

10% Down on Jewelry

The Boston Store announces a brand new policy in the Diamond and Watch Department. You may now select from our well stocked Jewelry Department a Diamond Ring or Watch for your own use or Gift-Giving. And you don't need the entire amount of cash to pay for it, either. All you need is a 10% down payment and the balance will be arranged in monthly installments to suit your own budget—MAIN FLOOR—STATE.

FEATURE EVENTS for MONDAY!

BOSTON STORE

STATE, MADISON AND DEARBORN STREETS

MONDAY SENSATIONAL SALE 7,500 PAIR

GORDON V-LINE

SHEER, WELL-FITTING AND IN THE SEASON'S LATEST ALLURING SPRING SHADES



Gordon's V-Line Heel Slenderizes the Ankle

Slight Irregulars of \$1.15 Values

And although they are slight irregulars neither their wearing quality nor appearance is impaired. Feet are well made to insure good service and satisfactory fit. Sizes 8 1/2 to 10 1/2; various lengths. While they last at this special price!

MAIN FLOOR—CENTER.

full-fashioned CHIFFON HOSEIERY 39¢

Newest Spring FABRICS

Monday Starts Our Amazing MARCH SALE of 10,000 Yards Woolens

Group I.

1.65 YD.

High grade 54 in. new stylish spring fabrics in plain and novelty weaves, crepe weaves, homespuns, new bark weaves diagonals, tweeds, checks and matelasse effects.

Group II.

95¢ YD.

From a special purchase of a well-known manufacturer. Lot includes mixtures, plain weaves, novelty weaves, tweeds, etc. Light, medium and heavy weights for spring wear. 54 in. wide.

Group III.

Over 2,000 yards strictly all wool crepes; fine closely woven fabrics, splendid wearing quality. All the latest Spring shades and black. 54 inches wide. 1.10 YD.

SPONGING FREE

All Dress Goods, Suiting and Coating will be sponged, shrunk and finished during this sale FREE OF CHARGE.

SECOND FLOOR—STATE.

PRINTS SILK CREPES

1.48 yd.

Attractive floral patterns, larger designs, geometric, etc., with exquisite color effects. These patterns are exclusive with the Boston Store. Unusually fine quality silk crepe. 39 inches wide.

SYNTHETIC CREPES

69¢ yd.

Just received shipment of beautiful prints in new styles and color combinations. A galaxy of refreshing designs. 38 in. wide.

SECOND FLOOR—STATE.

Wash Fabrics

New Printed Seersucker and Waile Cloths

39¢ yd.

Practical materials that make the coolest and most wearable of spring and summer frocks. Included are seersuckers, plaids, checks, etc. All fast colors and 36 in. wide.

Lovely printed Dimities, Pique Voile and Plisse printed Seer-25¢ sucker. 36 in wide. Yard... 25¢

SECOND FLOOR—DEARBORN.



A Sale That'll Set the Town A'Talking!

BAGS!

Envelopes with zippers, tailored pouches, novelty bags with smart ornaments, all with sleek faille linings in black, navy, red, brown, and white. Other styles in genuine smooth shoe calf and top grain cowhide, in black, brown, and gray.

MAIN FLOOR—STATE.

\$1.69

Refresh Your Tired Winter Wardrobe



BEWITCHING ARRAY OF SEMI-HAND-MADE FAMOUS "PARK LANE"

GOWNS! SLIPS!

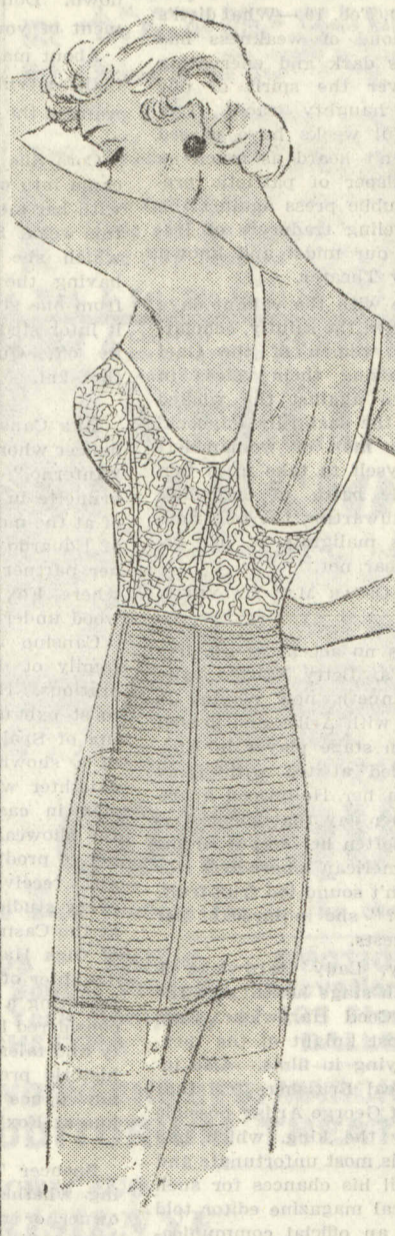
Fitted semi-hand-made, trimmed with hand-drawn work. The shadow embroidery gowns have cap sleeve, imported lace edge or contrasting piping. 54 in. long, bias cut, sizes 15, 16 and 17. Slips are 49 in. long with deep shadow panel, adjustable straps, V or straight cut. Sizes 34 to 44.

\$2 EA.

2.95

Semi-hand-made two-piece pajamas. Tailored style with hand-drawn work and shadow embroidery. Sizes 15, 16 and 17.

THIRD FLOOR—CENTER.



Featuring Spring Lines

LE GANT 7.50

Others \$5 to \$12.50

For comfort—firm control—and fashionable contours this Le Gant is the last word. For it flattens the hips with the marvelous two-way stretch. Lightly boned over the abdomen. Lace uplift bust. Sizes 34 to 44 bust measure.

THIRD FLOOR—DEARBORN.

Flattering Gleaming Fur SCARFS!

\$25 per skin

These perfectly dressed pelts are an asset to any costume. Include Hudson Bay Sable, Stone Marten, Baum Marten, Red Fox, Brown Fox, and Navy Blue Fox scarfs.

MODERNIZED FIFTH FLOOR.



Buy your Fur Scarf in February as you buy your Fur Coat in August. Small deposit holds Fur until Easter.