

The Bon Marche

ESTABLISHED 1890

How's This for Service?
Buy a Suit
Here Tomorrow
And We'll Rush Alterations
So That You Can
Wear It on Easter



Some speed to that, but it's only another point to prove that the Bon Marche will go out of its way to be of greater service to you.

And speaking of "Service"—you'll find that your Bon Marche Suit will give perfect satisfaction from every point of view. There's service in every stitch of the careful tailoring, in every thread of the material.

And prices are certainly reasonable—

\$35.00 to \$75.00

MEN'S CLOTHING SHOP—UPPER MAIN FLOOR

The Bon Marche

ESTABLISHED 1890



YOUR EASTER HAT--AT \$7.50

Supreme Values in Bon Marche Millinery

Hundreds of Hats have just arrived and been trimmed in our workrooms for this event—each hat shows an unusual value and careful workmanship.

HATS WITH FRUIT IN WREATHS
 HATS WITH FLOWERS IN BUNCHES
 HATS WITH CHIN CHIN BRIMS
 HATS WITH PLEATED FRILLS OF SILK

HATS WITH DROOPING BRIMS
 HATS WITH NARROW LACE VEILS
 HATS WITH WIDE SAILOR BRIMS
 HATS WITH NARROW TURBAN BRIMS

MILLINERY SECTION—THIRD FLOOR



Last Call for Easter Stockings

FULL-FASHIONED Silk Stockings with double hemmed tops of silk lisle, in black, white, brown and evening shades—sure enough values at \$2.50.

SILK STOCKINGS, full fashioned—12 strand, in white, pink, old rose, blue and lavender, \$3.50.

ALL-SILK STOCKINGS—full fashioned, in white with lace clocks; very fashionable for spring—\$4.50.

ALLOVER LACE STOCKINGS in designs that you will welcome—beauties indeed, at \$8.00 and \$10.00.

MISSES' Fashioned Silk Stockings, "Phoenix" make—in white, at \$2.50.

CHILDREN'S Ribbed Silk Hose for Easter wear—priced according to size, at \$1.50 and \$2.00.

HOSE SECTION—UPPER MAIN FLOOR



Spotless White Gloves
Easter's Favorites

IMMACULATELY white are these Kid Gloves—pique sewn, one clasp at wrist—3-row contrasting embroidered back, with novelty contrasting cuffs, at \$2.50.

WHITE FRENCH KID GLOVES—overseam style, with two clasps at the wrist—3-row embroidered backs, at \$3.00.

VERY fine quality are these "Perrin" French Kid Gloves—overseam style, with self embroidery and 3 pearl clasps; \$4.50.

WASHABLE White French Kid Gloves—beauties—full pique sewn—self embroidered—2 pearl clasps, \$5.00.

BIARRITZ White Kid Gloves—they cover the hands to perfection—4-row contrasting embroidered backs—one style with elastic at wrist; \$4.50.

EIGHT-BUTTON White Kid Gloves to go with the three-quarter sleeves—pique sewn, self embroidered, with 2 clasps at wrist; \$5.50.

UPPER MAIN FLOOR—THE BON MARCHE

THE BON MARCHE BARGAIN BASEMENT



Land Sakes! It Does Beat All!

How DOES the Bargain Basement get so many perfectly splendid bargains? Simply by keeping everlastingly after them until they find them. And that's no small job these days!

Then by cutting out Free Deliveries, Free Alterations to Garments, Hand-some Fixtures, Charge Accounts and C. O. D.'s, the Bargain Basement lowers prices to the last notch.

Silk Taffeta Dresses
\$19.75

Just on the strength of their smart styles alone these Dresses are worthy of a higher price than \$19.75! And when you consider the splendid taffeta silk in them you're absolutely certain that they're red-hot bargains.

There are at least ten different models in the lot, featuring side puffs, bouffant hips, Eton effects and Basque effects. Trimmings are of silk or gold-thread embroidery, cord shirring, accordion plaiting and velvet bands. Some have silk cord girdles or wide silk sashes.

Colors are Gray, Navy, Tan or Copenhagen. Sizes range from 16 to 42.

Your Easter Hat
\$5.00

Scores of the prettiest Hats imaginable, in fine straws and a variety of weaves, are cleverly trimmed with brightly-colored flowers, ribbons or feathers. And the shapes—well, no matter what you think is becoming—you'll find it here.

Children's Straw Hats
98c and \$1.49

There are six styles, in fine straws, in two-color combinations—Cream with Rose or King's Blue. They're daintily trimmed with flowers in bright colors **98c**

Four styles in straws, that are woven in lace effects, are brightly trimmed with flowers and banded with velvet **\$1.49**

Girls' White Dresses
\$2.59 to \$5.69

For Easter or confirmation wear, there are half a dozen dainty styles in White Dresses, trimmed with pin tucks, lace, embroidery or ribbon flowers. They have short sleeves, plaited skirts and pink or blue ribbon girdles. Sizes are from 6 to 19.

Silk Skirts \$5.00

Messaline Skirts in a variety of medium and dark colors are shown in a number of richly colored striped patterns. Sizes to 31 waist.

New "Mary Jane" Pumps

"Mary Jane" Pumps of kid or patent leather, with ankle straps and spring heels, in size up to 8. With lift heels, sizes 8½ to 2.

Sizes 5 to 8... **\$2.19** Sizes 8½ to 11... **\$2.49** Sizes 11½ to 2... **\$2.89**

Also made over an English-style last with instep strap and low heel, in sizes from 2½ to 7. The pair, **\$3.65.**

For Boys

New Easter Suits at \$9.85

Boys' latest model Spring Suits in light and dark shades of gray or brown are shown in a number of good patterns. They're well made and the knee trousers are full lined. In sizes from 8 to 17 years.

Boys' New Blouses at 98c

They're of striped percale in light patterns, or of plain blue chambray. Attached collars. Sizes 6 to 16 years.

Boys' Brown Shoes at \$3.95

Boys' Blucher-cut Shoes of brown leather have solid leather soles and will give good service. Sizes 10 to 13½.

Men's Spring Hats
\$2.59

Men's Cloth Hats for Spring wear are in the very newest style, with stitched roll brim and crown. They come in Dark Green and in Light Gray, Dark Gray or Heather Mixtures. Very nicely lined and light weight. All sizes.



EASTER CLOTHES FOR THE YOUNG GIRL

Lovely Easter Frocks

Springtime Silk Dresses in taffeta or pongee, in plain colors or plaid trimmed with contrasting materials, with gold or silver stitching, frills and narrow velvet ribbon.

The Pongee Dresses are hand embroidered. Priced from **\$10.95 to \$45.00**

Girls' Spring Coats for Easter

Full length or sport length Coats for girls from 6 to 17 years, made in pleated or belted styles.

Rose, blue, Burgundy and browns are the colors found in tweeds, serge, velour, silver-tones and checks, as well as Polo and broadcloth.

Priced from **\$12.50 to \$37.50**

DAUGHTER SHOP—SECOND FLOOR

Slip-on Mohair Sweaters \$12.95

Slip-over styles are shown in Middy Sweaters in mohair with the new short sleeves, made with round neck—the sleeve is finished with brushed wool. The belt is in braided effect.

In jade, camel, coral, spark and Pekin.

SWEATER DEPARTMENT—SECOND FLOOR

White Hair Bow Ribbons

Dainty Tinted Ribbons, Vesting and Ruffling

All of these are a part of the Easter attire that cannot be omitted

—Dainty Hairbow Ribbons in delicate tints give the little girl's hair just the right amount of color; striped effects, **60¢** a yard.

—Colorful Checked Ribbons, **50¢** yard.

—Lily White Ribbon, plain taffeta or moire effect; to wear on Easter morn; 4½ to 6 inches wide; **60¢** to **\$1.00** yard.

—Wide Embroidered Ribbon for vests and trimmings, very specially priced at **\$14.00.**

—Fluffy Vesting Lengths for dress or suit, about 9 inches wide, combinations of lace and net ruffles, tucks and lace, **\$3.00 to \$3.75** the piece.

—Point Lace for ruffles to give the finished touch; 24 to 27 inches is sufficient for the collar; **\$1.25 to \$4.50** a yard.

—Lace - Ruffled Collar Sets at **\$1.00** a set and **\$1.00** each.

UPPER MAIN FLOOR—THE BON MARCHE

EASTER SPECIALS FROM THE BON MARCHE FOOD SHOPS

Pork Sausage 32c Lb.

Bon Marche Pork Sausage—oh, so juicy and nice—just the kind for Sunday breakfast—for a day only, at **32¢** a pound.

Bon Marche Bread—Pound loaves—well-known for its freshness. Saturday, a loaf, **10¢.**

Bon Marche Mayonnaise—Buy a week's supply while the price is less—pound, **41¢.**

Green Gage Plum Preserves—Our own make; very delicious; special, **20¢** pound.

Ripe Olives for your Easter dinner—pint, **29¢.**

UPPER MAIN FLOOR—THE BON MARCHE