

fashion-wise
coats for Easter, Spring,
through Summer, into Fall!
toppers



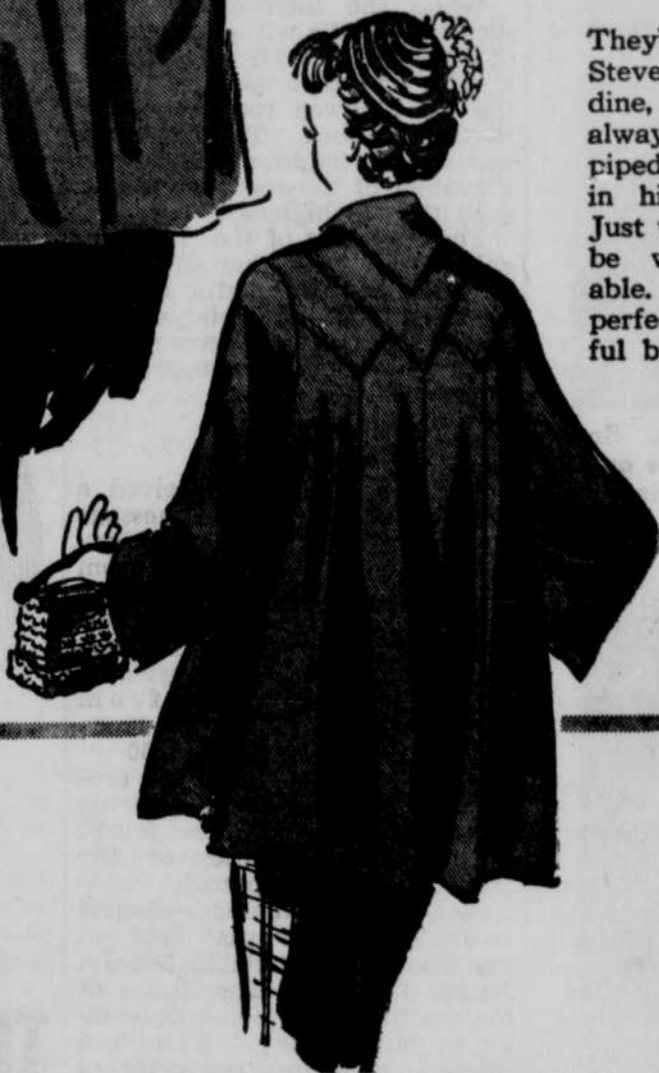
Rayon sheen gabardine, costly
styled, low
priced

12⁹⁵

Red, Skipper, Dacia, Pink, Gold, Kelly

They're made of J. P. Stevens sheen gabardine, wrinkle-resistant, always neat. Hand-made piped buttonholes found in higher-priced coats. Just the right length to be wonderfully wearable. They're fashion perfection... a wonderful buy! Compare!

Sizes 10 to 18



for a fashion-perfect Easter
make a date
with **NAVY**



... newest dresses
in many fresh new styles!
Sizes 12 to 20, 16 1/2 to 24 1/2
Sensibly priced the McDonald
way at only

8⁹⁵

Many as low as 6.95

Be fashion-wise on Easter... wear Navy. McDonald's is ready with stunningly styled dresses in Navy, in rayon Faillada crepe, Cynara crepe, taffeta, tear drop taffeta, Tricollidas, tissue failles... in styles so varied, so plentiful you're sure to find the style that's just for you. \$10.95 and higher elsewhere. Choose now! Buy and save!

NAVY needs go-with-navy accessories



Kayser gloves in double woven rayon. New styles. Choose yours in red, navy, white, pink...98c

Quaker nylon hose in sheer 51-gauge, 30-denier. Full-fashioned for ankle-slimming fit. In beige, taupe, brown, grey...1.35

Costume jewelry lends a sparkling accent. Pins, earrings, necklaces, bracelets. Look more costly than their low price...98c

Your handbag can be patent, faille, plastic leather, suede. Boxes, pouches, shoulder straps. In red or navy...1.98, 2.98

J.M. McDonald Co.
McDONALD'S



This **EASTER**...
color goes
to your head!



3.98 to 6.95

EXCITING SHADES OF SPRING...
to delight your eyes, to brighten your
Easter costume! See our pale pastels, our
striking high shades in an outstanding
collection of Easter Millinery!

You'll look far better
this Easter in super-value

DONFIELD SUITS

STILL giving
you the
EXTRAS!

Suits with
many points of
HAND-tailoring!
Suits you
can compare
anywhere
at this
value-giving
price...

\$45

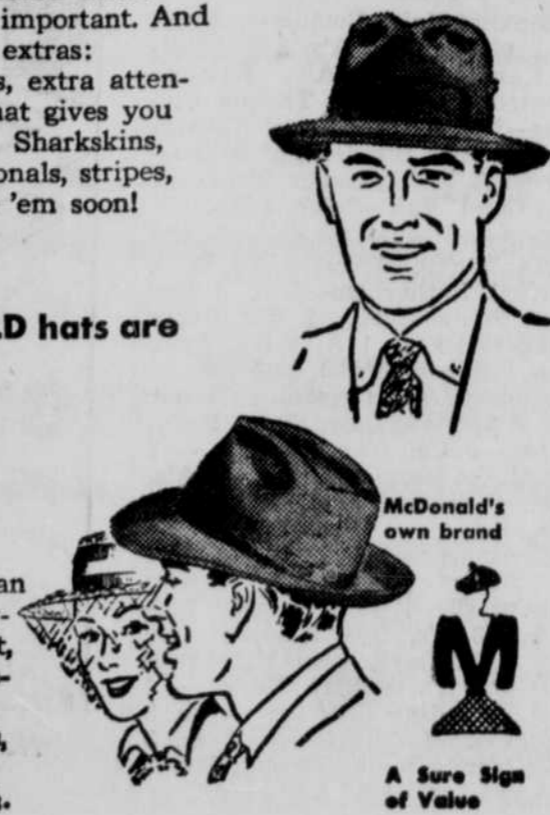


You'll look like a million this Easter in a New DONFIELD suit! They're hand-tailored where hand-tailoring is important. And you still get the extras: extra fine fabrics, extra attention to styling that gives you an athletic look. Sharkskins, glen plaids, diagonals, stripes, gabardines. See 'em soon!

New DONFIELD hats are
STILL tops at

\$5

Finer quality than ever, with costly-hat features: soft, mellow felts, pre-blocked crowns. Handsome styles, new colors. Sizes 6 3/4 to 7 1/2.



McDonald's own brand

A Sure Sign of Value

Mom! Here's his Easter
outfit—sturdy jacket, slacks
leisure suits

Sizes 2-3-4-5-6-7-8

7⁹⁵

Boys can wear
these smart suits
the year around!

What a value at the price!
They're 100% rayon gabardine slacks and jacket, with wool and rayon plaid in jacket fronts. Famous Ken Cary two-tone suits in brown, blue, green. See them soon and compare!



Sanforized shirts in washable cotton have 2-way collars. Bright plaids in rich colors. Styled to wear in or out. 4-18...1.98

All-weather jackets in sturdy mercerized cotton gabardine. Water-repellent. Sage green, officers' pink. Sizes 4 to 10...7.95

Gabardine slacks have zipper fly, pleats, cuffs. Hand-washable rayon gab in blue, sage green, grey.
6-18 2.98
5-10 2.98



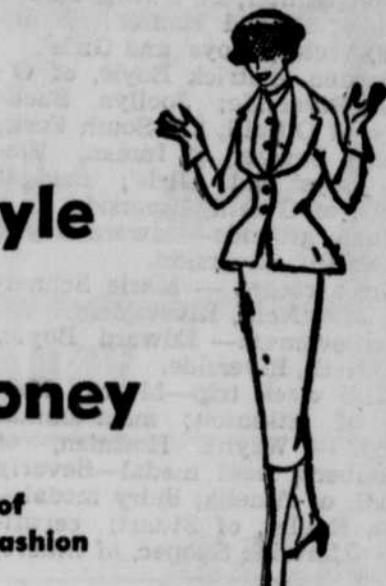
Sturdy oxfords have long-wearing Panolene soles, rugged leather uppers. Made for correct fit. Can be resoled. 8 1/2 to 3...3.49

YOU GET so much style YOU PAY so little money

Flattering design, plenty of wear, too, in our Spring fashion beauties for your Easter Sunday best!

Shown are 3 of many... see them soon!

(Right) Black kid leather bow pump with new baby doll vamp, low, comfortable Cuban heel. In sizes 5 to 9...5.95



(Left) Black kid sling pump has appealing bow vamp, high dressy Cuban heel. Sizes 6 to 9...6.95



(Right) Black patent leather sandal with ankle-flattering instep strap. In sizes 6 to 9. A buy at...6.95

