

The First Big Basement Sale of the Season at The Paris

Coats
Coats
Coats
Coats
Coats

Basement Sale

Dresses
Dresses
Dresses
Dresses
Dresses

In Order To Accommodate the Crowd, Sale Will Be Held In Our Basement Store, Opening Monday Morning at 9:30

Woolen Coats In Big Variety Good Qualities
Wool Dresses Silk Dresses Satin Dresses

Coats and Dresses **\$10** Coats and Dresses
Worth 2, 3 and 4 Times More

Come prepared to buy 2, 3 or 4 garments as you will when you see these matchless values

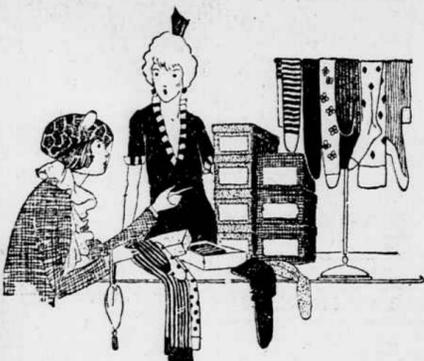
Coats and Dresses in Scores of New Spring Styles Just In Time for Easter and Spring—A Tremendous Event

NO CHARGES!
NO REFUNDS!
NO APPROVALS!
NO EXCHANGES!

The real old-time Basement Sale, where there is plenty of room, for it will take a big space to accommodate the crowd that will attend this welcomed sale of new Easter and spring garments. All women know what to expect of these Basement Sales, but this particular sale will surprise you; the Coats and Dresses are simply wonderful to behold. It is chief among all of its kind, presenting values that cannot be duplicated in the United States; garments worth two, three and four times this price

DON'T FORGET THAT THE SIZES ARE 16 to 44, AND PLENTY OF ALL SIZES TO SUPPLY THE DEMAND

SALE OPENS MONDAY MORNING AT 9:30 O'CLOCK



New Silk Stockings

For Easter and Spring. Although contrary to some beliefs, good silk stockings are real economy. They are so restful to the feet, serviceable and blend well with any costume. That is why most young girls and women are wearing The Paris silk stockings.

Pure Silk Stockings

The Former Selling Price was \$3.45 **\$2.50**
Heavy weight, full fashioned stocking, with lisle top; double sole and heel. Colors cordovan, taupe, Piping Rock and brown.

Good Silk Stockings

The Former Selling Price was \$2.25 **\$1.75**
Firmly made in the full fashioned style. Medium sheer weight, in black, white, cordovan, piping rock, nickel and navy blue.

Kaysers Glove Silk Hose

They Have the New Pointed Heel **\$3.95**
Unusually comfortable and long wearing stockings, that are woven of the fine Kayser's silk. If you are looking for real service try a pair and be satisfied; brown, black and white.

Dashing Ribbon Hair Bows 50c

Dorothy dainty and butterfly designs that are already tied so neat and nice for smart little girls who must look butterfly-like. Baskets full of these perky bows in ever so many different colors. Every little girl needs at least two of these dainty bows.

Announcing Children's Style Week



—What period lends itself more picturesquely to childhood than the Easter dressing period?
—The problem of proper dress for your little daughter is now a matter making a suitable choice for her age, and you may know that The Paris has carefully looked after her interest in providing a magnificent showing of tempting Easter models.

White Organdy Frocks Of Striking Simplicity and Girlish Modesty

—White organdy frocks blend well with the youthful spirit and rosy cheeks and dimples, set a perfect figure against sheer white organdy. New styles, made in many new ways. Ages 6 to 14 **\$2.75 AND UP**

Colored Organdy Frocks That Make Winsome Girlhood More Winsome.

—These lovely dresses reflect a series of new modes that are exclusive and original. Flowing wide skirts with ruffle yoke and sleeves, some with tiny tucks and French bow knots. Ages 6 to 14 **\$5.50 AND UP**



Gingham Frocks Springlike and Youthful Ages 6 to 14.

—Certainly this will be a season of gingham frocks for children, and oh, the cutest styles imaginable are here in a never ending range of pretty plaids, stripes and plain colors. Some are ruffled, some piped in contrast color and others are combined with different materials. Wonderful assortment from which to choose. Each **\$4.95**

White Rompers for Baby \$1.75

Former Price \$2.75 —Made of white poplin, neatly trimmed with feather stitching on collar and cuffs, also at front. Belted and pocket models.

HAND MADE DRESSES Just in time for My-little Lady's Easter Frocks.

—Both long and short models, dainty feather stitching and embroidery work distinguish each garment. Some have neck and sleeves of fine lace; made of fine quality Flaxon. At— **\$2.75 TO \$5.50**



Easter Coats

—Ushering in the better spring models of polo cloth, sports check, and the more dressy styles of fine men's wear serge. —Polo insemi-dolman effect. Colors jade, tan and beaver. —Sport coat for young girls, belted. Colors tan and beaver. —Dolman in fine navy blue serge, pinch seam back with cape collar. **\$12.50, \$15.00, \$19.50**

Gingham Frocks For School or Play

—The "most adorable" little models of the season. Saucy and good looking, and trimmed with contrast braiding. Fancy plaids and checks, 6 to 14 **\$2.50**

Bloomer Dresses Chin Chin Models

—Just what every little girl needs, the bloomers and dress are made of the same material in fine zephyr gingham. Shown in many different colors. 2 to 6 **\$2.25**

Gingham Frocks The Cutest Designs

—New and fascinating line of dresses, made of good chambray in solid colors, in several combinations, some have collars and cuffs in contrast shades; 2 to 6 **\$2.95**



BETTY BRIGHT HATS

—Charming little models for dear little girls. —Complete stock that will make choosing a pleasure. **\$3.95 UP**

The Week's Arrivals in The Accessory Department

—We are receiving assortments of new goods every day. —Tooled Craft bags in toned leather, Swagger bags in good and tooled craft, gray blocked suede with metal corners. —New bag tops, simple to adjust and beautiful when finished, enamel, tortoise shell, silver and green gold. —New bracelets in dull and polished silver, handsome jet chains with flat medallions, mesh bags set with lapis-lazuli, gold pencils, tiny gold knives, mesh bags for little folks.

PALS AT PLAY Women's Sports Sweaters

—This term correctly interprets the relation of these new sweaters to the women of country clubs, who will play golf, tennis, motor, etc. The more dressy models; will find service in office, street and strolling wear.



—Fringe poplin is a decided favorite, having tuxedo or long roll collars, broken at waistline with sash. —Brushed wool collars, contrast with bright colors.

Wool Sweaters, **\$5.50 to \$10.50**
Fiber Sweaters, **\$10.75 to \$21.50**

And Still They Come More New Aprons

—Visiting aprons, porch aprons, lawn aprons, garden aprons, hundreds of them in all the delightful new styles. —Springtime is apron time and every woman enjoys donning a model that is becoming to her figure. —To get the biggest values and assortment we buy from several manufacturers who make nothing but aprons and excel in this particular art. —There are crepe aprons that have appliqued designs of contrasting colors, unbleached domestic models with embroidery workings, pretty gingham in plaids and stripes, also plain white aprons. —It will do your heart good to see this vast assemblage. —Prices begin at 95¢ and range up to... **\$5.25**



Easter Mail Order Service

Use Our Rest Room

