

INCREASED EFFICIENCY IN STORE SERVICE FOR CHRISTMAS SHOPPERS

FACTORY COTTON FOR FANCY WORK

Whether for aprons, rompers, lunch cloths, curtains, bedspreads, or even Christmas pudding cloths, we have carefully selected qualities, best values obtainable, and as free from specks as can be: 25 inches, 17c; 36 inches, 25c; 40 inches, 25c and 30c; 72 inches, 49c and 59c; 80 inches, 69c and 90c.
Main Floor.

RECENT MODELS IN KNITTED WEAR for the OUTDOOR GIRL



The "sweat-shirt," popular for hiking and all-day outings at the eastern colleges. In sand and brown, and green and brown....\$8.50
The Kravat Coat, newest of all—snug, warm Sweater Coat, combined with cosy scarf, in smart shades at\$18.50
The Bobbette Coat, for snowshoeing, skating, sledding, in vivid shades for a warm splash of color against winter snows; huge, cosy collar of sheared wool, at\$12.50
Jumbo Knit Sweater Coats for arena sports—red, white and sand, at\$6.50
Pullover Sweaters, in heavy knit\$6.50
White Pullovers in fine knit, at\$3.95

Knitted Wear, Second Floor.

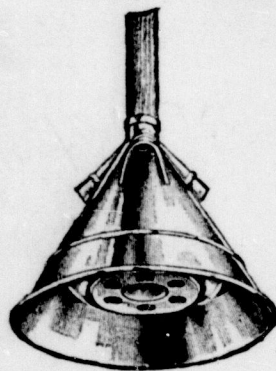
KNITTED PULLOVER SUITS FOR WINTER SPORTS GOING

and long sleeves—and pretty with their embroidered monograms and color schemes of brown and blue, sand and brown, gray and

Trim, swaggy, racy and shades of green....\$10.50 to \$45.00
knitted English suits. Tuxedo and jacket styles, red and sand, blues, grays, green and heather mixtures\$10.50 to \$45.00

Second Floor.

WEDNESDAY SHOPPING SPECIALS IN THE BASEMENT DEPARTMENT



Special purchase of Victor Flour Sifters to sell at25c
White Enameled Household Reminders, to hang on the wall for a list of the day's requirements at the grocery store60c

VACUUM WASHERS, 98c

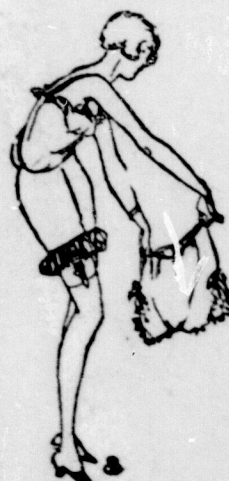
Made of re-tinned metal and fitted with 32-inch handle. Of splendid assistance in washing heavy blankets and quilts.

Basement Department.

SALE OF LIMBRIC, 39c

For making up into useful as well as pretty Christmas gifts, comes this sale of Limbric. A beautiful fabric, one of the clever new weaves of cotton that keep coming into favor. The material is made of a high grade of cotton, the yarns being mercerized before weaving, give it a drape and richness of appearance that is surprising at such a price as we offer you. Such lovely colors, too; shades of peach, flesh, turquoise, orchid, sand, powder blue and almond green suggest a gift for all the family—men's shirts or pyjamas, boys' blouses, girls' dresses, children's rompers, ladies' pyjamas, underwear, blouses or dresses. On sale at 9 a.m.; 400 yards only; 32-inch width. See Dandas street window. Wednesday, 39c yard

Main Floor.



FRENCH LINGERIE A GIFT TO WIN CERTAIN APPROVAL

Exquisitely hand-made and embroidered. Each garment with the little card and label of "Yvette."

Gowns of Silk Crepe de Chine, square neck and kimono sleeves, with delicate embroidery and tucking; in coral, white, flesh and mauve\$10.50, \$11.50 and \$12.50

Envelope Chemise to match, with narrow strap shoulders.....\$7.50 and \$9.50

French Vestee Sets, hand-made and embroidered, in floral and eyelet designs and cut-work. Flesh, white, mauve and coral...\$10.50, \$12.50, \$13.50, \$15.00

Second Floor.

STATIONERY EMBOSSED
All Boxed Stationery, \$1.00 and up
embossed free at Stationery Counter.

SMALLMAN & INGRAM
LIMITED

ROAST CHICKEN DINNER TOMORROW
11:30 to 2. Special, 65c.—Restaurant.

The BREATH of the AVENUE

FASHION NEWS NOTES

Reported by "The Breath of the Avenue" from New York.

The winter's first and best interest turns out to be its love of color. As the weather gets colder, the colors of Fifth Avenue costumes grow gayer.

First of all, winter coats, which are usually conservative in color, have flashed out this season into reds, browns, and greens. Dresses equal coats in their choice of colors that are vibrant and yet soft, like the mel-lowed, living tones of old paintings.

Evening dresses delight in all the colors that glow. Velvets and brocades hold to the jewel tones—sapphire and ruby, pearl and emerald and amethyst. And chiffon frocks play up the pastel tones of summer gardens out of season.

And how about black? Oh yes, Black, because black is never anything but smart. But these colors—all of them—are new and compelling!

New York Fashion Service, Exclusive to
SMALLMAN & INGRAM, LTD.

RICHARD WASHBURN CHILD IDA A. R. WYLIE SINCLAIR LEWIS

These widely-known writers contribute to the Christmas number of The Designer: Miss Wylie new series an absorbing serial, "The Traveller new series" Sinclair Lewis, the author of "Arad Washburn Child" contributes his the United States to Italy, tells us of Rich-delightful stories of European and American life.

And there are other absorbing fiction features, as well as the smart Designer fashion illustrations for Christmas time attire, and heaps of reasonable suggestions for Christmas entertaining and menus.

The Designer for a year69c
(\$1.50 per copy)

The Designer for a year with the Wintery Quarterly and coupon worth ten cents on any pattern purchased89c

And with the Winter Needlework Book in addition94c

The Designer mailed out of town—a thoughtful Christmas gift\$1.05

At the Pattern Counter.

USE FORETHOUGHT FOR HIS GIFT

Here are four thoughts that will surely please him:

The newest Shirts—in broadcloths, imported madras, plain shades or striped effects. Hundreds to choose from. Very natty at ...\$4.00

Silk Neckwear in very stunning patterns and very rich color schemes. Most of them recognize the vogue and the desire of men nowadays for club stripes. These are in good taste and in good style at\$1.50

Fancy Hosiery, in smart novelty pattern treatments—checks, plaids, over-plaids, kilty Scotch effects, vertical stripes, accordions, self and embroidered clocks. All the smart styles at ...\$1.50

For the Golfer—What would delight a man who golfs more than a set of Golf Hose and Sweater? That is what smart golfers will wear this coming spring.

Sweater\$7.50 up
Hose\$3.50 up

CHRISTMAS GREETING CARDS

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

COATS in the SMART WINTER FASHIONS

New of fabric and luxuriant with collar and trimmings of fur. Coats that will lend grace and comfort to Christmas-time festivities.

Marvellas, Duveltyns, Suedines, Flamingo and Jacquard Cloth, combined with squirrel, seal, fox and opossum, at.....\$23.95, \$30.00, \$39.00, \$45.00 and \$95.00

Dark Sand Marvella Cloth, fashioned along smart new lines, with collar and cuffs of mink-dyed squirrel. Button-trimmed and silk-lined and interlined\$65.00

Coat of Check Marvella Cloth, with chin collar; edges bound with seal and enhanced with rich braid; wrap style; full silk-lined\$45.00

Gray Marvella Cloth Coat, with collar and cuffs of fox; inset pockets; full silk-lined and interlined\$65.00

Dark Sand Coat with collar and cuffs of seal, and 4-inch seal banding above hem; button-trimmed and full lined...\$30.00

Second Floor.

FREE INSTRUCTION IN ART NEEDLEWORK

New or difficult stitches taught and explained by expert instructor, in Art Section, Fourth Floor, 9:30 to 11:30.



SILK EVENING WEAR SUGGESTIONS FROM PARIS AND NEW YORK

EXTRA HEAVY PURE SILK BROCADE CREPES, \$3.50 YARD

tition; 39 menbrodite green, peach, coral and\$3.50 yard

OMBRE COLOR GEORGETTE CREPES SOMETHING VERY NEW, \$3.00 YARD

A pure silk georgette of extra weave in wonderful color effects. Take the amber brown creation, from one side of the selvedge starts a pale amber and increases in depth of tone until it reaches the other selvedge, a deep brown. These same effects are produced in rose, cerise, green, orchid. All are 40 inches wide\$3.00 yard

CUT BROCADE CHIFFON VELOURS, \$7.50 AND \$9.50 YARD

One of the outstanding fashions for winter parties. Styles that are uncommon. They are made in wide widths and require 2½ to 3½ yards for a beautiful evening gown. They are a trimming in themselves, and the saving on previous prices is about one-third. There are sixteen colors to select from. The plain colorings are\$7.50 yard

And those in two-color combinations are\$9.50 yard

Silks, Main Floor.

BRIGHT SILK CREPES FROM BONNET'S MILLS, \$2.00 YARD

Here you have the selection of newest colors—aphrodite green, sunset, honeydew, canna, pearl gray, bisque, jade, turquoise, maize and ten others including black, navy and brown; 39 and 40 inches wide. \$2.00 yard

EVENING COLORS IN SHOT TAFFETA SILKS, \$2.50 YARD

These are the real chiffon weaves, soft in texture and are absolutely untearable; one of the best taffetas made. There's a wonderful range of colors shot with silver tone—orchid, rose, cerise, jade, gold, pink, waterfall blue and six other pretty color combinations; 35 inches wide\$2.50 yard

SILK GEORGETTE NINONS, 40-INCH, \$1.25 YARD

Sheer and gauzy yet firm are these new dainty silk materials, for the party dress or dance frock. Note the new colors—jade, national blue, tangerine, crabapple rose, powder blue, azure blue, spray green, orchid, cosmos rose, gold and bisque.

THE FOUNTAIN PEN GIFT

We will engrave free of charge the name of the recipient on any Fountain Pen or Eversharp Pencil purchased here. Have your Christmas order engraved now.

Parker Duofold Sr. in red or black\$7.00 each
Parker Duofold Jr., in red or black\$5.00 each
Lady's Parker Duofold, red and black, with ring\$5.00
Parker Lucky Curve\$2.75 up

WATERMAN'S PENS FROM \$2.50 UP

Lady's size, self-filling, with ring\$3.00
Lady's size, self-filling, with gold ring and gold band.....\$4.00
Lady's size, self-filling, with gold ring and gold band.....\$3.50
Men's size at\$2.50; with clip, \$2.75
Men's size, red with gold clip and band, at\$4.00

FOUNTAIN PENS AT \$1.25 EACH

A good self-filling Fountain Pen with 14k nib and clip cap...\$1.25
Main Floor.

Parker Black Pen Classics
Made by Duofold Craftsmen
Look at what Parker Black Pens give you—prices ranging as low as \$2.50:
1 Solid gold point, iridium tipped
2 Duofold workmanship
3 Duofold classic shape-lines
4 Duofold writing balance
5 Duofold Press-Bottom Effect
6 Duofold "Lucky Curve" bend
7 Duofold "Safety-Sealed" Band
Come to headquarters for a Parker Black Pen Classic or 17 Parker Duofolds. Money back if you're not fond of it.

SMALLMAN & INGRAM
LIMITED

THE DESIGNER, 60c
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Pattern Counter.