



Announcing The Fashion Shop's

FOURTH ANNUAL

Spring Opening

SATURDAY MARCH 15

THE FIRST AUTHENTIC EXHIBIT OF SPRING STYLES IN LADIES' APPAREL — THE STYLE EVENT THE LADIES OF ALLIANCE AND COMMUNITY HAVE WAITED FOR AND TO WHICH WE BID THEM WELCOME. THE FASHION SHOP HAS ASSEMBLED FOR YOUR APPROVAL THE GREATEST ASSORTMENT OF NEW STYLE CREATIONS IT HAS EVER HAD AND WILL BE GREATLY PLEASED IN HAVING YOU SEE THE SPLENDID GARMENT VALUES.

Distinguished Displays of
Women's and Misses' Spring Suits

Presenting a typical Fashion Shop collection of the new suit fashions for Spring—"different" models embodying the refined and high-grade style touches desired by the fastidious woman. Many interesting new variations of the box coat, blouse back and waistcoat modes are shown in a most comprehensive diversity—in tricotine, serge, Poiret twill, suede velour, gabardine and silk faille—in navy blue and the prevailing Spring colorings. The tendency toward lengthened coats is embodied in a special group of superbly tailored suits which have been received during the past week, emphasizing the new blouse-back and blouse effects.

\$15.00 to \$85.00

New Gowns & Frocks
in ultra-fashionable types

Presenting a wealth of new gown and frock fashions quite different from common-place types. Reproductions and adaptations from most original modes are featured in a wide variety for Woman and Miss, for daytime and evening wear.

There are straight line, gracefully draped, models shown in serge, tricotine, Georgette crepe, satin, taffeta and smart combinations—embellished with beading and embroidery.

\$12.50 to \$75.00

Capes, Coats & Dolmans
for Women and Misses

Presenting a collection of wonderfully attractive and unusual modes whose beauty owes much to the elegant fabrics from which they have been developed; soft fabrics which fall gracefully into the new wrap lines.

The new capes and coats are of tricolette, dominette, silvertones, tricotine, serge, suede velour, evora, duvetyn and hand-knit jersey in exquisite shades. The variety is very wide.

\$12.50 to \$85.00

THE FASHION SHOP
THE STYLE CENTER

