

Spring STYLE EXPOSITION

It's going to be a colorful spring from the top of your head to the tip of your toes. You'll be colorful this spring! You'll wear color in your hat - - - you'll swathe your throat with brilliant scarfs - - - you'll lift the lapel of a suit with a gay bouquet - - - your handbag will be selected from glorious high shades. You'll find new combinations of color. You will wear new strange shades Van Gogh loved and made famous in his paintings.

You will enjoy selecting your spring wardrobe - and you will make us your headquarters for all the colorful clothes you need this spring!



Prophetic of the fashions to be for 1936! Graceful as a drifting cloud, with a casual tilt to sleeve and collar . . . caressing woolens in Empire Blue, Seaspray Green, Rose Glow, Cactus, Goldenrod, Ruckle Brown, Beige . . . flattering white. Betty Rose makes the suits from finger-length to three-quarter . . . the Coats classic sports or flared with a knowing cut!

\$18.00

Each remarkable at only . . .

Misses' Wool Jackets



Gay Checks and Plaid Woolens with Pleated Belted Back or Shirred Sport Back. Sizes 7 to 16.

3.95

New Tailored Blouses



Dimities, Linen, Silk Crepes and All Over Laces. Choose from White or Glorious Pastel shades.

1.19 to 3.95

Blouse Sweaters



Made from Soft Saxony Wool Yarn in plain colors or check and stripes. Colors include White and Maize, Green, Red, Powder Blue and Rob Roy checks, Green and White and Red and White.

2.95

Smart Accessories for Spring

Scarfs



Printed Crepes and Bold Roman Stripes in your choice of color—and Pastel shades in the triangle shaped scarfs.

Neckwear



The very newest in neckwear—just unboxed. Organdy, Pique, Silk Crepe and an unusual showing of Lace.

\$1.00 to \$1.95

Handbags



You'll have no difficulty selecting your new Bag from our immense new stock. Leather in high colors, also the darker shades—styles in small, medium and large sizes—and the values are the best we have ever offered.

1.29 to 6.50

Gloves



Fownes Quality Gloves in the new Spring colors and the popular slip-on style. Doeskin in white and natural kid skin in Navy, Brown, Black and White.

2.95



Gay Silk Prints

Ideal for Spring
A gay group of shirt-waist style dresses, in the new geometric and abstract shape designs, more colorful than ever before. Many with horizontal tuckings, the smart new note. A value you will appreciate.

7.95



Short Swagger

New for Spring
Gay colored plaids that are real jaunty. You will wear these smart coats with both tailored and dress frocks. Many styles and fabrics for your selection.

10.50 and 15.00

JUST LIKE SHIRLEY TEMPLE'S!



\$1.95

● Dainty little Cinderella frocks—fresh and sparkling as Spring itself! With each comes an adorable photograph showing Shirley Temple wearing the very same style. Guaranteed fast-color fabrics with wide hems and full French seams. Sizes 3 to 12.

Fine dotted Swiss in a variety of popular shades with a lace-edged organdie collar and tiny puffed sleeves.

a cinderella frock SHIRLEY TEMPLE

SHIRLEY TEMPLE STYLES IN CINDERELLA FROCKS

Shirley Temple Hats

Made of fine quality straw and the style includes Curly Top, Roamer, Shirley and Roller—the same styles that Shirley Temple wore in her different movie plays. The colors are White, Navy, Brown and Red.

1.95

Children's Blouses

Chic styles for the little lady in Dimities, Broadcloths, Swiss and Silk. All the new Spring shades included. Sizes 3 to 6 and 7 to 14.

1.00 to 1.95

Children's Skirts

Choose from bright Spring plaid or plain colored woolens in styles that are real smart for the little lady.

Sizes 3 to 6 \$1.69 to \$1.95. Sizes 7 to 14

2.95

DRESSES

A comprehensive showing of "Better Dresses." Many are copies of very expensive style Frocks and you will immediately recognize their exclusive designing—

\$19.50

MATERIALS

- CANTON CREPE
- CREPE ROMAINE
- PEBBLE CREPE
- HEAVY STRIPE TAFFETAS
- CORDED SILK
- PRINTED CREPE

STYLES

- Dresses with Braided Jackets
- Dresses with Lace Jackets
- Dresses with Capes of same material
- Dresses with Short Jackets—and many exclusive one-piece styles.

COLORS

- NAVY
- GREY
- RISEADA GREEN
- BLACK
- ASH OF ROSE
- TANGERINE
- GAY ORIENT



CATALINA AND BETH HATS

Authentic style creators of smart hats. Each model has an exclusive appearance and the shapes are very becoming—the season's accepted "Best Colors" are here for your approval.

Reasonably Priced

\$1.95 to \$6.50

Coppery Hosiery

By No-Meno

A glow is what you want in your Spring Hosiery — for these Copper-tones have the happy faculty of harmonizing with practically every color in the spring picture.

See the No-Meno Hose, 2nd Floor

Costume Jewelry

Foto Bracelets! New! Intriguing! Different.

Bracelets with set in compacts — Modernistic and Nautical Compacts — Matched Love Bird Sets — Bracelets, Earrings and Clips.

Beautiful Multicolor Sets, Bracelets, Earrings, Pendant and Clips — and many other novelties.

Golden Rule Stores
ECONOMISTS IN DISTRIBUTION
THE NAME OUR POLICY