

New Opportunities For October Month-End Shoppers

Brocade Coat Linings in Two-Color Combination.

A special purchase of popular priced Linings; extra stout weave of fine mercerized back with rich patterns in two-color art silk weaves. All are 36 inches wide \$2.00 yard
At Silk Dept.—Main Floor.

There are new opportunities when you buy in October—when goods are fresh, when styles are newest, when values are best, as they are now. October is the merchandising harvest month. We have been busy choosing, assorting merchandise with the idea that you should and must have the best—and that exactly what you demand and expect. New merchandise everywhere. These are the days for shoppers—they perform and promise, and give much. Our prices, too, are always verified.

Fur Coat Linings, \$2.00 and \$3.00 Yard Silk Dept., Main Floor.

Rich colorings in Silk Brocades for your Hudson or Persian lamb coat; Brocade Silks of extra service wear, made especially for fur coat linings. All are 36 inches wide \$3.00 yard



Bobbing Up Again Comes All Hallows Eve

It's the night for the jolliest of parties. We are ready. Are you?

Dennisons

Seals, Silhouettes, Cut-outs, Invitations, Decorative Crepe Paper, Festoons, Streamers, Party Caps, Table Covers and Napkins, Place Cards—everything to make your party a success, and THE BOGIE BOOK, 10 cents, a copy, to tell you how to use them. Plan your party now.

DECORATIONS.

Streamers, 40 to 60 feet long 2 for 25c
Caps and Masks 15c each
Table Napkins 10c dozen
Halloween Seals, 2 boxes 25c
Cut-outs 2 boxes for 25c
Witches and Cats, 10c, 15c
Borders, 10 feet long 15c
Place Cards 40c dozen
Lamp Shades 10c each

Hand-Made Lingerie Owes Daintiness To Its French Origin

Gowns, Envelope Chemise and Step-ins, made by hand, with exquisite hand embroidery and stitching. Graceful flower patterns and conventional designs \$2.50, \$3.00 and \$4.00
Gowns, sleeveless or with kimono sleeve; round, square or V-shaped neck \$2.50 to \$4.00
Envelope Chemise, made with shaped or strap shoulder; scalloped edges \$2.75 to \$3.50
Step-ins, with scalloped edge, embroidered in French dots and fern and flower pattern \$1.75, \$2.00 and \$2.50
Second Floor.

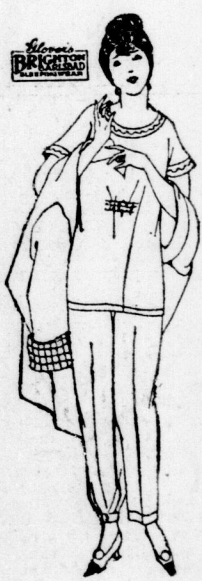
FINE QUALITY SHEETINGS.

Specially purchased for this season of the year, are these beautiful linen-like, fine White Sheetings. This is the season for selecting such weaves, for making up into sheets or bedspreads, that you will hand-hemstitch, scallop or embroider. Be sure you put your work on worthwhile cloths. The cost is so very little more for a good gift, and it gives you more pleasure in giving. Our prices are lower, too.
72-inch, at 85c, \$1.00 and \$1.15 yard
80-inch at 95c, \$1.10 and \$1.30 yard
90-inch at \$1.25 and \$1.50 yard

Fine Quality Pillow Cottons.

Circular weaves of lovely quality, superior texture, perfect bleach and free from filling. You don't need to buy mill-ends full of imperfections, when you can secure such makes as we offer you here at new lower prices. Buy now for making bazaar or Christmas gifts; all widths, 40, 42, 44 and 46 inch.
Fine quality Wabasso make 49c
Extra weight English make 59c
Double-warp, a perfect weave 85c
Horrockses' best make \$1.00
Special Wabasso Circular Cotton, perfect goods, clean weave, snow-white bleach; wonderful value. On sale for tomorrow only, 42-inch 35c yard

Brighton Carlsbad Flannelette Sleeping Wear Garments That Give the Greatest Comfort the Winter Long



**Glover's
BRIGHTON
CARLSBAD
SLEEPINGWEAR**

Additional strength and wearing quality as a result of the twin-welded and felled seams. Garments that feel smooth and comfortable because the edges of the cloth are turned into the seam, leaving no opportunity for rips and allowing no raw edges. The Carlsbad garments are wide and roomy. Not a chance for discomfort in wearing.

Ladies' Pyjquettes of colored striped flannelette, trimmed with silk braid frogs, belt at waist, in colors of blue, mauve, gray \$4.50

Ladies' Two-Piece Pyjamas, in slipover and coat style, square and round neck, in stripe and check flannelette, trimmed with hemstitching and frog fastenings of braid. Price \$3.50 and \$4.50

O. S. Slipover Gowns of white flannelette trimmed with fancy braid and hemstitching; kimono sleeve \$2.50 and \$3.00

Ladies' White Flannelette Gowns, V neck, double yoke, long sleeves trimmed with fancy braid; Mother Hubbard style. Price \$3.50

Children's White Flannelette Gowns, made Mother Hubbard style; sizes 4, 6 and 8 years. Price \$1.75

Misses' Pyjamas of white flaked and check flannelette, in two-piece style, with kimono sleeve; V neck trimmed with fancy braid and hemstitching, in colors of mauve, pink, honey; sizes 14 and 16 years. Price \$3.50

Children's Striped Flannelette Gowns, trimmed with frog fastenings; Mother Hubbard style; sizes 10, 12 and 14 years. Price \$2.00

Ladies' Striped Flannelette Gowns, made Mother Hubbard style, trimmed with silk braid frogs, in colors of pink and blue. Price \$3.50

EXTRA

LADIES' FULL-FASHIONED CASHMERE HOSE in black and colors, extra quality \$1.00 pair

SMALLMAN & INGRAM LIMITED

HALLOWEEN FAVORS

Everything for the frolic and feast at Stationery Counter.—Main Floor.

SMALLMAN & INGRAM LIMITED

CHRISTMAS GREETING CARDS

Order now your Personal Cards for Christmas. At Stationery Counter.



The Newest Coats At Convenient Prices

SMARTNESS THAT MEANS BOTH COMFORT AND SERVICE.

**\$23.95 — \$45 — \$49
Up To \$75**

Flamingo cloth fashions many smart coats this season. A special group shows the material in both large and small checks. Some with bolster fur collars and cuffs, and several with fur bandings and edgings. American opossum, squirrel, seal, lined with marquis de luxe, and finishing touches of buttons and stitching. In gray, brown, sand and green, at \$49.00

A happy price medium is struck at \$45.00 for coats of marvella cloth, full-lined with crepe. With collars of fitch opossum, and trimmings of braid and buttons. One-button closing, in gray and brown \$45.00

Coats of plaid or check velour, with satin lining; collars of fur, or bandings of beaverine or imitation Siatka squirrel. Several models for choice. In brown or sand \$23.95

Smart individual coats of sand marvella, with collar and cuffs of kolinsky or squirrel. Lined with canton crepe. Finishing touches of buttons and reverse bands of material; two-button closing \$75.00
Second Floor.

The Touch of Smartness Shown In New Gloves Direct From Paris

Black and White Combinations are featured; turnback embroidered cuff and heavy embroidered backs; pique sewn at \$5.00

Pique Sewn Gloves, with flare cuff, and a smart trimming of white kid \$3.75

French Kid Gloves, in exquisite quality, with two-dome fastening and pique stitch; in black, gray, navy, brown, white and beaver \$2.50

Twelve-Button Suede Gloves in gray and mode, \$3.50, \$3.75

Main Floor.



UNDERSKIRTS OF BROCADED SILK, SATIN AND MOIRE TO MEET THE CONSERVATIVE TASTES.

Underskirts for the woman of mature figure have the straight lines of the fashionable underslip, but a comfort and roominess which insure popularity for them, through numerous fashion changes. Providing an unusual degree of comfort for the stout figure, for they have fullness at the top, confined simply and easily with the elastic waistline. Slimness at the bottom is the result of pleated flounces, and hemstitching and embroidery provide beauty of finish. The colors are mauve, gray, open, rose, sand, reseda, black and navy. Priced at...
..... \$1.75, \$2.00, \$2.50 up to \$9.50
Second Floor.



Slenderizing Models For Figures Inclined To Be Large

No longer is it necessary for large women to suffer any discomfort for the sake of a good looking figure. By concentrating on this problem, the designers have produced slenderizing models of the most unusual and distinctive design in

Frolaset
PRONOUNCED FRO-LA-SAY
FRONT CORSETS LACED

Fashionable Lines For Full Figures

In these special models, Frolaset Front-Lacing Corsets provide fashion's most modish lines for full figures and yet permit an unusual degree of freedom and comfort for the wearer.

Special Attention Given To Fittings

Realizing that fitting the full figure is an art in itself, our corsetiere specializes in and gives you without extra charge the benefit of her specialized knowledge in such fittings. Why not come in tomorrow? Model 8944—A very attractive model, made of beautiful pink silk brocade. It has two distinctive features. The front is cut high enough to control the diaphragm. The back gives the much sought after flat effect. Price \$10.50

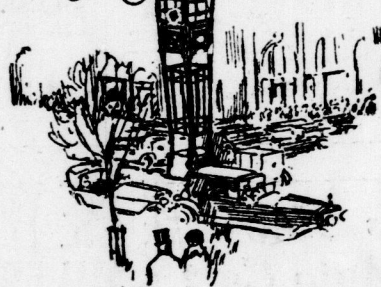
Model 1222—This corset, designed along the new lines, provides utmost comfort and style. Very low bust with rubber inserts, flat back, lightly boned; made of pink broche \$7.50

Model 6344—This model is designed for the stout woman who desires a low bust corset that accomplishes remarkable support, with a few very cleverly placed bones. Has low elastic top, which provides absolute freedom above the waistline. Price \$9.50

18F—Frolaset Bandobelt that provides the wanted flat back and wonderful control of the diaphragm. Special waistline and side fastening features make this garment cling to the figure closely. Price \$4.50

Second Floor.

The Breath of the Avenue



SMALLMAN & INGRAM'S Semi-Weekly Fashion Letter.

The first big games of the season score a victory for the red shades. Cinnamon reds, mahogany reds, and, most of all, the cranberry reds make for the most festive of football fashions. In the perfect partnership of the ensemble costume, the coat completes the dress, the dress harmonizes with the coat, and all the accessories agree with both.

The only smart alternative to the shingle-bob is the close coiffure with a very small, very soft roll at the nape of the neck. This type of hairdressing falls in with the Spanish silhouette, Spanish shawls and Spanish flounces, for formal evening wear.

In the bright embroideries of Spanish shawls, exotic roses will bloom all season long. The shawl, worn as a wrap in the fall, may be worn as an accessory under the wrap all winter.