

Easter Bells Bring Easter Fashions

Saturday at Candy Counter

May this be a Happy Easter for the Children.
Easter eggs, Robins and Blue Birds Eggs, assorted, 46c lb.
Chocolate Eggs 50c each
Chocolate Eggs and Chicks 10c each
Porcelain Egg Cups, with Chocolate Egg 15c each
Chocolate Eggs, Bunnies and Roosters 25c each
Large Chocolate Eggs with fancy rosebud decorations.
Priced at 40c 50c 85c \$1.25
Cowan's Maple Buds, medallions and beans, special 49c lb.

Spring Coats For Every Need Here!

No matter what sort of coat you may require, you will surely find it in this comprehensive collection. A smart coat for motoring or to wear over the tailleur; a dressy coat for afternoon, or a utility coat that will serve you this year and next. Too many interesting features to be enumerated, but all the fashionable fabrics and colors are included.

Topcoats For Both Utility and General Wear



The dressy coat shown in tricotie point twill and charmeen, in navy, black, sand and gray, full lined; some very handsome models trimmed with braid and pin tucks. \$35.00 to \$75.00
Novelty plaid and stripe coats for misses, in tan and grays; half lined and full lined. \$15.00 to \$25.00
Coat of sand polo coating, full length, half lined, set-in sleeve with cuff, inset pockets, closing with one large button. \$15.00
Coat of sand polo coating, boyish double-breasted front, patch pockets, full lined. Price \$19.50
Coat of Camelina cloth shown in poudre blue, full silk-lined wrapover style, flare sleeve, stitching trimming coat and sleeves. Price \$39.50
Coat of taupe duvetyne, full lined, set-in sleeve, inset pockets, sleeve and back of coat trimmed with narrow and novelty buttons. Price \$27.50

GIRLS' COATS

Girls' Navy Blue Cheviot Serge Reefer Coats, double-breasted, full lined, inset pockets, with flap-shield or emblem on sleeve. Sizes 2 to 6 years \$4.95, \$7.50 and \$8.50
Sizes 6 to 14 years \$5.95, \$7.50, \$8.50, \$9.50, \$10.00
Girls' Coats of polo coating, in sand color, patch pockets, two-button closing, convertible collar. Collar and cuffs trimmed with buttons; half lined; 10 and 12 years. \$9.75
Girls' coat of sand polo coating, full lined, inset pockets, sleeves with cuff, flareback stitching on collar; 7, 8, 9 years. \$8.50
Girls' coat of sand polo coating, half lined, raglan sleeve, patch pockets, inverted pleat in back and button trimmings; sizes 7, 8 and 9 \$8.95

WHITE FLANNELETTE, 18c YARD

Beautiful quality, soft and cosy, is this 27-inch White Flannelette for baby or children's wear; also a wider width for ladies' nightgowns, etc.; both strong and durable, in perfect condition; all short lengths, from one yard to six. Saturday morning 22c and 18c yard

36-INCH STRIPE PYJAMA CLOTH, 40c.

Fine quality Winceyette, for strong, durable wear, in nice new stripes; tested for washing; a big value for Saturday shoppers 40c



New Shades In Ladies' Hose

Ladies' Pure Silk Hose, full fashioned, double garter top and sole, in Sahara, sunset, cocoa, piping rock, gravel and black \$3.00 pair
Ladies' Pure Silk Hose, full fashioned, double garter top and sole, in peau, fawn, beige, brown and black. \$2.50 pair
Ladies' Pure Silk Hose, oversize, double garter top and sole, in Peau, Wood, Fawn, log cabin, gray, cordovan, white and black \$2.00 pair
Ladies' Outsize Black Silk Hose, full fashioned, double garter top and sole; sizes 9 to 10½ \$3.50 pair
Main Floor, Aisle B.

Fine Wool Santos From France Just Opened for \$1.50 Yard.

They are right in every way—weave, dye, finish—because they are made entirely in France. A wool fabric that has a great demand for fashion's smartest dresses, whether for woman or child. These colors: sand, zinc gray, pelican gray, nigger, burgundy, wild rose, whirlpool blue, pansy, Peking blue, almost green, navy, black and cream; 40 inches wide \$1.50 yard

Two important events for April Easter, and the official presentation of the spring modes. We've selected the very loveliest things for your wardrobe and are certain you will like them. Suits with mannish or swagger air, frocks boyishly tailored or daintily feminine, coats three-quarter length or scarfed, new underthings and hosiery. In fact, everything, so won't you look them over while they are most complete?

The BREATH of the AVENUE New Notes In the Millinery Mode

As far as shapes are concerned, the season's mode in hats is now fairly settled, the small close hat having outdistanced all rivals. But there are some slight variations which sustain the interest in new materials and trimmings.

Two new brims, even newer than the tricorne, are making headway. One is turned up on one side, close against the crown, and often it is faced with a contrasting shade. The other brim, which is more prominent, meets the crown at right angles, and is not more than an inch wide. The crown that goes with this sailor brim is the high round type of the cloche or squared Directoire.

Black and red form a color alliance in millinery which threatens to rival black and white. The combination is a good one, and looks well with navy street coats and tailored suits. And navy is one of the best colors in Fashion's spring spectrum.

Contrasting pipings, Scotch plaid, Roman stripes as well as the solid red color touches are much used. These pipings edge the brims, and are quite often matched by bands and trimmings on the crowns.

The vogue of ostrich is extensively reflected in the millinery department. It is now the most prominent trimming for dress hats. The American Beauty rose is rivaling the gardenia as fashion's flower, as far as hats are concerned.

These large, lovely flowers are most effective on the brims of picture hats but they are also used for cloches. And the thorn comes with the rose; naturalistic stems are to be seen wound around the crowns in place of bands—thick, lustrous green stems with many thorns.

Novelties intriguing the eye are metallic seals, about the size of letter seals, placed in front, or on the side of the brim. They carry out the vogue of gold and silver hat trimming. Cock feather cocardes have their tips touched with gilt or silver. And lover's links like those of the new bracelets are applied like fobs against the crowns or turned-up brims.

The Breath of the Avenue, New York.

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PRE-EASTER SHOWING OF MEN'S AND YOUNG MEN'S

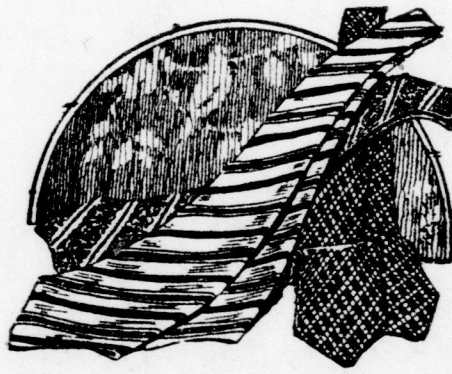
Spring Suits and Topcoats \$25—\$35—\$45

The unusual selection of Domestic and Imported Spring Suits and Topcoats will delight men here tomorrow. New latest arrivals of English Model Suits and Topcoats from the famous English houses of Richard Austin, Aquascutum and Barrons. A most comprehensive collection of fabrics and patterns that are the most desired for this season. See these splendid values tomorrow. Featured at

\$25, \$35, \$45

THERE'S COMFORT IN Light Weight Underwear, \$1.65

You will find great comfort in these suits—comfort in material weight and comfort in their fitting.
Balbriggan, shirts and drawers. 90c garment
Balbriggan, Egyptian Knit. \$1.65 suit



Neckwear

PRIMED TO EASTER ELEGANCE

If there is any one thing in a man's wardrobe on which he likes to exercise his personal fancy, it is in the matter of Neckwear. Here latitude is boundless. Here are the new knits, stunning in novelty weaves, clever innovations in silk and wool, and ultra fashionable foulards.

75c, \$1.00 to \$2.00

SALE OF MEN'S

PURE LINEN HANDKERCHIEFS, 29c, 4 FOR \$1.00

Men's Pure Irish Linen Handkerchiefs, good full size, with 1-4 inch hemstitched border. About 50 dozen in the lot. Sale price. 29c, 4 for \$1.00

Pompeian Toilet Preparations

Pompeian Face Powder, in naturelle, rachel or white, 85c box
Pompeian Talcum Powder, in white only 30c tin
Pompeian Day Cream, vanishing 65c jar
Pompeian Night Cream, cold 65c jar
Pompeian Massage Cream 65c jar
Pompeian Rouge, medium or dark 65c box
Pompeian Lysol 25c

DAGGETT AND RAMSDALLS COLD CREAM.

Large size jar 85c Large size tube 50c
Medium size jar 35c Medium size tube 25c
Small size jar 35c Small size tube 15c

100 Trimmed Hats Saturday—\$5.95

DIRECT FROM NEW YORK.

For misses, matrons and elderly ladies. Trimmed in the newest styles with ribbons, feather fancies, rhinestone fobs and pins, embroidery and French flowers.

SHAPES—Pokes, tricornes, mushroom brims, off-the-face hats, turbans.

COLORS—Sand, gray, black and white, navy, oak-wood, purple, black, poudre blue and red.

No two hats alike. Each one at \$5.95

Millinery Department, Second Floor.

Special, Saturday, Electric Lamps, \$1.89 Each

See Vestibule window. You will want one or two of them. Two styles—two sizes. Electric Torchers are a real decoration to your buffet, fireplace, hall, chestfield or wall tables. These Torchers have met with great demand, particularly in the larger centers, and are more popular today than ever; 150 only, in two styles or sizes. Both have parchment cylinders, with metallic finish base and top; height 12 inches, with cylinder 4½ inches in diameter; the other 14 inches high with cylinder 2½ inches in diameter, and are fitted with socket and equipped with 4½-foot wire cord, with plug. Parchment cylinders are in colors of red, blue, gold and ivory, making a very attractive lamp \$1.89 each
Fourth Floor.

SPECIAL SATURDAY!

Roast Young Chicken
Course 65c
Dinner 65c

BOYS! SEE THE MYSTERY BOAT, SATURDAY

Runs without propeller, motor or mechanism of any kind. The Mystery Boat runs with a soft, realistic "putt-putt" sound for hours at a time. No gears; no springs; nothing to break. Kicks up water just like a real motor boat. It will be demonstrated Saturday. WHAT MAKES IT GO? See them in the Basement. Price \$1.19

Special Purchase of Irish Linen Huckaback Towels

Guest Towels, Individual Towels, or large sizes are represented in this special lot at prices that should induce ready buying. The qualities are exceptional, some with dainty colored hems, others with damask borders, also plain hemstitched ends. We briefly mention quantities and prices.

GUEST TOWELS

ALL ARE GENUINE IRISH LINEN.

3 dozen, Plain Hemstitched, 15x22, Special, pair. 75c
6 dozen, Damask Borders, 14½x22 in. Special, pair. 98c
2 dozen, Diaper Damask Border. Special, each. 75c

All Linen Huckaback Toweling

Included in this lot are the following medium weight All-Linen Huckaback Toweling:
3 pieces, 18 inches wide. Special, yard. 45c
3 pieces, 22 inches wide. Special, yard. 50c
1 end, 15 inches wide, fine quality, yard. 55c

FACE TOWELS

ALL PURE IRISH LINEN.

5 doz., Plain Hemstitched, 18x30 in., fine quality, pair. 89c
5 doz., Fine Huckaback, with assorted colored hems, ea. 55c
5 doz., Plain Hemstitched Huck, 20x36, at, each. 55c
2 doz., Plain Hemstitched Huck, 20x36, at, each. 79c
3 doz., Damask Borders, 20x36 in., at, each. 79c
2 doz., Damask Borders, 20x36 in., at, each. \$1.00
2 doz., Damask Borders, 22x38 in., at, each. 79c
2 doz., Damask Borders, 22x38 in., at, each. 85c
2 doz., Damask Borders, 22x38 in., at, each. \$1.25
1 doz., superfine quality, lovely design. Size 24x40, each \$1.75



NEMO CORSETS

Advertised on Page 8, are sold in our Corset Dept., Second Floor.

FRENCH WOOL CREPES, \$1.75 YARD

An extra quality that's woven tighter than the usual popular price wool crepe. This one was specially selected for the pleated skirt and dress of the one-piece style that will not sag and fall out of shape. Pelican gray, sand, clay, Congo brown, navy and black; 40 inches wide \$1.75 yard

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