Special Sales of

Easter Apparel

For Women and Misses



Sale of Women's and Misses

Sample Suits

Tricotine

Men's Wear Serge, Check Velours

Many Styles.

Fully Silk lined

\$39.75

Sizes for Misses', Women and

Extra Large Women.

Sale of Over 300 New Taffeta, Satin and Georgette Dresses.

Bought at 1-2 Price

On Sale at

\$26.75

Over 50 different styles

to select from. Colors:

Copen

Green

Pekin

Tan

Taupe

Rose

The TOUHEY CO., Inc.

82-84 Main Street East

Clothing

Many times garments that are not strictly in style can be dyed, cleaned and remade in a satisfactory manner.

All garments can be made to last much longer by frequent cleaning. Let us show you how cheaply this can be done.

Send us your garments now before the rush season begins, thus avoiding consequent delays.

Wm. C. Brown & Co.

Cleaners and Dyers

62 Clinton Ave. S.

Main 2647

'Phone for our auto.

If There is anything you want and do not Know where to find it, Call at

The Maurer-Haap Co.'s

149 Main Street East

All Kinds of Shrubs, Plants and Trees Best Coffees and Teas All Kinds of Delicatessen

THE MAURER-HAAP CO.

"Butter Krust Bread"

On Sale At All Grocers Rochester Bakery



There's the bonny Scotsman's bonnet That he wears with greatest pride With a jaunty silver thistle Fastened gaily at the side, There's the little pink sunbonnet

Which the country lassic wears; And the boudoir's frilled creation That "My Lady" dons upstairs.

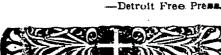
And stored within our attic In a rosewood chest of yore,

Is the fetching wedding bonnet That my great-grandmother work. There's a wreath of posles on it,

And a tiny spray within-And some cherry-colored ribbons
That were tied beneath her chin.

But the hat most chic and charmles That has ever come my way. Is that one that Dorothea Wore to church on Easter day.

I can't tell the shape or color, I could nover guess its worth But beneath it glowed the beauty



HAILED GODDESS OF SPRING

Heathen Saxons Had Their Festival especially adapted. In this interesting When They Worshiped Eastre, Before Dawn of Christianity.

luminated and decorated. On Easter the plain navy blue gabardine sult. witness the symbolic resurrection in black, and this decoration is apfrom the sepulcher. This was represented by the priest's elevating in full view of the people the supposed body of the risen Christ.

In connection with the celebration n the churches the people indulged in feasting and rejoicing in their own homes. This was but a natural reaction from the rigorous fast of Lent imposed by the church, during which



tient Greeks and Romans, who col-tions infinite. Pagan legend, and is as follows:

"There fell from the heavens, long, broldery. long ago, an egg of immense size; it rested on the Euphrates, when a dove descended and hatched it, and out of it arose a splendid beauty of Venus."



Song of Easter.

Sing that the winter is over, Sing for the coming of

For the showers and flowers and beautiful hours, And the flash of the robin's

Sing for the gladness of Easter Lift up your voices and sing.

May Afford Decoration for Chiffon and Other Fabrics.

Wool Jersey One of the Most Desir. able for Plaited or Gathered Sport Skirts.

One of the most interesting deelopments of modern design is the subtlety with which plaids have been incorporated into its schemes. * Once upon a time plaids were plaids

and no hones were made about it. Consequently the brilliant and startling woolens were relegated to the children's wardrobe or to the realm of sports skirts.

Now plaids have become a motif in design which may be carried out in bead or silk embroidery and is as like ly to be used in decoration of chiffor and other silken fabrics as it is it the cheerful and childish ginghams and woolens.

Wool jersey is one of the most de sirable fabrics for the gathered or plaited plaid sport skirt, and it is expected that later the cartridge sill which was left on the hands of the war department at the signing of the armistice and which is being dyed and utilized most successfully for dress purposes, will come into its own aa sports fabric, a use to which it is silk there is an excellent choice of plaids among the many designs and plain colors.

In ancient times the Sax. With the plaid skirts, whether they ons were worshipers of are worn on the golf course or the the heathen goddess Eos street, the solid color blouse or coat. tre whose festival fell in repeating either the most conspicuous the spring. The feast of or the most neutral tone of the plaid the Resurrection falling in is a foregone conclusion. With the the spring also, the fame suit coat, the trimming accessories was transformed to the Christian feast pocket flaps, scarf collar or revers are which, in the Saxon church, was re-usually of the plaid. By contrast to garded as the queen of festivals. It this rule of plain above and plaid be vas termed the Day of Light, and low, plaid taffeta blouses of an adorrom midnight of Easter eve until day. able crispness and smartness have light the churches were brilliantly il-been provided to add a gay touch to

morning the people flocked to the Serge is embroidered in raised lines elaborate service, and especially to in a plaided pattern, either in color or



no mest whatever was eaten and on plied to both suits, coats and frock Good Friday no food at all was per- A simple georgette frock may b plaided all over diagonally with lines The custom of using eggs is sup of heads. The squares are large, the

posed to have originated with the an lines fragile and the color combina ored them to use in their pagan fee. Foulards are blocked off in large Marvelous stories may be squares, with a solid line and a con found of bewitched eggs, said to be ventional motif is planted in the midable to fly straight toward the sun, dle of each square. and one famous variety was said to Many levely cottons, besides our old

have been laid by a rabbit. The story friend gingham, are treated to a decoof the origin of the Easter egg seems ration of plaid design, and such delito be a mixture of the Christian and cate cabrics as voile are patterned in heavy raised lines resembling em

Certain fashion authorities profess

Chinese Tendencies Prevail. Chinese tendencies are everywhere

noticeable in the vivid greens, blues, yellowish-red and burnt orange favored for the coming season. The hip length mandarin cloak-or shall we call it a blouse, since it oftenest answers this purpose?-is being worn at the southern resorts, and will be in the North. Of black or green or burnt orange satin, plain or covered at intervals with an allover embroidered design, and, with bordering bands of contrasting satin about the open throat and loose sleeves, it is admirably effective and is oftenest worn over a short, straight, knife-plaited

fastens on the right side.

New York Suit, Cloak & Fur Co.

20 Main St. E. Near Four Corners

Stylish Stout Apparel

Coats, Dresses, Blouses,

This is an unusual opportunity for stout women saving on stylish stout garments. They are not merely large sizes of regulars but garments specially designed and tailored for stout women. They are cut on lines that give a decided appearance of slenderness and uncommonly good style.

Stylish Stout Suits

In Tricotine, Gabardine, Serge, Vigra Cloth. Extra large arm holes and extra large sleeves. Some embroidered, some plain tailored models with vests. Sizes 42 1-2 to 52 1-2.

\$54.95 Upwards

Stylish Stout Coats

In mixtures, Polo Cloth, Tricotine, Crystaltone. Some have belts. Mannish lapels. Swagger cut and style. Sizes 42 1-2 to 52 1-2. Uncommonly good value at

\$39.50 Upwards

Stylish Stout Dresses

In Jersey, Tricotine, Taffeta and Satin. Beautifully made on long, slender lines. Effectively embroidered. Sizes 42 1-2 to 52 1-2

> \$39.95 Upwards Stylish Stout Blouses

In Georgette, Crepe de Chine and Voile. Beautifully embroidered. Large arm holes, large cuffs. Specially made for stout figures. Sizes 42 1-2 to 52 1-2.

\$3.45 to \$19.95

Stylish Stout Skirts Accordion pleated, box pleated and plain. In Plaid, Serge and Silk. Extra large through hips. Most desirable and practical addition to your wardrobe.

\$9.95 Upwards

Splendid Values for Stout Women

Especially priced Jewelry for Easter

including an exceptional line of Ecclesiastical Wares

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Henry Oemisch Co. 56 East Avenue

Easter Models Always Attract

Consequently we are very busy. We cater to the trade who appreciate up to the minute models, perfectly made and correctly

The French Millinery Store

132 FRANKLIN STREET (Open Evenings).

Phone Stone 3877-1

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Keene & Keene

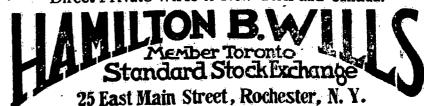
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Waste and Repair Parts, Babbit fact that the true Chinese cloak