

Sports Apparel Is at the Height of the Mode

A Pocket Guide to Saturday Store Events.

MAIN FLOOR—Specials at the Candy Circle. Sale of Colored Handkerchiefs. Silk Umbrellas at half price.
SECOND FLOOR—New Corduroy Kimonos. Sale of Sateen Bloomers. Special showing of Broadcloth Underskirts.
THIRD FLOOR—Last day of Oriental Rug Exhibition.



THE QUESTION OF THE TOPCOAT IS FOREMOST IN THE OCTOBER SHOPPER'S MIND

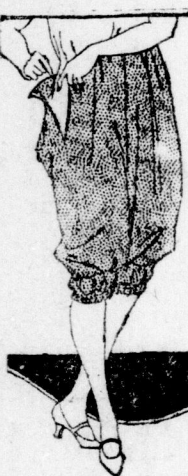
SHE DECIDES WELL, WHO ANSWERS IT WITH A SELECTION FROM THESE

New Models, Priced at \$45 to \$75

Coat of Reindeer Zebbelina, full silk-lined and interlined; smartly fashioned collar of gray squirrel and the new close-fitting cuff; wrap model, with one-button closing; clusters of tucks forming a yoke in the back \$69.00
Coat of Salt's Furette, in black, with scarf collar; two-button closing and full-lined with Marquise de Luxe lining, in gray \$45.00
Coat of brown or rust Cordine Cloth, wrap model, with kimono sleeve; collar of stone marten opossum; two-button closing and inset pockets \$45.00
Coat of plaid-back English coating, in two-tone brown collar of beaver; double-breasted; inset pockets with flaps; tailored sleeves and half belt \$79.00
Coat of gray Marvella Cloth, with set-in sleeve; collar and cuffs of gray squirrel; one-button closing; lined with gray canton crepe \$75.00
Second Floor.

A Sale of Handkerchiefs for Saturday, 100 Dozen, 4 for 25c

A new shipment of solid color Handkerchiefs, one hundred dozen, hemstitched and with the neat 1/4-inch hem; in rose, blue, mauve, maize, orange and Nile green.
Main Floor—Handkerchief Counter.



For Changing Seasons the Welcome Warmth of Bloomers. Specially Grouped in a Sale for Saturday, \$2.98.

Silk Knit Bloomers in plain and striped effects, with double knee-band; others with plain knee-band; in white, flesh, mauve, sand, black, navy, cocoa, gray, cerise, copen, navy, and other shades. Sale price \$2.98
Second Floor.

A Sale of Sateen Bloomers for Saturday. In All Sizes, 75c Pair.

Fifteen dozen pairs of Sateen Bloomers, newly arrived, in paddy, mauve, sand, pink and black, with double knee band and elastic top.
Second Floor.

SOCKS THAT ARE IDEAL FOR CHILDREN'S WEAR Alpha and Sensola Brands, 35c to 65c.

Sensola Socks, in the well-known Sensola quality of silk and wool mixture. Colors introduced in fancy stripes, in plain grounds of fawn, gray, sand, blue and white. For children from one to three years 50c and 65c a pair
Infants' Wear Department—Fourth Floor.

HOW DO YOU TAKE YOUR DAILY YEAST TONIC?

The old way was by making a dry face over the edge of a medicine glass. The new way is in mint form—the old yeast cake, so well disguised as candy that it's almost impossible to recognize that disagreeable taste. But the beneficial results are just the same. Ask for it at the Candy Circle—the New Yeast Cake in Mint Candy Form. In small packages 5c each
Candy Circle—Main Floor.

SPECIAL DESIGNER SUBSCRIPTION OFFER.

The Designer for a year at 90c, if you order now. This means only 7 1/2 cents per copy, if you order for the entire year.
For 20c extra you will receive the Winter Quarterly, which contains a coupon, good for 10c on the purchase of any Designer pattern.
For 25c extra you will receive the new Needlework Book.

NOVEMBER DESIGNER NOW IN.

Subscribers are asked to call for their copies. Also to see the new Winter Fashion Book. Price 25c, together with coupon worth 10c on any Designer pattern.
Pattern Department, West Aisle, Main Floor.

Technically called Sports Apparel, but appropriate for so many occasions, that one's expenditure is repaid many times over in satisfaction. Simple in the extreme, yet possessing dash and verve. Practical without sacrificing smartness. Ours possess all these qualifications, and whether you choose a coat, suit, frock or ensemble costume, it will be distinguished by smartness in styling and economy in pricing and service.

The BREATH of the AVENUE

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

FOOTBALL FASHIONS.

With October and November comes the football season. And with brisk football weather comes a keen interest in fashions for autumn days out of doors, clothes to wear to large games and little games, big events and small ones, from the first frost to the first snowfall.

The clothes that are most at home at a football game are those that combine informal fabrics and colors with carefully tailored lines, costumes that strike a sophisticated medium between clothes that are strictly for country wear and those only seen in town.

The football fashions that are the most suitable, and therefore the smartest, are colorful, comfortable and, above all—warm. And since warmth is the most important consideration of all—

THE FUR COAT comes first on the list of clothes to buy for the football season. Out of the natural furs that are best for this type of occasion, the football enthusiast may choose a muffling coat that makes her look small because it looks so big—a coat of racoon or civet cat, nutria or possum.

THE TOPCOAT goes to the game if the day should turn out to be too warm for a fur coat. And in topcoats the range of choice is wide. The favorite range of colors, for instance, is so wide that it runs from light tan through browns and the brick shades all the way to the brightest reds.

HATS are either of colors to match the coat or they are bright and bring to lighten a dark fur or fabric and to add to the general gaiety of football fashions. The small felt hat qualifies first, because its surface takes so becomingly to color, because it is so light to wear, and so especially smart this season. Its brim is best when it is brief. Its crown may be either round or squared.

OTHER ACCESSORIES EMPHASIZE the scarf; worn loosely under the fur coat or muffled like a cravat.
The purse; which may be a big square envelope in colored leather to make a lively color note.

The gloves; in chamois or capeskin; and this year they are smartest when worn a little too large.

THE DRESS worn to the game sometimes shows a few inches under the shorter length of the fur coat or topcoat of this season's wearing. And after the game this dress often goes tea-dancing. Since the simplest kind of frocks are the smartest kind, a simple dress will be just as correct after the game as it is during the play. Kasha-surface woolsens or bengalines are by all odds the best fabrics.

When You Visit the Dress Goods and Coating Sections on Saturday

You'll be interested in smart new weaves. An assemblage of beautiful wool dress materials and coatings that are entirely different. New and attractively low price levels.

Pure Wool Dress Crepes; colors and black \$1.50, \$2.00 and \$2.50 yard
Pure Wool Charm de Luxe, black and colors \$2.50 yard
Pure Wool Poirer Twills, black and colors \$2.50 yard
Pure Wool Tricotines, black and colors \$2.75 yard

The Season's Popular Coatings.

Zebbelina Coatings in plain and self-color stripe, rich camel's hair effect in satin finish. Prices \$4.00, \$4.25 and \$5.50 yard

Beautiful Plaid Back Coatings for the Unlined Coat, \$2.50 Yard

These are exceptional value and represent a special purchase that cannot be repeated at the present time; brown, gray and sand effects with pretty plaid back. Your choice for \$2.50 yard
West Aisle—Main Floor.

Crepe Back Satins and Bengaline Faille Silks.

Crepe Back Satins, "Moonbeam" Quality, \$3.29 Yard.

Moonbeam quality, is all silk; soft silk crepe back with rich satin face; supple and lending itself either to folds, drapes or the simple but attractive straight lines. A choice of black, navy, cocoa brown, dark congo brown, whirlpool blue; 38-inch \$3.29 yard

Bengaline Faille Silks, \$3.00 Yard.

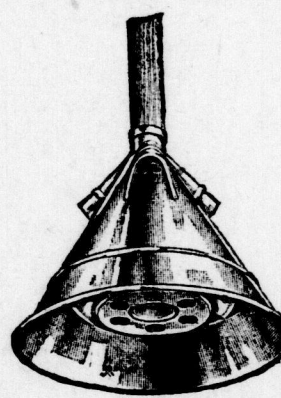
Fashion's newest emphasis is upon Cord Silks representing the Bengaline Faille weaves. Something that is firm enough to give the tailored effect, and at the same time to develop the soft draping qualities of charmeuse or crepe satin. They are here direct from Europe, 39 inches wide, in black, navy a beautiful sand color and nigger brown.

ECONOMY WASHER, 98c

A new shipment of this very handy Washer. This is just the thing for heavy garments, blankets, bed clothes, woolens and lace curtains. Price 98c
Market Baskets 50c, 75c and \$1.00
Corn Brooms, 4-string 39c
Clothes Line Props 30c
Clothes Baskets 90c, \$1.00, \$1.25 and \$1.50
Clothes Pegs 3 dozen for 10c
Spring Clothes Pegs 5c dozen

Special in the China Shop for Saturday.

Johnson Bros. Dinner Plates in three dainty designs. Special 15c each
Basement.



SATURDAY IN THE CANDY CIRCLE

Boxed Chocolates, fresh and delicious. A varied assortment of Creams and Hard Centers. A Saturday special, one-pound boxes at 43c
A delightful English confection—Sharp's Super-Kream Toffee in airtight tin containers 5c, 25c and 35c each
The weekly box of Turkish Delight, fresh each Saturday at 29c pound
Every sort of Chocolate Bar 6 for 25c

PURE LINEN DAMASK CLOTHS AND NAPKINS

\$6.98 Per Set, Cloth and One Dozen Napkins.

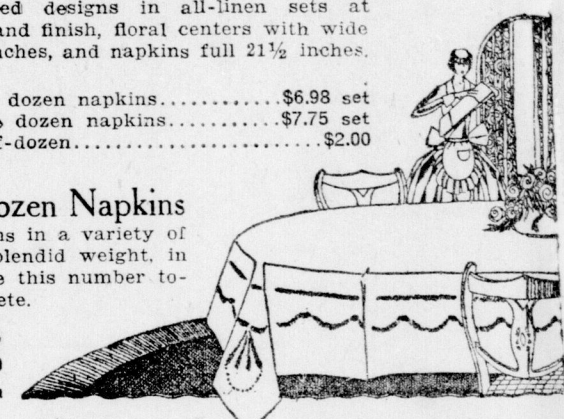
Two sizes are represented in assorted designs in all-linen sets at extremely low prices. Lovely weight and finish, floral centers with wide borders. Cloths are 68x68 and 68x86 inches, and napkins full 21 1/2 inches. Very special values.

68x68 cloth, \$2.98 each. Including one dozen napkins \$6.98 set
68x86 cloth, \$3.75 each. Including one dozen napkins \$7.75 set
21 1/2 x 21 1/2 napkins, \$4.00 doz. In half-dozen \$2.00

\$8.90 Per Set, Cloth and Dozen Napkins

This quality is shown in round designs in a variety of pretty patterns. All pure linen of splendid weight, in two sizes, with full size napkins. See this number tomorrow while the assortment is complete.

2x2 yards cloth \$3.95
2x2 1/2 yards cloth \$5.00
22-inch napkins to match \$4.95 dozen



NEW LUSTRE FINISH DAMASK SETS.

Made from choice pure linen yarns absolutely free from dressing. Finished under this new process, you can tell precisely the quality you are buying, and we think a splendid advantage over the old way of finishing. Particular attention is called to two very attractive numbers showing an assortment of designs in pleasing effects for the newer tables. Cloths, 2x2 yards \$6.00 and \$8.75 each
Cloths, 2x2 1/2 yards \$7.50 and \$11.00 each
Napkins, 22x22 inches \$7.75 and \$11.50 dozen

SILK UMBRELLAS AT HALF PRICE, \$4.00

A special feature for the Saturday shoppers. Pure silk umbrellas reduced to a price just equaling that of silk and wool umbrellas. In bottle green, brown, taupe, navy blue, and black. A few dozen only are included in this group.
Main Floor.

Sleeveless Sweaters, Specially Grouped for Saturday at \$1.98

Five dozen Wool Sleeveless Sweaters. To wear under the suit or for business hours, with crisp white blouses. In sand, navy, honeydew, gray and white. With stripe of contrasting colors. Sizes 36 to 42. Price \$1.98
Second Floor.

THE HATS THAT CHILDREN WEAR ARE SERVICEABLE AND SMART

They have ribbon bows and buckles. Streamers to hang down straight young backs. Upturned brims to suit eager young faces. And their prices may be anywhere from \$1.95 to \$5.00.

Youthful hats that come from New York to pose becomingly on the small daughter of the house. There are a score of smart styles. And colors to suit blue eyes and golden hair or brown eyes and raven hair. Sailor shapes and poke shapes for shining ringlets. Or cloche shapes and turned-up brims for the sleek bob or Dutch cut.

When your daughter, aged anywhere from five years old to fourteen years, considers the question of a new hat for school or special occasions, take her to the
Millinery Department, Second Floor.



FINE BRIDAL CLOTH, 39c.

It's a yard wide, soft, fine, pure. A lovely underwear cotton and a remarkable value. New shipment but recently opened of this cloth 39c yard

Hemstitched Pillowcases, 89c Pair.

Another big shipment of lovely quality slips, strong, well made, and beautifully hemstitched, of a high-grade cotton. The bleach is perfect. Many ask for this slip, which has an established reputation for value. Ask for your size, 40 in., 42 in., 44 in. Special value 89c pair

New Lingerie Crepes, 35c Yd.

A beautiful range of these pretty Crepes, entirely new patterns are shown for the first time in Canada. You will enjoy choosing for your own wear and for children's or bazaar work. A wide range in dainty shades of pink, sky, peach, orchid, yellow as well as white grounds 35c yard

NEW PRINTS, 22c YARD

At a popular price for bazaar work, quilting or making aprons. An excellent print, all clean patterns, aprons, allover designs in light effects. Well worth a place on your shopping list 22c yard

New Linings That Are Beautiful.

Not merely to fill the inside of your coat and hide the seams, but to make it a pleasure to throw back your coat, whether it be cloth or fur. Ask to see the big assortment, Fancy Satens, Mercerized Foulards, Broches of Artificial Silk Mixtures. Prices suit every coat 65c, 85c, \$1.00, \$1.50, \$1.85 yard

SPECIAL WHITE FLANNELETTE, 22c YARD.

Saturday shoppers will be interested in this value, a nice, soft finish cosy Flannelette, strongly woven. For babies' diapers, nightgowns and children's wear also; not second, all exceptional quality; clean merchandise; 27-inch 22c yard

Men's and Young Men's Overcoats (Saturday) \$24.95



FINE QUALITY BLUE SERGE SUITS

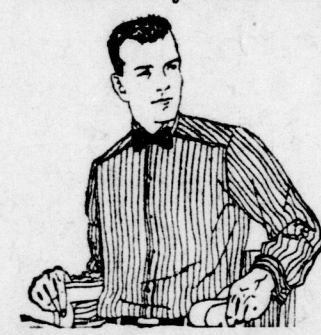
WITH 2 PAIRS TROUSERS, ALL-WOOL ENGLISH BOTANY SERGE
The excellent fabric and tailoring in this special suit is immediately apparent; exceptionally high-grade serge indigo dye; 18-19 ounce weight; fleecelined; beautifully tailored in three models, young men's and men's. The price of \$45.00 is a specially low figure for this suit; two pairs of trousers to double the wear \$45

Black Cashmere Socks, 50c Pair

Tomorrow—Pure Wool Socks, black only, imported from England. Exceptional value at 50c

LUXURIOUS RUG-BACK, SELF-BACK AND POLO-LINED; NEW POWDER BLUES, DEEP BLUES, GAME FEATHER BROWNS.

Tailored from beautiful English fabrics; new style touches including the new "Guard" models, in the new blues; light, medium and dark mixtures; grays, tans, etc. Big burly Motor Coats and lighter weights; expertly tailored and trimmed. Many quilted shield lining. Extraordinary values at this price. See window display and be here early tomorrow; sizes 35 to 46 \$24.95



FALL SHIRTS

Special, \$1.98

Welch - Margeson, Arrow and other good makes; a splendid group of Fall Shirts; neat patterns, stripes; sizes 14 to 16 1/2. Special tomorrow \$1.98

Boys' All-Wool Jerseys, \$1.69

Polo collars; Boys' All-Wool Cashmere Jerseys in excellent colors; smart polo collars; sizes 24 to 34. Sale price \$1.69

BOYS' SUITS

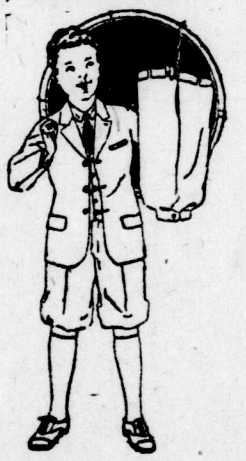
With two pairs trousers.

\$10.95, \$12.95

WITH 2 PAIRS BLOOMERS
New styles in good wearing tweeds; yoke backs, Norfolk; plain models, belters, patch pockets, strongly made to give the utmost service and two pairs of full-lined bloomers to give double wear. Ages 7 to 16 years. See these tomorrow.

REEFERS

(1 to 7 years, half price.)
Boys' Tweed Reefer Coats, self or velvet collars, clearing at \$2.98



Two-Trouser Suits, Tomorrow, \$20.

Here is an exceptionally good value; sturdy tweeds, well tailored in new fall and winter conservative styles; full lined; good patterns; sizes 35 to 42. With two pairs of trousers tomorrow \$20

Watson's Medium Weight Underwear, 1-3 Off, \$2.98 Suit

A special clearing from the mill of this popular Underwear for men; medium weight; unshrinkable combinations, 34 to 40. Sale price \$2.98

Boys' Caps, 59c

Smart Fall Tweed Caps for boys; good colors and patterns, strongly made. Special 59c

Penman's Cream Ribbed Combinations, \$1.98 Suit

Fine Cream Ribbed Cotton Combinations; medium weight; unshrinkable; sizes 34 to 44. Special price, per suit \$1.98



SMALLMAN & INGRAM LIMITED