



More Than a Hint of Paris About

These Cleverly Constructed Hats That Have Forgotten Their Right Prices

New Trimmed Millinery

\$9.50 Hats \$5.00
 DESIRABLE shapes, smartly trimmed; black and colors.
 \$17.50 Hats \$9.75
 LARGE and medium hats and straw turbans; very chic.
 \$25 Hats \$14.50
 STUNNING millinery in the most artistic new effects.

Untrimmed Millinery

\$6.50 Shapes \$3.75
 MANY effective new styles to select from at this price.
 \$10.00 Shapes \$5.00
 ALMOST any shade and shape you might wish for in this assortment.
 \$15.00 Shapes \$7.50
 FINE Chips, Milans and Hems in the very latest effects.



New Leghorn Hats

THESE are the "real" Tuscan Leghorn straw, blocked over the newest French shapes, priced at less than is usually charged for the imitation. Black velvet, a rose or a plume added completes a charming summer hat. **\$7.50**

The New York



337-9 South Broadway
The Style Shop of Los Angeles

Latest Panama Hats

ONE of the essentially appropriate hats for this climate; light, durable and universally becoming. Here you will find a very large assortment to choose from in the genuine imported panama.

Priced \$5, \$6, \$7.50 and \$8.50

Madame Capelli (Formerly Madame Cafferata)

GIVES daily demonstrations of her hygienic and thoroughly successful preparations for the complexion, hair and hands. These are compounded upon accurate scientific formulas and contain absolutely nothing injurious to the most delicate skin; also highclass hair goods.

Monday Only—\$10.00 Coronet Braids \$6.50

Every Fashionable Requirement Met in

Summer Frocks

Every Day Brings Further Proof of Our Absolute Supremacy in Stylish Apparel

Lingerie Dresses

LOOKING over our very elaborate and comprehensive collection of beautiful lingerie frocks, you will be struck at once by the gracefully correct lines of these new designs in overskirt effects, newest Princess models and dainty waist-line styles. Adorned with finest baby Irish, Val., cluny, Irish point laces, Broderie Anglaise and eyelet embroidery. Prices run

\$15, \$18.50, \$23.50, \$27.50, \$32.50 and Up

Linen Frocks

BONA FIDE Ramie and heavy Irish Linen Dresses—that means "every thread pure linen," which is the only satisfactory sort! Styles are varied and striking, new effects in braiding and embroidery dividing honors with the nobby tailored styles especially smart for street wear. Colors: Oyster, white, natural, stone gray, old rose, lavender, shell pink and new shades of blue. Prices

\$18.50, \$23.50, \$27.50, \$32.50 and Up

Shantung and Pongee Suits

CHARMING new designs in simple and elaborate effects, beautifully tailored and daintily correct in every detail; colors most popular are natural shades, old gold, blue, lavender, rose, gray and green; also black. Very modestly priced at

\$16.50, \$19.50, \$25.00, \$29.50, \$32.50, \$45.00 and Up

Gowns of Newly Imported Silks

EXQUISITE dresses in all the newly created silks woven on the famous looms across the sea, the delightful styles as changing as the waves, some of them designed in Paris, others originated by artistic American style-creators. Fancy figured and striped silks at \$9.75, \$15, \$19.50, \$24.50 and up. Charming foulards at \$23.50, \$27.50, \$32.50 and upward. Shantung and pongees at \$19.50, \$24.50, \$29.50, etc. Crepe de Chine and colicines at \$25, \$29.50, \$32.50 and higher.

Every New Dress Needs

A Silk Petticoat

We Have the Best in Town At the Lowest Price

Others Would Call Them Big Bargains At \$5.00 or \$7.50 Choose Yours at **\$3.95**

EVERY color under the sun and a few more beside, in plain and Dresden effects; skirts that are properly cut, with full tailored flounces and dust ruffles, and exceptionally well made, while the quality of the silk keeps women wondering how in the world we can sell them at only \$3.95. No one else can!

Time to Get a New Sweater

AND here they are waiting!—Long ones and jaunty short ones—white, blue, gray, green, tan and red ones, as well as the clever combinations. Fetching new weaves that keep the sweater shaped properly, and the styles will delight you. So will the prices.

Dainty Blouses for Summer

Positively the Greatest Variety Ever Shown



New Linen Waists

WE SEARCHED far and wide for the very prettiest styles in fine Linen Waists to be found anywhere in the country, and you will certainly agree that we found them when you see our assortment of tailored and exquisitely embroidered models, of finest handkerchief linen, at \$2.50, \$4.75, \$5 and \$6.75.

Very Popular Tailored Waists Of Natural Pongee

THEY don't crush, don't soil easily, are readily cleaned, and above all are cool and STYLISH. One has choice of tailored or dainty trimmed styles. Priced \$3.75 up.

Nobby Sailors for the Summer Girl

THOSE who have found the weight of the extremely large sailors so universally worn a burden will welcome with delight these new "feather-weight" Lobster Braid Sailors; trimmed with nobby velvet or fancy bands; in black, white and burnt.

Other Smart Sailors \$1.75 and Up

A Phenomenal Three-Price

Wool Suit Sale

Unprecedented Bargains in Each Lot Suits Regularly Priced Up to \$45.00

At Fifteen Dollars

IF WE were to tell the real worth of many of the clever tailored suits included at this price for Monday's selling the public would undoubtedly think that we were exaggerating, so we ask you to judge for yourself. Most of them plain tailored—the value lies in the quality, style and finish. Monday.....

\$15

At Twenty Dollars

JUST the tailored suits that women wish and need, but have never dreamed of securing at any such price as this. Full assortment of sizes, full range of colors, very highest grade of material and workmanship and the smartest styles of the season. Come prepared to take advantage of this very exceptional offering at

\$20

At Twenty-Five Dollars

THIS is Monday's price for extremely fashionable tailored models which were made to sell as high as \$45. All of them reflect the very latest Spring style ideas in both severely plain and stunning trimmed styles. The woman who secures one of these classy, correct new suits at this price will be doubly fortunate

\$25

Latest Cream Serge Suits

SOME very dainty and attractive new models have been added to our unusually complete stock of these exceedingly stylish suits. If you have not yet selected your cream Serge Suit for Summer, why not choose one of the entirely new styles, different from any shown heretofore? Many pretty hair-line striped effects. Our styles are absolutely exclusive and our prices moderate, ranging

\$17.50, \$23.50, \$25.00, \$29.50, \$35.00 and Up

PARIS FASHIONS UP TO DATE

Paris says "Short Sleeves." This Means "Long Gloves"



We Sell the Celebrated Kayser Gloves

Long Kid Gloves

BEAUTIFUL Glace and Suede Gloves in all the desirable evening shades; also black and white.

Long Gloves of Silk

FULL assortment in all sizes; white, black and colors; \$1.25 and \$1.75 per pair.

Monday Only

White \$1.75 Kid Gloves \$2

TWO-CLASS white kid gloves; fitted and fully guaranteed; Fownes Bros. and other leading makes. A One-Day Sale.

New Long Coats

For the New Season Fresh Garments Just Come In Ready for Monday Customers

You Will Be Particularly Pleased with the Superiority of Style and Quality. **\$13.50** MONDAY ONLY

OF-SPECIAL interest to the fashionable woman who wishes a thoroughly stylish coat for general year. Light weight mixtures in pretty tans and grays, black-and-white stripes and navy blue, with white hairline stripes. Full length, semi-fitting coats, unlined.

Summer Coats For Stylish Women

DRESSY Coats of Pongee, Cloth-of-Gold, Tussah and Shantung; many rich Oriental trimming effects; pearl and brass buttons; coats that protect without crushing the daintiest costume. Priced at \$15, \$17.50, \$19.50, \$22.50 and up.

A Stylish Separate Skirt Is a Practical Necessity

Every Woman Can Find Here the Right Size in the Right Material and Color at the Right Price

White Skirts

WHITE Serges at \$6.75 and up, White Voiles from \$10.50 up, White Poplins and Sicilians at \$11.75 and up.

Navy Skirts

PANAMA, plain and novelty Serge, Voile and Sicilian; full and cluster plaited styles. Splendid values, \$5.00 and up.

Misses' Skirts

BLUE, black, brown light and dark gray Panama; as short as 30-inch; \$3.75 up. Nobby Peter Thompson Skirts, \$6.50.

Black Skirts

STYLISH models of Voile, Panama, Serge, Taffeta, Silk and Poplin. All prices from five dollars up.

Tan and Gray

TWO popular shades for Summer, also the smart shepherd plaids; trim, plaited and jaunty novelty effects. Priced \$5, \$6.75, \$7.50 and up.

