



January the Month of White and Sales



THE chance to restore one's wardrobe to its early-season attractiveness at comparatively small expense is the opportunity brought by the January Sales. The most fashionable apparel is being strikingly reduced from day to day and values are now of the very worthwhile sort. Every day this month is sale day and the very things you need. Watch these daily announcements and experience sizeable savings on apparel not only for yourself, but for the whole family.

Lingerie Specially Priced For January White Event

Tomorrow (Saturday) offers some of the newest patterns in princess slips, step-ins, camisoles, corset covers, etc., at prices gratifyingly moderate.

Princess Slips which are so much in demand, at very low prices.

Princess Slips of fine white cotton, trimmed with lace yoke and straps, embroidery flounce, and have few gathers at waist line. Sizes 36 to 44. Special price \$1.79

Princess Slip, made of good quality white cotton, have lace yoke and straps, finished at bottom with lace flounce. Sizes 36 to 44. Special \$1.29

Princess Slip, trimmed with embroidery, yoke strap at shoulder, shadow proof, assorted sizes. Special \$1.98

Princess Slip of fine white cotton embroidery yoke, strap shoulder, finished at bottom with wide embroidery flounce. Also a shaped yoke of lace. Special, \$2.75

Step-ins, made of crepe, with bluebird and floral design, trimmed with lace, in colors of white, pink; also plain crepe in colors of white and pink. Special, \$5c

Step-ins of fine white nainsook, trimmed with piping of pink, mauve and blue. Special 59c

French Striped Voile Step-ins, trimmed with lace and medallions, in colors of white, pink, mauve, blue, peach. Special \$1.29 and \$1.59

Step-ins made of fine nainsook, in white and pink, trimmed with lace and medallion. Special price 75c

Step-ins, made of French voile and batiste, with figure and floral design in colors of white, mauve, peach, edged with lace. Special \$1.59

Corset Covers, made of good quality white cotton, shaped shoulder, trimmed with embroidery and lace, button in front. Sizes 36 to 44. Special 59c, 89c

Camisoles made of fine quality white cotton, strap at shoulder of lace, also shaped shoulder strap of embroidery and lace, trimmed. Sizes 36 to 44. Special, 39c, 79c

The BREATH of the AVENUE



Hints of the Mode for Spring.

No effort is spared by this store to be fashion-first. Owning the exclusive rights in London the Breath of the Avenue forges just another link in our fashion-right chain. We are in constant communication with this organization of New York fashion specialists, and this assures our patrons of the invariable rightness of fashion in this fashion store.

Leonora Hughes' Wardrobe for Palm Beach

Leonora Hughes is perhaps the most outstanding figure in the world of style. She is more than a dancer. She has a head for fashions.

WE INTERVIEW LEONORA HUGHES the day before she sails for Havana. The famous dancer and her partner, Maurice, are sailing South to dance in Havana. And then they are to open the exclusive Montmartre Supper Club in Palm Beach.

Miss Hughes' apartment is cluttered with half-packed trunks, opened and unopened packages. And, as she talks, more and more clothes arrive in distinctive boxes from the fashionable specialty shops. We see some of the frocks she is to wear. She tells us of others. And the fashions that she sponsors are significant because they are the fashions that many women will want—and will wear next spring.

For daytime wear in the tropics, Miss Hughes prefers simple, straight-line frocks of flannel or crepe.

White, which offsets her golden beauty to advantage, is her first choice. And she assures us that most of her wardrobe is white, indicating at the moment a trim flannel suit tossed carelessly over a chair.

Prints, too, she says in a decided tone—flower prints first of all for afternoon dresses. A white crepe frock with an all-over design of tiny green flowers peeps from a box to confirm that important statement.

For Miss Hughes' tropical engagement, Patou has sent her six new dancing frocks from Paris. These evening gowns have that close-fitting bodice and diaphanous skirt that she wears so well.

JEWELLED CHIFFONS AND CRISP TULLES are the fabrics she favors. Chiffons in pastel pink and orchid that glisten with rhinestones and pearls. Tulle in all-white except for a colorful giraffe.

Although the silhouette is the same, we notice a few notes that distinguish these new frocks from previous evening fashions.

ROUND, HIGH NECKLINES both in the back and front. And you know, of course, that Miss Hughes was the first to introduce the backless V effect.

SKIRTS WITH UNEVEN HEMLINES for grace and interest. Many folds of chiffon or tulle with each fold a different length, is one version that she likes. But a newer one that she likes even better is the deeply scalloped hem.

SHE PROVES HER FONDNESS for higher necklines and scalloped skirts by using both in the gown she is to wear when she makes her premiere at the Alhambra Hotel in Havana. It is a brilliant affair of orchid chiffon, a broad band of purple violets bordering the scalloped hem.

And Leonora Hughes has not forgotten the shoulder flower that she introduced in Paris and New York. She takes it to Cuba in the new guise—a large cluster of violets that falls half way to the waistline of that exquisite chiffon frock for her Havana premiere.

BREATH OF THE AVENUE.
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Manufacturers' Clearing Linen Fine, Soft, Snowy Cotton and Nainsook Gowns

These special purchases which have just come to hand for Saturday selling will be well worth your special attention Saturday. Each group listed here will be found priced considerably below their regular value.

O. S. Gowns, made for stout women, open front, V neck, square neck, long sleeves, trimmed with embroidery, insertion and edging. Special price \$1.98

Gowns, open front, trimmed with embroidery, insertion and lace. Special price \$1.59

Gowns of fine quality cotton, round and square neck, trimmed with lace and embroidery. Special price \$1.19

O. S. Gowns of fine quality white cotton, round neck, trimmed with lace. Special \$1.19

Slipover Gowns, made of fine quality white cotton, trimmed with lace and embroidery. V and round neck, kimono sleeve. Price 98c

Gowns, made kimono sleeve, finished at waist with embroidery, heading and ribbon; round neck. Special \$1.39

Gowns of fine quality white cotton, kimono sleeve and sleeveless, round and square neck, trimmed with embroidery and lace and ribbon. Special price, \$1.98

Seersucker Crepe Gowns, in round and V neck, kimono sleeve. Special \$1.98

Slipover Gown of very fine quality cotton, trimmed with lace and embroidery, V and round neck. Special \$1.59

Gowns made in sleeveless style, of all-over embroidery, yoke trimmed with lace, and have rosette of ribbon at front. Also a strap shoulder style, round neck, kimono sleeve, trimmed with lace. Special price \$1.39

Sample Sweaters \$3.95

Five dozen manufacturer's Sweater Samples in pullover, tuxedo and cardigan styles, in a large range of colors, assorted sizes. Special price \$3.95

Jacquettes of soft wool, knit in horizontal stripe effect of soft all-wool worsted, surplice collar and turn-back cuffs display contrasting color on edge in brown, gray and sand. Price \$2.59

Snow-white Pullover Sweaters with soft rolling collar which will button close around neck; just the thing for skating. Price \$3.95

Tuxedo Sweater in fancy weave, with brushed wool collar, in color of brown. Price \$3.75

Children's Pullover Sweaters, with soft rolling collar, in colors of navy and rose, brown. Price \$1.75

Children's Toques, just the thing for these cold days, in a large range of colors. Prices 49c and 95c

Children's Woolen Scarfs, in colors of white, sand, red and gray. Price \$1.50 Second Floor.

Laundry Necessities for Saturday

Sunlight Soap 7 for 49c
Lux 10c
Snowflake Ammonia 3 for 23c
Charm, large 23c, small 2 for 23c
Princess Soap Chips, per lb. 21c
Sani-Flush 29c
Rinso 3 for 23c
Pearline 3 for 23c
Satisfactory Toilet Paper, 5 for 45c
Sani-Crepe Toilet Paper
..... 6 for 25c, 25 for \$1.00
Starch 2 for 23c
S. & L. Soap Chips 2 for 27c
Fels 3 for 25c
Imperial, a package 20c
Ivory Flakes 10c
BASINMENT.

Satinette Bloomers, \$1.49

Just a new shipment of Plain and Striped Satinette Bloomers, full size, with garter knee; shades black, navy, heather, white, brown, purple, myrtle, gold, paddy, fawn, rose and red. These are made of a lovely quality satinette. Special price \$1.49

Coty's Toilet Preparations

Coty's a L'Origan Face Powder, in white, naturelle or Rachel, 1 and 2. Coty's a L'Origan Compact, in naturelle shade 75c

Coty's a L'Origan Sachet 25c dram
Coty's a L'Origan Perfume, 50c dram
Coty's Paris Perfume 50c dram
Coty's Chypre Perfume 50c dram
Coty's Vial Perfume, L'Origan, chypre, Paris, Emeraude, \$1.00 vial

Lifebuoy Soap 3 for 25c
French Castile Bars 39c bar
Baby's Own Soap 10c cake
Main Aisle.

Ginghams and Lingerie Crepes Saturday 29c Yard

About 600 yards of imported and domestic Ginghams, a beautiful range of checks and plaids to select from, good quality, hard-wearing Ginghams that launder so well; also a limited quantity of chambray in plain pink, sky, orange, pale green and cerise. Note the width, that cuts to such good advantage, 32 inches wide 29c yard

About 200 yards English Lingerie Crepes for dainty underwear, nightwear, etc., white grounds with small designs in rose and mauve, yellow ground with design in blue, and mauve ground with design in blue; also plain-colored crepes in sky, mid green and mauve, 30 inches wide 29c yard
Some of the designs are limited in quantity.

See Window Display.

Week-End Candy Special

100 boxes of fresh assorted Chocolates. While they last 23c box
Cowan's Maple Buds, Medallions and Chocolate Lunches 49c lb.
Martha Jane fresh home-made Chocolates 60c lb.

Moccasins \$1.49 and \$1.98

Donnacona Moccasins for the easy hours; shades tan, gray and wine, in suede and leather, fleece-lined with beaded design in front. These are a very comfortable and cosy Slipper. Children's sizes, 11 to 2. Price \$1.49
Ladies' sizes, 3 to 6. Price \$1.98

Sale of 1 and 2-Trousers SUITS and OVERCOATS, \$23.95

BOYS' OVERCOATS, \$9.95

Warm Overcoats for Boys, in smart Ulster models, set-in \$9.95
or raglan sleeves, for boys 7 to 18 years. Special.....

SHIRTS IN THREE GROUPS 98c, \$1.98, \$2.98

1-4, 1-3 TO 1-2 OFF.
MEN'S SHIRTS—In Percales, Madras, Broadcloth, Solettes, Repps and others, greatly reduced. Not all sizes in each, but all sizes in the lot, 1-4, 1-3 to 1-2 off. Sale prices, 98c, \$1.98, \$2.98

SALE OF PENMAN'S

Black Cashmere Wool Socks, (SECONDS.)

Sale of Penman's All-Wool Black Cashmere Socks, some slightly imperfect and over-49c makes. A rare value tomorrow 49c

Boys' Heavy Pullover Sweaters Browns, grays and mixtures, with shawl collars or roll neck. Special.. \$1.29

WATSON'S RIBBED COMBINATIONS—A few suits only, greatly reduced \$2.45



January Clearance of depleted lines along with special purchases makes this a great opportunity to save on your suit or overcoat. Rich fabrics in splendid color tones; grays, browns, fawns and mixtures; suits expertly tailored, many with two pairs of trousers. Big burly overcoats for maximum warmth and comfort; plaid back fabrics in new shades of tans, grays and darker mixtures. Other special groups of suits and overcoats reduced one-quarter, one-third to one-half off.

\$29.50—\$34.50

All-Wool Ribbed Socks, 55c

Men's Heather All Wool Brogue Socks, imported. Sizes 10, 10½, 11.

Boys' Shirts and Drawers, 49c

Boys' Shirts and Drawers (Cotton), well made, medium weight. Special 49c

SMALLMAN & INGRAM LIMITED

BOYS' TWEED SUITS, \$12.95

Boys' Sturdy Tweed Suits, smart styles, in Browns, Grays and Mixtures, tailored to give real hard wear. Extra \$12.95
Bloomers for double wear. All sizes

SALE OF MEN'S UNDERWEAR, 1-3 TO 1-2 OFF

SAMPLES AND ODDS.

Silk and Wool Drawers \$3.39
Cottee Drawers, all wool \$1.69
Turnbull's Wool Drawers \$1.69
Ribbed Shirts 59c
Fleece Shirts and Drawers 98c
Merino Combinations 98c
Merino Shirts and Drawers 79c

PENMAN'S NATURAL WOOL, Sizes 34 to 42, suit \$3.95

SHIRTS AND DRAWERS, 1.98 garment

STANFIELD'S RIBBED SHIRTS AND DRAWERS, all sizes, \$2.00 garment,

SKATING CAPS—Wool Skating Caps. Bright colorful designs. Special 49c

SALE OF MEN'S WOOL GLOVES—Gray Wool Gloves, 49c good fitting and warm. Clearing

