



Women Are Watching and Wondering "What Next at the Style Shop?"



Charming Five-Dollar Afternoon Frocks

SURPRISINGLY MODISH little one-piece dresses for so small a sum! Indeed, it would be extravagant not to own one of these convenient and serviceable frocks, when one takes into account the many occasions when they would be most appropriate and take the place of a more expensive costume. You are sure to find your favorite summer color, and there are styles to suit everyone, the tailored trimmings employed being practical and at the same time very becoming. Altogether a most satisfactory "tub dress," specially priced at... **\$5.00**



IN THE "DAYS OF LONG AGO" fair ladies deemed themselves most fortunate if a new sensation appeared upon the horizon of Fashion three or four times a year. Think how amazing they would have found the incessant changes of the present day! New models appearing almost hourly — the new styles, fabrics and colors succeeding one another so rapidly that the effect is like an immense Style Kaleidoscope. Yet although to the casual observer this would appear extravagant, there are "extenuating circumstances." For instance, the fact that such constant variations afford the clever society woman a chance to exercise her bent for economy, for does not each day present opportunities to obtain the smartest new styles at the very minimum of cost? So, fashionable women watch and wonder — and find it decidedly worth while.



The Style Shop of Los Angeles

Capes Are Growing in Favor Every Day



ALTHOUGH everyone predicted great popularity for these graceful wraps, it is surprising to see how eagerly every woman is taking up the fad.

"Daughter of the Regiment"—(As Pictured) GRACEFUL and effective; one of the most popular of the new styles—\$13.75 and \$15.00.

"Mary Garden" Capes EXTREMELY STYLISH. Shown in the new soft toned effects; another great favorite—\$15.00 and \$19.50.

"Evelyn" Capes UNIVERSALLY BECOMING STYLE. Very wide sweep; trimmed with a multitude of tiny self-covered buttons; all the new shades. Price \$10.00.

"Two-in-One" Cape A STUNNING STREET WRAP and a superb evening cape in one; reversible—being two distinctly stylish garments cleverly joined. One of the smartest novelties.

Pongee Top Coats

GENUINE PONGEE COATS in hundreds of dainty new styles, including all of Fashion's charming new fancies in the way of contrastive trimmings; equally apropos for day or evening. Prices \$14.50 up.

Stunning White Serge Coats

LONG AND SHORT; white, cream and striped serge, in all the fashion-favored new models; a most decidedly popular coat for almost every occasion. The largest stock in the city, with prices ranging from \$9.75 up.

Exquisite Lace Coats

SUCH LACES AS Irish, Point de Venise, Renaissance and Anna-berg are used in the construction of the beautiful coats; lined with transparent chiffon. Priced from \$12.50 to \$65.

Street, Auto and Traveling

VERY STYLISH NEW LINEN COATS; full length; prices \$4.75 up. Other clever models in fashionable all wool fabrics; serviceable coats and smart, practical styles; \$9.75 up.



The Newest of the New Suits "Ramie Linen"

EVERYONE in touch with the latest style ideas knows how these eminently refined and distinctive suits—the very acme of tailored elegance—struck a responsive chord among fashionable women and met with immediate success. Stylish women like them and are not slow to express their approval. They are "it" without the shadow of a doubt for the coming summer.

Prices \$12.50, \$14.50, \$17.50 and up to \$23.50

More Homespun Suits

IT WILL NOT BE NECESSARY to disappoint any who come for these ultra-stylish suits from now on. The cleverest lightweight wool suit of the season. The style aristocrats of the hour. Our price only \$35.00.



Watch Our Windows for Latest Novelties

Your White Serge Suit

AT LEAST ONE WHITE SERGE SUIT is practically a necessity in every correct summer wardrobe. The logical place to select it is where you have the widest possible range of smart, stylish models to choose from. Really, you can scarcely realize the variety possible if you are judging from the limited stock usually displayed.

We have made it a point (having early foretold the present craze for white serge) to fortify ourselves with an endless assortment of cleverest models produced, both in white and cream, and the equally favored black and colored stripes on white; among the recent arrivals are the long, semi-fitting coat suits, strictly tailored, with plain gored skirts; some have jet buttons; also dressy effects; coats from 36 to 45 inches in length, and many models in semi-fitting coat styles, especially designed for misses. Prices, \$15.00, \$19.50, \$23.50, \$25.00, \$29.50 and up to \$45.00.

Introducing Latest Ribbon Novelties

THE DAINTIEST NEW CREATIONS in Roman stripes, plaids and Dresdens. Delightful new effects in such fascinating color schemes that one is tempted to indulge in a new hat just for the fun of trimming it in some of the new shades. For sashes and hair bows they are simply stunning. Extremely low prices, from 25c to \$1.00 a yard.

Have You Seen the Summer Gloves?

NOTHING SMARTER shown for summer wear than Washable Chamois Gloves in natural shades; two-clasp styles \$1.00 to \$1.50; long chamois gloves at \$1.95 and \$2.50.

LONG AND SHORT SILK GLOVES to match all the dainty shades of the new summer frocks are shown; the short ones from 50c up.

\$6 Long Evening Gloves, Special Today, Pair \$3

Veilings Will Cost Less Today

THIS IS HOW THE PRICES RUN:

- Auto Veilings** { Of beautiful chiffon in all colors; 45 inches wide; usually \$1.50 and \$1.75 a yard. Very specially priced today at... **\$1.00**
- Auto Veilings** { 52 inches wide; extra fine quality; all colors. Regularly sold at \$2.00 a yard. Our price today... **\$1.25**
- Dotted Mesh Veiling** { Closing out a few bolts; not all colors; very good quality; while it lasts today, per yard... **10c**



Tailored Suit Special

Values to \$42.50; Save More Than Half— **\$19.50** Up-to-Date Styles

WE HOPE this very exceptional suit offering will not escape the attention of any of our friends who are in need of a strictly high-grade tailored wool suit, for we like to see our regular customers profit by a reduction of so unusual a character.

These are suits which will be excellent style during the summer and fall. It would probably surprise you to know how many faultlessly attired women depend upon just such an opportunity to supply themselves with the elegant tailored suit which will do duty all through the early days of fall, and which one often needs during the cool days and chilly evenings in summer.

The materials include French and English serges, plain and fancy prunellas, novelty worsteds. The styles embody the latest severely tailored and more elaborate effects in semi-fitting and also form-fitting garments, in light and dark gray, tans, blues, green, rose and many other desirable shades. Coats lined with excellent quality satin and peau de cygne; skirts plain gored, tailor trimmed and with inverted plaits.

The day doesn't matter to us, but for your own sake today's choosing will be wisest.

Suits Worth to \$42.50 for \$19.50

Rich, Graceful Silk Costumes

EVERYTHING dainty and lovely that has been devised to enhance the elegance of milady's elaborate toilet finds expression in these charming costumes of pongee, rajah, messaline, foulard and Bengaline, in natural colors and bewitching new shades; both plain and novelty effects. Many pleasing modulations of the favorite Princess and Empire styles are included, varying from the simple model of tailored severity to the very dressy styles with lace yokes and sleeves and embroidered bodices. Also some extremely pretty and stylish costumes of lace net over white or colored silk.

Pongee, Rajah, Bengaline, Foulards and Messalines **\$19.50**

Dresses Worth \$35.00—Delightful New Styles

Our New Millinery



Styles Artistic!



Effects Exclusive!



Designs Distinctive!



Prices Moderate!



STYLE AND SUCCESS are synonymous when it comes to millinery. That is why we began at the style end of the business. Success quickly followed, and every day increases our reputation for the exclusiveness and individuality of our millinery creations. That a model is displayed in our Millinery Salons is sufficient guarantee of its style correctness, and it is merely a question of choosing the particular effect most pleasing and becoming. Many new and strikingly handsome models to attract your attention every day. Unusual reductions make Tuesday's style display particularly attractive.

NEVER has there been a season when so many stunningly original effects have been not only permitted but insisted upon by Fashion's arbiters, and we note with pleasure that the rarest and most beautiful of Nature's rich blossoms find special favor in her eyes.

We would call particular attention to the fact that we have made some very special price concessions for Tuesday shoppers which will astonish you. A stroll through our Millinery Department will reveal remarkable values.

