



Choose Your Easter Costume

COMPLETE

With Correct Accessories

In this Popular-Price Store-on-one-Floor



The Muffin Brim... \$2.00
Epitomizes the spirit of youth and springtime. This comes in navy blue, the perfect foil for the Thistle suit. Note the very beguiling veil.

Gabardine Shoes... \$3.99
A "Corliss" DeLuxe style shoe in navy gabardine with shiny patent trim. Popular high heel sandal type, toeless.

The Bag... \$1.00
The "rounder," a simulated calf bag in navy blue. This is a zipper style, complete with coin purse and mirror.

The Gloves... \$1.00
Famous Kayser "Kaysun" washable fabric gloves in navy. Popular novelty cuff style. Sizes 6 to 7½.
The Gay Buttonniere is... 59c

Junior-Miss Fur Trimmed Two-Piece Thistle Suit **\$29.50**

For a dramatic entrance in the Easter Parade, you'll choose this lovely fur-trimmed suit in thistle, the color of the hour. The boxy lines are definitely a spring 1937 fashion. A size 13.

The Complete Easter Ensemble... \$38.08



Beige Sport Brim... \$1.39
To compliment the lime colored jigger we choose a beige Easter bonnet in soft, wearable felt. Trimmed with grograin ribbon and felt lacing.

Spanish Tan Bag... \$1.00
To add the final color fillip we choose this Spanish tan simulated grained leather bag. Complete with smart fittings.

Spanish Tan Scarf... \$1.00
A silk square with white polka dots and scotties in contrasting color. A perfect companion for the lime topper.

Beige Fabric Gloves... 69c
Suede finish washable fabric gloves in beige, to match the felt hat. One-button novelty slip-on style with plain cuff. Sizes 6 to 7.
Spanish Tan Oxfords... \$2.99

Misses' Llamadown Fleece Jigger Coat **\$16.75**

This is the coat style that has created a fashion furore from coast to coast. Double breasted style, an exact copy of a sailor's Pea jacket. Lightweight, but warm. Size 12. In lime color only.

The Complete Easter Ensemble... \$23.82



Off-the-Face Straw... \$2.00
A youthful and flattering off-the-face toy straw in navy blue, to team up with the smart May Wine ballerina skirt coat. Grograin ribbon trim.

Navy Blue Pump... \$2.99
The dullness of the navy blue calf is relieved with a shiny patent trim. Cut-out work on vamp is a fashion feature.

Kayser's Navy Gloves... \$1.50
A novelty slip-on with tricky new trim. Washable fabric, specially woven to insure double wear. Sizes 6 to 7½.

Navy Bag... \$1.00
A simulated calf top-handle bag in navy. Note the new way in which the handle is stitched on, and used as trim. Small, but roomy.

Misses' Ballerina Coat in May Wine **\$19.75**

Full gores all the way around the skirt, give it the ballerina effect. Navy blue leather bows are used to button this down to the snug fitting waistline. Peter Pan collar. Size 16.

The Complete Easter Ensemble... \$27.24



Breton Sailor... \$2.00
To go with the grey gabardine man-tailored suit we choose a black pedaline breton sailor. Trimmed with red chiffon band and short streamer.

White Guimpe... \$1.19
Prilly white guimpe adds that crisp, fresh from the band-box look to your man-tailored suit. We have them in sizes 32 to 40.

White Gloves... \$1.00
Hands of fashion wear white fabric gloves to compliment this man-tailored grey suit. They're washable, and are plain slippers.

Gabardine Shoes... \$3.99
We choose Corliss DeLuxe style shoes in black gabardine trimmed with shiny black patent. You should also carry a black patent bag at \$1.00.

Man-Tailored Suit in Gray Gabardine **\$13.95**

You've heard the praise of man-tailored suits before, and no smart Easter wardrobe would be without one. This is a single breasted link button style gray gabardine in size 14.

The Complete Easter Ensemble... \$23.13



Off-the-Face Straw... \$2.00
We suggest that you wear a flattering black pedaline straw off-the-face bonnet with a bright flower trim to top off this Coronation blue lace dress.

Black Patent Bag... \$1.00
A dash of patent is a dash of chic... and this goes double for you when you combine this black patent bag with this dressy afternoon lace dress in Coronation blue.

Black Patent Pumps \$2.99
Plain black patent pumps, practical, yet always smart in any fashion crowd. If you want to dress these up a tiny bit, then add grograin ribbon bows. High heels and chic.

Coronation Blue Lace Peplum Dress for Easter Afternoon **\$10.75**

Easter afternoon you'll wear lace... and you'll choose one in Coronation blue. The quaint puff sleeves and bright buttonniere are extremely smart fashion details. Size 14.

The Complete Easter Ensemble... \$16.74



Off-the-Face Felt... \$2.00
We choose an off-the-face felt bonnet in navy for this Redingote and print dress in navy. White grograin ribbon trims this smart Easter bonnet.

White Gloves... \$1.00
We suggest a pair of white washable fabric pull-on gloves for this Easter ensemble. Sizes 6 to 7½ in the group.

Gabardine Shoes... \$2.99
We suggest a pair of navy blue gabardine square toed pumps for this ensemble. Trimmed with navy patent bow.

Navy Bag... \$1.00
Simulated rough grain top-handle bag in navy, a perfect foil for the dress and hat. Envelope type bag, complete with coin purse and mirror.

The Ballerina Redingote Over Navy Print Dress **\$6.98**

Redingotes are still fashion news, and this is a version of the popular new ballerina style, in navy crepe. The dress is a navy blue with white dots. A size 13.

The Complete Easter Ensemble... \$13.97



Navy Felt Hat... \$2.00
This smart navy blue brimmed felt hat with tailored grograin ribbon bow and streamer is "tops" with this navy coat and dress.

Navy Shoes... \$4.95
American Girl Gypsy Steps in navy blue calfskin. The set-in gore on side is elastic. Comfortable walking heels.

Navy Gloves... \$1.00
Plain slippers in navy. A Kayser creation. Double woven, washable fabric. Sizes 6 to 7½ in the group.

Navy Bag... \$1.00
Dull simulated calf bag in navy. A smart top-handle style with bright metal frame. Small, but plenty roomy. With coin purse and mirror.

Lightweight Wool Crepe Navy Coat and Print Dress **\$8.95**

A versatile Easter frock, because the coat can be worn separately. The loose, boxy lines spell smartness and chic. The dress is a navy print trimmed with grograin ribbon streamers. Size 17.

The Complete Easter Ensemble... \$17.90



Off-the-Face Straw... \$1.39
A navy blue Pedaline straw off the face bonnet to contrast with the beige coat. A shiny cire ribbon with streamer is used as trim.

Navy Bag... \$1.00
We choose a simulated calf bag as a smart "go-wither." It's a small but roomy envelope, complete with fittings.

Navy Blue Shoes... \$2.99
We suggest two-eyelid ties, a "Corliss Style Shoe" in navy kid. A dressy type shoe that will lend chic to the costume.

Navy Gloves... \$1.00
We suggest plain slippers in navy. These are famous Kayser fabric gloves, known for their styling and quality. Sizes 6 to 7½ in group.

Misses' Beige Topper in Lightweight Fleece **\$13.95**

Another famous spring coat fashion is the Topper in lightweight fleece. This one is beige and has stitched pockets and front. Adaptable this spring to many costumes. This is a size 14.

The Complete Easter Ensemble... \$20.33

AYRES



DOWNSTAIRS



STORE