

Club openings are near. Appropriate apparel assembled in this homey store of yours awaits your discriminating selection (and will not wait
 Fashion in eastern markets, and with in bear the impress of accuracy in style while retain-
ing that distinctive individuality so appreciated by
"Hats of Character"

## for Instance-



A Formal Turban of siver "Gautre" (the new crinkled
material) with an oxidized ostrich tassel for trimming.
Don't they sound fascinating? Words are weak-
the hats are mueh more beautiful than the scribe
There are Leghorns and Taffetas and Crepes and summer days.

Hats for Mature Women Amsden knows the rarity of these specially pre Side Rolled Brim Hats with nilower crowns, delicately
relled with wheels ot bair bratid usting tiny clusters of
subdued flowers or a touch of ostrich. $\underset{\substack{\text { Flower Trimmed Tricorn } \\ \text { Genteel, } \\ \text { dignified, matronly }}}{ }$

## Club Frocks



Evening and Dance

$\$ 22.50, \$ 29.50, \$ 39.50$ to $\$ 69.50$ Sport Skirts
 asket weaves, hometspun and Ratine, Fringe
novel pockets and other new eftects are in evi
lence. Walss lines to 36 inches$\$ 12.50, \$ 15.00, \$ 17.50$ to $\$ 27.50$

Three-Piece Suits
 $\$ 39.50, \$ 49.50$ to $\$ 98.50$ Capes and Wraps


 $\$ 79.00, \$ 89.00, \$ 110.00$ Silk Sweaters
 $\$ 25.00, \$ 35.00, \$ 37.50$


> The Junior Section, s.aond Fpor, Isd

Simply "Alive" With Delightrully Fasmioned
New Sport Skirt
New Club Frocks
They are developed in Ratine, Organdie, Dot-
ted Swiss, 3 P-Peec Silk and Wol with cape,
pongee with checked silk trim and stithtit
 $\begin{array}{lllll}\mathbf{8 1 6 . 5 0} & \mathbf{8 2 1 . 5 0} & \mathbf{\$ 2 9 . 5 0} & \mathbf{3 4 9 . 5 0}\end{array}$

New Sport Skirts


Our May White Sale
plete. Underthings of Silk and Mustin. White Fabrics, Wash
Fabrics and Summer

Beauty Bows at Shrine of Modern Chemistry
 NOTE THE STORY YOUR MIRROR TELLS Here is a simple way to prove what PLEX will do for you.
Stand before your mirror--place your hands in an upright position with thumbs on the ears-cover your face with an upright position
fingers lay on your nose. Now mildar draw the skin by pulting your hands toward the ears until your thumbst tonch hat back of the hoad
Hold there Study your face. Whats the result? You look
 hands did, which proves Prof. DeVillers' principle is ripht. PLEX
pulls the tired skin of your face back to place and by its powerf
 its work and harmless as the morning dew. Some women's faces
age prematurely and they must go throukh life with the curse of
wrikles. Star today to "make your face over." PLEX will help
you and quickly, too t By its
 expressions of "how much better you look," etc. It may be used
secret if you so desire. Your most intimate friends may neve
now. Remember that the skin is the foundation face is the touchto

HOW PLEX MAKES YOUR FA $\dot{C} E$ OVER

WHY PLEX WORKS WONDERS NATURALLY

PLEX CANNOT, WILL NOT, FAIL

 NO OCGASION TO BE DOUBTFUL
 WE CANNOT FURNISH SAMPLES

of COURSE, PLEX IS GUARANTEED


PRIORITY FILL OUT THIS COUPON AND MAIL TODAY
 return tan
Name ..
Addrex
$\geq=-x=-2$


