

TAKE YOUR SPRING TONIC IN DOSES OF BRIGHT DRESSES

Spring Accessories Take Their Cue From Costume

The day when a woman purchased a necklace for the sake of the necklace alone is gone forever. Today every accessory is chosen with an eye toward its purpose in completing a fashion picture. Nothing could better illustrate that point than the sudden trend for tailored accessories which has sprung up with the fashion for tailored tweeds. A woman would no sooner think of wearing a rhinestone necklace with her tweed than she would think of wearing that tweed to a formal dinner.



TAILORED

**Sports Jewelry**  
First among the types of jewelry for tweed wear and all sports wear is wooden jewelry. The introduction of this fashion was several seasons ago, and it has grown so in popularity that it is almost a jewelry classic. All wood or wood with metal in extremely smart and is perfect for the tweed picture. There are various length necklaces, novelty clips and brooches, and smart wide bracelets. With three quarter and shorter sleeves the fashion, the bracelet continues to be very important.

**Tailored Bags**  
Right next to the wooden jewelry comes the tailored handbag. It usually assumes giant proportions and becomes the kind of bag that will stand much good, hard wear. There are any number of leathers used but the smartest are those rather rough grains that are in perfect accord with tweeds. Many concealed pockets are an important feature of these bags. They have spaces within them that one would never dream could be enclosed in one single handbag.

offered in the washable doeskin glove.

**Colorful Handbags**

When the good old standby leather bags have been included in the wardrobe, then smart women are turning to these colorful new bags. No color combination too bright, no fabric is too novel to be included. The Russian influence is seen in some bags that have been made of Russian peasant shawls which are in bright challis with flow-



BIBS

**Swagger Shoes**  
When the handbag is of grained leather, so are the shoes. There is a group of shoes which many stores class as their swaggers, so called because they are the perfect walking shoe to be worn with swagger suits. Oxford is the leader, with the tailored one-strap and ghillie following. The ghillie is more in keeping with an active sports costume, however. Brown is the principal color in these shoes for most of the sports woollens are of a tawny cast.

**Gloves For Tweeds**  
The past few seasons have found the fabric glove graduating into a fashion item. It continues to hold that place for spring. There are any number of good looking fabrics that are perfect for tweed clothes. But for the woman who cannot desert the leather glove, nothing is smarter than pigskin, especially if she carries a bag of grained leather. Still another choice is

ed. This is a smart fashion to carry with tailored suits for it gives just the desired brightness.  
**Grain Leather Belts**  
There is a new leather for belts. It is pliable, slightly boarded with a slight criss-crossing of grain.

Weave Interest Marks Fabrics Distinctly 1934

Fabric interest has never reached such a high point of interest as it has this season. There are more novelty weaves than ever, and a lively revival of prints promises a fashion picture that has never been rivaled.

**Revival of Silks**  
In past seasons silks have taken a bit of a back seat in favor of the smartness of many synthetic fabrics. While these materials are still good and still very important, much has been done to make silk fabrics more interesting. The good old reliables are to be seen a great deal, but in addition there are new weaves to give a novel effect.

**Plain Weaves**  
Among the most important of the solid color weaves are mossy crepes. This fabric has been most important all during the winter season. It is a very small, rather pebbly weave, that feels exactly like a mossy surface. It takes color beautifully, and looks especially smart in the new spring pastels. There have been some mossy prints, but they are more successful in the solid pastels or dark shades. Next in importance are the ribbed weaves. This follows through the vogue set last summer by pique, and continues now being expressed in many wide and narrow weaves. Pebbled crepes come within the same category. All of these weaves have been developed in weights which range from heavier crepe to heavy sheers and thin sheers.

**Small Weaves**  
Notable in the fabric collections are the all-over patterned small weaves. Stripes, checks, and some plaids are being done in cross-stitch weaves and taffetas as well as prints which comprise some of the novelties among the new weaves. These same patterns are also being used in the usual printed materials, and together with various forms of dots have already been accepted.

**Popular Prints**  
American women love prints. Their acceptance is assured every season. In fact, many women just wait for the time when they can don a print dress. This season the leading prints will be black or dark grounds with small spaced patterns in bright colors, cravat designs, or multi-colored florals in small size for afternoon and larger and even more colorful for evening.

ATTEND THE BUSINESS & PROFESSIONAL WOMEN'S STYLE REVIEW... PELICAN THEATRE MARCH 23RD

DRESS YOUR VERY BEST THIS Easter

Get out and get into the Easter Parade. And be the despair of all your sisters by being as ravishing as you can. It's easy this year. For clothes are becoming more becoming. The lines do much for your figure: the colors make eyes brighter and skins clearer. And our prices make everything right with the world for Easter and all Spring.



SMART COATS BRIGHT DRESSES

Ripple Revers!  
Black! Navy!  
Gray! Beige!  
Windswept!

We can't remember when coats were more wearable. They're tailored without being severe; dressy without being fussy. You can choose one with fur trimming or one that relies entirely on its fabric and line to make it smart. Sizes 14 to 44.

Answer the call to colors! Wear something gay as Mexico... and as colorful. Smart colors have never been so alive or used so effectively. Bright sleeves in dark dresses... gay prints on somber grounds... all are here, and as attractive in price as in appearance.

Printed Satin!  
Pastel Crepes!  
Mexican Stripes!  
Jacket Frocks!  
Scotch Plaids!  
Heavy Sheers!  
Taffeta Trims!

STOCK UP ON STOCKINGS



IF YOU are keen about sheer, lovely hosiery in either service, service chiffon or chiffon... And if you delight in buying BETTER HOSIERY that you can depend on for beauty and wearability... Just look over this list of famous names.

- PHOENIX
- KAYSER
- GOTHAM GOLD STRIPE

Prices For Everyone

All exceptionally fresh stock... received in the last few days... All guaranteed, and featuring the newest innovations in fine hosiery... Lovely spring shades to complement every ensemble.

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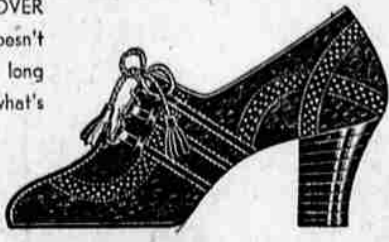
HOSIERY DEPT., MAIN FLOOR

Walk-Over Shoe Department MEZZANINE FLOOR

Smart Footwear for EASTER

There's everything right about the new WALK-OVER styles for spring, and not a single one that doesn't have a definite purpose in life. (And it's always a long life for our shoes)... Come in today and see what's NEW a-foot.

\$4.95 to \$9.00



MEZZANINE FLOOR

- NEW SHADES
- BLUE
  - WHITE
  - BROWN
  - BLACK
  - GRAY



CHOSEN BY SCHIAPERELLI IN PARIS FASHION SHOW

SPRING HATS



\$1.00 UP

Be as frivolous as you like in your choice of gloves. They're smart, new and very important.



STRAW, CLOTH FELTS

STRAWS STITCHED FABRICS

AN EASTER PARADE OF SPRING MILLINERY

Here comes the Easter line-up! Bretons and Bonnets, Halos and Tiaras, Brims and Side Rolls... It's up to you which will lead the parade.

\$1.95 TO \$5.95

SCARFS—

Scarfs and neckwear will be so important this season and we've one for every mood and costume.

50c TO \$2.95



BAGS

All the new shapes and leathers... Smart new inner fittings complement your costume with a clever practical bag.

\$1.95 And Up

MODELS FOR MOE'S On the Stage

- MRS. PAT ORTELL
- MISS VIOLET NELSON
- MISS JEAN ROGERS
- MISS BETTY ZIMMERMAN
- MISS RUTH BATHIANY

MODELS FOR MOE'S On the Stage

- MRS. JUDD SHORT
- MISS HELEN RICHARDSON
- MRS. V. VALE HOOTS
- MISS GERALDINE HOUSTON
- MISS MARY ANN DONOHUE

