

Cheerful Service Makes Your Christmas Shopping Pleasant

FINE MERCERIZED FOULARDS, \$1.00 YARD



A shipment of beautiful fabrics just received. French Foulards are popular this season for kimonos, overblouses, fancy work and many for a smart coat lining at little cost. The color blendings are daring and really wonderful, quite French in effect, and difficult to describe in detail. See them displayed on our saten counter; 40-inch \$1.00 yard
West Aisle, Main Floor.

Sale of Silk Crepe Scarf Lengths 2 Yards Long for \$2, \$2.50 and \$3.50 Per Length

A Christmas gift suggestion in something that's fashionable and appreciated. Lay in a supply of these pretty Scarf Lengths, comprising pure silk crepe de chine and flat crepes, 2 yards long, for \$2.00 each
Heavier qualities for \$2.50 each
A large assortment of Pure Silk Crepes, in wonderfully printed patterns and newest colorings, 2 yards long, for \$3.50 each
On sale at Silk Department, Main Floor.



Frocks In Flannel For Daytime Wear

Charm in supple, soft material; comfort in freedom and looseness of fit. And smartness in long, straight lines; flannel frocks, with these three virtues, are presented in striped, plaid and plain weaves. For a young miss, a Flannel Frock in shutter green, with roll collar, and bindings of gray braid, gray silk tie and inset breast pocket \$8.50
Coat style Dress in rose, with long lapel and three-button closing; trimmings of soutache braid \$10.00
Women's Dress in rust, with sand-colored trimmings; vest with clusters of pink tucks and button trimmings \$10.00
Women's Dress in brown, with pleated front panel of sand; edges of revers braid-bound; long sleeves \$10.00
Second Floor.

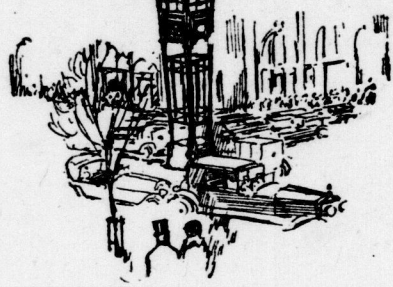
SILK LINGERIE Daintiness To Match the Party Frock of Winter Gayeties



Crepe and Satin Bloomers, single and double cuff, elastic at waist, trimmings of delicate lace on the crepe bloomers; in white, mauve, flesh, gray and sky \$3.50 to \$5.00
Crepe de Chine Step-ins, made with tucks and trimmed with hemstitching and lace; in flesh, mauve or honeydew \$5.00 to \$6.75
Raw Silk Bloomers, with single or double cuff. Specials at \$2.25 and \$2.95
White Silk Princess Slips, shadowproof \$6.00 and \$7.00
Envelope Chemise of Crepe de Chine, trimmed with hemstitching and lace; white, flesh, mauve, maize \$6.00 to \$9.50
Vestee Sets of silk, satin and crepe de chine; lace trimmed \$6.50 to \$10.00
Overblouse Camisoles of silk and crepe de chine, in white, sand, black and flesh \$1.75 to \$3.50
Gowns of silk crepe de chine, in graceful patterns; trimmings of lace, tucks or hemstitching add to the daintiness of the material; in honeydew, white, mauve, flesh or maize, at \$5.00, \$7.75 to \$15.00
Second Floor.

We want you to know that we are not only ready to sell you the merchandise you seek. We want to render you service, as well, and if there is anyway in which we can assist you, simply call on us to do so. It may be in the selection of a gift, or some detailed directions in wrapping. It may be that our rest room will be of service in restoring your nerves and body to normal. But if there is any way at all in which we can assist you, call on us to do it. We are now ready.

The Breath of the Avenue



Our Exclusive New York Fashion Service Describes the "Birthday" of Fifth Avenue

FIFTH AVENUE, highway of the American mode, is one hundred years old this week. And the stores of New York, to celebrate the centennial of this famous fashion street, bring out their newest fashions—fashions that would have amazed New York and all the new world a century ago.

There is this fall's hat, for instance. It's a piece of felt—a flash of satin. It's nothing much more than a color note with a costume, an outline in the air. But that is its surprising—and becoming—secret.

Then all kinds of lovely furs have the best of fashion standing. They are worn by people whose grandmothers would have nothing but sable. And the woman who may own an ermine wrap will buy a coat of muskrat or rabbit or leopard cat.

And jewelry. Valuable real jewels and beautiful unreal ones belong to the same social circle. Nobody even raises an eyebrow when fashion mixes tinted pearls just from Paris with real jewels that are heirlooms.

Fashion is a very particular person. She may present a dress without a bit of trimming, but she insists that all the accessories must be perfect; that the glove must match the stockings; that the handbag be just the correct size and the newest shape. She must see that the shoes, which are simple almost to the point of plainness, should play just the right part in the costume.

Fifth Avenue and fashion have had to leave quaintness and some formality and much elaboration behind them, but charm isn't a lost art even if smartness is a new one. The woman of today may not have learned how to manage a train, but she will never forget how to handle a fan!



GIFTS THAT ARE TO BE THE "BEST EVER"

Gifts for the gayest, gladdest time of all the year. Holly-decked Cards throughout all departments suggest a myriad things. And they are all gifts of individuality! Stationery and fascinating little desk accessories. Adorable "Undies."

Clever and sophisticated adornments for evening wear. Practical gifts that are to be a lasting tribute of friendship. And then a grouping of delightful suggestions in the French Gift Department.

Christmas Gifts, all floors and every department.

THE WAY TO TOY-TOWN

The Santa Claus Doorway at the West Elevator. Small boys and girls are to enter and be whisked away to Toy-Town. This year, the nicest gifts that ever were invented! Through the Santa Claus Doorway, West Aisle.



36-INCH COMFORTER CHINTZ 24c YARD

On sale tomorrow morning at 9 a.m. you will find the largest and most varied collection of pretty Chintz, offered at the lowest price in years. Fifty patterns, all different, to choose from. Something to suit every taste or requirement. The quality is extra nice. There are floral, paisley and conventional patterns. The designs are in many cases reproductions of color blending and designing of the expensive drapery fabrics. Something attractive for box coverings, cushions, bedroom drapes, etc. But, of course, mainly are they right for the cozy quilt or comforter. Be early for best selection. See Dundas street window. Wednesday morning, 9 a.m.: 36 inches 24c yard



BIG COMFORTER BATTS, 89c EACH

Just right for your quilt or comforter of our special Chintz. These batts are all made of clean, pure, fluffy cotton, the well-known "S. & I. Satisfactory Batt," of which we sell thousands every season. They open up full size. One is sufficient; 6x7 feet. A new price for tomorrow only 89c each

West Aisle—Main Floor.

PRETTY LINGERIE CREPES, 35c YARD

Bluebird, butterfly, dainty floral, a host of entirely new ideas in all these patterns for your Christmas sewing. Make up pretty nighties, pyjamas, step-ins, etc., of this tempting fabric at so modest a cost. The shades of blue, orchid, flesh, yellow backgrounds or white with the array of patterns to choose from, or plain colors if preferred, give you all the variety you need for many pretty gifts that are always useful and acceptable. See display in Wash Goods Section; 31-inch, 35c yard
Main Floor.



A Special Purchase of C. J. Bonnet's Charming Pure Silk Dress Crepes For \$2.00 Per Yard

The fashionable and dainty Silk Crepe for children's misses' and women's wear, at a very low price. Here you have a choice of colors for everyday use in black, navy, browns, sands, cocoa, copen blue, shutter green, etc., and for the dinner gown or dance frock; shell pink, mayflower rose, orchid, mais, American beauty, pansy, coral, canna, ivory, pearl gray, Leghorn yellow, rose pink. All are 39 inches wide.

Aisle B, Main Floor, West Side.

NEEDFUL BLOOMERS In a Sale, \$2.98

Silk Knit Bloomers in rose, paddy, yellow, pink, cerise, orange, blue, navy, white, gray. With or without double knee band. Small, medium and large sizes. Special sale price \$2.98
Second Floor.

An Aquascutum To Top the Tailored Wardrobe

The active woman—who finds in tailored clothes her most expressive medium of dress—for her, the Aquascutum is designed especially. A utility coat for town wear, for motoring or for travelling. Developed in heavy or medium weight English cloths, ready to withstand either cold or showers. Perfectly tailored, with raglan or set-in sleeves; grays, browns or the mellow two-tone plaids. Aquascutum Coats exclusive to Smallman & Ingram, at \$35.00, \$45.00, \$50.00 and \$75.00
Second Floor.



Hose For Sports Wear ORCHID HOSIERY

A Clever New Combination of Silk and Wool

Orchid Hose for sports wear are featured in a shipment just opened; silk and wool combined in a two-tone color effect, with fancy ribbing; in black and white, blue and fawn, and brown and fawn. A stocking of winter weight and sporting quality. In sizes 8½ to 10 \$1.50

Hosiery Counter, Main Floor.



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