

Saturday, March 11, Brings Our Seventh Annual

SPRING OPENING

Special Music

We have arranged to have special music for your entertainment.

FROM 2 TO 5 O'CLOCK



Our Anniversary

It happens that Saturday, March 11, is our anniversary.

EXACTLY TO THE DAY

Showing Fashion's Latest Creations In Ladies' Suits, Dresses, Coats For Springtime Wear

Every Woman Is Invited

The splendid completeness of our showing of Spring Modes insures for every visitor, on the occasion of our Seventh Annual Opening, that she has seen the range of garments correct for Spring. We believe that public confidence in Fashion Shop superiority in Style and Quality will be strengthened by this array of charming models.

Color In Glorious Profusion

Color is the most notable feature in fashions for Spring. For several seasons women have gone about dressed in black from the top of their hats to the soles of their shoes. All that is now passed and we see color from the tip top of the hat to the colored and often jeweled heels of the shoes.

Spring Suits

A variety of models are shown, but Navy is perhaps the most popular color for gowns and suits, though Paris has been quoted as saying that navy is not to be on her color card this year. Yet American women love their tailored navy suits, and every American wardrobe must have at least one smart navy dress hung away.

Spring Dresses

We can't describe them all although you will note that the dress and cape combination is the smartest version of the sports costume. The dresses made on simple lines trimmed with embroidery with white on color and color on white. The cape is of the color used and may carry out the same trimming design in bands of embroidery.



Spring Coats

Coats for early Spring wear will please you. There is sufficient variety in color combinations, as well as new materials, to meet the many demands that will surely be made by particular women. You will be amply rewarded for your careful inspection of our complete showing.

Don't Overlook

In your joy and surprise at the many beautiful new garments shown, don't neglect to see our selection of Skirts, Silk Blouses, Petticoats, Pettibockers, etc., that will complete your wardrobe for Spring.

The Season's Choicest, Smartest Garments For Your Selection



For Sport Wear

Fashion has been particular attentive this season to the woman who loves the out-of-doors. We wish to call attention especially to our case of Knicker Suits. You will find Tweeds and Homespuns combined in plain or checked materials. Costumes can be had in either two-piece or three-piece, that is, Knicker suits either with or without skirt to match. These are especially appropriate for golfing.

Our Millinery

will delight you. Topping all fashions are the hats and never has a more colorful, a more varied, a more delightful line appeared than for this Spring.

This season there will be no difficulty in finding a becoming hat for every face and a complimentary color for every gown, for never has millinery been so varied in size, shape and color. We urge you to spend at least some time in our Millinery Department.



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