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THE INDIANAPOLIS TIMES

PAGE 19

EASTER Finery

COSTS MUCH Less At The Leader



Girls' SPRING COATS

- 2-Pc. Flannel Cape Suits!
- Tweeds! Shetlands! Flannels!
- Popular Flare Back Styles!
- Plaid Taffeta Linings!
- Grey—Navy—Red—Kelly!

EXTRA SPECIAL!
CHILDREN'S FANCY
CUFF ANKLETS
Fine quality cotton in
fancy turn-down cuff
styles. Light, dark, white,
white, light, irregular.
First Floor

SALE PRICED

\$7.95

OTHERS \$10.95 TO \$18.95

TOTS' ALL-WOOL COATS

Beautiful all-wool "Parker-Wilder" flannels.
Pastel plaid, fine shetlands! Flare backs with
wide notched collars! Basic colors
include navy, red and kelly. Toddlers sizes
1 to 4, tots' sizes 3 to 6x.

GREATER LEADER—SECOND FLOOR

\$7.95

As New as Spring

FAMOUS "FRUIT OF THE LOOM" CHILDREN'S DRESSES

• IN SIZES 1 UP TO 6x

Solid colors with harmonizing embroidery, rick-rack and ruffle trims! Umbrella prints on white backgrounds, rick-rack trim or ruffle apron effect! Clover print with eyelet yoke; rick-rack and ruffles! Plaid jumper dresses with bow trims.

\$1.79

TODDLERS' PANTY-DRESSES
Dainty print dresses \$1.98
with matching panties! \$1.98
Ruffles and eyelet trims.
Sizes 1 to 3.

GREATER LEADER—SECOND FLOOR



ANOTHER FRESH SHIPMENT OF THOSE YOUTHFUL FRENCH CREPE DRESSES

• PASTEL OR DARK GROUND PRINTS!



• FINE QUALITY RAYON PRINTS PLACED ON SALE AT A LOW BREATH-TAKING PRICE!

ALL SIZES
12 TO 20
38 TO 44
46 TO 52
16 1/2 TO 24 1/2

\$2.97
EACH

We've assembled a veritable flower garden of the most inspiring prints you've ever seen—and all are fine rayon French crepe that's so easy to care for! Your favorite flattering fashions embellished with new details and trims.

FIRST FLOOR



HIGHER PRICED SPRING HATS

- STUNNING NEW STRAWS!
- HONEY-SOFT SPRING FELTS!

PLenty OF LARGE HEAD SIZES
\$1.94 EACH

- SAILORS—FORWARD TYPES!
- BONNETS—OFF FACERS!

Timely fashions of fine straw bedecked with feathers or casual felts with feather and ribbon trims. At this sensational sale price, you'll want several to accent your favorite outfit!

• BLACK • BROWN
• NAVY AND RED!

FASHION HATS—First Floor



TOP VALUES in classic

THE BLOUSES—In
dressy or tailored types
to top off your favorite
spring skirts! Lace
trims and dainty plaid
make them fashion
firsts for spring!

SALE PRICED AT
\$1.98
EACH

THE SKIRTS—in straight line models with fly fronts,
piping trims and zipper back closures! Rayon gabardine and
basket weave rayon in sizes 24 to 30! A host of best spring
shades and black!

EVERY PAIR INTENDED TO
SELL AT A MUCH HIGHER
PRICE THAN THIS TERRIFIC
LOW FIGURE

GREATER LEADER BUY ON OUR LAY-A-WAY PLAN
CORNER OF WASHINGTON AND DELAWARE STS.

USE OUR LAYAWAY

YEAR AFTER YEAR, THOUSANDS OF OUR VALUED
CUSTOMERS AVAIL THEMSELVES OF THIS CON-
VENIENT SHOPPING SERVICE! YOUR SELECTION OF
FRESH, NEW EASTER AND SPRING NEEDS IS PRACTI-
CALLY UNLIMITED NOW! SHOP THE EASY,
THRIFTY WAY . . . USE OUR LAYAWAY!

GREATER LEADER BUY ON OUR LAY-A-WAY PLAN
CORNER OF WASHINGTON AND DELAWARE STS.

THE OUTSTANDING BUY OFF THE SEASON!

New SPRING COATS

★ A REPEAT SALE OF A FAST SELLOUT!

★ GABARDINE'S! COVERTS! YARN DYE GREYS!

★ SUPERB QUALITIES IN LEADING
FASHIONS THAT ARE COM-
PARABLE TO ANY \$18 AND
\$21 COATS WE'VE SEEN!

PLACED ON SALE AT A
LOW PRE-EASTER PRICE



\$14.77

Here are style conscious . . .
Spring shaded . . . right-fitting
Spring coat values you won't
want to resist! Every coat in our
new collection is of fine spring
fabric with lustrous rayon lining.
With the type of tailoring you ex-
pect to find only in much higher
priced coats! Don't miss these
outstanding buys! Come in to-
morrow!

• SKIPPER • GREY
• KELLY • BEIGE
• RED

★ USE OUR LAYAWAY NOW!

Buy EASTER / SEALS
HELP HOPPED CHILDREN

✓ CHECK THESE SEASON'S
SMART STYLE FEATURES

• BACK BUTTON TRIMS
• FULL GORED BACKS
• NEW BELTED BACKS
• ALSO TWO-WAY COATS WITH
REMOVABLE DOG LEASH
BELTS!

FASHION COATS—FIRST FLOOR



Novelty SPRING FOOTWEAR

Actual \$5.95 Values!

\$3.95 Pr.

• SMART STRAPS!
• PRETTY PUMPS!
• ANKLE STRAPS!
• CLEVER OPEN TOES!
• SMART SLING BACKS!
• HOST OF COLORS!
• ALL HEEL HEIGHTS!

Like the first robin . . . it isn't Spring and Easter without a beautiful pair of smart shoes to set off your important new ensemble! And you needn't pay a small fortune for them, either—because we've a complete collection of brand new styles that sell the country over at much higher prices! Be convinced—compare these qualities—tomorrow!

FASHION FOOTWEAR—LEADER, FIRST FLOOR

FEATURE GROUP! HANDSOMELY STYLED

MEN'S DRESS OXFORDS

• RICH BROWNS
• BLACKS

\$3.98

Wise investments—beyond a doubt because even if you dared you would find it practically impossible to duplicate this value in fine quality footwear! Pliable leather uppers that fit and wear the way you expect! Cushiony rubber that fit and wear the way you expect! Cushiony rubber heels and durable soles! Black or brown in sizes 6 to 12.

ALL SIZES
6 TO 12!

MEN'S SHOES
Leader, First Floor



JUST LOOK HOW YOU CAN . . . Dress 'em Up INEXPENSIVELY AT THE LEADER!

Boy's SPRING 2-PANT SUITS

- FINE ALL WOOL AND GABARDINES!
- ALL COATS WITH A FULL RAYON LINING!
- SMOOTH LONG WEARING WORSTEDS!

\$13.77

Snappy spring styles that really lead a "Double Life" because two pairs of trousers give double wear! Just examine the tailoring . . . the season's smoothest fabrics . . . new up-to-the-minute styling . . . you'll say it's the biggest value you've ever seen! All garments are full cut for perfect fit and comfortable wear! Best spring shades in the selection! All sizes 8 up to 16.

GREATER LEADER—SECOND FLOOR

BOYS' CAVALRY TWILL & GABARDINE PANTS

\$3.97

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