

Easter Wearing Apparel

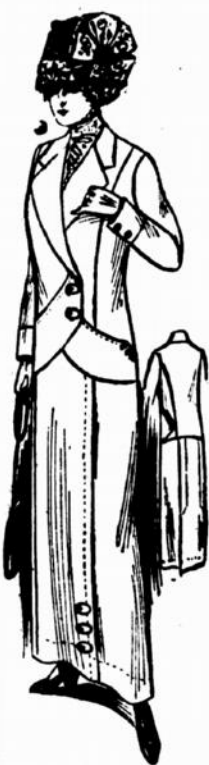
Our Ready-to-wear Section is filled with new exclusive ready-to-wear apparel---it is where every woman's dollar buys the utmost style value and exclusiveness. ❧ ❧ ❧ ❧

A Great Easter Display of Fine Costumes in Distinctive, Exclusive Designs, many are exact copies from imported models, only one costume of a kind shown

Spring Suits



Beautiful new suits in plain tailored effects, in all wool diagonals, whip-cords in plain and two-toned effects, Scotch cheviots and tweeds worsteds heavy and fine white dressy serges, all strictly man tailored, jackets are lined with extra quality messaline silk, every new 1912 style features are included in these suits.



PRICE \$25.00-27.50 TO 35.00

New Waists



New Lingerie Waists in all the newest effects. Hundreds of the latest styles in waists are shown in the newest and and daintiest effects, the materials are soft and sheer. Our values surpass any ever offered. Prices ranging from

**98c-\$1.19-1.45-1.50-1.75-2.00
2.50 up to 7.50 and 12.50**



Easter Petticoat Offering

You will find that there is quite a saving to be made by taking advantage of this special value, and you will surely want one of these petticoats, especially when you see how attractive they are.

Both messaline silk and silk jersey top, with messaline flounce--both new models, particularly designed to meet the season's requirements. The jersey top petticoat comes in black and staple colors. The messaline skirt comes in black and every wanted dark and light color and shade. These petticoats go on sale in our Petticoat section,

FOR THIS WEEK ONLY OUR PRICE \$4.45

Easter Coats



We can fill your wants in the newest Easter coat. The styles and quality we show you in new coats will surprise you.

Women's and Misses' Easter coats of fine diagonals, army serges, worsteds, whip cords in all the leading shades, black, navy, Copenhagen tans, grays, leather shades in all sizes. Prices ranging from

\$12.50-15.00 TO 25.00



Women's Apron Dresses

The same as illustration, a new feature, reversible front, made from fine quality percale.

Price \$1.95

NEW SKIRTS

Beautiful new styles in Princess, high top skirts, made from extra quality chiffon, panama or serges, in navy, tans, browns, with panel back and front, others with high side-yoke effects, button, trimmed and many other styles

Price \$7.50



EASTER HATS

You Easter Hat is Here. Make your selection from the most complete assortment of exclusive styles of ladies' headwear

Easter Gloves Our stock of colors and sizes in our well known "Eskey" Genuine Kid Gloves is the largest we have ever shown. The gloves are most favorably known for the smoothness of the skins, true colorings, fine fitting qualities and the exceptional service they give. If you have never tried "Eskey" Glove wear, treat yourself to an Easter Gift of a pair of Eskey Kids"

Your Easter Hats are Here.
Select Early

A. W. LUCAS CO.

Many Beautiful and Exclusive
Models are Shown

LEADERS IN PRICES, FASHIONS AND POPULARITY