



**THE LITTLE COAT**

*Very newest for this Spring season—belted or otherwise in natural and bright colors. \$25, 29.95.*

**THE NEW DATE DRESS**

*Styled by Carlye—and that's enough said to convince you they're the prettiest of all. Style sketched in aqua wool. 29.95.*



**THE CARDIGAN SUIT**

*Tailored by Rosenblum of California—a name that means much in suit fashions. The smooth-fitting Cardigan in covert. 29.95. Matching topper, 29.95.*



**COED FASHIONS FOR SPRING OF '44**

When you're wanting the newest fashions for Spring—you know you'll find them, in abundance, on Our Second Floor in the Mademoiselle Shop. Coats—short or long—Suits, tailored or soft—dresses, casual or fussy—they're all here at the prices you want to pay.

*Our Sportswear is teeming with new cashmere sweaters, print blouses, slack suits—see them now!*

**HOVLAND-SWANSON**