

To Make This Store a Pleasant Place For You To Shop

FAR FROM regarding storekeeping as stodgy and commonplace, we consider the selling of worth while goods to a world that needs them a very worthy profession. It is because we love our lot in life, are enthusiastic over it, and coddle it, that we are continually at it, working out ways to improve our service, lower our prices, make this store a pleasanter place for you to shop in and for our staff to work in. Summed up it comes to this: Only because we believe in the rightness of what we are trying to accomplish are we able to accomplish it with any degree of rightness.

Dance Dresses

Inspired By Paris

DEMONSTRATE THE SEASON'S AUTHENTIC STYLES.

The discriminating woman will recognize the correctness of these evening gowns by the very new tunic styles; by the picturesque chemise style, and by the long, draped lines of yet another model. The colors, too, are appealing.

In georgettes, priced at \$30.00 to \$69.50; in orchid, flame, rose, pink, jade, yellow, sapphire blue.

Smart young woman's model shown in Pimento Red Georgette over silk, round neck, short sleeves, made of narrow folds; skirt draped at sides, dress is beaded with crystal beads, beaded cabochon finishing girdle. Price \$69.00

Misses' model shown in Flame Georgette, bound neck, sleeveless, smart panels edged with narrow metal lace, sides wired to give bouffant effect, beaded girdle \$45.00

Misses' model in Pink Georgette, skirt wired to give bouffant drape, smart side panels, trimmed with dainty ruchings of taffeta, sleeves finished with ruchings, made over silk slip. Price \$30.00

Misses' model shown in Yellow Georgette, round neck, sleeveless, edge of neck and bodice finished with gold thread, smart showing fitted dainty frills edged with gold thread, metallic ribbon girdle finishing waist. Price \$45.00

FINE LINGERIE FABRICS

For the fastidious taste, are just what this store is noted for, and making up Christmas gifts makes one even more fastidious. See the displays of dainty fabrics of cotton texture. You will be surprised at the loveliness of cotton when the finest known yarns are passed through the hands of experts into materials so charming for pretty undies.

TARANTULLE, white only, new lower prices—40-inch standard, 55c; fine, 65c; superfine 75c
"DIAPHALENE," a famous Horrocks' sheer fabric, 42 inches 85c
LINGERIE DIMITY, pretty colors, dainty checks, 36 inches 39c
LINGERIE CREPES, newest designs and colors, just opened 35c

"LONSLAY," the fairy weave, looks like wash satin, in the shades you want most for undergarments; it washes perfectly, its sheen is there to stay, and the neat self stripe only adds to the beauty of weave and texture; flesh, orchid, rose, white, sky, light blue, maize, green, navy, black; 36 inches 75c
West Aisle.

FINE SHEETING FOR BEDSPREADS

A famous English Sheeting, made purposely for people who are particular in desiring the finer makes of bed linen, but yet at a popular price. This cotton is handled by us in all widths. Its lovely linen finish and perfect bleach makes it an attractive material for many purposes, especially sheets, nurses' aprons and bedspreads. If you want to see your handwork, embroidery, applique or hemstitching look really its best, ask for THE FINE ENGLISH SHEETING: 63-inch 90c, 72-inch \$1.00, 80-inch \$1.10, 90-inch \$1.25 yard



Special Purchase of Infant's Knitted Togs

TO CLEAR AT MANUFACTURERS' PRICES AND LESS.

We have purchased the entire range of samples of Infants' Togs from a well-known knitting mill at a discount which enables us to offer the entire range at and below maker's prices. The assortment is too varied to describe, so we briefly list the articles and prices below.

Sizes From 6 Months to 3 Years.

White Knitted Skirts. Sale price 66c
White Knitted Overalls. Sale prices 83c, \$1.14, \$1.62 and \$2.08
White Wool Sweater Coats. Sale prices \$1.04, \$1.52, \$2.25 and \$3.25
Four-Piece Wood Suits. Prices, brown, \$2.75; red, \$2.83, \$3.75
White Pullover Sweaters. Sale prices 83c, \$1.33 and \$1.63
White Brushed Wool Caps. Sale prices 58c, 87c and \$1.08
Infants' Wool Jackets. Sale prices 66c, 83c, 91c, \$1.12 and \$1.37
White Wool Bonnets. Sale prices 62c, 91c, \$1.08, \$1.29 and \$1.75

White Wool Veils. Sale prices 15c, 25c
White Wool Caps. Sale prices, 77c, \$1.37
Red Sweater Coats. Sale price \$1.25
White Wool Scarfs. Sale prices, 33c, 67c
White Wool Booties. Sale prices 15c, 37c, 56c, 79c, 87c and \$1.04
White Eiderdown Panties. Sale price 19c
White Eiderdown Caps. Sale price 29c
White Eiderdown Mittens. Sale price, 15c
White Eiderdown Leggings and Booties. Sale price 19c
White Wool Mittens. Sale prices 25c, 43c and 47c
Red Wool Mittens. Sale price 15c
Angora Bonnets. Sale prices \$2.66 to \$4.50

Infants' Shop—Fourth Floor.



SILKS and CREPE LINGERIE

Was there ever a gift like Lingerie? Silken bits of daintiness to exclaim over and enjoy every time they're slipped on include negligees, gowns, camisoles, stepins, bloomers, etc. Gift selections made from these will surely please.

Gowns of Silk, Satin and Crepe, made in dainty styles, trimmed with hemstitching, pin tucks and lace, in colors of white and flesh. Price \$6.50 to \$17.50

Envelope Chemise of Silk, Satin and Crepe, daintily trimmed with lace, tucks and ribbon. Price \$4.50 to \$7.50
Camisoles of Crepe Silk and Satin, all daintily trimmed with tucks, lace and ribbon, in all colors. Price \$2.50 to \$4.50

Stepins of Silk, Satin and Crepe, trimmed with hemstitching and lace. Price \$2.75 to \$8.75

Bloomers of Silk, Satin and Crepe, made in a very roomy style, in colors of gray, mauve, white and flesh. Price \$2.75 to \$7.50

Raw Silk Bloomers, made large and roomy. Price \$1.98 to \$3.50

Boudoir Caps. We have a large range of styles and colors too numerous to mention. Price 98c to \$4.50

Bandeaus made of lace, trimmed with ribbon, in colors of old rose, pink, blue. Price \$1.75 to \$2.50
Second Floor.

Free Instruction Class Continues This Week

Making flowers and favors and sealing wax art is to be taught each morning. You will be surprised what pretty gifts and novelties you will learn to make in a few minutes at a very small cost.

9:30 TO 11:30, FIFTH FLOOR.

Bathrobe Materials

In great and pleasing variety of material, color and design, the newest of imported and Canadian makes, rich colors in dark double-faced velours, for men's wear; lighter shades for ladies, and popular kiddie patterns for the little folks.

REVERSIBLE FINE DARK VELOURS, 28 inches 40c
"KITTY" VELOURS for kiddies, 27 inches 45c
REVERSIBLE COTTON EIDERDOWNS, 27 inches 48c
BATH ROBE VELOURS, 36 inches \$1.00
WOOL EIDERDOWNS, 54 inches \$2.25
ALL-WOOL BLANKET CLOTHS, 54 inches \$2.25

SMALLMAN & INGRAM
LIMITED

GREAT VARIETY and BEAUTY In New Silks

Our present silk displays are brimful of new colors and weaves not seen before. How easy for women to make charming frocks from these! Glossy satins, velvets, splendid crepes, and brocades that resemble embroideries. No two frocks need look at all alike where there is such variety.



Smallman & Ingram Silks and Velvets

The season for Silk Chiffon Dress Velvets and Silk materials is just round the corner—but this store is prepared for and has anticipated your wants with a most complete assortment at prices you wish to pay.

Fine Quality Chiffon Dress Velvets, \$4.50 Yard
35 inches wide, soft finish, pure silk pile, shown in the fashionable colors, and plenty of black, too.

French Pure Silk Crepes, \$2.50 Yard

Our leader in imported dress crepes at a very popular price, 39 and 40 inches wide, about 25 colors to choose from.

Pure Silk Canton Crepes, \$4.50 Yard

Ask to see this exceptional value in heavy quality Pure Silk Canton Crepe, 38 and 40 inches wide, black, navy, brown, gray, sapphire, etc.

To-day I saw

These have been stirring times on the Main Floor! You may have noticed last week that some of the merchandise had left their accustomed haunts to make room for the delightful new Christmas goods which I saw today.

For Christmas has really come to your store! You know it just as soon as you step inside the doors, and see the gay wreaths and streamers in bright holiday colors, and the genial, smiling face of good old Saint Nicholas.

The vista presented by the long Main Aisle is an attractive one. Dainty neckwear, colorful silk scarfs, sparkling jewelry, and delicately perfumed powders and soaps, and the fragrant allure of incense burners from Vantine's.

Further down the aisle, I saw the gay holiday showing of Christmas gifts, which are obligingly priced to please the inelastic budget. A bewildering profusion of handkerchiefs, articles of shell, ebony and ivory for the dressing table. Benares brassware in quaint shapes and designs, hand wrought by the natives of India.

Is your Christmas list a long one? Start now to buy a gift a day. This provident plan will save you much hurry and worry in the last shopping days.

Judith

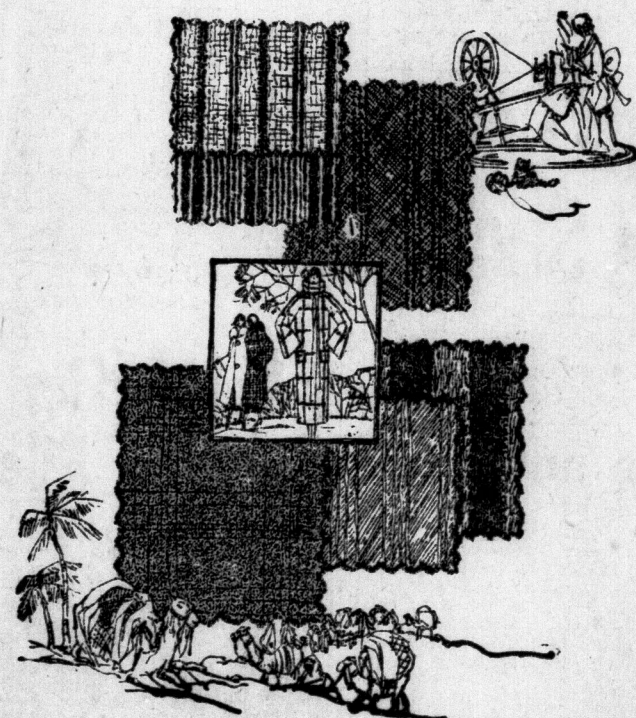
Pillow Cottons for Working

Handled by this store are well known for their good quality, nice appearance and finish, as well as their very moderate prices. It pays you to see them before selecting for your gift making. These numbers look well with your embroidery or hand-made lace.

Wabasso Cotton, circular, 42 inches 40c
Wabasso Tubular Cotton, 40, 42, 44 and 46 inches 49c
Finest Wabasso Tubular Cotton, 40, 42 and 44 inches 65c
Fine English Circular Cottons, all widths. Per yard 75c, 90c and \$1.10

Check and Plaid Back Coatings, \$3.50 Yard.

Real Cosy, Warm Coatings for the coldest weather. They require no lining or trimming. About six patterns to choose from.



Black Seal Coating, \$5.50 Yard

Lister's make in Silk Seal Coat Plush, a rich winter coating at a moderate price; 50 inches wide.

Bolivia Coatings, \$4.50 Yard

Fine imported qualities, soft, rich weave and finish; sand, gray, mid, nigger, navy and black; 54 inches wide.

Fine All-Wool Dress Flannels 90c Yard

It is what is known as a broad-cloth finish, very fine and soft to handle and with a lovely finish that gives such a good appearance. Ask for this British flannel for girls' school or office dresses. You will be delighted with its durability and smartness, newest shades of brown, copen, sand, gray, cardinal, scarlet, jade, emerald, navy, black; all wool; 28 inches 90c yard