

The Joy of Easter Finds Expression In Lovely Apparel

The May Designer Is Here!

The new summer quarterly which has just arrived shows the latest styles in dainty summer things. It is priced at 25c and contains a coupon worth 10c on any pattern in our Pattern Department. Be sure to ask to see our new Needlework Book, priced at 35c.

Pattern Counter.

Bonilla Toilet Preparations

Bonilla Beautifier or Clay, large size \$1.00 a tube
Bonilla Face Powder, naturelle or brunette 75c a box
Bonilla Cold Cream, in tubes 50c
Bonilla Vanishing Cream 50c
Bonilla Trial Package 50c a package
Bonilla Talcum Powder, white only 25c
Bonilla Medium Rouge 60c tin

HOLDALLS FOR TRAVELLING

Only three dozen Rubber-Lined Holdalls, in fancy stripes and floral patterns 85c

NEW HATS FOR SCHOOL GIRLS



Trim little, prim little Hats of modish tailored lines, Hats demure or dashing! There's a new spirit in these spring models—a spirit of youth, of charming vivacity, sometimes even a touch of daring.

The new interpretations of the cloche, the drooping poke and sailor, and the gay little off-the-face Hats have many alluring ways with their trimming. A saucy quill, a soft taffeta crush, a flaring ribbon cabochon.

The colors run the gamut of this spring's fashionable shades—pearl gray, rose, poudre blue, sand, navy and red, black and white, tabac and oakwood. Ranging in price from \$2.75 to \$5.95

Millinery Department.

SATURDAY SPECIALS, \$1.29, \$1.98

10 dozen Lonsday Bloomers, finished at knee with band; colors rose, orchid, yellow, navy, sand, pink, black, etc., \$1.29 pr.
7 dozen Lonsday Princess Slips, finished with hemstitching (all sizes); colors rose, green, sand, orange, orchid, brown, etc., \$1.98

Saturday Selling in China

A complete range of the popular white and gold pattern in first quality English porcelain, especially suited for the summer home and for ordinary use. Pieces are well shaped and beautifully finished.

Cups and Saucers, 20c complete 20c each
Cups only 2 for 25c 2 for 15c
B. and B. Plates 2 for 25c 15c
Tea Plates 15c each 50c each
Salads or Open Vegetables 35c

Odd Cups and Saucers

Odd White Cups, heavy stone ware 10c each
White Cups and Saucers 15c each
Dainty floral decorated Cups, only 2 for 25c

EGG CUPS

Plain White Egg Cups. Get a supply now for the Easter season 2 for 15c
Double Glass Egg Cups, strong and durable 10c each
Glass Butter Covers, 1-pound size 19c each

Special \$1.69

Just arrived, a shipment of Wooden Serving Trays in many pretty designs, in oblong and oval shapes. These make a very useful as well as an ornamental gift. Special \$1.69
Cut Glass Tumblers, grape design 10c each
Cut Glass Tumblers, star cut 15c each

SCHOOL DRESSES \$1.59

Children's Gingham and Chambray Dresses, kimono style, with collar and cuffs of self material; also of white jean cloth, edged with finishing braid or rick-rack, in assorted colors, finished at waist with narrow belt of self material or patent leather belt. Colors of brown, tan, pink, yellow, mauve, green. Sizes 6 to 14 years. Special \$1.59

WHAT a delightful world this is when the new spring apparel begins its spectacular procession on our streets and avenues; and every suit and frock and wrap expresses the character and temperament of the wearer—

some gay and youthful—some mature and reserved; but all refined and tasteful when well chosen. We have never had better collections—never more artistic models or more admirable—never wider variety of selection than now.

Chocolates, 39c Pound Saturday

50 lbs. Fresh Assorted Hard and Cream Centers, while they last, lb. 39c
EASTER EGGS—5c, 10c, 15c, 25c up to \$1.25
CHOCOLATE BARS 6 for 25c

The Clogard Wardrobe

It is more than a moth-proof bag. It is a wardrobe, which is economical of space, easily opened and easily closed. Heavy cretonne in different colors, on rectangular wire frame, with a patent sliding lock. Wherever you have the Clogard Wardrobe you have at once a sure protection for furs, feathers, fabrics and clothes from moths, dust, odors and damp, without crushing or wrinkling. Priced at \$6.50, \$7.00 and \$7.50
For summer clothes in winter. For winter clothes in summer.

Moth Proof Bags

TO PROTECT YOUR WINTER APPAREL.

A variety of sizes and prices:
30x50 \$1.95 24x36 \$1.19
30x60 \$2.25 24x24 69c
Main Floor.

Her Easter Gloves and Hosiery In Spring's Newest Shades.

When daytime costumes are choosing the darker colors, accessories in lighter shades become increasingly important. The well dressed woman knows that each detail of her costume must not only be beautiful in itself—it must be a harmonious part of the picture she will present.

So she selects her smart little cloche, her fashionable hosiery and gauntlets, her colorful trailing scarf, her stubby umbrella with thoughtful care and artistry.



New Gloves of Lustrous Silk.

Very smart for the new tailleur are these Gauntlet Gloves of beige silk. The cuff is cleverly lined with chamousette to keep it firmly in place. It closes at the side with a bias fold \$2.25
Tiny Flutings of dark jack rabbit gray trim the cuff of a Gauntlet Glove of French gray silk \$2.50

An openwork looping of silk braid adorns the cuff of a smart Glove of lustrous silk. The cuff is lined with chamousette, and the mode color of the Glove is exactly matched by silk hose in pongee shade. The Gloves are \$2.25

Long Silk Gloves in sand shade have a shirred banding of mode silk. There is an acorn shade of hosiery to match the accentuating bands of shirring on these Gloves \$2.75

Pintucking, radiating from the center of the wrist to the elbow, form the novel trimming of a pair of Silk Gloves of sand color. The wrist is finished with a silk bracelet buckled in pearl. The matching shade of Hosiery for this Glove is Atredale. The Gloves, in 12-button length, are \$3.25

Silk Hosiery in the Newest Shades.



The peach tones, the most popular color choice for spring, embrace a wide range of rosy shades that are reminiscent of the first spring flowers and the faint afterglow of brilliant spring sunsets.

Slightly deeper than the nudes are these new shades of rose-beige, sunset peach, peach and tannish beige, variously priced at \$1.50, \$2.00, \$2.50 and \$3.00

There's a very light tangerine called "Panfare" or Sahara, in a heavy lustrous silk, which clings to slender ankles with flattering grace. \$3 coats is the new "gravel" shade. It is, of course, full-fashioned, with the reinforced heel and toe and double garter top \$3.00
Main Floor.

Easter

EASTER COMES LATE—way at the end of April this year. The lilacs will be in bloom and the air will be soft with spring. Many women will wear their spring clothes before Easter Sunday. But every woman will greet the day and her friends with some new costume detail—a new hat, a vivid trailing scarf, a job of brilliants, new stockings in one of the new beige shades, and surely a new pair of gloves.

LOVELY NEW FROCKS FOR SPRING

With the first hint of spring flowers comes the longing for a springtime frock. It must express the spirit of spring, as well as the individuality of its wearer. And it must be correct in its fabric, its subtle nuances of color and its grace of line. Each one of these essential requirements will be found in our dresses for street wear and afternoon wear. A visit to our Dress Department shows that authentic styles and moderate prices receive equal emphasis.

Smart Street Frocks

A slipover model of Pekin blue roshanara crepe is an exponent of the vogue for stripes. It cleverly stimulates the two-piece dress by adding brief panels at the waistline. The long sleeves and rolling V collar are piped in sand \$39.50

The mode expresses itself in a tailored model of roshanara crepe in a novel self-stripe. It is a coat frock with a wrap-around skirt closing at the left side. The sleeves are long, ending in a flare cuff. Wool embroidery in dark brown outlines collar and cuffs, while the lingerie vest is matched by a lingerie handkerchief. \$79.00

Second Floor

For Afternoon Wear

Poudre blue canton crepe fashions a distinctive Beaded Dress. There is a knife-pleated panel at the center front and a soft girdle which ties at the back. It is sprayed with allover embroideries in steel and rose and crystal \$59.00

Pleats, pleats and more pleats! Becoming slimmest is achieved by a clever design which chooses sand canton for its material. From neck to hemline, in the center front, is a wide panel in two-tone lace. At each side and at the back are finely-pleated panels. There is a tiny lace collar and a pleated cape, which is almost as abbreviated as the kimono sleeves \$79.00

Clothes That Do Their Duty To Your Desire!



Blue Serge Two-Trousers SUITS \$45

Blue Serge Suits of fine quality pure botany wool, about 18-ounce; indigo dye, expertly tailored, in men's and young men's spring styles. A splendid value. Sizes 35 to 42. With two pairs of trousers. \$45

FEATURING TOMORROW Imported English Suits and English Type SUITS and TOPCOATS

SINGLE-BREADED MODELS — \$35 — INCLUDING TWO-TROUSER SUITS AND FOUR-PIECE SUITS. OTHER SUITS FROM \$20.00 UP. GABARDINES, \$20.00, \$25.00, \$30.00.

Boys' Navy Serge Suits \$14.00 and \$15.00

WITH TWO PAIRS OF BLOOMERS Boys' Navy Serge Suits, in smart Norfolk style; well tailored, sturdy suits; sizes 26 to 34; all with two pairs of bloomers—

\$14.00 AND \$15.00

Boys' Balbriggan Combinations, 79c Suit

Boys' natural shade Balbriggan Combinations; short sleeves and knee length. 79c Sizes 24 to 34 (6 to 16 years). Suit.

White Cotton Nightshirts WITH AND WITHOUT COLLARS. Men's White Cotton Nightshirts, with and without collars. Sizes 15 to 17. Cut full and roomy. Excellent value. Tomorrow \$1.98

HEAVY BLUE CHAMBRAY Work Shirts, 98c Good wearing, heavy quality Blue Chambray Work Shirts, with collars attached. Sizes 14 to 17. Sale price 98c

Spring Tweed Caps for Boys, 59c New Spring Tweed Caps, in many patterns; browns, grays, mixtures. Special 59c

PLAIN SHADES IN Broadcloth Shirts White, helio, gray, tan, with soft collars to match \$3.95

Balbriggan Shirts and Drawers, 69c Men's Balbriggan Shirts and Drawers, ecru shade. Sizes 34 to 44. Special 69c

A SPECIAL PURCHASE OF MEN'S AND YOUNG MEN'S

New Spring Suits \$19.95

ON SALE SATURDAY, 9 A.M. SEE WINDOW DISPLAY.

An excellent opportunity for men tomorrow. A special purchase of new Spring Suits in two and three button coat styles; grays, browns, overchecks, stripes. These are regularly one-third more. Sizes 36 to 42. On sale tomorrow \$19.95



Sailor Tams, 98c

Boys' Navy Tams, in small and medium shapes, smart looking, in assorted sizes. Very special tomorrow 98c

Your New Topcoat for Easter

Imported English Topcoats from Acquasutum, Richard Austin and Barrons, all famous English houses.

\$30.00, \$35.00, \$45.00 Others, \$20.00 to \$55.00.

Boys! New Easter Two-Bloomer Suits, Special Tomorrow \$9.95

SIZES 7 TO 17 YEARS.

New smart Spring Suits for boys, in one feature group tomorrow; grays, browns, stripes, overchecks; belters, bloomers, lined throughout; Governor fasteners; wear is the strongest thing about these suits. Staunch tailoring and sturdy fabrics; all with two pairs of bloomers. Bring the boy with you tomorrow. Sizes 7 to 17 years. Sale price \$9.95



Children's Navy Reefers \$7.95

Smart Spring Reefers for boys, good quality serge with emblem on sleeve; sizes 24 to 28. Price \$7.95

Boys' Blouse, 69c

New Blouses for boys, with collars attached. Neat patterns, stripes in plain darker shades. Sizes 6 to 14 years. Sale price, each 69c



Men's Silk Socks, Seconds, 69c

Special group of Men's Pure Silk Socks, in black, brown, gray, navy, etc.; slightly imperfect. On sale tomorrow at 69c

New Neckwear for Easter

Bright, colorful and characterful is the new Spring Neckwear; rich silk and wool mixtures; non-wrinkleable crepes and sedate foulards—

\$1.00, \$1.50, \$2.00

SMALLMAN & INGRAM LIMITED