

## The Breath of the Avenue



Fashion News from New York.  
(EXCLUSIVE TO SMALLMAN & INGRAM, LTD.)

The fur coat, this year, often chooses to be brown—to match tawny frocks, and to accent the gleam of the highlights in bright hair.

Fashion's flowers find a new way to flatter. They go abroad in pairs—one on the coat's collar and one on the hat's crown.

New bright colors express themselves in velveteen and velvet to fashion frocks for day and evening. And they become subdued, enriched, and altogether more becoming in these lustrous fabrics.

The chiffon dance frock takes long bodice and full skirt, and of course, the indispensable flower at shoulder, hip or hemline. And this is the frock that youthful figures wear to emphasize their slimmness.

### Christmas Stationery Initialed Free

Choose any box of Gift Stationery at \$1.00 a box or over and have the recipient embossed thereon free of charge.

Stationery, Main Floor.

### Store Hours This Week

9 a.m. to 6 p.m.

### Warm Kimonos as a Practical and Thoughtful Gift

Kimonos in floral-patterned velours are an attractive item of Christmas gift merchandise. In open, mauve, rose, sand, gray, pink, navy and brown. Effectively trimmed with satin binding or silk cord trimming. Finished with silk girdle. Sizes 36 to 44. In gift boxes at \$6.50, \$7.50 and \$8.50.

Second Floor.

## Seasonable Gifts for the Home

### Down-Filled Comforters



**\$11.75 to \$33**

A most useful gift at this season, one that is welcomed by the recipient, useful as well as decorative, and of long service. Our assortment is most complete in color combinations at various prices. Both English and Canadian manufacturers of the best have contributed to our range. All perfectly downproof, ventilated and well made. If in doubt, buy a down-filled comforter for the home.

**AT \$11.75 EACH**

Down-Filled Comforters, well filled and in downproof covers, ventilated, choice color combinations of rose, blue or gold, with dainty lattice design, has two four-inch plain sateen bands, size 66x72 inches \$11.75 each

**AT \$14.00**

Fine Down-Filled Comforters, large size, 72x72 inches, two panel borders, extra well filled, downproof coverings in rose, blue or gray; a splendid value \$14.00 each

Many other values in choice colorings at \$16.50, \$22.50, \$26.50, \$28.00, \$31.00 and \$33.00 each

Fourth Floor

**AT \$18.00**

Fine Quality Sateen Coverings, with two panel borders, large size, 72x72 inches, handsome floral design in rose, blue, gold or mauve, well-filled; a choice Comforter \$18.00 each

**AT \$25.00**

All Satin-Top Comforters, in very handsome designs, and colors of rose or blue, well filled with fine quality down, finished with piped edge; a Comforter you will admire \$25.00 each

**SMALLMAN & INGRAM LIMITED**

# The Great Christmas GIFT SHOP



## SPECIAL DRAPERY OFFER FOR THE NEXT TEN DAYS

Curtains selected from our materials will be made up for you free of charge, in our workrooms. This offer is planned especially for the Christmas season. New home decorations and draperies are necessary for the forthcoming time of hospitality. And the arrangement will

do away with all the trouble and confusion of having the sewing done in your own home. Our stock includes a complete range of popular curtain fabrics. And real values are offered at the prices quoted. A few leaders:

### CREAM MADRAS

36 inches wide; a splendid assortment of designs. Special value at 29c yard

Scalloped Edge Madras, six different designs. Special value, 35c yd.

Barred Madras with neat designs; 36 inches wide....55c and 65c yard

Tape Madras, large assortment of designs. Special value .. 58c yard

Tape Edge Madras, in cream and Arab shade; 42 inches, 75c, 85c, 90c

Fine quality Madras, 50 inches wide, beautiful designs ..... \$1.00 and \$1.25 yard

### CURTAIN NETS

Filet and Tuscan Nets, in ivory and ecru, lace-edged, at 44c, 49c, 60c yd.

42-inch Filet Nets, lace-edged, excellent quality. \$1.00 and \$1.25 yard

Better quality Fancy Curtain Nets ... \$1.50, \$1.65, \$1.75 and \$2.00 yard

Fourth Floor.

### Fancy Marquisettes

Barred Marquisettes, white and ivory....25c, 35c, 40c and 45c yard  
Fancy Marquisettes, white and ivory .. 65c, 75c, 90c and \$1.00 yard  
Translet Marquisettes, plain, ecru only ..... \$1.25 and \$1.75 yard

### SILK GAUZE

26-inch Silk Gauze, light ecru shade, figured and plain, rich effect ..... \$1.25, \$1.75 and \$2.00 yard  
50-inch Silk Gauze, light ecru shade, figured and plain, beautiful quality ..... \$2.50 yard

In the Men's Shop



In the Men's Shop

## MEN LIKE GIFTS THAT GARB THEM

### A REASON FOR WOMEN TO SHOP IN THIS MEN'S STORE

Why not play safe for Christmas? Give him wearables and note the beam of satisfaction in his eye. Yes, you may even detect a sigh of relief that he did not get some "gimcrack" that means nothing to his practical idea of a wholesome gift. A few suggestions are herewith advanced. The store abounds with others.



### SHIRTS

Everything that is in vogue—Dress Shirts for formal wear, dressy Shirts for day wear—new Collars to match, or fancy stripe effects and Sport Shirts for next spring's golf.

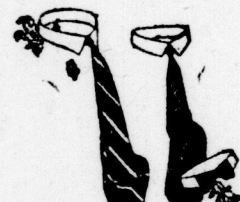
### HANDKERCHIEFS

These have become quite an item of fashion these days, since the vogue for wearing fancy ones in the breast pocket is the thing. Very smart ones here. Also plain and initialed linen.

### Men's Irish Linen Handkerchiefs, 29c

#### PLAIN OR INITIAL

An extraordinary value; pure Irish linen of good quality, with 4-inch hemstitched border, plain or with embroidered initial. Sale price ..... \$1.29  
Also Colored Border Lawn Handkerchiefs ..... 29c



### NECKWEAR

A special holiday array of fine Scarfs. New knitted effects in intricate weavings, club stripes, fine mogadors, silk crepe and handloomed designs—stunning patterns.

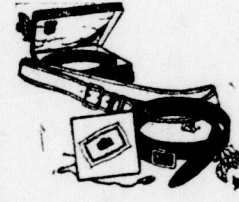


### MUFFLERS

Very rich effects in silk knitted weaves, silk mixtures or cashmere Scarfs from Scotland. Long fringe styles in stunning color combinations.

### SWEATERS

Every man can use more than one Sweater these days, so even if he has one you may be sure another will be most acceptable. We've all the new weaves, colors, models.



### HICKOK BELT NOVELTIES

A combination gift box of Belt, Buckle and Beltogram would make a wonderful gift—or an individual gift of any one of these items—initialed.

### FANCY HOSE

Fine Silk Hose, with woven or embroidered embellishments. Fine imported worsted or wool weaves in high colors or tasty designs. Plain colors, too.



### GLOVES

For dress or for motor. Cape, Mocha, Pigskin, Suede or Buckskin Gloves for street wear. Heavy gauntlet styles for the motorist.

## To-day I saw

Dear Aunt Jane:

Was ever a task at once so delightful and exacting as Christmas Shopping!

Think how lovely it would be, if one might combine the modern magic of a department store with the Arabian Nights magic of a self-filling purse—or an accommodating genie, with a bag of gold.

But really, Aunt Jane, prices this season I have found to be one of the most extraordinary features of Christmas shopping. The H. C. I., has grown to be such a complice that it's almost a shock to realize that prices are actually down!

Yet such is the case, and I'm more and more convinced of it as I do my daily shopping rounds.

My own little personal task to-day was just to select some extra greeting cards. It's a real comfort to feel that one's had the best of the selection, and is ready for every and all last-minute emergencies.

Judith

## MAKE YOUR OWN LAMP SHADE

Free instruction class morning and afternoon on lamp shade making this week. The work is no small factor in the cost of lamp shades. Join our instruction class and make this saving.

Fourth Floor.

COURSE DINNER WITH ROAST YOUNG CHICKEN TOMORROW 65c Restaurant.

## Cross-Word Puzzle Books Are Here

The Popular Christmas Gift. Educators indorse them! Doctors recommend them! Everybody enjoys them!

Cross-Word Puzzles for adults, \$1.50, or \$4.50 for set three volumes. Edited by Prosper Buranelli, F. Gregory Hartwick and Margaret Peterbridge.

Each volume contains 50 new cross-word puzzles, a pencil and an eraser, for three hundred hours of fascinating, intelligent amusement.

## Children's Cross-Word Puzzle Books

By Jean Black ..... \$1.25  
By Rosetta C. Goldsmith and Sylvia Weil ..... 90c

Equipped with pencil and eraser. Thrilling, instructive, captivating. Cross-Word Puzzles, French Gift

Dept., Fourth Floor.

## SANTA CLAUS IS HERE

He will be our guest until Friday, and will hold a reception in Toy-Town each day—mornings, 10:30 to 11:30; afternoons, 3 to 4.

Third Floor.

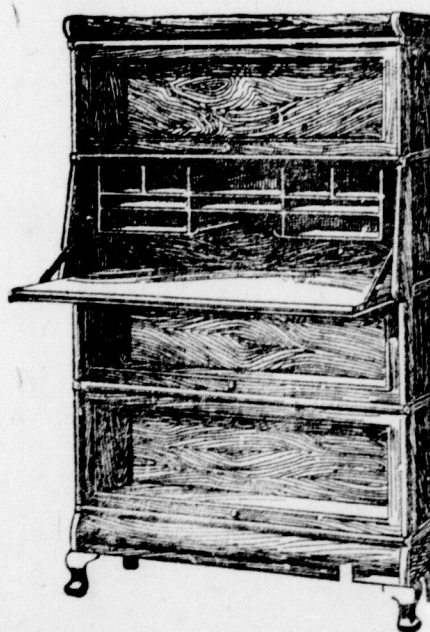
## Macey Sectional Bookcases

A master craftsman said: "Have nothing in your home that you do not know to be useful or believe to be beautiful."

Macey Sectional Bookcases are adaptable to this idea. They possess the beauty of old master designs, but add the practical advantage of being sectional. They may be built up and added to, re-arranged, taken apart or easily moved about. They are designed never to lose their symmetry and charm no matter what the arrangement.

Macey Sectional Bookcases are made in solid quarter-cut oak and finished golden, turned or old oak. Priced, leg base, with drawer, \$9.50, without drawer, \$7.50; 12-inch book section, \$6.50; 10-inch book section, \$8; 8-inch book section, \$7.50; desk section, as shown in accompanying illustration, \$21; top section, \$5.

Macey Sectional Bookcases, in solid walnut and solid mahogany at slightly higher prices. Furniture Dept., Third Floor.



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