

# INTRODUCTORY SALE OF WOMEN'S NEW SPRING LOW SHOES



### Footwear for a New Season

The spring displays of the new productions in distinctive footwear for women are now being made. Just picture yourself in the most becoming and smartest footwear modes you can imagine—then come here in confidence that you can have your desires fully gratified.

Women's \$15 brown calf walking oxfords, blind eyelets, at ..... **\$12.95**  
 New Spring \$15 Black Kid Walking Oxfords at ..... **\$12.50**

# M & K

ROCK ISLAND

### Fashion Favors One Eyelet Ties

No matter what other footwear may distinguish your spring wardrobe the one eyelet tie unquestionably deserves to be among your selections. In itself it is a bewitching mode, yet gives an opportunity for variety, inasmuch as a buckle can be adjusted where the eyelet and tongue come. A favorite type of the one eyelet tie—patent leather, covered French heel, ..... **\$12.95**  
 flexible sole, \$15 value at .....  
 New \$18 Brown Kid One Eyelet Tie at \$14.95  
 New \$16.50 Black Kid One Eyelet Tie at \$13.95



# Advance Sale of New Spring Suits

Featuring Tricotine and Poiret Twill as Favored Materials—With Navy Blue the Dominant Shade

Newest Eton, Bolero, Box-Coat and String-Belted models are shown together with clever tailleur styles—all with the excellence of tailoring which has come to be associated with custom-tailoring apparel of the highest order.

Cleverly placed trimmings of Silk Braid and rich Embroideries are important style notes, as are the smart pleated effects introduced in many of the skirts, also the variety of novel ideas shown in sleeve styles. Prices range from \$55 to \$125.

EXCEPTIONAL VALUES IN NEW SPRING SUITS

## \$55 - \$75 and \$85

Actual Savings of \$10 to \$25



### Smart Suits

In New Spring Styles

- New Wool Jersey Suits
- New Belted Suits
- New Smart Flare Suits
- New Semi-Tailored Suits
- New Tricotine Suits
- New Serge Suits

Specially priced  
**\$29.95 and \$39.95**

Suit Section—2nd Floor



### POLO COATS

The Last Word in Distinctive Fashions for the Younger Set

Swagger Coats of Camel's Hair Polo Cloth, showing the distinctly youthful raglan shoulder and inverted pleat in back, large convertible collar and roomy patch pockets—Smart New Models.

**\$25, \$29.95, \$35**

EXCLUSIVE STYLES IN POLO COATS

**\$55 and \$75**



# Every Woman Will Be Interested in This Blouse Sale

NEW

## Gingham Dresses

For Girls

An especially attractive showing of pretty, serviceable styles that will be vogue for girls this spring. All splendidly made of good quality gingham—in many pleasing plaids, stripes and plain colors. Sizes for girls 6 to 14.



**\$2.95, \$3.48, \$4.95**

For Little Girls, Ages 2 to 6

Wash dresses in assorted gingham, chambrays, pin checks, plaid gingham and etc. Specially priced at

**\$1.95, \$2.48, \$2.95**

Girls' Confirmation Dresses

New white lingerie dresses in white voile, lawns, batiste, organdies; trimmed in val lace, venise bands and embroidery—satin ribbon sashes. Sizes 7 to 16.

Prices range from \$3.95, \$4.95, \$5.95, \$6.95, \$7.50, \$9.95 to \$14.95

THEY TEEM WITH THE SPIRIT OF YOUTH

## Misses' Spring Frocks



Frocks of rare charm and refreshing originality, displaying new balloon skirts, youthful round-neck waists, and short sleeves outlined with rows of beading, as seen in the most exquisite Paris originals.

Fashioned of Lustrous

Taffeta and Rich Satins and Georgettes

In Copenhagen Blue, Navy Blue, Brown, Black Corn, Azure Blue, Rose, White, Petal Pink and Orchid. Sizes 14 to 18 years.

**\$35 - \$45 - \$48**

## Advance Sale of New Spring Dresses

# \$25

SATINS TAFFETAS GEORGETTES  
 CREPE DE CHINES  
 NEW SPRING STYLES



## New Spring Georgette Waists

A Noteworthy Sale of Very Newest Models for Spring at Exceptional Savings

Smart Spring styles showing beautiful embroidered bead trimmed and yarn embroidered effects.

**\$7.50 and \$8**

Waists at  
**\$5.95**

Showing Square, Round and V-neck Collar models in good assortments.

Colors are White, Flesh, Bisque, Navy and other most desirable suit shades.

NEW SPRING BLOUSES

Beautiful new color effects are introduced—featuring beaded, embroidered, hemstitching and tucking; short or long sleeves, collar or collarless, round, square and V necks.

Colors—White, Flesh, League Gold, Bermuda, Blue Dawn.

**\$12.50 Waists**

Special at

**\$9.95**

**\$15.00 Waists**

Special at

**\$12.50**

Blouse Dept.—2nd Floor