

STORY TELLING for the children—Saturday morning at 10:45.
PLAY ROOM—SECOND FLOOR

The Bon Marché

ESTABLISHED 1890

A SPLENDID 40c luncheon from 11 to 2:30 with no tips.
SIXTH FLOOR RESTAURANT

Saturday—Children's Day—Brings the Bright, New Spring Wearables at the Lower Prices



Super-Savings on Juvenile Suits at \$6.45

A Purchase Extraordinary Brings This Opportunity

96 Juvenile Suits of such excellent values that you will want two or three for your little ones. Fabrics, workmanship and style stand in the front ranks.

For Little Men of 4 to 8 Years

In such styles as Oliver Twist, Balkan and Middy—made from serges, cheviots, flannel and jersey cloth.

Take your choice of navy blue, tan, light and dark brown, green and black—and at only **\$6.45.**

BOYS' SECTION—UPPER MAIN FLOOR

Your Daughters' Spring Coats Are Here Priced From \$10.00 to \$25.00

Youthful models in Spring Coats made in flaring and belted lines as well as the favored wrappy style are shown for the little miss.

The materials include velour, silvertone and polo cloth in all the best spring shades.

Girls' Excellent Wash Dresses \$1.95

New styles in a wide selection of Gingham Wash Frocks for girls from 8 to 14 years.

Shown in delightful Spring Styles and made of better quality gingham. Mothers know that such frocks are a bargain at this price.

DAUGHTERS' SHOP—SECOND FLOOR



Low Prices on Spring Footwear for Boys and Girls'

MISSES' AND CHILDREN'S BALLET SLIPPERS—\$2.75
Of finest black or white kid, sizes from 7 to 2.

MARY JANES for the little miss—patent leather with hand-turned soles, neat little ornaments; sizes 8½ to 11, at **\$3.00.**

MISSES' ANKLE STRAP, patent leather pumps, made with either the narrow or round toes—trimmed with neat little ornaments or tailored bows; sizes 11½ to 2, at **\$4.50.**

UPPER MAIN FLOOR—THE BON MARCHE

BOYS' BROWN CALF SHOES, made over the popular English last—for dress or every day—good, durable welt soles; sizes 1 to 6, at **\$5.00.**

YOUTHS' BROWN CALFSKIN SHOES—round toe Blucher style—Good, solid leather welt soles and all-leather heels—splendid for service; sizes 11 to 13½; pair **\$4.25.**

Children's School Stockings at Pleasingly Low Prices

A SPLENDID LINE OF RIBBED COTTON STOCKINGS, 35c—3 pairs \$1.00

Double heels and toes—elastic rib top—black, white, brown.

FINE RIBBED COTTON STOCKINGS—splendid for school wear—well reinforced—in black and brown; a pair, **40c.**

CHILDREN'S COTTON STOCKINGS—with reinforced heels, toes and soles, in black and white; a pair, **50c.**

ARMOR PLATED LISLE STOCKINGS for children—fast dye, splendid for wear—in black and white; a pair, **60c.**

PHOENIX LISLE STOCKINGS for children—Richelieu rib in black, white and brown; a pair, **65c.**

UPPER MAIN FLOOR

THE BON MARCHE BARGAIN BASEMENT

We Cut the Cost of Store-Keeping

We save for you wherever possible by cutting out delivery costs, by having no costly fixtures, by having no charge accounts and by hiring no excess salespeople. That's why we can offer you such low prices!!

Just in the Receiving Room
43 Brand New Navy Blue Tricotine Dresses \$15.00
In Twelve Splendid Styles

Long, short and three-quarter sleeves. Trimmed with chenille, yarn embroidery, novelty braid and tricolette sashes. Sizes 16 to 40 in twelve handsome styles for Spring.

Your Choice of Any Winter Coat in The Bargain Basement for \$15.75

Smart Blouses at \$2.95

In Tricolette and Georgette Slip-overs, tie-backs and regular models in many of the bright Spring colorings. Not all styles or colors in all sizes.

Little Girls' Dresses 98c

Of chambray, in solid colors, and gingham in light and medium plaids. Over a dozen styles; all full-skirted; many with pockets. Sizes 2 to 6 years.

Infants' First Step Shoes \$1.45

Made of good leathers and have turned soles. Sizes 2½ to 5 in all-tan, all-brown, all-white, and in black or brown with white or gray tops.

Women's Spring Oxfords \$5.95

Genuine vici kid Oxfords in black and brown, have military or Louis heels, blind eyelets, and some have plain toes. Sizes 4 to 9.

Splendid "Seconds" of Women's Silk Stockings at 95c

Full-fashioned silk stockings with lisle garter tops; come in black and brown. Sizes 8½ to 10. These are "seconds"—that explains the low price.

"Seconds" of Fine Fiber Silk Stockings 35c

Made with seamless feet and seamed back. Sizes 8½ to 10, in navy, white, gray and field mouse. Three pairs for **\$1.00.**

Children's Union Suits \$1.15

Boys' and Girls' medium-weight cotton union suits, with high necks and long sleeves; come in ankle-length. White and gray, in sizes 6 to 16 years.

New "Perrin" Gloves At Delightfully Low Prices

PERRIN'S FRENCH LAMB SKIN white gloves, 2-clasp style, self embroidered; pair **\$2.50.**

FRENCH KID GLOVES, Perrin's make, 2-clasp style, pique sewn, self or contrasting embroidered back—black, white, brown, tan, navy and mode; pair, **\$3.50.**

NEW PERRIN'S FRENCH KID GLOVES, 2-clasp style, embroidered or Paris point backs—black, white, brown, beaver, mode, gray, navy and champagne; pair **\$3.75.**

New Spring Underwear Prices Are Lower

MEDIUM WEIGHT cotton union suits—band top in low neck style, sleeveless—ankle length; sizes 36 to 44, at **\$1.50.**

FINE WEAVE cotton union suits, medium weight, with low neck—sleeveless style, knee or ankle length; all sizes from 36 to 44, at **\$2.00.**

WOMEN'S KNIT COTTON BLOOMERS, in pink, regular and out sizes, at **\$1.00.**

UPPER MAIN FLOOR

New Swagger Tie-Back Sweaters \$3.50

Fluffy, fine wool yarn forms these smart tieback sweaters, suitable for wear as a blouse or for additional warmth with a suit or coat.

Made with two-tone Tuxedo revers and sash girdle.

Also a new shipment of all-wool fishtail sweaters in spring colors—sizes 36 to 46 at **\$2.95.**

SWEATER SECTION—SECOND FLOOR

A Remarkable Variety of Spring Hats at \$10.00



YOUR HAT IS HERE WITH BECOMINGNESS OF STYLE ASSURED

Whatever your desires in regard to your new Spring Hat you will find it satisfied in this showing.

For there are dressy hats for evening and afternoon, tailored hats for street and business, the fascinating poke in a variety of phases and charming versions of the 1921 turban.

Developed in all the new shades in Batavia, viscas, lisere or supple silks combined with straws.

MILLINERY SECTION—THIRD FLOOR

Women's "Heatherknit" Suits \$19.50

You know the practical use hidden in the well-tailored lines of these Heather knit suits, for you may wear one any where and feel correctly and becomingly clad.

Belted and pocketed in the approved fashion and shown in convertible and Tuxedo collar lines.

In rainbow heather mixtures of blue, green, tan, brown, olive green and copper.

SUIT SECTION—SECOND FLOOR

Spring-Like Embroideries Make Charming New Neckwear

Or Combine With Summery Materials for Entire Spring Frocks

Fine organdies embroidered in popular colors of jade, blue, pink, red, henna or gray, add a freshening touch to dark frock or suit.

Some patterns are scalloped, others have hems finished in colors.

5 inches wide—priced from **\$1.25 to \$1.65 a yard.**

TRIMMING SECTION—UPPER MAIN FLOOR

Practical Oxfords for Women—Priced at \$7.50 a Pair

Spring Styles in Comfortable Lasts for Street and Business Wear

Women's brown or black kid oxfords with welt soles and military or Cuban heels, in the new spring styles.

In kid or calf leathers.

All sizes from 2½ to 8, and widths from AA to D.

WOMEN'S SHOE SHOP—UPPER MAIN FLOOR

Tasty Foods at Tempting Prices Saturday

Seed Planting Time

Buy Your Garden and Flower Seeds Here

- Onion Sets, 11c lb.
- Vegetable seeds, a package 5c.
- Morse flower seeds, 10c a pkg.

CANNED GOODS

- Best crabs, a can 50c.
- Kipped gray fish, large cans 15c.
- Sultana raisins, lb. 25c.
- Del Monte canned goods at low prices.
- Bon Marche coffee, lb. 40c.
- Town Talk coffee, a pound 25c.

Special Luncheon, 35c

Chicken pie with vegetables and potatoes, cake and ice cream and coffee or milk.

LUNCH COUNTER—UPPER MAIN FLOOR

Again—Armour's "Star" Eastern Hams 39c lb.

We are going to keep down the price of hams as long as we can—but we can't tell for how long—Saturday they are **39c a pound**—sold by whole or half hams.

—Armour's Star Eastern sliced bacon, put up in packages, **57c lb.; 29c half lb.**

—Jill's quality pork sausage, none better, pound **34c.**

—Bon Marche orange marmalade, made of sweet California oranges, lb. **27c.**

—Pineapple Jam, **25c lb., or 45c for 2-lb. tins.**

—Pure peanut butter, 10c lb.

—One of the best brands, 2 pounds **19c.**

—Wisconsin cream cheese, aged just long enough to give a nice nip, lb. **34c.**

—Bon Marche bacon—sold by the piece only—**53c.**

DELICATESSEN—UPPER MAIN FLOOR

Bon Marché Bread 14c a Loaf

Full Weight, 1½-pound Size

- Our \$1.00 cakes, Saturday, **80c.**
- Cinnamon rolls, extra good, dozen **20c.**
- Raised doughnuts, a dozen, **20c.**
- Oatmeal cookies, Saturday only, dozen, **18c.**
- Round layer cakes at **40c.**

—Fruit Filled Butterhorns, 7c.

A new kind of butter horns, filled with orange, raspberry, lemon or prune, topped with nuts and icing—**7c each; 4 for 25c.**

UPPER MAIN FLOOR

Chocolate Creams, 57c lb.

—High-grade, delicious chocolate creams. Also fresh toasted marshmallows; special at **30c a pound.**

CANDY COUNTER AND BOOTH—UPPER MAIN FLOOR