

Leader Store—Washington and Delaware Sts. Mail and Phone Orders Carefully Filled, Phone Riley 6364. Visit Our Newly Decorated, Ready-to-Wear Sections, 2nd Floor

Ready for Easter...With Exciting New Fashions...Low Priced!

FREE DELIVERIES WITHIN CITY LIMITS!

LEADER STORE

Use Our Convenient "Lay-Away"—Small Deposit

Only 7 Shopping Days to Easter! Hurry... for Best Selections!

Tomorrow, with Easter but seven shopping days away, will be one of the very busiest days of the spring season! Our stocks and our organization are tuned up to that expectation! Thousands will come from far and near to choose their Spring outfits from among our expertly selected and splendid array assortments of Easter Apparel!

USE LEADER'S 10-PAY PLAN!Your Easter Shopping
Is Made EASY... IF You
Use LEADER'S 10-PAY PLAN!
Consult Our Credit Manager,
Second FloorStore Open
Saturday
- to -
9
P. M.**SAMPLES—One of a Kind
Leather
HANDBAGS**2 Initials Free With
Every Bag!**94c**Many Made to Sell for
Double This Price!Genuine leather, shiny pat-
ents, including Karatols. Every
smart new idea in hand-
bags is here. Top handles,
zippers, vanities, barrel bags,
envelopes. Gray, navy, black,
brown, saddle tans, green and
red.**BOUTTONNIERES 10c**
Daisies, Gardenias, Field
Flowers, Carnations and
Violets.
Leader's Main Floor.**Buy Your Easter Footwear NOW!****New Novelty Shoes**

Attractively Priced to Meet Every Type Budget!

High and Cuban Heels! **\$1.97** **Sizes 3 to 8!**

If you've waited till now... then don't delay another minute as these shoes have everything you'd want for Easter and Spring dress and comfort.

- Square Toes
- Stubby Toes!
- Sandals!
- Ties!
- Straps!
- Pumps!
- New Tones!
- Blue! Gray!
- Black! Whites!
- Combinations!
- Patent Leathers!

Boys' and Girls' Easter Shoes

With All-Leather Soles **99c**

All new arrivals... patents, whites, smoke; also 2-tone, black and white or tan and white. Sizes 5 to 8, and 8½ to 2. Shoes that will be smart for Easter and yet sturdy enough for months to come.

Leader's Main Floor.

**WOMEN! Before You Decide on
Your Easter Outfit, See These NEW****COATS
and SUITS**

IN LAST-MINUTE FASHIONS!

\$10.64Every Garment Is NEW—Just Received—They Were
Made to Sell for \$12.95 and up to \$15.00THE SUITS: Smart check pat-
terns and plain fabrics of gray,
brown, navy and combinations.
Swaggers and mannish tailored
styles. Sizes 14 to 20 and 38 to
44.THE COATS: All new types of
checks and plain colors, smartly
styled swaggers, Chesterfields,
strollers and fitted models. Sizes
14 to 20; 38 to 48.**NEW EASTER DRESSES**What a collection. Here are dresses that are new in
every detail. They're smartly fashioned of prints,
plains and combinations. Dark tones and plenty
of navy, pastels and high shades. Sizes 14 to 20,
and 38 to 50.**\$3.97**

Leader's Second Floor.

Values That Are Being
Talked About!**NEW
EASTER
HATS**

Reg. \$1.95 to \$2.95 Value

\$1.74Paris-Meme Straws, Shark-
skins, Pedalines, Felts, Rough
Straws. Gay young hats with
plenty of zip that will cut
quite a dash in the Easter
parade. Headsizes 22 and 23.
Leader's Second Floor.**EASTER LINGERIE
SILKS and TAFFETAS**

• Satin Dance Sets
• Outsize Panties
• Outsize Chemises
and
• Paneled Slips

99c

8 Feature Points Paneled Slips!

- 4 GORE
- RIP PROOF SEAMS
- WILL NOT RIDE UP
- PRE-SHRUNK CLOTH
- BIAS CUT
- TAILORED STYLES
- Imported SHAPE LACES
- ADJUSTABLE STRAPS

1st Quality Women's UndiesPanties, bloomers, step-ins in "Will-
o-Glo" and novelty rayons. Well
made and uniformly sized. Usual-
ly 39c.

Leader's Main Floor.

23c**Grocery Specials!**

Fancy Blend Rio Coffee, 10c lb.

Fresh roasted and ground while you wait.

Fancy Prunes... 2 lbs. 9c

70/80 size; California packed.

Dill Pickles... 10c doz.

Good sized. Solid.

Macaroni or Spaghetti 3c Box

Large 7-oz. pkg. Elbow or straight.

8-Oz. Black Pepper... 10c

Pure, ground. Handy size pkg.

Table Salt... 2½c Box

Jack Frost or Morton's. 1½-lb. box.

Gold Medal Flour... 5 lbs. 25c

Also Pillsbury's in the lot.

Hardwood Clothespins 50 for 5c

Lighthouse Cleanser... 2 for 5c

Well-known cleanser.

Octagon Soap & Pwd. 4 for 9c

Yellow laundry soap.

LIMIT ON ALL ABOVE ITEMS

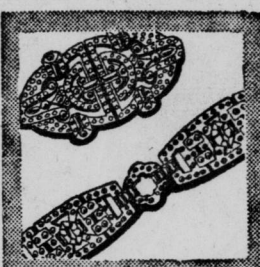
Leader's Basement.

**Easter Baskets****15c to 59c**Festive and colorful, filled with
Easter candies. Cellophane
wrapped. Assorted sizes at all
prices.**JELLY EASTER EGGS**

2 lbs. for 15c

2000 lbs. of fresh, delicious, colorful
Jelly Bird Candy Eggs. Saturday
special!

Leader's Main Floor.

**NEW SPRING
JEWELRY****29c 4 for \$1**Wonderful assortment of new
Jewelry; gold and silver mount-
ings with Rhinestones; Necklaces,
Earrings, Pins, Clips, Bracelets,
etc.Fine Lot of Men's Jewelry in
This Group.

Leader's Main Floor.

**Women's FIRST QUALITY
RINGLESS STOCKINGS**

Full Fashioned

49c

• All New Spring Colors!

You'll rave over their quality when you see
them—especially if you've been shopping
for Silk Stockings lately.

- Picot Tops
- French Heels
- Sizes 8½ to 10½
- Cradle Foot
- Reinforced at
wearing points.

Marshall Field's "La France" Children's Anklets

First quality; Durenes; mercerized; candy stripes;
Roman stripes, plain and fancy cuffs. Sizes 5 to 10½.
Made to sell for 10c to 35c a pair!

Leader's Main Floor.

12½c

Fr.

Girls! COME TO LEADER'S

You'll Like the Styles! Mother'll Like the Prices!

**Girls' NEW
Easter Coats**

\$5.94

Well tailored smart new swagger, polo
and fitted styles! New spring checks,
plaids and plain color fabrics. Some
with hats and purses to match. Sizes
3 to 14 years.**—For Confirmation!
Girls' WHITE
DRESSES**—Of Celanese Rayon Taffeta and
Rayon Crepes!**\$2.94**Dainty dresses for GIRLS and EARLY-TEENS.
Confirmation styles in white and pastels with
ruffled pleating and self-trim. Sizes 12½ to
16½ years. Included are adorable print
dresses. Also a nice selection of print, plain
colors and pastels.Children's Undies, 19c
Panties, Bloomers, Vests, with
lace and appliques; saddle or dia-
mond crotch. Sizes 4 to 18.Children's "Baby-Face" Self-
Help Comb. Suits, 39c
Reg. 59c, made of satin striped
good Rayon. Full cut.

Leader's Second Floor.

Rayon Taffeta Slips, 39c
Easily 59c retailers, bias cut,
shaped laces top and bottom.
Hemstitched yokes; ruffled bot-
toms. Sizes 8 to 18.Taffeta Swish Slips, 59c
New pastels to complete any
Easter costume. Built-up shoul-
der, French seams. Sizes 4 to 14.**EASTER SALE for MEN!**

TO DRESS YOU SMARTLY FOR EASTER AT LITTLE COST!

Men's Easter SHIRTS

99c

Including the NEW DEEP-TONES
With the Popular
DUKE-OF-KENT COLLARS
In Navy, Maroon
Copen and Brown!

NEW FELT HATS **\$1.00**

Smart styles for men and
young men; narrow and wide
brims. Colors: Pearl, Brown,
Gray and Tan. All sizes.

NEW EASTER TIES **49c**

Hand-made neckwear in new
spring plaids, checks, stripes
and figures. Spring colors.

Leader's Main Floor.

**TOP-TO-TOE SMARTNESS CALLS FOR THESE
Men's Goodyear Welt
DRESS OXFORDS**

\$1.97

**They're All
New Spring
Styles!**

Easter styled shoes in up-to-the-minute fashions—with narrow,
medium and pointed toes. Black or brown in sizes 6 to 11.
Plenty of wear, lots of comfort and real style—a big trio, men,
to get for only \$1.97 a pair.Serges, Cashmeres, French backs
and tweeds. Conservative and
black models. Blues, Grays and
Tans. Sizes 29 to 42.

Leader's Main Floor.

BOYS' NEW EASTER CLOTHES

Styled Like Dad's and Priced to Save Dad Money!

**Boys' 3-Piece
Easter SUITS**

With 1 LONGIE and 1 KNICKER

\$5.94

Made of good looking, sturdy materials
with wanted features. Full lined coats
with new pinch-backs. Gray, brown and
novelty checks and stripes. Sizes 6 to 15.**BOYS' ALL-WOOL
PREP SUITS**

\$7.94

Use Our
10-Pay Plan

WITH 2 PAIRS LONGIES!

New pinch-backs in single and double
breasted styles! Coats full lined, patch
pockets! Blue chevrons, gray and brown
checks. Slack model trousers with wide
bottoms. Sizes 10 to 19.Boys' Dress Shirts, 59c
Fast colors, plain and fancy
broadcloths. Full cut. Yoke back.
Sizes 8 to 14½.Boys' Rugby Suits, 98c
Fast colors, pinch-back coat.
Broadcloth blouse, nub-weave
fabrics. Blue and brown. 4 to 9.Boys' Slacks, \$1.69
All wool novelty checks and solid
patterns, side buckle, wide bot-
toms, extension waistband, some
pleated fronts. Sizes 6 to 18.Boys' Felt Hats, 98c
Gray, brown and navy blue. Full
sweatband. 6½ to 7.Boys' Easter Ties, 19c
Plain Colors, stripes and novelty
check patterns. Silk and wash-
able ties.Boys' Sweaters, \$1.69
Part and All-Wool Sweaters.
Talon zipper, sport back, brown
and blue checks and plain colors.
Sizes 30 to 36.

Leader's Second Floor.