# EASTER OFFERINGS

### Children's Coats

DAPPER new spring models, short box serge coats and three-quarter length mixtures from **$4.50 to $6.75**
Better ones showing a variety of clever new trimming effects up to **$12.50.**
**—Third Floor**

THE NEW YORK
337-339 SOUTH BROADWAY

### New Belts $1.50 to $10.00

A GORGEOUS collection of stunning new belt styles in studded elastic and leather; all colors, widths and shapes. Prices $1.50 to $10
**—Main Floor**

MUSIC Monday. A full string orchestra will discourse sweet music for the entertainment of our visitors between the hours of 2 and 5. **Second Floor.**

## Prepare Now for the Gladdest Season of the Year

DON'T wait till the last moment to buy your new Easter suit. We have in mind Easter a year ago, when our garment business for the last few days before was enormous. Everyone wanted alterations made at once! No one could wait, but every customer's suit must be delivered the day before Easter; consequently there were many disappointments. It was an experience we do not care to repeat and one that can easily be avoided by making your purchases of wearing apparel NOW, so as to give us plenty of time to turn out your purchase in first-class condition and according to promise. You do not have to pay the full amount down when you make your selection. A deposit can be made and you will be given a fitting and work commenced on the garment at once. It will then be finished in ample time, forwarded to your home and on Easter morning you will have the pleasure of appearing in your new gown without having had a minute's worry or dissatisfaction. Try this plan! Come tomorrow and pick from the greatest assortments of high-class style garments to be found on the entire Pacific Coast. Remember we are the garment people of Los Angeles—the acknowledged dictators of women's fashions in this section. It would be an impossibility for the most uninitiated to go wrong in the matter of style or value in this store.

### New Jewelry

OUR new Jewelry Department presents an attractive display of artistic trinkets—nothing more appropriate for birthday, anniversary or wedding gifts.
$1.75 Souvenir Spoons.....**$1.25**
$2.25 Souvenir Spoons.....**$1.50**

GOLD and sterling silver neckwear pins in beautiful designs set with various stones. Prices from **65c to $3.25**

SILVER match cases in a wide variety of pretty new styles. Prices range from **75c to $2.45**

## Easter Glove Goodness

THERE is absolutely nothing lacking in the broad and beautiful assortments in charming new spring handwear for women to be found at the glove counters of "The New York." If there is any one center in this store where we try more than elsewhere to please, it is in our glove division. We positively decline to carry any makes that are in any way doubtful. Everything must be gilt-edged, not only as to qualities but the style, finish, evenness of sewing and all the minor details of the glove busines must be so thorough as to give you complete satisfaction at any and all times.

### $2 Elbow Silk Gloves $1.50

FINEST quality silk fabric gloves; the double tipped kind; two-clasp at wrist; in black and white only. $2.00 values Monday per pair..... **$1.50**

### 16-Button Lisles $1.50

REGULAR $1.75 qualities that look like a suede, fit like a kid and wear better than the silk. Regular $1.75 values Monday per pair ..... **$1.50**

### $5.50 Mosquetaires $4.50

THE most stylish glove extant is this beautiful mosquetaire kid glove; elegant shirred arms; full 20-button lengths. Regular $5.50 qualities, special Monday, per pair..... **$4.50**

### $1.25 Long Silk Gloves 85c

SERVICEABLE, double-tipped silk gloves; full elbow lengths in brown, mode and tan, the most popular shades for present wear. Regular $1.25 values, Monday per pair..... **85c**

### New Kid Gloves at $1.25

MADE from flawless imported skins; 2-clasp; every wantable color; bright, clean, fresh, crisp stock. Price per pair ..... **$1.25**

### Long Kid Gloves $3.75

A COMPLETE new stock of 16-button length glace kid gloves in tans, browns, reds, navys, grays, modes, black and white; best qualities of French kid. Price per pair. Monday ..... **$3.75**

## Pre-Easter Sale Smart Spring Suits

### $15 for Silk and Wool Models
**Worth $25.00**

AS a special Easter offering we will place on sale tomorrow, Monday, one hundred suits in silk with the popular jumper attachment; also tailor made panama cloth suits in navy, browns, grays, greens and in fact every solid color of desirability. These are in Eton jacket styles; full silk lined; braid trimmed and constitute one of the most charming productions this season in a street suit; new style plaited skirts. Actual $25.00 values, special Monday offering at ..... **$15.00**

### $40.00 and $45.00 Garments - - - $25
**In Cloth and Silk**

IT sounds like an over-estimation of values to say in cold type that these suits are worth $40.00 and $45.00, but the first glimpse of the garments themselves will quickly dispel this idea for good and all. Taffeta silk jumper, shirt waists, suspender and princess models; also wools in every new and popular coat style; materials are panama cloth, Redfern serges, mixtures and other weaves; a full range of plain colors, hair lines, stripes, checks and plaids galore. Monday morning as a special advance Easter offering at ..... **$25.00**

## Charming Creations in Silk and Wool $25 to $85

A GATHERING of stylish garments without a peer in Southern California. The manufacturers of these magnificent creations have certainly outdone themselves in their choice of style designing, beauty of materials used, artistic garniture and faultless finish. Patrons can here select anything they may require in gowns, costumes, dinner dresses, street suits and frocks for every possible occasion and know at one and the same time that the style is irreproachable and the value without a parallel. The most interesting and richly endowed garment department in the entire west.

## Fine Undermuslins
**FOR EASTER WEAR**
**A Superb Showing**

THIS department has trebled its size in the last three months until now it contains one of the largest and most up-to-date stocks of high grade lingerie in this city. We honestly believe you can find here better garments and better values than in most stores. Skilled workmanship, price littleness, trimming extravagance, fineness of material and generosity of cut are all features which you can confidently expect in New York undermuslins.

**The New Combination Garment $5.00 to $15.00**

THESE garments comprise corset covers and drawers; corset covers and short skirts and corset covers and long skirts from **$5.00 to $15.00**

A matchless showing of muslin underskirts ranging in price from **$2.50 to $12.50.**

FINEST cambric, nainsook and long cloth drawers; beautifully embellished with rare lace, embroidery and ribbon. Prices from **$2.00 to $7.50**

## Great Millinery Special

**Clever Spring Hat Ideas** ..... **$3.50**

**$9, $12 and $14 Values**

A COLLECTION of smart little trimmed hats at a price which ushers in the new spring season to many in a welcome fashion. Clever models in millinery comprising fetching ideas in braids and flowered toques; breast and floral trimmings; splendid range of colors. Actual values $9.00, $12.00 and $14.00, as a big Monday pre-Easter leader at ..... **$3.50**

**Imported Pattern Hats and Reproductions**

IF you would know what is worn in millinery in the fashionable world of Paris London and all the big cities on the continent and New York you will visit this store Monday and see the dazzling array of exceptionally choice pattern hats and their prototypes from our own workrooms. Superbly beautiful millinery in field flowers, grasses and feathers. Imported and exclusive pattern hats $18.00 to ..... **$50.00**

Counterparts from our own workrooms from **$7.50 to $15.00.**

## Women's Neckwear and Furnishings
**New Easter Styles Underpriced**

**Crepe Chiffon Veiling Per Yard 65c**

DAINTY, desirable face veiling in all colors; can be made up into drapes and auto veils as required; extra good qualities at per yard ..... **65c**

**Chiffon Ruffs $1.65 to $7.50**

THE time of year is now at hand when one needs an evening throw of this kind. We have a beautiful assortment in all colors and prices range from $1.65 to ..... **$7.50**

**New Collar and Cuff Sets $1.45 to $15**

WE have just received an exceptionally full and complete line of real hand-embroidered and real lace collar and cuff sets. The correct and modish thing to wear with tailored suits. Prices per set from $1.45 to ..... **$15**

**New Ruchings Per Yard 25c to 45c**

THESE neat and attractive neck ornaments come in all colors and white; extra wide and are priced all the way from, per yard, 25c to ..... **45c**

**New Top Collars 15c to 35c**

AN endless profusion of top collars; some in real Irish linen with hand-embroidered silk polka dots; many are trimmed with baby Irish lace and have scalloped edges; hundreds of distinctly different styles; prices range from 15c to ..... **35c**

**Lace Dickies and Yokes $1.75 to $2.95**

THESE beautiful spring styles come in white and ecru; truly fascinating bits of neckwear. Prices $1.75 to ..... **$2.95**

## Small Wares and Toilet Goods
**The Reliable Kinds Priced for Less**

### Notion Snaps

Regular 5c yard Soutache braid, yard ..... **3c**
Regular 25c and 35c fitted needle cases, each ..... **19c**
Regular 2 for 5c cotton tape; Monday, 3 for ..... **5c**
Regular 2 for 5c swanbill hooks and eyes; Monday, 3 for ..... **5c**
Regular 2 for 5c darning cotton; Monday, 3 for..... **5c**
Regular 25c card assorted fancy belt pins; Monday, card ..... **19c**
Regular 8c bolt finishing braid; special Monday ..... **5c**
**—Main Flor**

### Toilet Savings

Regular 25c Mennen's Talcum Powder, borated or violet; Monday, 2 for ..... **25c**
"4711" White Rose glycerine soap; special, box..... **35c**
Regular $1.25 Vantine's Toilet Water, all odors; Monday, bottle ..... **85c**
Roger & Gallet's Rice Powder; special Monday ..... **19c**
Regular 50c size Sozodont tooth wash and powder; special Monday, box..... **45c**
Regular 35c ribbon nail files; special Monday..... **19c**
**—Main Flor**

## The Hosiery to Wear

### 75c Embroidered Hose 50c

HARD twisted lisle thread hosiery for women—a large assortment of patterns to choose from. This is a quality sold everywhere in a regular way at 75c; positively unmatchable at, per pair ..... **50c**

### Polka Dot Hosiery 50c

FINEST lisle thread hosiery with double heel, toe and foot, come in tan and black, with white printed dots; also white, blue, gray and pink; hand embroidered in colored silk patterns. Monday, pr. main floor **50c**

## Special Easter Sales
## Separate Walking Skirts and Petticoats

**$15.00 TAFFETA SILK SUNBURST SKIRTS $8.75**

THREE different patterns to choose from; best English silk. Regular $15.00 values, special Monday value ..... **$8.75**

**KHAKI SKIRTS $3.25 TO $6.00**

JUST the thing for out of doors. Serviceable, neat and natty. Come in both plain and divided styles with apron front; colors tan brown and green. Prices **$3.25, $4.25, $5.50 and $6.00**

### Walking Skirts $3.75

AN exceptional value in gray and black and white effects; come in checks, stripes and large plaids; gored and finished with deep fold at bottom. A special value Monday at. **$3.75**

### Walking Skirts $5.00

HANDSOME models in black and colors; some in gored effects, others full plaited and stitched down to the knee; button finished; $7.50 and $8.50 values Monday..... **$5.00**

**$7.50 SILK PETTICOATS $5.00**

AN extra offering in black and colors; generously cut garments with deep accordion plaited flounces finished with smaller semi-tucked ones; others have double ruffles with silk or near-silk drops. Regular $7.00 and $7.50 values Monday only ..... **$5.00**

**SATEEN PETTICOATS $1.75**

BLACK, blue and brown sateen and the popular heatherbloom petticoats; deep accordion plaited flounces finished with three small ruffles; others in smart hemstitched effects. Special Monday value ..... **$1.75**

## Ribbons for Easter

### Gorgeous Plaids $2.50

TWELVE inches wide, come these magnificent ribbons; have broad satin barrings and are the most elegant thing for the construction of ribbon shirt waist and jumpers. Price per yard ..... **$2.50**

### Dresden Ribbons $2.50

NINE-INCH widths in all the daintiest shadings and color combinations, with wide satin edges; these comprise some of the most beautiful members of the ribbon family at, per yard ..... **$2.50**

### Imported Dresden Pattern Ribbons Nine Inches Wide $4.50

RICH flowered fabrics with roses and violets deeply brocaded and interspersed with velvet stripes. A rich and beautiful ribbon. Price, per yard ..... **$4.50**

### $1 Undervests 75c

WOMEN'S white lisle thread vests with deep hand-crocheted yokes; numerous fancy designs. Regular $1.00 values Monday ..... **75c**

**25c MISSES UMBRELLA DRAWERS 15c**

FINE peeler cotton garments, extra soft finish; French fitted waist band and lace trimmed; 25c value..... **15c**

**15c MISSES' SWISS VESTS 10c**

FINE swiss ribbed garments in sleeveless, low neck style; crocheted edge with draw tape; either plain or lace yokes; 15c value ..... **10c**

**WOMEN'S $1.50, $1.35 AND $1.25 VESTS CHOICE $1.10**

BEAUTIFUL silk and lisle thread vests; fine swiss rib; wide silk, hand crocheted yokes, colors pink, blue, cream and white. Monday main floor ..... **$1.10**

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## Your New Easter Corset
**Should be Bought Here**

**$2.00 New 'Kabo' Models $1.75**

IF you consider either comfort, style or service you will buy your next corset at "The New York," where these three attributes are part and parcel of the corset department. Light weight batiste models, medium high bust, long wide gored extension, reinforced front, fancy velvet grip hose supporters. One of the "Kabo" celebrated makes. Regular $2.00 values Monday ..... **$1.75**

### The Best Corsets Obtainable at $1.75 and $1.00

AT $1.00 and $1.75 pair you can buy "Thompson's Glove-fitting," "C B a la Spirite" and "Kabo" corsets in the very latest models. Full stock; all sizes. Main floor.

## New Chic Distinctive Spring Coats

**7-8 Length Pongee Coats $17.50 to $35**

HANDSOME long garment in natural color pongee, beautiful effects in Persian and silk braid trimming. Prices from **$17.50 to $35.00**

**Battenberg Lace Eton and Pony Coats $7.50 to $49.00**

AN elegant line of these charming, dressy little affairs; come in black and ecru. Prices from **$17.50 to $49.00**

**Black Silk Etons $9.75 to $15.00**

WE are showing a superb collection of these jaunty, stylish jackets.

**Box Coats $6.75 to $11.50**

HANDSOME serge striped and checked novelties and covert short box coats. New style plaited effects in the back; inlaid or turn-down collars or turn-back cuffs, showing a dash of oriental color in the trimming arrangement. Garments both useful and modish. Prices from **$6.75 to $11.50**

## Before Eastertide Sale
## Shirt-Waists

**$1.45** For $2.00 and $1.75 Models

**Another Monday Waist Sale of Importance to You**

LAST week we featured one of the most successful dollar sales known on Broadway. Tomorrow the value is even greater still and the price is but little more. Five hundred dozen new lawn shirt waists will be opened up for the first time tomorrow. Bought to sell at $1.75 and $2.00, your choice Monday at $1.45. The fronts and yokes are most elaborate in designs of narrow val. lace, allover embroidery, fine tucking and medallion trimming; open front or back; short or long sleeves; all sizes and the price as long as they last.

**Monday**

**$1.45**

### 20c Handkerchiefs 10c

NEATLY embroidered and lace trimmed squares; a large assortment to select from. Regular 20c values Monday ..... **10c**

### 25c Unlaunder'd 'Kerchiefs 15c

WOMEN'S fine hand-embroidered qualities, every initial in the alphabet. Regular 25c values, Monday each ..... **15c**

### 25c Linen Squares 15c

PURE linen handkerchiefs; soft finish; all initials. Special Monday ..... **15c**

### 35c Emb. Handkerchiefs 25c

WOMEN'S daintily embroidered linen squares, either with narrow hemstitched or scalloped edges. Regular 35c values, Monday main floor ..... **25c**

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