



For One Who Would
Glean Clever
New Ideas

Concerning Spring Styles

OR ONE WHO, perhaps, feels a trifle uncertain regarding the correct and authentic Spring models, our Suit Floor will prove of the utmost interest, for every suit which meets your eye as you stroll the length of this department is an absolutely fresh, ahead-of-the-season model. Not only are the new Spring suits displayed in a wide variety of authoritative styles, but the prices are very little higher than other stores are asking for left-over merchandise. We POSITIVELY DO NOT carry garments over from one season to the next.

Winter suits are banished from our stock and beautiful, new Spring Suits, stylish and artistic to a degree never before attained, have usurped their places.

FOR NEW, CLEVER, CORRECT STYLES—Visit "The Style Shop."

Our French Room Is Irresistibly Attractive with Its Captivating New Imported Costumes—Dainty Dresses.

Tailored Suits

Without a Flaw—
Stylishly Correct
in Every Detail... \$25

EVEN those acquainted with the rare suit values we have offered heretofore at \$25 will be surprised and delighted with these modish tailored suits, for we have gone far beyond the high standard set in former seasons. We particularly invite all women who desire fine materials and skilled workmanship to inspect the stylish models we are now offering at this popular price.

Strictly Tailored

Spring Suits

Incomparably Stylish and Exclusive

\$35, \$42.50 & \$55

FOR thoroughly high class and really stunning plain tailored suits these are wonderfully moderate in price. The new lines Fashion has decreed for Spring and Summer are piquant and charming, while the French and English suitings in pleasing new shades and the perfect tailoring will meet the unqualified approval of women who have heretofore had their suits made to order.



Fresh as the Morning
Are the Delightful
Styles in
New Spring Millinery

THERE is no spot in the fashionable world so altogether fascinating to the stylish woman as the Millinery Salon which clearly reflects the newest creations of Parisian artists. In the Springtime, particularly, the charm of the new hat is well-nigh irresistible. As "The Style Shop" is the recognized authority for style, originality and truly Parisian art in millinery, women naturally look to us for the cleverest advance styles—nor are they disappointed!

Exquisite Spring Hats of rare grace and beauty smile at you everywhere in our Millinery Department, new ones appearing hourly to take the place of their rapidly disappearing predecessors. Many have prices as modest as the dainty flowers which adorn them—\$7.50, \$10.00, \$15.00, \$18.00 and up.

A Few Beautiful \$15.00 and \$18.00 Ostrich Plumes, Specially Reduced for Monday Only to \$10.00.

Beautiful Imported
3-Piece Suits

New in Fabric, Color and Design

FASHIONED from rich new silks and exquisite French novelty fabrics, according to the very latest dictates of Parisian style originators, and showing the newly created tints and tones for which the French are justly celebrated. These are 3-piece suits in fact as well as in name, for in these new models the waist and skirt are separate and one may vary the costume at will by substituting a dainty blouse of other material.



Handsome Silk
Coat Suits

Entirely Out of the Ordinary

THESE truly artistic models represent the utmost skill of the foremost garment designers of the day, and will be a pleasant surprise to women who hold to the conviction that in Paris alone one may choose from a strictly exclusive array of fashionable suits. The hand embroidery which adorns them gives a distinctive finishing touch. The prices are not in the least prohibitive, ranging \$50, \$57.50, \$65, \$75, and up to \$150.



The Style Shop of Los Angeles

337-9 South Broadway



Final Coat Reductions

Beyond Your Greatest Expectations

\$7.50 For the Most
Stunning Coats

Well Worth Every Cent of \$20

WE would suggest that you consider carefully before you decide not to take advantage of this final clearance price on coats that are absolutely correct and high class in every respect. A wide variety of stylish models to choose from. SELECT YOURS TOMORROW!

Military Capes

MAY be worn turned back, showing the smart red facing, or buttoned over in double-breasted military effect, or you can choose the plain black simply trimmed with brass braid and buttons

Tempting Offering Monday \$4.75

Misses' Jackets

AMERELY nominal price for these serviceable little jackets, as their price tickets read THREE AND FOUR TIMES THE SALE PRICE. Dozens of pretty styles in invisible stripes and checks

\$5 and \$6.50 Jackets Monday \$1.50

Very Desirable Furs
Still Selling
at Just
One-Half Price

Special Sale Prices on Smart Sweaters

\$5 Long and \$3.75 'Middy' Sweaters

THE swagger "Middy" Sweater, in white, with red, navy, light blue or white collar. Never before sold for less than \$5.00. Also \$5.00 long sweaters in white and colors, at \$3.75.



The Daintiest of New
Tailored Styles in Linen
Waists

FASHION never fails to invent a host of captivating new styles in linen waists for Spring, and we would be pleased to show you some delightful new arrivals which will appeal to you instantly, the prices ranging from \$1.50 to \$12.50.

Bewitching Lingerie Waists

THE woman addicted to fluffy frills will fall in love with the exquisite lingerie waists with dainty jabot or frill fronts, while those who prefer the simpler effects may choose from styles innumerable priced from \$2.75 up.

Now Comes a Skirt Sale

Such as You Have Seldom Seen

Voile Panama \$5.00
and Serge Skirts

You Would Gladly Pay \$7.50 and \$8.50 For

THESE are every one desirable Spring models, marked down for a special inducement to Monday Skirt Buyers. The assortment includes black Voile Skirts, black and white Panama Skirts and White Serge Skirts. You will surely want one at this price!

Stylish New Skirts

A MOST attractive assortment of clever skirts fashioned from white serge, black or white panama and black voile in the latest Spring styles. Your choice Monday at...

\$9.50 and \$10 Skirts Monday \$7.50

Clever Kilted Skirts

IF YOU purchase one of these beautiful skirts you will have cause to congratulate yourself for many a month to come. Plain colors and pleasing Spring novelties

\$12.50 Skirts Monday \$9.50



Serviceable Petticoats

SPLENDID skirts of plain black or striped heather-bloom or excellent quality black satin, \$1.50 values 79c

Long and Short Kimonos
Make a Quick Exit

Have Been Selling Up to \$1.75 75c Have Been Selling Up to \$1.75

LOOSE, belted and shirred effects; high or low collars; made from prettily patterned crepe and kimono flannel; both long and short kimonos.

\$2.75 Long Kimonos \$1.50 Dainty and Cozy

GENEROUSLY fashioned from soft kimono flannel in pretty flowered effects, finished with big collar and satin bands.



New Gloves Arriving
All Spring Shades Now Represented in Our Comprehensive Assortment

ONLY the most noted and reliable glove makers contribute to our fine stock of smart gloves, for we take just as much pride in the QUALITY of the gloves we sell, as we do in their stylish appearance and moderate prices.

\$1.25 For Street Gloves Regular \$1.50 Grade

ONE-CLASP pique gloves in black, white, champagne, mode and tan. Prices have been lowered because the range of sizes is not complete in each shade.

