



The Easter Fashion Parade-- Ready To Fall In Line

Easter is coming nearer, with its vivid sunshine and vivid fashions. Ready? You'll find everything here for a modish wardrobe, both for the fashion parade and all the other social events of the Spring and Summer season. New Coats, Suits, Frocks, sparkling with originality and color. Simple, as the mode demands, yet relieved with clever touches that will win your approval, and best of all, priced with discretion.



UNDERSKIRTS—SATIN, TAFFETA AND JERSEY.

Some are trimmed with pleated flouncings, others with tucked frills, small ruffles and shirrings, in all the new spring shades and all sizes. Prices \$3.95, \$4.95, \$6.50 up to \$12.00

GLOS BLOOMERS, \$3.95 PAIR.

A new arrival of Glos (artificial silk) Bloomers, in colors of orchid, American Beauty, paddy, Copen, orange, sand, yellow, also many other colors; these are finished with knee band; splendid value. Special price \$3.95

Your Week-End Needs At Notion Counter

Barbour's 100-yard Linen Spools, in black and white, size 30, 35 and 40, and light drabs in size 35. Price 15c spool

Atlas 1,000-yard White Basting Spools, size 40 30c spool

Coates' 200-yard Spools, black and white, all sizes. Price 3 for 25c

Governor Fasteners for boys' knicker bands, in sizes 10, 11 and 12 and 13, 14 and 15, black only. Price 15c pair, 2 pairs 25c

Peers Double and Single Mesh Cap Nets, in all shades of brown 3 for 25c

Coates' Eru and Dark Linen Crochet Cotton, sizes 5 to 30. Price 10c ball

Coates' 20-Gr. Mercer Crochet, in white only, sizes 20 to 100. Price 18c ball

So-On Supporters for corsets. Price 25c pair

Sashena Sanitary Towels, in medium and large size, twelve towels in each package. Price 65c and 75c pkg.

White Hook and Eye Tape, hooks one inch apart. Price 25c yard

Assorted Wire Hairpin Boxes, 150 pins to box, black or bronze 15c box

1/4-inch White Knicker Elastic, double stretch. Price 2 yards 15c

Wooden Hose Driers to keep the stockings from shrinking, in sizes 6 1/2 to 10, in children's and ladies' driers, and sizes 10 1/2, 11 and 11 1/2 in gents'. Prices 40c to 75c pair

D. M. C. Tape, a very fine quality of tape, in narrow widths only, especially used for babies' clothes, in white only, 10 yards to piece. Price 15c to 25c pkg.

Order your Cash's Woven Names now; ten days allowed for each order. Price 1/4 gross \$1.50, 1/2 gross \$2.00 1 gross \$3.00

Aisle E.

BEADORA VOILES, 69c

This is the genuine Beadora Voile, manufactured and advertised widely by one of the well-known British manufacturers; fine in quality, with the Swiss dotted effect, put on by a permanent process. We have washed a piece and find it launders beautifully. Such a range of new colors and patterns, including the plain dot. Some of the shades are cocoa, navy, electric, amethyst, cascade blue, orchid, almond green, sunset, delph blue and black with white dot or figure. About 500 yards for your approval tomorrow; 38-inch. Special value 69c

NEW BLUE BIRD CREPE, 35c

For lingerie this is easily a favorite. But there are butterflies, rose birds, mauve birds and group birds on white, mauve, flesh, sky or peach grounds; also plain colors and white; a fine quality imported cloth. Special for gowns and underwear 35c yard

SMALLMAN & INGRAM
LIMITED

Sale of 'Gloss' Hosiery Saturday, 59c Pair

240 pairs "Gloss" (artificial silk) Stockings, in colors of biege, silver, pearl, white, chestnut and black.

Sizes 8 1/2 to 10. Makers' sub-standards, which means only slight defect in weave; double garter top and soles. On sale Saturday 59c pair

New Colors In Silk Hose

Ladies' Pure Silk Hose, full-fashioned, double garter top and sole, in Sahara, acorn, piping rock, castor, bobolink, sunset, gravel and black \$3.00 pair

Ladies' Pure Silk Hose, Holeproof, full-fashioned, double garter top and sole, in peach, rosebeige, black and white \$2.50 pair
Ladies' Pure Silk Hose, Holeproof, fine ribbed top and double sole, in peach, rose, beige, antique, brown, black and white \$2.00 pair

Ladies' Pure Silk Hose, black, outsize, full-fashioned, double garter top and sole, sizes 9, 9 1/2 and 10 \$3.50 pair

Saturday Specials In China Department

Plain White Cups, each 10c

Plain White Cups and Saucers, complete 15c

Plain Glass Tumblers, also fluted each 5c

Light clear-blown Glass Tumblers, star cutting, straight sides; these are exceptionally good value and of good appearance 15c each

Butter Covers, 1-lb. size, just the thing for the refrigerator, each 19c

Heavy Glass Double Egg Cups, plain design, strong and durable, per dozen \$1.20

Plain Glass Candlesticks for wax decorations, each 15c

Cut Glass Tumblers, grape design, each, 10c

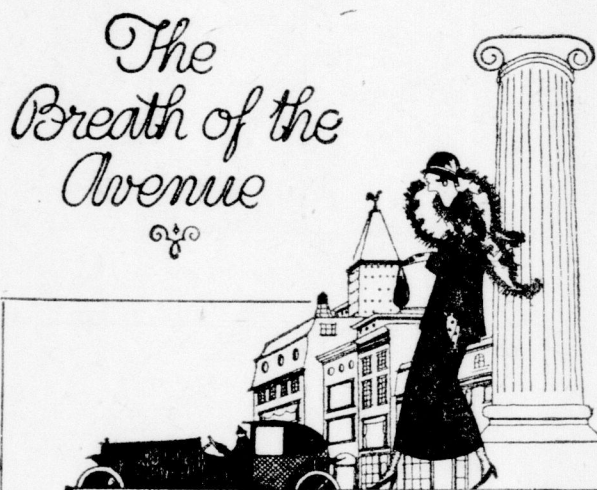
Clear Glass Measuring Cups, graduated up to 8 ounces; a very useful kitchen article, each 20c

English Semi-Porcelain, medium blue, old willow pattern, pieces well shaped and glazed, six each teacups and saucers, bread and butter plates, tea plates, coupe soups, dinner plates, fruit saucers and one each covered casserole, fruit bowl, 12-in. platter, gravy and stand, sugar and cream. Special \$12.95

— Basement —

NEMO CORSETS.

Advertised on Page 8 are sold in our Corset Department, Second Floor.



Our New York Letter Discusses Tailored Suits for Many Types of Women

NEW YORK HAS PASSED BEYOND THE STAGE of considering the tailored suit as a uniform. Fifth Avenue stores and fashionable tailors are demonstrating that the cut of the tailored suit must vary—and very widely—if the suit is to be becoming to a large number of women. The New York emphasis now is upon the adaptability of the American versions of the French suit.

Eight Leading Styles

1. THE FITTED TAILLEUR, single or double-breasted, with the nipped in waistline—especially becoming to the rather sophisticated type of woman who is of average height or tall with a slender yet rounded figure.

2. THE DOUBLE BREASTED BOYISH SUIT with fairly short jacket—most effective when worn by a YOUNG WOMAN WITH RATHER SLENDER HIPS.

3. THE BOYISH SUIT WITH LONGER JACKET (almost to the fingertips), becoming to a slightly more mature woman and FLATTERING TO A MORE ROUNDED FIGURE.

4. THE TWO-BUTTON SINGLE-BREASTED COAT WITH VERY SHORT JACKET—a cut that belongs especially to the VERY YOUNG AND VERY SLENDER GIRL. It is really a junior style for the sub-deb and her slightly younger sister.

5. THE TWO-BUTTON SUIT WITH LONGER JACKET—becoming to the slender, rounded figure. A suit with a KNACK FOR MAKING HIPS LOOK BOYISHLY SLENDER.

6. THE THREE-BUTTON SINGLE-BREASTED SUIT—a very boyish suit that belongs to the EXTREMELY SLENDER BOYISH TYPE OF GIRL.

7. THE LINK-BUTTON CUTAWAY WITH SHORT JACKET—a style that lends HEIGHT TO A SHORT FIGURE and looks especially well on young women who are petite and rounded like Ann Pennington.

8. THE LINK-BUTTON SUIT WITH LONGER JACKET—a suit that is VERY FLATTERING TO THE LARGE WOMAN. Its straight lines are slenderizing. Its long lapels are becoming to the full face.

SMALLMAN & INGRAM
Exclusive Service (Copyrighted)

YOUR SATURDAY TREAT AT THE CANDY COUNTER

"Riley's" Toffee Logs, Creamy Toffee and Rum and Butter Toffee 49c lb.
Maraschino Cherries 75c box
Assorted Chocolates 39c lb.
Chocolate Bars 6 for 25c

Four Specials Featured In the Linen Section

UNION DAMASK KITCHEN CLOTHS,
\$1.25 AND \$1.35 EACH

At the new lower prices, these heavy Union Kitchen Cloths are extremely good values. This is the season to bleach your linens. A few washings is all that is necessary now. The sun and frost will quickly bleach these cream damasks, and then you have that extra weight; two sizes in cloths featured tomorrow:

54x54 inches, special \$1.25 each
58x58 inches, special \$1.35 each
The new shipment of All Linen Cream Damasks are here, priced at \$1.15, \$1.25 to \$1.69

18-INCH ALL-LINEN HUCKABACK, 29c YARD

A purchase at a very liberal discount enables us to offer all Pure Linen Irish Linen Huckaback Toweling at one-third off regular. For hand or roller towels, boarding-house, hotel or hospital use this is ideal. Out-of-town customers write for sample and quotation on quantity; 1,000 yards in the lot. Very special 29c yard

ALL PURE LINEN HAND TOWELS, 23c

Woven from stout linen yarns in good heavy-weight. Every thread pure linen, hemmed ends. Blue or red stripe border. This is a splendid towel for kitchen, hand or tea towel. Size, 17x33 inches. Special at 23c each, \$2.75 dozen

NOVELTY EMBROIDERED PILLOW CASES, \$1.45 PAIR

Pretty colored scallops, in rose, blue and gold, embroidered in basket or bird design. These are a small clearing lot from the makers and are priced at a discount of one-third off. The quality is exceptionally good, on washed finish cotton, absolutely no filling of fine even texture, insuring good wear. Colors absolutely guaranteed fast; 16 dozen only; size 44-inch. Special \$1.45 pair

Broadcloth Dress Flannels For Spring Plain and Fancy

Beautifully woven and finished fabrics of pure wool (called flannels) so as to easily convey a description of this fashionable material and which has taken such a strong hold on style that the smart line checks are now shown, as well as the plain weaves. A dress requires but few yards as all are made 54 inches wide.

PLAIN BROADCLOTH DRESS FLANNELS, \$1.98 YARD

This is an extra full weight pure wool quality—our selection from many makes and qualities. A Broadcloth Flannel for real style and wear. Your choice of black, navy, nigger, cocoa, camel, sand, zinc gray, jade, canna, whirlpool blue, old blue, spark red, cardinal, sunflower and white.

SMALL CHECK BROADCLOTH FLAN- NELS, \$2.50 and \$2.95 YARD

Two qualities in this fashionable fancy Dress Flannel, pure wool, in sand, camel, Congo browns, beige, gray, with open half-inch line checks, in black, navy and old blue, with check in zinc gray. All are 54 inches wide.

WHITE FLANNELETTE, 25c

An imported English Flannelette, soft, cosy and very durable, for babies' or children's wear. The best value in months is offered you here; just right width; no waste in cutting; 27-inch 25c yard

NEW ENGLISH COTTONS

Many thousands of yards of good English Sheetings, Pillow Cottons, Longcloths and Underwear Cottons have just been passed into stock. You will be surprised at the values offered and the beautiful qualities, such as Horrockses', Spero, etc. Some of the prices are actually lower, owing to early buying or large quantity taken. Ask to see the new goods. We mention one special for underwear in an excellent English Madapollam, a little more weight than nainsook, therefore, more durability. Girls, buy this for your school sewing; easy to work with, no filling, 36-inch. Special value 29c

In the Men's Shop

Styles That Have Stepped In With the New Season

The Guard Topcoat
\$35



If you're to be strictly in step with the newest note in topcoats this model is the thing. It has the faculty of pleasing and becoming men of all ages and types.

English Type Suits
\$45



Swagger cut rather than precision in following the body lines gives to these new type English Suits a distinction to which the well-dressed man is taking kindly.

Greet the Gray Hats
\$6.50



Whether you like them or not, Gray Hats hold the center of the fashion stage this spring. That's why we feature them. We'll show you good styles in any other shade you prefer.

SMALLMAN & INGRAM
LIMITED