and yet shades your rooms.

All our shades are mounted on the well-known Hartshorn rollers, and both making and hanging of the shades are done by expert workmen. We will measure your house for new window shades free of charge and furnish an estimate. Just call, phone or drop a card to us and our representative will call promptly.

Should you require new cloth on old rollers, we will be glad to send for your rollers and mount the new cloth on them, thus saving you the full cost of new rollers.

We are certain that by leaving us your order, we can satisfy you in every particular. Should you require special colors, we can have any shade you may prefer, made to your order in a week or ten days' time.

When you are ready let us send our man to take the measurements. This saves you the trouble and overcomes the possibility of wrong measurements.

A full range of window shade accessories are carried here—Hartshorn Rollers, Roller Brackets, Shade Pulls and Tassels, Laces or Insertions, Stop Pulleys, Shade Cord and special Shade Brackets for ventilating bedrooms.

Fourth Floor.

THE NEW SPRING

'Stetson' Hats

HAVE JUST ARRIVED!

THE "STETSONIAN" FEATURE SHAPE For 1924



In the new shades, pearl, zinc and fawns—rich color tones—bound and welt brims, with black band or new stripe "wick" bands in contrast colors. See these tomorrow! Price \$8.50

WELCH-MARGETSON HAND-FRAMED SILK SCARFS

Imported English Hand-Framed Silk Scarfs, in beautiful color effects, stripes and rich mixtures \$12.00 to \$16.50

NEW NARROW "BLOCK"

BRAID TIES, 50c

with white edge, narrow block braid ties—very popular—smart looking. Each 50c

Linen Handkerchiefs For Men

Pure Linen Handkerchiefs, imported direct from Ireland. 1-5-inch hem. Excellent value 45c; 3 for \$1.25

This Hosiery special offers excellent values.

SMALLMAN & INGRAM LIMITED

Have you chosen your Valentine Cards and gifts?

All-Wool Heather Socks

Imported Fine Heather All-Wool Cashmere Socks, lovat, heather and gray shades; good looking and good wearing \$1.00

New Checked Wool Socks For Young Men

Smart Overcheck Wool Socks, in a large range of color combinations, seamless \$1.50 to \$2.00

ARROW COLLARS—All leading shapes, 1/4 sizes 25c

Clearing Winter Furnishings For Men and Boys

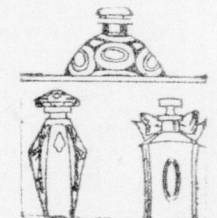
NIGHTSHIRTS, \$2.95

Extra Quality Flannelette Nightshirts, in excellent patterns, "Faultless" brand—with collars neatly trimmed with silk braid and frogs. Sale price \$2.95

WHITE PULLOVER SWEATERS, \$3.69.

White All-Wool Pull-Over Sweaters and Sweater Coats, V neck or roll neck, heavy "Jumbo" Knit. Very specially priced. Sale price \$3.69

"STANDFIELD'S" RIBBED ALL-WOOL UNDERWEAR, 25 PER CENT OFF.



PERFUMES OF FLOWER-LIKE DAINTINESS.

If the pinafores have lightened her working hours, these new perfumes will add to the enjoyment of her leisure hours. A careful choice of perfume in toilettries which subtly suggest her personality marks the discriminating woman. Perfumes suited to the debutante, the woman of the world and the out-of-doors girl. The inimitable fragrance of living flowers has been imprisoned in these little bottles of fine toilet waters.

Hudnut's Three Flowers Toilet Water \$1.50 bottle
Hudnut's Violet See Toilet Water \$1.00 bottle
Hudnut's Gardenia Toilet Water \$1.00 bottle
Hudnut's Lily-of-the-Valley Toilet Water \$1.00 bottle
Hudnut's Sweet Orchid Toilet Water \$1.00 bottle
Hudnut's Rose of Omar Toilet Water \$1.00 bottle
Chypre Toilet Water D'Orsay \$1.65 bottle
Le Lys Toilet Water D'Orsay \$1.65 bottle
Charme Toilet Water D'Orsay \$1.65 bottle
Muguet Toilet Water D'Orsay \$1.65 bottle
Chypre Toilet Water D'Orsay \$3.75 bottle
Charme Toilet Water D'Orsay \$3.75 bottle

MAIN FLOOR.