



THE

Easter Parade



A brilliant opportunity to select your Easter wardrobe now. You'll find stocks more complete, you'll avoid the rush of the last minute heavy trading and if an alteration is necessary you'll not be disappointed. Help us maintain Golden Rule service by shopping tomorrow if possible. Thank you.

Flowers
Veils and
Feathers
for your
EASTER
HAT



\$1.95 to \$6.50

Undoubtedly you have decided to splurge on your Easter hat, but regardless of how liberal your intentions may be as to price—please see these first!

Every hat here looks like an expensive model—and many were actually copied from original Paris Imports! The comprehensive showing of style would be impossible to describe. But be sure there are hats here for every woman—including many types for matrons that are actually youthfully styled. Better hurry, for this important news to every woman!

BLACK - BROWN - LONDON TAN - POPPY RED - NAVY - CLOUD - BEIGE AND GRAY

THESE ACCESSORIES ACCENT YOUR SMART EASTER SUIT!

They're Getting Gayer for a Bright, Colorful EASTER FASHION PARADE

Your suit may be as tailored as the town banker's. But in your accessories... ah, that's where you'll get gay.

Handbags in a variety of styles, including most colors. \$1.00 to \$6.50

Printed linen handkerchiefs to peek from pockets. 50¢

The new shortee gloves in white and natural doe-skin. 1.95

Posies, fruits, vegetables for suit lapels. 50¢ to \$1

Glistening copper tones, navy and neutral shades. 1.25

Taffeta scarfs dotted, starred, plaided, striped. 1.00

And to Suit you, a great variety awaits at only \$1.50 to \$3.50

Here are fashion's exclamation points! Those bright, beautiful final touches that will make this Easter memorable! Boutonnieres hold half a dozen different colors! Scarfs are crisp as an April breeze. Stockings are warm as copper tones... or perhaps deeply smart in navy blue. These fashions may be had at remarkably low prices.

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Dresses

New for Easter—a comprehensive showing of gay prints, the kind that look definitely new—Navy sheers—Folk Dots in Brown and Navy with jacket or cape. In solid colors. There are plenty of navy blues and bright shades that look like an animated flower show. Sizes 14 to 20 and 38 to 46.

\$6.50 to \$19.50

Formals

An attractive lot of formal dresses in Nets, Lace, Taffetas and Crepes—Gorgeous Pastel shades created in the advanced modes. Prices

\$6.50 to \$19.50

Boucle Knits

—These hold their shape beautifully, clean like magic and come in tailored as well as dressy styles. Sizes for Misses and Women.

\$12.00 to \$19.50



BOYS' HATS

Medium and small shapes for boys, in grey, brown, blue and mixtures. Sizes 6 1/2 to 7 1/2. \$1.65

BOYS' OXFORDS

Brogues in brown and black. Smooth calf leathers in black and white elk for small or larger boys. All with leather soles. 2.50 to 3.45

BOYS' WOOL SLACKS

Pleated fronts in tan, gray, brown, blue, plain or check patterns. Sizes 8 to 18. 2.50 Others without pleats 1.95

KAYNEE WASH SUITS

Plain white, blue trimmed, blue and white combinations, and all blue sailor style suits. Ages 2 to 8. 1.95

BOYS' SLACK SOX

Novelty rayon with "Lastex Top." Light or dark colors. Sizes 8 to 10 1/2. 25¢

Boy's Easter Suits

\$12.50

Oxford Gray and Navy Blue Wool Cheviots with pleated back coat and pleated front trousers with zipper fly or plain if desired. Sizes 11 to 18 years.

Zipper Sport Suits

\$3.95

Sport backs with zipper front opening coats and pleated trousers. Colors include plain navy blue and checks and plaids in gray, blue, brown and tan. Sizes 4 to 10 years. 3.95 to 5.95



BOYS' BRUSH WOOL SWEATERS

1.98

Fancy backs full zipper coat style in red, blue, tan and brown. Sizes 28 to 36.

BOYS' SPORT SHIRTS

1.00

Tom Sawyer and Kaynee make half zipper front in the new Gaucho or Nautical style. Most colors. Sizes 6 to 18 years.

TOM SAWYER SHIRTS

79¢

New lot of Tom Sawyer shirts in plain colors and fancy patterns. Sizes 6 to 14 1/2. 79¢ Tom Sawyer shirts with the "non wilt" collar. Sizes 12 1/2 to 15 neck. 1.00

Coats

—The season's smart plaids and the favorite plain shades of Brown, Luggage Tan, Blues and Grays—Fleecy Woolens—Tweeds and Novelty Weaves. Swagger styles go to various lengths to achieve smartness. The Dress Coats are attractively styled and superbly tailored. Sizes 14 to 20 and 38 to 46.

\$15.00 to \$35.00

Suits

The wanted style suits. Manish suits, swagger suits and fitted suits in navy, natural, gray. These flattering models will have a decided appeal to you. Sizes 14 to 46.

\$18.00 to \$35.00



A More SLENDER YOU

Of course you want to stay slim and young. And you can in one of the new two-way stretch full length "Foundettes." For Munsingwear knits extra-lengthwise stretch (and this means figure control) right into the luxurious Lastex and Rayon fabric. How you'll enjoy the new sleek thigh lines they give! This "Foundette" has restraining front panel with flexible bones. Lace bandeau gives natural rounded contour.

\$5.00

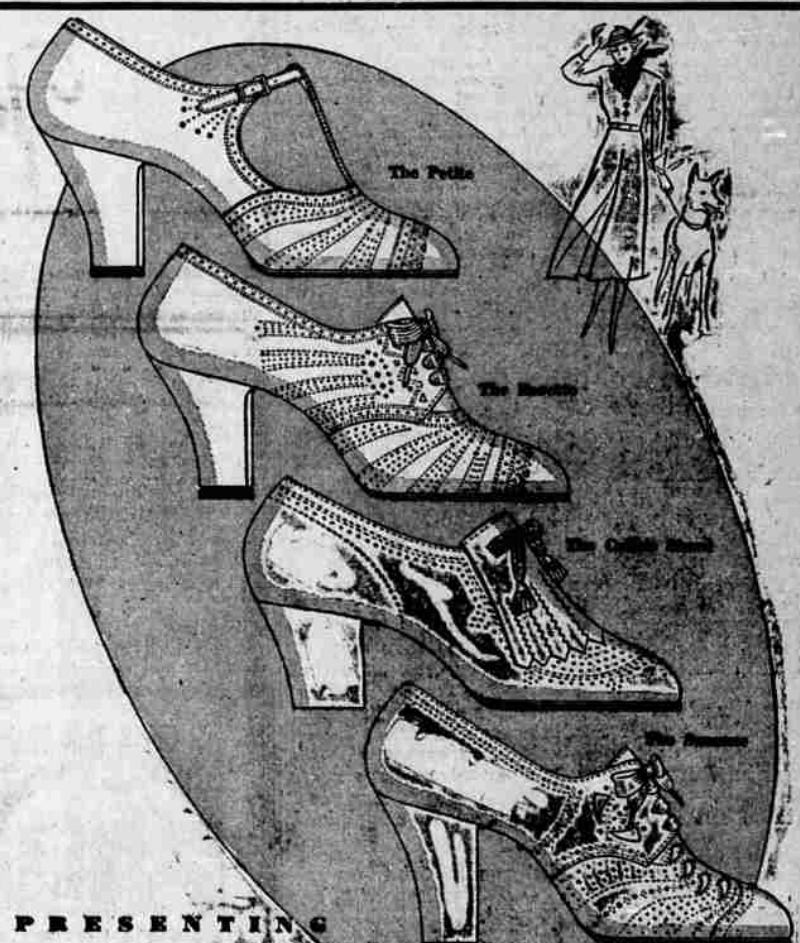
New Blouses

An unusual showing of Blouses—such a variety of styles in so many weaves and fabrics including Linens, Silk Crepes, Plaids, Organdies, Taffetas, Knit Silks, and Satins—Gorgeous pastel shades and White. Also Navy, Brown and Red. Sizes 14 to 20 and 38 to 42.

1.19 to 3.95

NEW BELTS

Pig Grain, Suedes and Kid Leathers in White, Red, Navy, Brown, Green, Black and Gray. Narrow patent leather in colors and Black. 50¢ to \$1.00



PRESENTING

White

at its smartest in these newest

RED CROSS SHOES

White's the thing the stylists say! And you can get your white shoes, for every occasion, right here and now. Red Cross Shoes—at the head of the class for smartness, that act as a "beauty treatment" every minute you have them on! And when our experts fit you, they'll help choose the last that's best for your foot. Price now only \$6.85

\$6.85



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