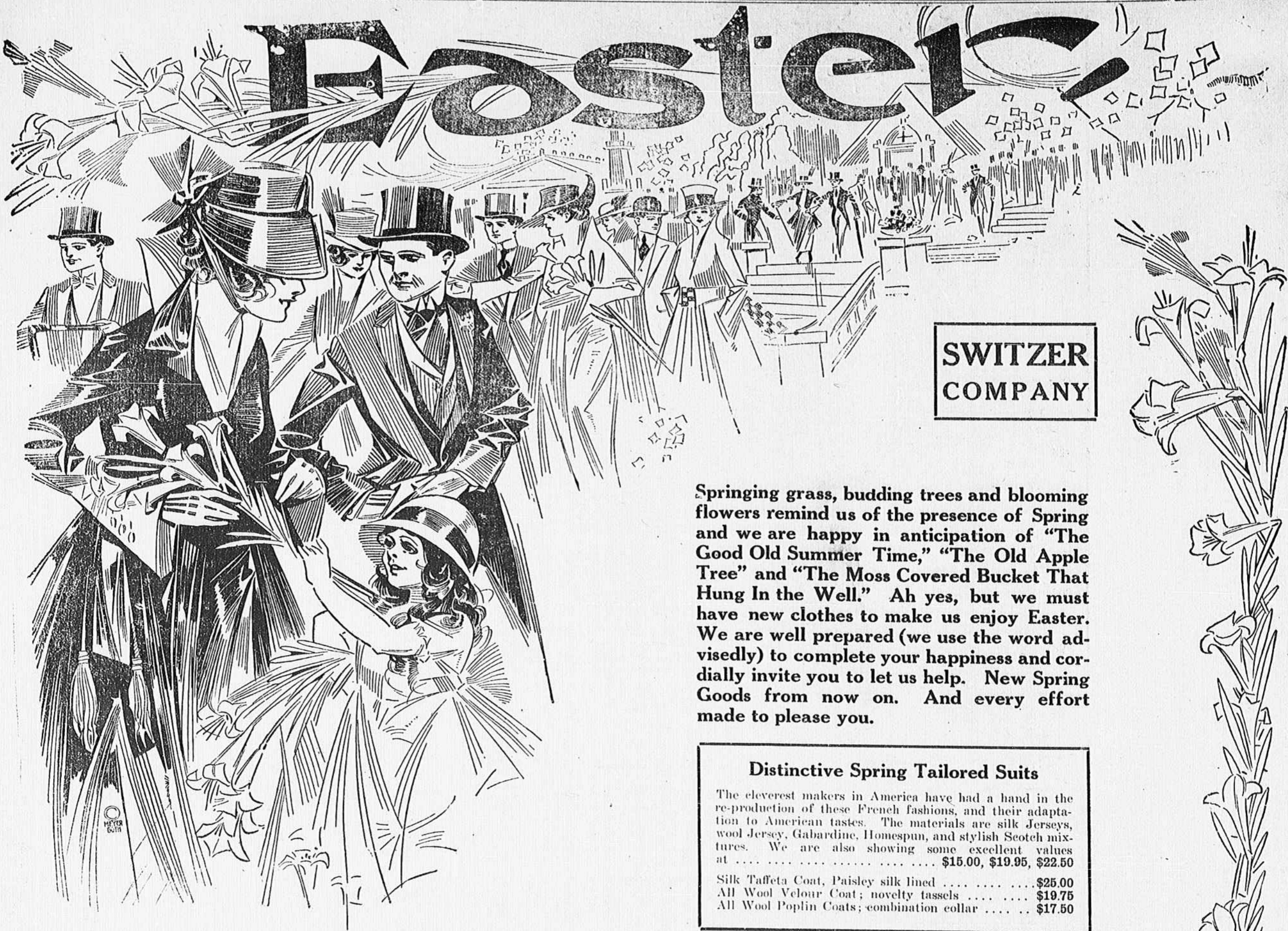


# Easter!



**SWITZER  
COMPANY**

Springing grass, budding trees and blooming flowers remind us of the presence of Spring and we are happy in anticipation of "The Good Old Summer Time," "The Old Apple Tree" and "The Moss Covered Bucket That Hung In the Well." Ah yes, but we must have new clothes to make us enjoy Easter. We are well prepared (we use the word advisedly) to complete your happiness and cordially invite you to let us help. New Spring Goods from now on. And every effort made to please you.

### Distinctive Spring Tailored Suits

The cleverest makers in America have had a hand in the re-production of these French fashions, and their adaptation to American tastes. The materials are silk Jerseys, wool Jersey, Gabardine, Homespun, and stylish Scotch mixtures. We are also showing some excellent values at . . . . . \$15.00, \$19.95, \$22.50

Silk Taffeta Coat, Paisley silk lined . . . . . \$25.00  
 All Wool Velour Coat; novelty tassels . . . . . \$19.75  
 All Wool Poplin Coats; combination collar . . . . . \$17.50

### WHITE WASH GOODS

In the Daintiest Sheer Weaves

- White Skirtings, in an extra good quality; the materials are 27-inch pique, 36-inch waffle cloth in cross-bar and plain weaves and fancy gabardines; for . . . . . 25c
- White Swisses, in small and medium dots and figures; they are 36 and 40 inches wide, and are suitable for waists and draperies, per yard . . . . . 25c
- 1917 Skirtings, all the newest materials, consisting of plain fabrics, gabardine, waffle cloth, plain and satin stripe Oxford, piques, etc.; these are extra good qualities in a 36-inch width; specially priced at per yard . . . . . 25c and 50c
- Chiffon Voile; a nice quality in plain white, suitable for waists and dresses; it is 36 inches wide, at . . . . . 25c
- Organdie; this is the newest plain white material for dresses and waists; it is 40 inches wide and a nice sheer fabric per yard . . . . . 25c
- White Materials; in an extra quality plain weaves suitable for confirmation dresses; these are mercerized batiste 45 inches wide, French organdie 40 inches wide and plain white voile, per yard . . . . . 50c
- White Nainsook; an extra fine sheer quality suitable for babies' dresses and fine underwear, per yard . . . . . 20c
- Longcloth; having a fine chamois finish; suitable for gowns and underwear; price, per bolt . . . . . \$1.25
- Linene Suiting; in white only, and 36 inches wide; this suiting is especially adaptable for waists and dresses; it has a fine soft finish, at per yard . . . . . 12 1-2c and 15c

### Afternoon Dresses

Designed by Betty Wales for girls and youthful young women who like beautiful and becoming clothes, entirely free from freaky features. They come in Taffeta in new spring colors and Cream Serges \$13.95 to \$22.50

Stripe Taffeta, Georgette sleeves and collar . . . . . \$20.00  
 Shantung Silk, tan only, collar, cuffs and pocket hand embroidered in bright colored silk, only . . . . . \$15.00

### Sport Skirts

To complete a perfect wardrobe is to possess one or more wonderfully charming Sport Skirts, which in material and design carry out the same picturesque effect as Suits and Dresses. We are showing some beauties in Khaki Kool, Silk Jersey, Wool Jersey, Flannel, Serge, Silk Poplin and Wash Gabardine, stripes, checks, plaids, figures and solid colors . . . . . \$3.50 to \$10.00

### Easter Footwear For Ladies

- Gray Kid Pump (leather heel) . . . . . \$6.00
- White Kid Pump (leather heel) . . . . . \$6.00
- Tan Willow Calf Pump . . . . . \$5.00
- Brown Kid Pump (negro brown) . . . . . \$5.00
- Dull Black Kid Pump . . . . . \$4.50
- Patent Pump (French heel) . . . . . \$4.50
- Dull Kid Pump and Patent . . . . . \$4.00
- White Canvas Shoes, low heel . . . . . \$4.00
- White Canvas Shoes, high heel . . . . . \$3.50
- White Canvas Shoes, high heel . . . . . \$2.50
- White Canvas Shoes, low heel . . . . . \$2.50
- White Canvas Shoes, low heel . . . . . \$2.00

### COLORED WASH GOODS

In a Wonderfully Complete Offering

- Linen Pongee; 27 inches wide and to be had in all the new spring shades; it is a fine quality, having a silk finish, per yard . . . . . 35c
- All-linen Ramie; a good heavy quality 36 inches wide and to be had in all the new shades, at per yard . . . . . 50c
- Mercerized Batiste; in light grounds with fancy colored stripes, dots and floral patterns; specially priced at per yard . . . . . 18c
- Shirting Madras, in fancy colored stripes; this madras is splendid for women's house dresses and men's shirts; price, per yard . . . . . 25c
- Dress Gingham, in stripes, checks and plaids; make lovely dresses for children and for women's house dresses; per yard . . . . . 12 1-2c
- Mercerized Poplin, in an assortment of all the new plain colors, also white; excellent for women's and children's dresses; a 35c quality at per yard . . . . . 25c
- Zephyr Gingham, in a big assortment of checks, stripes and plaids; they are 32 inches wide, and selling at per yard . . . . . 19c
- 36-inch Pereaes in a big assortment of fancy colored stripes; they are 36 inches wide, and the price is, per yard . . . . . 12 1-2c and 15c
- Fancy Colored Voiles; a fine sheer quality in stripes, figures, checks and floral designs; it is 36 inches wide, per yard . . . . . 25c
- Linene Sport Suiting, in tan or white grounds with large figured designs; the latest fabric for women's sport suits; price per yard . . . . . 25c and 50c

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