



Spring
Announces its Arrival with a Brilliant
Company of Smart New Fashions and Fabrics

FASHIONABLE FOOTWEAR

Plays A Big Part

In your dress accessories, for with skirts as short as ever and slippers cut lower, gives greater prominence to foot wear.

One and two strap pumps, cut out instep, Baby Louis and French heels in Black, Brown and Grey Kid and Suede leather for dress, and oxfords with Cuban heels, in Black and Brown Kid and calf, are popular for street wear.

Prices are \$6.50 to \$14.85

Silk Hose to Match Slippers

in new pointex heels, both plain and fancy lace or striped patterns \$1.50 to \$6.00

NEW FABRICS FOR SPRING

Can only be briefly mentioned in the space we have, but perhaps no department in our store is so busy, planning new Easter Frocks. All the New Silks are on display as this is National Silk week. Taffetas, Canton Crepes, Crepe de Chines, Georgettes, Pebellets, Satins, Crepes, Charmeuse, Pongees and the new Sport Silks like Tallgho, Golf Crepe etc., are all priced so temptingly our patrons no longer hesitate.

Our Dress Making, Hemstitching, Button Making, and big Trimming Stocks makes it easy to plan and make your new Spring garments.

Now that all question of style and fabric are authoritatively settled for the Spring season, our patrons seem to enthusiastically share with us the idea, that not for many seasons have we had Wearing Apparel, Millinery, Piece Goods, Footwear and Accessory styles so joyously typical of Spring.

Beauty of line and color appears everywhere. But most gratifying of all there is an unmistakable note of real economy and prices are so reasonable that all are agreeably surprised

DRESSES

New In Weave and Style

It has been many seasons since we have had so many new weaves and styles suited to the Southwest, as Silks have the stage in smart Frocks. Taffeta, Canton Crepes, Crepe de Chine and Georgette come in order named with a sprinkling of Sport Silks. Either the admirer of tailored lines or the smart little fluffy models with frills, sashes and embroidery may be pleased. All so reasonably priced — \$18.50 to \$65.00

SUITS

Of the Moment

Were never shown in such generous variety of style and fabric. The tailored suit, the box coat suit, the rippled suit, the Bolero, the paneled Suit; Suits with vestees and large sashes, with many tassels, fringes and ornaments are all represented in our stocks, in Tricotine, Escotine, Twill Cord, Men's wear Serge and Small Checks in New Shades of Grey, Tan, Navy and Black. Skirts are still short and some scalloped. Sleeves and yokes in many new ideas. Prices range from \$19.85 to \$119.50 Unusually Smart Suits at \$27.50 to \$57.50

COATS

of Individuality

because of the new Mandarin and Dolman effects, with the big cape collars, wrappy flared styles that are graceful for all types and figures. Many Sport Coats are unlined, giving the tailored, magnish appearance and reducing prices to where we are selling them from \$12.50 to \$47.50

BLOUSES

for all Occasions

So practical, in the new overblouse as well as dress and tailored effects. The new styles and shades are too numerous to try to describe, but will say we have them for all occasions of latest materials and Spring Shades, \$3.75, \$4.50, \$5.85, \$7.50, \$9.85, to \$22.50

SKIRTS

for Street or Sport Wear

Are always good in Spring and summer but with the advent of so many Sport Coats and Jackets, they're very necessary and important. Wool Checks and Stripes artistically plaited, and many Sport Silks are shown, priced from \$4.85 to \$19.50

SPRING MILLINERY

You'll be charmed when you view our splendid display of New Spring Hats, where so many French and leading American Styles are copied so faithfully that few could tell them from the very expensive and much talked of originals.

Small hats of bright Cellophane Batavia, Candy Cloth, in flower and fruit trims, with the new elaborate veils have taken well.

Medium and larger shapes are following, while the Tailored Sailor has never been more popular. You'll marvel at the moderate prices which begin as low as \$9.85 ranging up to \$12.50, \$15.00, \$18.00 and \$22.50

Tailored Sailors and Street Hats \$4.85 to \$12.50
Exclusive agents, Knox, Rawak and Regina Hats.

NEW ACCESSORIES

are so important to complete this season costume.

Gloves, Hose, Bags, Veils Corsets, Brassier and the wonderful neckwear all play a wonderful part in toning up your apparel. You'll need these necessary little things and they are here in latest ideas—

Latest Sash, Hair bow
and Two Toned
RIBBONS
for Spring



Kid and Silk
GLOVES
from two Clist
to elbow length