

"A NEW YORK STORE SALE"

Every Woman in Los Angeles Knows What That Means



Largest Dealers in Women's Specialties

THE CAUSE

We Have Too Many Wool Suits and Silk Dresses in Stock

THE RESULT

1000 Women Will Get \$25 Suits and Dresses in This Sale for \$9.75



Largest Dealers in Women's Specialties

600 Wool Suits
Very Latest Styles
Worth to \$25.00
All on Sale Tomorrow

\$9.75

400 Silk Dresses
Spring Favorites
Values to \$25.00
.. Monday Sale Price



Short Gloves

A great lot of kid, chamois and suede gloves in odd sizes, values to \$1.50. On sale Monday

Pair
85c

Long Gloves

The popular Washable Chamois Gloves; soft and perfect fitting; elbow length. \$3.00 values. Monday Sale Price

Pair
\$1.95



\$9.75

For Clever Suits Elegantly Tailored Many Exclusive Models in The Best of the Spring Styles

SMART SPRING APPAREL that is being worn and will be worn for weeks to come by the stylish women. Practical street suits in strictly correct, semi-fitting styles, designed to please the very best dressers who desire to adhere to Fashion's most exacting demands.

MATERIALS are the serges, panamas and worsteds which are so extremely desirable now and later in the season. Complete range of sizes, including misses' suits 14, 16, 18 and 20 years, also extra large sizes.

THE colors include all the staple shades of blue, brown, tan, green and black, as well as the popular mixtures. Coats are lined in excellent satin and peau de cygne, and the tailoring is in every instance quite up to the high standard which is characteristic of all garments we sell.

WE have engaged extra salesladies and are thoroughly organized to insure prompt attention, while our floor space is ample to accommodate a very large crowd without inconvenience.

Wanted First-class thoroughly experienced salesladies, in millinery and suit depts. References required



Beautiful \$25 Dresses of Messaline, Foulard and Taffeta, Monday

\$9.75

A VERY important feature of this sale is the wide variety of materials, color effects and styles, making every garment practically exclusive for the purchaser. There are all the colors of the rainbow and a few more besides, in foulards, messalines and taffetas.

ALL of these charming gowns show the long, evenly draped, slender lines, but there is unlimited choice in designs and trimming effects; yokes of all-over lace or silk embroidered net and sleeves daintily trimmed to correspond, tailored buttons and clever arrangements of plaits add much to their attractiveness.

THESE costumes are equally appropriate for street, calling or evening wear. Now that the warmer weather has come to stay, and at least one or two such dresses are almost a necessity, even if one's social duties are not extensive.

REMEMBER—these are the cleverest, newest styles, sold at this extraordinary reduction simply to make room for advance arrivals of Summer Dresses.

The Most Stylish Millinery in the City

Values to \$20.00

Monday Sale Price ..

\$9.75

THE wonderful popularity of our magnificent Main floor Millinery salon was thoroughly established during the weeks preceding Easter. Why? Our superb stock contains nothing that is commonplace—each hat presents a distinctly original style idea. This is what every woman wants. Whether you pay \$5 or \$50 for a hat, you want it to have some little redeeming touch that gives it an exclusive air of its own.

OUR MONDAY MILLINERY OFFERING stands in a class by itself, unmatched for STYLE, for QUALITY and for extremely low PRICE. Hats that are "chic," classy, charming, each deserving of a detailed description. The large shapes predominate, for they seem to give just the perfecting touch to a stunning costume; however, there are many lovely creations in small and medium styles. But it is the wealth and richness of trimmings that form their chief attraction. Flowers of every hue, richly harmonious ribbons, airy feathers and even fruits, the latest craze. \$20.00 hats in this Monday Sale \$9.75.



Louise Ribbon 35c Quality

Yd. 19c

Fine quality Louise ribbon; 5 inch width; all the new shades used so extensively for millinery, sashes, hair bows, etc.

Dainty Veiling 50c Value

15c

Pretty shades in dotted net veiling; very attractive and becoming. 50c and 65c values on sale tomorrow at 15c a yd.



WAISTS

Tailored and Lingerie Models

\$2.00 Values \$1.00

Daintiest New Styles to Accompany the Smart Spring Suit

A new shipment of waists just fresh from the manufacturer and representing the greatest value ever offered for this popular price. Materials are very fine, firm quality lawn, linen finished muslin and the barred effects so much liked for summer.

The tailored models have laundered cuffs and separate laundered collars of linen, plain or embroidered; are in various smart plaited styles, some in Gibson effect, with pocket.

Many pretty lingerie waists are also included in a variety of attractive combinations of lace and insertion, some in the new Dutch neck style with long sleeves finished at wrist to correspond. Exceptionally attractive.



\$1

