



EASTER and DRESS-UP WEEK

EVERY ONE will want to look their best Easter Sunday—the great dress-up-day—the day when everyone joins in the great fashion promenade, and Dress-Up Week is the time to make your preparations.

Every Department in this store is now filled with large and comprehensive collections of Spring and Summer Merchandise. It is a representative assemblage such as will make this store more widely recognized as a style center of this community.

Many new style creations may be seen in our Window Displays.—This big daylight store offers you every convenience while on your Easter shopping tour.

Easter Suits

Beautiful suits of various twills, serges, and gabardines have revolted against the stright line, so jackets show quite an independent dip in front. Edges of narrow military braid give that desirable finish to such suits. Silk suits are infinite in variety as to style, color and kind. Siam—Shantung-like, but lusterless—is beautifully developed; matinee faille in solid dark shades is brightened by touches of silk or metal stitchery; jersey is in the most dashing sportlike models; tricotine is new and decidedly chic; while Khaki Kool and kindred silks in oyster-white, solid shades or the white combined with touches of brilliant color add much to the gaiety of the Spring suits now on display here.



Easter Coats

Coats go from one extreme to another this Spring. Demure black satins are shown with large, shirred shawl-like collars to heighten their air of Victorian simplicity and unworldliness. For street and sports wear, coats pursue a checkered career—with checks and plaids running up to eight or ten inches in size, and as for color, the motto seems to be "the gayer the better," for this is, indeed, to be a gay season. Wool jerseys, gunniburl, wool velours and silk jerseys are in brilliant hues, with simple stitching or elaborate designs worked out in contrasting color. Cut velour with its soft deep surface—a cross between velvet corduroy and velours—is shown in gold tones and the new Arabian Sea, made on soft, full lines with brilliant linings.

Easter Dresses

There are frocks and frocks this season—one lovelier than the other. Some are made of one material and some of another and many are made of two or three. The new Georgettes are irresistible—so simple, with a simplicity that is the result of much sophistication—relying upon line, material and a few beads or bit of stitchery or a splash of color to make them altogether fascinating. Long lines predominate, with here and there a jupe tonneau (French barrel skirt) to vary their charm. The Russian influence is shown strongly in the latest silk and Georgette frocks, with waist of one color and material and skirt of another. Many exclusive models shown.



Easter Gloves

Our grandmothers used to judge the gentlemoan by her gloves and even in these strenuous, modern days the test holds good. Our carefully selected stocks of fine gloves include foreign and domestic makes.

Most of the domestic gloves are washable—now and our stocks show a process perfected to insure absolute satisfaction. All the newest styles and shades will be on display.

Easter Neckwear

"Many from one" would be the watchword of the Spring collar, for a single dress or blouse could be transformed innumerable times with the addition of a few dainty collars to milady's wardrobe. There are Khaki Kools, with large or small dots or squares of color and others with beautifully embroidered designs and rolled edges of color. There are sheer Georgettes in brilliant hues, with touches of embroidery or applied bands of contrasting color. Georgettes show borders of lace in imitation filet and collars of real filet lace are exquisitely dainty. Both Chinese and Italian filet are here for you.

Easter Blouses

Blouses of Georgette Crepe are now being shown in all the newest and most attractive shades. White, bisque, flesh, tea rose and soft grays are among the most popular and the loveliest. Some are quite simple in effect, others have frills with inserts of lace—Venise is extremely effective for these touches and used extensively. Others have touches of color introduced in embroidery and many are embroidered in white. Some have filet lace edging and bands of insertion, and of course Val. lace is popular as ever.



True Values in Easter Hosiery

Easter Hosiery means Silk Hose, and the best silk hose is undoubtedly Wayne Knit Hose. We carry this make because we believe it to be the best. These come in all the wanted shades and black or white, full range of sizes and out sizes. Priced.....75¢ to \$1.50

Gossard Corset

There is no service that we could render that would be of greater value to you from a personal point of view than that related to your figure.

It forms the base of all comfort and style, and it—your figure—is so closely related to the corset that we have come to feel that it—the corset—is of prime importance in the matter of dress.

If we are making your figure over it may acquire two or three different types of corseting before we secure from your figure all that it is worthy of giving.

We want you to know Gossard Corsets, front lace. The line is very broad in the range of models.

Take large women, for example, who know they are large and think they must have a heavy corset. This may be a mistake, whereas a properly scientifically designed corset like the Gossard without one peculiar feature, but just honestly made on fashionable lines for big women, may be entirely satisfactory.

Then, too, consider the undersized woman. She requires a model specially designed for that type of figure. Such a model is also found in the Gossard—quite an interesting collection for her to select from as for the many women of average size.

Our saleswomen are not only skilled in the art of fitting, but in the full knowledge of each Gossard model they fit. They know the reason why a certain Gossard style is selected for a particular form. The trimming and quality of materials used are of the highest grade—everything that enters into the making of a good corset composes a Gossard model.

\$3.00 to \$15.00

We have a nice line of Hand Bags, Laces, Ribbons and other novelties for the Easter Costume



THE MAY CO.

Pictorial Review Patterns

Home Journal Patterns

