



NEW SPRING FROCKS

All That's New—Chic—Becomingly Successful Reproduced for You—At four Modest Prices!

\$12.75-\$16.75-\$19.75-\$24.75

Proving Unquestionably that "Chic" is not a Matter of Price

Here are superbly styled Dresses for all occasions—high in quality—high in fashion—in fact—high in everything but price! Representing Spring inspirations of world-famous coutouriers.

An enchanting variety of Prints—Plaids—Roman Stripes — and every smart solid color in Spring's rainbow! Jacket Styles . . . Redingotes . . . lovely formal Linen Laces with Matching Jackets—Silk Dresses with fresh Lingerie Touches —Sunday Night Chiffons!

Sizes 13 to 52 and Plenty of Half Sizes, Too

Less Expensive Dresses on the Mezzanine Floor. \$6.75 and \$9.75

And now that we have prepared for you High Fashions at Low Prices—do come in and learn all the delightful details from the frocks themselves!! After all, seeing is believing, you know!



The Flat Fur Scarf
Worn with the coat, worn with the dress. The jaunty ones pull through or button and are priced from **\$9.75 to \$16.75**



LAPIN JACKETS
The Smartest of Fashions
\$49.75 to \$75.00
Jackets of Fur Fabrics



SILK SCARFS
Tans, reds, blues, browns, black and white
\$1.00 to \$4.50



HOSE—\$1.00

"Siendo" heel full fashioned hose—light service weight, beautiful quality.

Other styles up to **\$1.95**



PURSES

Domestic and Imported hand bags of leather, silk crepe, corded silk, and raffia.

Pigskin Gloves and Pigskin Purses

They've taken New York by storm. Natural color and white.



The Polo Coat and Camel's Hair Coat

In every size from 13 to 40

\$14.75 to \$29.75

Our coats have new lines that say "1931." Wider collars, more flaring lapels, definite waistlines and lovely, deep textured woolens. Double breasted effects with or without belts and above all notice the leather covered buttons and buckles. So smart, so wearable and so modestly priced.



The Two-Piece and Three-Piece Knit Suit

Sizes 14 to 38

\$6.75 to \$19.75

If you are looking for a practical, economical and unusual all-around sport suit, you will find it in this group. There is zest, dash and color to these suits. Colors blue, tan, green, sun-sun, rose, orange, red, yellow, orchid, and black and white.



Paris Originals and Copies in Spring Millinery, with the New **Lilting, Tilting Brims**

And All So Moderately Priced!

Brim that wear a glad flower, a becoming bow. Brims that make a halo for eager faces or swoop down provocatively, half hiding the profile. Brims that lift upward and sidewise with a challenging new tilt. Crown? . . . just enough of a crown to make an excuse for a brim! Shallower even than last year! Worn farther back!



If your costume is blue, you can wear a bright hat. If your collar is large, choose a small hat. If you choose a smart collarless coat—a hat with a brim. We've a grand selection from which to make your choice. We place unusual emphasis on styles for youthful women and for women whose youth is tempered with dignity.

New Spring Coats

No Wonder We are Selling More Coats Than Ever Before In Our History, at Such Low Prices as These!

\$19.75 \$24.75 \$29.75 \$39.75

And Up

Coats that will set the town "A-Buzzing!" They are the hits of the season . . . such chic . . . such fabrics . . . such linings . . . such tailoring . . . a collection that is new . . . that looks new . . . that has great variety of fashions . . . has never before been offered at such prices.

New creations of outstanding importance . . . Parisian Styled Jabots . . . Novelty Sleeves . . . Fitted Waistlines . . . Modified Flares . . . Lapin Throw Collars . . . Buttoned Side-effect Closings . . . Two-tone Color Combinations . . . Novel Self Collars. Materials include Lovely Lace Tweeds . . . Fine Tricots . . . Spongy Rough Woolens . . . Cresta Basket Weave Fabric! And the colors are the Mode's best . . . Skipper Blue, Navy, Tan, Rust, Green Gary, Gold, Custars, Honey, White and Black.

Sizes 13 to 52.

La Pointe's

