

The New Fall Modes Are Now Fully Revealed

SUBSCRIBE NOW—90c YEAR

The "Designer" household and fashion magazine may now be had at a special yearly subscription rate, 12 months for only 90c. Take advantage of this special offer and subscribe now. If mailed, \$1.25.

What the Flannel Dress Does for Its Wearer



It attires her correctly for classroom or office. It gives her comfort and style for golf course or tennis court. And it suggests modish simplicity wherever worn.

NEW MODELS JUST ARRIVED.

Slip-on Dresses in rust, green, red, poudre blue, sand and brown. Or in striped effects of sand, brown, navy. Each with long sleeves.
A misses' model of flannel, shown in green or red. Pocket at side and Peter Pan collar and cuffs, in gray; string girdle; at \$10.00
Misses' model in rust or poudre blue; collar and cuffs of sand, with inset pockets; monogram in effective contrasting color; string girdle; at \$10.00
Flannel Dress in woman's model; inset pockets and close-fitting roll collar; inverted pleat at front; trimmings of soutache braid; suede belt; in rust color, at \$12.50
Flannel Dress in woman's model, in brown or sand in striped effect; inset pockets and collar with V neck; silk tie to finish front opening, at..... \$13.50

Second Floor.

SWEATERS FROM NEW YORK ARE READY FOR EVERY OUT-DOOR OCCASION, \$4.00 TO \$17.50

Bobbette Sweaters and Chappie Coats retain style leadership among recent arrivals from New York. Sensational has been the success of the Bobbette Sweater, with its deep, cosy collar of clipped wool. And either of these popular styles may be chosen from a wide range of colors—sand with brown, gray with blue, black with white, henna with brown, and numerous plain shades \$8.50 to \$17.50
Cardigan Sweaters for golf or sports wear, in brushed wool, with plainly finished collar and tight fitting cuff; in blue, sand, gray, black or white, at \$4.00 to \$9.00

Second Floor.

ROAST CHICKEN DINNER 65c

Course Dinner, with roast young chicken, in the Restaurant — tomorrow, Wednesday, 11.30 to 2.

When Leaves Fall—Extra Warmth In Underwear Is a Rule of the Season



STANFIELD'S UNSHRINKABLE UNDERWEAR FOR COLD WEATHER COMFORT

Cream Pure Wool Vest, round neck, closed front, with elbow sleeves; or high neck and buttoned front with long sleeves. Sizes 36 to 42 \$2.50
Drawers, ankle length, to match \$2.50
Cream Union Vests, round neck, closed front, with elbow sleeves or high neck, button front with long sleeves. Sizes 36 to 42 \$2.00
Drawers, ankle length, to match \$2.00
Cream All-Wool Combinations, round neck, elbow sleeves or high neck, long sleeves and ankle length; open style; sizes 36 to 42 \$4.50
Cream Union Combinations, round neck and elbow sleeves, or high neck and long sleeves; ankle length; open style; sizes 36 to 42 \$3.75

STANFIELD'S UNDERWEAR FOR CHILDREN

Cream Union Vests, high neck and long sleeves; 4 to 14 years. \$1.25
Drawers, ankle length, to match \$1.25

Second Floor.

EARLY MORNINGS NOW ARE ALWAYS CHILLY. THE CORDUROY KIMONO IS COMFORTABLY WARM, \$7.50, \$8.50 AND \$9.50

A comfort on early rising. New shipment of Corduroy Kimonos just opened. With shawl collars; fastened at the side with a cord ornament. Or raglan sleeves, with shirred cuff. In cerise, open, mauve, fuchsia, taupe, rose and lavender. Priced at \$9.50

Kimono sleeves, with roll collar; patch pockets and narrow belt of corduroy; sizes 38 to 44. Prices \$7.50 and \$8.50

Second Floor.

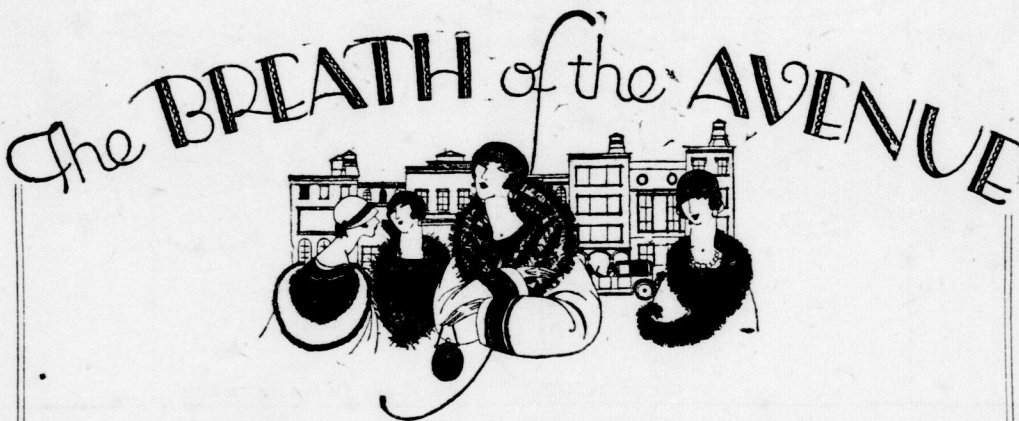
ENGLISH BROADCLOTH UNDERSKIRTS OF STURDY WEAVE, \$2.00 TO \$4.50

In plain and satin stripe effects; in helio, green, sand, rose, open, pink, navy, gray and black. Some have pleated flounce. Others with plain hem. Made with special attention to the requirements of large and medium sized figures. Priced at \$2.00, \$2.50, \$3.00, \$3.50 and \$4.50
Satin Brocade and Moire Silk Underskirts specially large sizes, \$3.50 to \$9.50

Second Floor.

SMALLMAN & INGRAM
LIMITED

The dawn of a new season is announced and nature is revealing the glory of that change in her own way which is hers exclusively. This store is collaborating with nature in the glory of color, variety of style and superbness of fabric in the display of new fall modes from day to day. Yours is now the opportunity to see and ours is the appreciation that you come to view the things we have for months been gathering for your approval.



FASHION NOTES FROM COSTUMES SEEN ON THE AVENUE.

First, an informal ensemble is completed with an unbound felt hat in the following way: The soft monotone of a natural-colored kasha coat (there are many of them now) has for contrast a ruddy henna lining, which is turned back in a wide rever.

On the small felt hat of exactly the same neutral shade, the feather pompon above the brim also matches the kasha, while the pompon brushing the wearer's cheek, below the brim, matches the henna of the lining.

When a tall, slim woman throws back her coat at luncheon at the Ritz, a novel way of looping pearls is disclosed. One strand, the longer, hangs straight. The other is clasped just at the point of the V neck-line with a pearl bar-pin—a creamy white pearl on either side of a larger pearl of smoky gray.

Another woman who promenades in the October sunshine has one of the many endless chains of pearls that are being worn now, wound several times about her neck. And to make the strands fit more closely, she has looped her long string in four parts and caught the ends with a rhinestone bow-knot pin, close about her throat.

Pearls are worn in many ways, and so are pins, and pins and pearls may be combined for even greater variety.

Graceful mannequins in exclusive shops—as they stroll about in the new evening frocks—wear artificial flowers tied with slender ribbons to their wrists. And on the Avenue a smart debutante pins a tawny orange rose to the soft fur cuff of her brown coat, thus proving that the wrist flower may be worn with daytime costume, too.

Why You Should Shop With the Shopping Service

Reason 1—Because it places a modern department store, with all its wide range of stocks at your front door. No matter whether you live in town, village or outlying rural route.

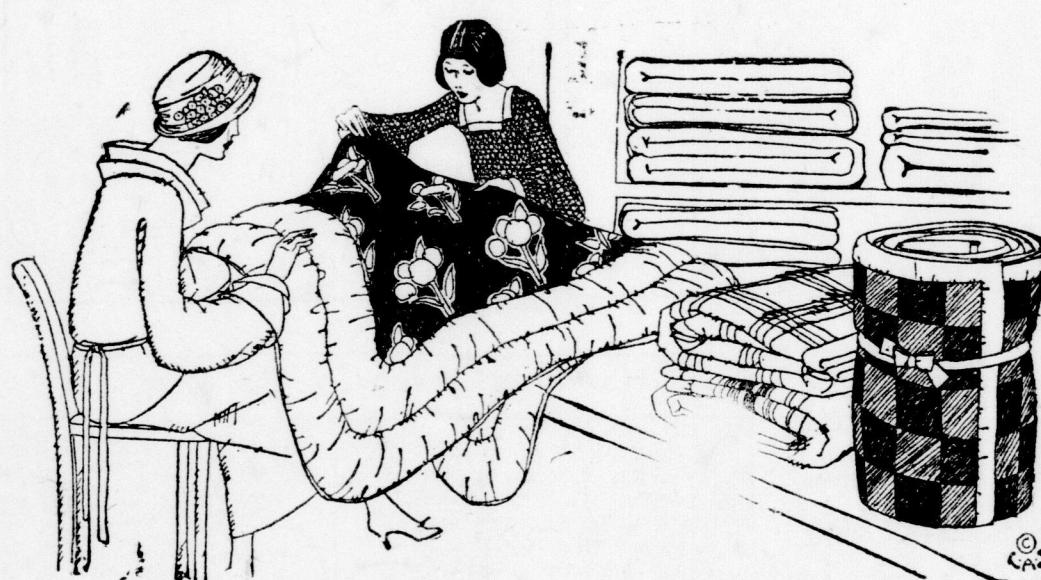
Reason 2—Because you can make your selection in the unhurried privacy of your own home.

Reason 3—Because we pay all carrying charges.

Reason 4—Because a trained shopper will attend to your order.

Reason 5—Because you save the additional expense of a personal trip to the city.

Reason 6—Because any goods which are not perfectly satisfactory may be returned and the money paid for them will be refunded.



NEW MATERIALS FOR COMFORTERS

Nights, with a touch of frost in the air, are certainly invigorating, but warm bedding insures comfort. Visit our Art Sateen Section, West Aisle, Main Floor, and see what lovely, cosy comforters you can make at comparatively little cost. Chintz and Sateens that are new, and wash well. Batting of that pure fluffy quality this store is noted for.

Comforter Chintz, a full yard wide; British, American and Canadian goods to choose from; a bigger, better range than ever. The designs are unusually good; most effective in colorings that will suit your room; selling freely for comforters, bedroom drapes, box covers, cushions, etc., at 23c, 30c, 33c yard

Art Sateens in attractive patterns, good colorings. Mostly the more useful effects are shown in this range. An excellent quality; 30-inch 35c yard
Art Sateens, fine, highly mercerized, really beautiful fabrics. These imported English sateens are much favored

ed for drapes or comforters; the very latest ideas in designing and color blending are found in this extensive assortment. All are a full yard wide 65c and 75c yard

Downproof Sateens that are really downproof, or your money refunded. That is the sure test. You may select your favorite color and design from entirely new range, and buy plain colors or black or white, to use as border for trimming. The plain white is often used for baby pillows, for down—not feathers. All fancy patterns, 90c yard
All plain colors 75c yard

COMFORTER FILLINGS

For years we have specialized in the purity, quality and moderate price of our Batting. Our immense sale enables us to buy on a scale to insure value for our customers. The big rolls of soft, fluffy cotton, purified and so treated as to remain soft much longer than cheap batting. Open up about 6x7 feet.

One roll medium thickness, sufficient for quilt or light comforter... 95c each
One roll thick enough for good winter comforter \$1.40 each

One roll same as above, for thick, cosy comforter, quilted by a new process. It is easy to handle, even by the amateur \$1.65 each

ALL-WOOL FILLING

Made of soft, fine wool, guaranteed thoroughly scoured and pure. It makes a comforter that is wonderfully warm, without undue weight. The healthiest way to sleep. Put up in rolls carefully protected, so it unrolls quite easily.
About one pound each 95c About three pounds, each \$2.85

FREE INSTRUCTION CLASS

Making crepe paper flowers and sealing wax art. Come and see the pretty flowers and ornamental pieces you can make for only the cost of the material used. Demonstrator will instruct you as your work proceeds. Afterwards you can make them in your home.
Class, 9.30 to 11.30, this week only.

Aquascutum Coats For Men and Women

EXCLUSIVE AGENTS IN LONDON FOR THE FAMOUS TAILORED LINE

For seventy-five years the Aquascutum has carried with it the royal warrant of a world's approval.

His Majesty the King and His Royal Highness the Prince of Wales have given it the royal patronage of this generation Royal crests are symbols of their preference.

Aquascutum coats for both men and women are included in the large collection imported direct from London for the season of 1924-25.

They are fashioned in distinctive English weaves, in the quality of material and of tailoring that have made the Aquascutum famous the world over. Weatherproof and showerproof both. Ask for them in either raglan or set-in sleeve. In grays, or brown, or tan. Sizes 36 to 46.

The Aquascutum for women. Priced at \$35, \$45, \$50 to \$75.—Second Floor.

The Aquascutum for men. Priced at \$35, \$45 to \$85 Men's Shop.



GIRLS' COATS, 4 TO 14 YEARS, \$9.50 TO \$15.50

Small daughter's new coat is the question of the hour. The search for a suitable answer need go no further than these.

Coat in nigger brown polo coating, collar of beaverine, full lined, inset pockets, belted, size 9. At..... \$9.50

Girl's coat in leather coating, belted and with stitched pleat in back, pleated patch pockets, set-in sleeve with cuff, half lined, size 12. At \$12.50

Second Floor.

Coat of reindeer velour coating, full lined, collar of beaverine, stitching and pin tucks trimming cuffs, pockets and back, size 9. At..... \$15.00

Model in fawn polo coating, full lined, with collar of beaverine, pin tucks trimming front and back, in size 9. At \$10.50

Coat of heavy checked coating (reversible), half lined and belted, patch pockets with buttoned flap, flare back, size 12. At \$15.00

NEWNESS COMES WITH A COAT OF PAINT

Autumn means always an opportune time for re-painting and re-decorating. Paints and varnishes then are free from the damaging, excessive heat of summer time. And, too, your home will be the more attractive for the autumn round of festivities, and the commencement of the social season. Fifteen colors. Benjamin Moore's Paint 20 per cent less than regular prices. Every can satisfactory or money refunded.

100 pint cans, all colors. Each 58c
120 quart cans, all colors. Each 98c
Half-Gallon cans, all colors. Each \$1.89

Free booklet on Beautiful Floors, Their Finish and Care, to all purchasers of Old English Wax or Brightener:

1-lb. can Old English Wax 75c
4-lb. pails \$2.75

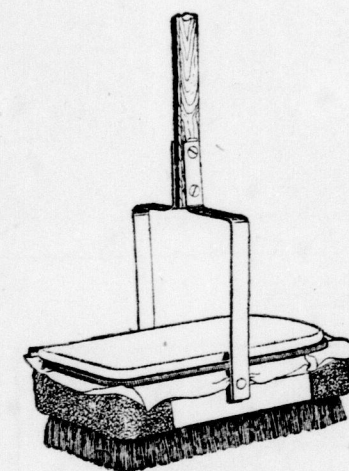
Old English Brightener for cleaning waxed or varnished floors..... \$1.00, \$1.75 can

Old English Waxer-Polisher for applying and polishing floors or linoleums, complete, including one tin Brightener and 1 lb. Old English wax \$4.50

Ramsay's Porch and Floor Paint, in gray, slate and drab only. Pints, 58c; Quarts 98c

Dougall Univernish for floors, wood-work or furniture, in light and dark oak, walnut, mahogany, etc.; is waterproof and will not scratch white. Paints 69c, quarts... \$1.29

Dougall Linoleum Varnish, clear in color and dries over night. Pints 69c, quarts \$1.29
Moore's Floor Varnish, clear in color, for floors or woodwork. Pints 39c, quarts 69c



SPECIAL — Sturgen's French Polishing Wax, 1-lb. size, with 1/2 pint Solpar Cleaner and one Wax Applier, complete \$1.00
Re-Flex Floor and Furniture Wax:

1 lb. 29c
5-lb. pail \$1.35

B. & B. Waxers, a 15-lb. weighted polishing and waxing brush, and 1 lb. Boulton's Wax, complete \$3.95

15-lb. Weighted Polishing Brush... \$2.50 each
Wall Paper, Paint, Wax, Third Floor.

GOLF GLOVES, \$2.00 PAIR

Ladies' Golf Gloves with perforated backs. Newly arrived \$2.00 pair
Aisle B.—Main Floor.

SMALLMAN & INGRAM
LIMITED