

**FOOD**

For the Firing Lines will be the food you save.

**BUTTERICK PATTERNS**

The discriminating woman's choice every time  
10c.—15c.—20c.—25c.—30c.  
By Mail 2c. Extra.



**WIRTHMOR WAISTS**

Conceded to be American's Greatest Waist Value.  
New Styles Every Month  
—Only \$1.00.

**W.S.S.**

Give War Saving Stamps Instead of Useless Gifts.



**Easter Sale of Ladies' Suits, \$19.83**

For Actual \$22.50, \$23.50 and \$25.00 Values.

A Sale of Ladies' Suits to encourage early Easter Choosing—not a clearance—including some of the new Spring "Palmer" Suits.

The Fabrics consist of Serges, Tweeds, Black and White Checks and novelties and the colors Black, Navy Blue, Brown, Grey and Green.

The selection includes every size from the Misses 16 years to the Matron's size 40.

Styles are absolutely authentic, many of the garments having been in stock only a few days.

**"STYLISH STOUT" SUITS**

Are Now Featured by the Ready-to-Wear Dept.—On the Balcony.

Here's good news for the woman who believes she is hard to fit. This "Stylish Stout" section has just recently been added in order to fit the woman who needs a garment larger than the average Sizes 41 to 47 at prices just the same as regular sizes.

See Our Special Values in **"Palmer" Suits**

New Spring Styles at Prices \$25 to \$39.

The Choosing of **The Easter Chapeau**

Is an Event of Great Importance.



Choosing, however, will be a simple matter if you do your buying in our Millinery Dept.—On the Balcony.

Special displays of new Easter Hats are being made and we would urge you to step upstairs to the Dept. and view the lovely models created for your selection.

Prominent among the modish trims are the New Cire-soliel, metallic flowers, Mica pom poms Ribbons, etc.

Some exquisite shapes are shown in beautiful quality Milans, Milan Braids, Hemps and Satin. See Windows.

**New Waists**

- Crepe de Chine.
- Crepe Radiant.
- Georgette.
- Habutai.



**New Neckwear.**

- Filet Lace.
- Organdie.
- Lawn.
- Satin.

All Newest Styles and Colors, \$3.68 to \$6.95

Just the Kind for Holiday Wear, 50c. to \$1.87.

Dainty Camisoles—Wash Satin and Crepe de Chine. Hemstitched and Lace-Trimmed \$1.98 to \$2.98.

**DELINEATOR SUBSCRIBERS**  
Please call for April copies.

Cordially Invites You to Come to the Store and view at your leisure  
**THE EXQUISITE STYLES IN EASTER APPAREL NOW ON DISPLAY**

As Well as the New in Silks, Wash Fabrics, Dress Goods and Dress Accessories.

At Eastertide a woman's fancy lightly turns to thoughts of Spring Apparel. And only rightly so, for just as nature is putting on its prettiest raiment, so should we apparel ourselves in brighter attire. Away with dull days and the garments of such days and let us choose fitting robes to greet the brightness of the coming spring and summer.

For months we have been selecting and buying for these pre-Easter days, and, being fully prepared to fill your every need we urge you to come to the store to make your selections as early as possible.

Styles were never prettier, prices in spite of adverse conditions are exceedingly modest, and stocks are complete as anyone could wish. Come today.

**"Mallory Week"**

A National Event of Interest to Men Who Appreciate Stylish Hats.

**Mallory Hats**



\$3.50

\$4.50

\$4.00

\$5.00

This is "Mallory Week" in every good Men's Store in the country, and it's an event you will surely want to know about, for during this week Mallory Men are announcing the arrival of the New Spring Styles in

**Mallory Hats**

Step into our Men's Shop and try a few of our New Mallory Hats on—you needn't buy if you don't want to—and judge for yourself whether or not these famous hats are better.

We know they are from personal experience, and it is because we have got a good thing that we are so persistent in singing the praises of Mallory Hats.

See the New Shapes—new colors Palmetto, Silver Steel, Laurel, Blue Stone, Nile, Moss and Black Mixtures. All cravenetted to defy the rain.

Also the new light weights with narrow bands, and very stylish shapes in Derbies.

\$3.50 \$4.00 \$4.50 \$5.00

**Hart Schaffner & Marx**  
**All Wool and Fast Color Suits in New Easter Models**  
**For Men and Young Men.**

Your new Easter Suit awaits your selection, sir, and if you will step into our Men's Shop we will be glad to show and fit you at any time. For the young men there are Military Sport Models in fancy Tweed mixtures and double-breasted Sport Models in Navy Blue and Black Serges. For the business man there are dignified 3-button Varsity Fifty-five models in Grey, Blue and Brown mixtures, Blue Serges and Cheviots. All sizes.  
**\$25.00 to \$33.45**

For Wearing with his New Easter Suit the Discriminating Man will choose

**THE FLORSHEIM SHOE EVERY TIME.**

Florsheim Shoes give such universal satisfaction in fit, style and service, that men who care always choose this famous shoe. We show Florsheims in light, medium and dark Tans in English lasts, chocolate vamps with light brown tops in English lasts, black in English and medium lasts, black kid models in narrow, medium and wide toes for the man who wants style with comfort the dominating feature.

**Prices \$8.00 to \$10.00**



**Easter Sale of Ladies' Coats, \$15.87**

For Actual \$18—\$19 and \$20 Values.

A very special lot of absolutely New Spring Coats in Repps, Serges, Tweeds and Novelty Fabrics in the new Sammy Shades, Blues, Greens, Tans and Navy Blues.

The collars and cuffs are of self and contrasting color fabrics the latter being shown in both military and twin back styles.

Belts are featured in plain and novelty effects, the majority conforming to the military vogue so popular in all garments for present wear.

You are urged to view these coats at your earliest convenience for at the price they are indeed wonderful bargains.

**"Stylish Stout" Coats**

In Most Effective Models For the Matronly Figure.

If you feel that you need a garment larger than the average we would urge you to step up to our Ready-to-Wear Dept. and ask to see our selection of "Stylish Stout" Coats.

You will find just the garment you need and you are assured of a perfect fit, for Miss Boyle has had wide and varied experience in work of this character.

**Easter Dresses**

Exquisite Models—Modest Prices.

SATURDAY, MONDAY AND TUESDAY, MARCH 23rd, 25th and 26th,

**Easter Sale of Ladies' Shoes**

**\$3.98 Pair.**

For Actual \$7.00, \$8.00, \$9.00 and \$10.00 Values. See Window Display.

A careful perusal of the brief style descriptions of the shoes offered in this extraordinary event and a view of them in our East window will convince you more readily of the genuineness of this sale than any words of ours could possibly do. The shoes were originally priced as stated and are on Sale at this remarkably reduced price for three days only. Choose from the following styles and save a half to three-fifths on the original price



—Battleship Grey Kid cravenetted button tops to match, Louis Cuban heels.

—Black Kid battleship grey, cravenetted Lace tops, military heels.

—Black Gunmetal, dark grey cravenetted Lace tops, military heels.

—Brown Kid, cloth and chamois lace tops to match, Louis Cuban heels.

—Dark Tan, cravenetted lace tops to match, military heels.

—Black Kid and Patent, white Kid lace tops, Louis Cuban heels.

—Black Kid and Patent, Button and lace dull mat and glazed kid tops, Louis Cuban heels.

Just Received by Express—New Models in **GOSSARD CORSETS** They Lace in Front.