

And Suddenly...
It's Spring...

When the tulips and the crocus begin to push green spikes through the brown earth, and the birds twitter in the morning... you feel a new world all around you... and there's an urge for new clothes that sends you rushing off to find them. We've a splendid collection of all that's new and novel.



Coat & Frock Ensembles

A coat of Botany woolen lined with the print of your frock. A spring classic that you'll find indispensable. Black and navy coats with red and aqua prints. Sizes 11 to 17.

16⁹⁵

Dress Coat

A coat of Botany woolen with the very latest fashion whimsy, collar and cuffs of crisp white pique. You'll find them in Mademoiselle. Sizes 11 to 17. In black or navy.

16⁹⁵

Double Breasted Suit

A newcomer on the fashion horizon. With the longer jacket and big, big pockets. "Gold" buttons parade down the front. Sizes 12 to 18. Black or navy.

16⁹⁵

Single Button Suit

A suit classic that you'll wear and wear. Braided binds the jackets in a new revival of an old fashion. Flared skirt. Sizes 11 to 17. Black, navy and gray.

16⁹⁵

—Third Floor.

Successories

Handbags 1⁹⁵ and 2⁹⁵

In flashing black patent, or in lovely costume colors in doeskins. All the newest styles.

Jewelry 1⁰⁰ to 4⁹⁵

Chunky necklaces, fascinating bracelets, whimsical lapel gadgets . . . you'll find them all in our collection.

Gloves 1⁹⁵ and 3⁹⁵

Choose softest doeskin in white or natural. Costume colors for spice to dark suits.

Hosiery 1⁰⁰

Beautiful new colors in sheer hosiery for the Easter Parade. They look like gossamer, and are just as flattering.

Wedgies 8⁷⁵

The latest shoe style . . . of course you'll want a pair. And they're more comfortable than you thought shoes could possibly be.

—Street Floor.



LOCALLY OWNED • LOCALLY CONTROLLED
GOLD & CO
WE GIVE S & H GREEN STAMPS