

**BROWN
McDONALD'S**
It pays to shop FIRST at J. M. McDonald Co.

Leaders in the Easter Parade



A SEASON we all enjoy, Spring is bright with birds, buds and bunnies. It's a season light of heart, full of gay colors that blaze with joy like a ray of sunlight! Our part in the new season festivities is a brand new line of Spring merchandise for family and home . . . at modest prices! Come in today, for shopping, for visiting . . . or just for looking.

EASTER COATS

For the Young Crowd of All Ages!

Pert, smart little coats that will make even the Easter Bunny open his eyes. Pretty tweeds and soft flannels and fleeces.

Sizes 6 to 14 \$6.95 to \$16.95



Extra Handsome - Extra Value

Donfield KING-SIZE Ties!

Each tie is tailored to our rigid requirements. Each is the new KING SIZE . . . perfect for Windsor knots, or for any knot. Rich rayons, rayon-lined, newest patterns, colors, best for him. A big selection at budget prices.

\$1.50 \$1 \$2

Compare Browncraft

SUITS

with any men's \$45 suits

Actually hand-tailored at many points! Only

\$39.75

There's extra value in every exclusive Browncraft suit. Made to Brown-McDonald's exacting specifications. 100% pure hard-finish wool worsteds. Your favorite single or double breasted in spring patterns and colors. Sizes 35 to 46 in regulars, shorts and longs. See 'em!

EXTRA PANTS \$12.95



Men's budget-stretching CALF OXFORDS



\$8.95 Smart style! French tip! Leather sole!

Imagine, oxfords with such good looks, fine make at only \$8.95! Brown, Good-year welt, 6 to 12, B, C, D.

You'll adore the fabrics, colors, detailing in our flattering

new coat creations

Adore the modest prices too

\$29.95 Other coats from \$19.95 to \$39.95

These well-bred coats were made especially for J. M. McDonald Co., for you. You'll find every new style detail in full-length coats and toppers. Coverts, gabardines, suedes; flared, fitted, belted backs. Detailed yoke, cuff and pocket treatments. Junior, misses', women's half sizes.

New-as-now Spring SUITS

24.95

There's a luxury look about these exclusive suits. Fine men's wear fabrics, boxy or fitted jackets, pocket detail, contrasting straight skirts. Dramatic new colors. Sizes 10 to 20.

New Spring-fresh DRESSES

\$8.95

There's color magic in our rich 100-denier rayon crepes. 1 and 2-piece with tiered, bustle, shirring details. Florals, solid pastels, navy, black. Junior, misses', women's, half sizes.



Silk scarfs are sure to play an important part in your Spring wardrobe. These lovely squares are refreshing prints in colors to highlight and complement any costume. Silk, and only . . . \$1.98

Your new hat, the hat that's just for you, is certain to be here in our captivating collection. Flower bedecked, veil wreathed, ribbon trimmed straws and summer felts. All pretty spring costume toppers, and priced only \$2.98 to \$4.98

Your shoes share attention with your longer skirts. Choose wisely from our new Spring styles of famous brand shoes. Have just the right amount of sophistication to flatter your feet, and still have comfort, too. \$5.95 to \$6.95



Your gloves . . . new shorties or regulation lengths in double woven cotton or suede-finished rayons. Favorite colors. \$1.00 to \$1.98



Your bag . . . definitely a style accessory this year. Smart simulated leathers in underarm, handle or shoulder types. New colors . . . \$2.98



Your hosiery . . . must be fashioned correct. Quaker nylons, 51 denier, in Naive Beige or Amber-gleam to accent new fashion colors . . . \$1.39

For Tips on Homemaking

Listen Monday Thru Friday to . . .

BONNIE McDONALD

WJAG . . . 780 kc. . . 1:15 p.m.

