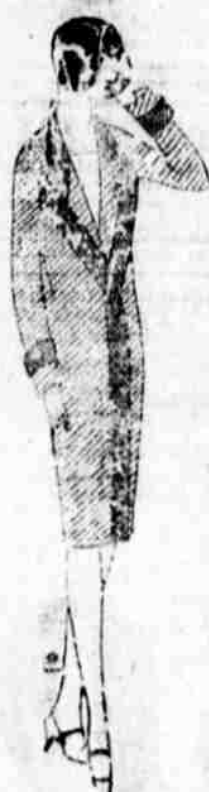


SPECIAL Ladies' SELLING READY to WEAR



The Tailored COAT \$16⁷⁵ to \$24⁷⁵

A copy of a higher priced Paris creation designed along that more simple, yet attractive lines. A fashionable collar, new cuff effects and smart tailoring are its outstanding features.

Materials of tweeds, basket weaves, flannels and novelty weaves.

The Type of Coats You Would Never Expect to Buy at This Price

\$16⁷⁵
\$19⁷⁵
\$24⁷⁵



COATS That are New

CAPE COATS
BLACK COATS
WHITE COATS
VELVET COATS!
BOW COATS

Duplicate models of high priced coats that are Paris authentic. Exquisitely exclusive—exquisitely charming with their clever uses of new furs. Flared and plain tailored models, too.

Blues Greys
Tans Browns
Blacks and Whites

New—Just Unpacked Today
\$24⁷⁵

They are youthfully smart, with collars that tie... Paquin shawl collars... deep capes... scarf collars... shoulder bows and many, many more brilliant effects. You'll admire the fineness of their finishing and workmanship... the custom type tailoring.

JUNIOR COATS—\$7.75

Tweeds, fur trimmed; felts and novelty weaves, all fully lined. Belts, pockets, cuffs and buttons add charm—10, 12, 14 and 16.

New Fox Fur Scarfs \$69⁷⁵ to \$189⁷⁵

The fashion demands a fur scarf more than ever this spring, in the adoption of the "Ensembles" collarless dresses and suits. We have carefully picked each scarf for the beauty of the animal—their long bodies, bushy tails, fluffy fur and long paws.



2-Piece SUIT for Spring

\$19⁷⁵ to \$29⁷⁵

Twills, Tweeds and Basket Weaves, with the sporty or dressier short jackets and wrap-around skirts. In all the new spring suit colors. Some three-piece suits with the crepe de chine blouse.

Sizes 14 to 20.



Printed and Sport Ensembles \$16⁷⁵ to \$29⁷⁵

Prints... dashing... vivacious, colorful and oh so exceedingly popular! The long coats with the pleated frock topped off by some chick trimming of self or contrasting color. The Sports Ensemble is in the lead of fashions. Especially those of tweed in light spring shades.



Just the Latest in Summer Hats—your choice

\$3⁰⁰ and \$4⁸⁵

Medium brims, very popular. Close-fitting turbans with the new eye line. Also stunning youthful hair hats trimmed with lace.

HATS

Large size brims that win every lover of Fashion—in the new rough straw and hair—suitable for afternoon and for the June Bride.



FOR STOUT WOMEN DRESSES

Prints and solid colors as you prefer. Youthful styles that add lines of slenderness to the fuller figure.

COATS

Tailored and fur-trimmed Coats in the very smartest of new Spring styles. Plenty of blacks and tans, youthfully smart, with collars and long line bow ties in back.



The Cape Frock and Other Specials \$16⁷⁵

The Jaunty cape draped about the shoulders, enhanced with pleats or lace details. Sleeves or no sleeves may be found in these lovely georgette dresses. Other fashions of interest are the flowered georgettes, embroidered and printed crepes and the sport striped two-piece dress.



La Pointes