



Style Inspirations for Spring and Summer

The new Spring fashions now ready for your approval. Our store is aglow with what Dame Fashion has stamped her approval on for Spring---a far-surpassing display for women, embracing authoritative styles in coat suits, dresses, blouses, skirts and sweaters. Buying early will not only give you choice selections, but earn you a snug saving.

Attractive Coats

In the new Spring modes and fabrics, very reasonably priced at from \$10 to \$25

New Dresses

In a wide range of individual styles, materials and fabrics. Priced at \$15 to \$30

Specials in Waists

Attractive new waist models in Crepe-de-Chine, in white, flesh, etc., at . . . \$3.50

Georgette waists in white and flesh at . . . \$5.00

Big value in Lawn and Organdie Lace trimmed, only . . . \$1.00

Skirts

Tailored Serge Skirts, with pockets and belts, also fancy stripes and checks; all wool, at . . . \$6.00

Roman Stripe Taffetas

New is the word, 36 inches, \$2.00 quality, only . . . \$1.75

Extra-Size Skirts

Black and Navy Serge and Poplin; sizes up to 36, big special at . . . \$7.50 and \$10.00

Georgette Crepe

Everybody knows the famous Stewart Georgette. It wears and washes so there is no come back. Never a complaint. We guarantee it to be better than any \$2.00 Georgette offered in the city. Our price three days only, in all shades, including white and black . . . \$2.00

NEW SPRING SUITS

We are now selling daily more spring Suits than in any previous year at this time. Every day brings innovations in the new Spring Suits. The hundreds of attractive styles pouring in point to an unusual diversity of captivating fashions. Plenty of new models now displayed here.

- See the new Serge and Poplin Suits at . . . \$22.50
- See the new belted effects in Suits at . . . \$22.50
- See the Suits in tailored styles, trimmed with buffons, at . . . \$22.50

These \$22.50 Suits are of high-grade Serge and Poplin. All are lined with the best grades of Satin. Navy, black, grey and Copen.

Other new Spring Suits for women at . . . \$25.00, \$27.50, \$30.00, \$32.50

Showing New Eton and Pony Models—New Tuxedo and Vestee effects—new Belted Flare Models—New Tunic Skirts—New Box-Plaited Backs—Suits with the new Short Hip-Length Coats—New Fancy Linings, striped and flowered. Materials—Trioetine, Serge, Poirer, Twill and Jersey. Colors—Navy, Rookie, Black, Quaker, Clay, Grey and Copen.

Big Values in Silks at Switzer's

Every new weave, design and color that will lend themselves artistically to the new Spring Fashions can be seen.

Come early and make your selections. Easter is still three weeks away, giving you just sufficient time to make up your wardrobe at a saving of nearly half over ready-made garments.

White Pongee

Another much-wanted Silk in the South, especially adaptable to the separate skirt. 36-inch White Pongee, only . . . \$1.00
36-inch Army Brown Pongee only . . . \$1.00

Foulards

Individual patterns, not one like the other; 36 inches; the finest made; splendid designs; the most popular dress; only, the yard \$1.75 and \$2.25

Crepe De Chines

In all the colorings. Our makes and styles are so varied that inspection is necessary to do us justice, only . . . \$1.50

Tub Silks

33-inch white ground and satin stripes, colors and black. Washes perfectly. Very practical since the skirt came in for skirts and blouses. Big value at . . . \$1.25

Silk Skirts

Beautiful Plaids, Stripes and Novelty; dark and light sport models \$6.00, \$10.00 and . . . \$12.50

GINGHAM SILKS

Every season has its decided novelty. This is entirely new. Exact gingham patterns copied in silk. Will be used for whole dresses, waists, skirts and in combinations. 36-inch, big special \$2.00

SWITZER CO.

TAFFETA SPECIAL

The ready-to-wear people are showing a great many Taffetas. Nothing more practical or serviceable for Spring and Summer wear. Big value . . . \$1.50