

# Saturday Junior, Misses, Girls' and Boys' Economy Sales

**"Cute Kid" Dolls, Special 25c**  
A Doll That Sells Regularly at 50c

—These cleverest little dolls come as boys and girls. The boys in rompers and the girls in short play dresses. Made of blue and white and red and white striped percale. They have little boots and stockings. Their bodies are unbreakable and the heads have painted hair, large, wise-looking eyes. Illustration is an exact copy of the "Cute Kid." Mezzanine Floor.



**Lipman Wolfe & Co.**  
"Merchandise of Merit Only" 1913

## 63rd Anniversary

### Saturday—Its Aim, Mission, Intent

—The Earl of Chesterfield, in a letter to a friend written over 150 years ago, said: "Whatever is worth doing at all is worth doing well."  
—When we moved into this new store last Fall the management resolved to feature each Saturday as Junior, Misses, Girls' and Boys' day—to be a day devoted to apparel and accessories designed and created especially for the younger generation.  
—To this end we followed that old axiom that all work should move in the direction of an aim, a goal, a fancied hope. There is something of divineness in loyal labor—in labor that is born of ideas and ideals. Ideas contribute the **WILL-TO-DO** but the ideals the **HOW-TO-DO**.  
—At the very first meeting every buyer in our store in any way connected with the buying of juvenile merchandise was told of the aim, the mission and the intent of this day.  
—They loaned their ability and energy to the furtherance and success of Juvenile day.  
—Saturday is recognized generally as Juvenile day at this store by the shopping public. We have succeeded because both the head influence and the heart influence were behind this undertaking.  
—Persistence was bound to win.  
—Success is never measured by chance.

### Middy Blouses, Separate Skirts, Bloomers For the Junior Girls

**Middy Blouses Priced at \$1.25, \$1.75 and \$2.00**  
—In our Junior Department you will find a complete line of **Middy Blouses** for children and juniors, with separate skirts and bloomers to match. These are all fine custom-made garments and only the very best materials used. Very best workmanship and unexcelled fit. You will find all combinations—white; white, with navy and red collars, and navy, with white. Also plain khaki and navy blues. Made with open neck or laced front, with or without shields. Long or short sleeves. Also the popular Norfolk style that slip over the head. Yoke effect, with belt.

**Separate Skirts at \$2.00, \$3.00 and \$3.75**  
—These skirts come in white, navy and tan galatea of the best quality. Full pleated style or gored with panel back and front. Lengths 22 to 30 inches. Also flannel or serge skirts in similar styles.

**Bloomers at \$1.50**  
—Gymnasium bloomers, sizes 10 to 18 years. Come in navy, black and white Galatea. Extra full cut, made with deep yoke, band back and front. Opening to the side. **Fourth Floor**

### New Bulgarian Blouses Specially Priced at \$1.75

—Just in—a large shipment of the popular Bulgarian blouses. Made of excellent quality white Galatea with plain white, cadet, navy and striped blue and red and white collars, cuffs and tie.  
—In the regular Balkan style, belted, with low waist line. With the new style collar and tie, short sleeves, with turn-back cuffs.

**Sizes 14, 16, 18 and 20**  
**Fourth Floor.**



### Hats for the Little Folks at \$1.95

Regular \$2.50 to \$4.00 Models

—We have an immense assortment of children's hats, and a fact worth mentioning is that in this lot there are no duplicates—one of each style only being offered.  
—They come in fine straw, fancy braids and sun Milans—in mushroom, Tam o' Shanter and poke shapes—in white, natural and different colored straws—navy, gray, tan, green, pink and blue. With trimmings of fancy pink, blue and white ribbon bows, shirrings and rosettes, black velvet ribbons, dainty flowers—small pink, white and the popular forget-me-nots.

### Lingerie Hats and Bonnets, Special \$1.49

—Lingerie hats and bonnets. Made of rows of lace. The hats come in the popular mushroom shape with drooping brim, and are trimmed with pretty Dresden ribbon bows. The bonnets are in poke shape, with the new short backs, and trimmed with pink and blue ribbon and dainty flowers. **Fourth Floor**



### New Juvenile Dresses Grouped at Lowered Prices

**Girls' \$6.50 Serge Dresses**  
Special \$4.95

—These dresses are made of an exceptionally fine quality serge, which is shrunk and sponged. They come in navy blue and brown.  
—Made in two styles, one of which has a large sailor collar trimmed with rows of soutache braid, silk emblem on the sleeve. The waist and skirt are separate.  
—The other is a one-piece dress with high collar, side button effect, wide belt and fancy cuffs trimmed with a contrasting color. Full pleated skirts. **Sizes 6 to 14 years**

**Girls' \$5.00 and \$6.00**  
**Cloth Dresses**  
Special \$3.75

—In navy blue, cadet blue, green and brown serge and panama cloth. Made with high neck and pleats on the waist, or fancy side effect, braid, button and embroidery trimmed. Also Gibson pleat style with turn-down collar and plaid silk tie. Skirts are full pleated. **Sizes 6 to 14 years**

**\$1.75 Juvenile Dresses**  
Special \$1.25

—New tub dresses. All made in the popular long-waisted, belted-skirt style. Fashioned of light figured percale and plaid gingham. Three different modes of trimming—round neck, collarless, with turn-back cuffs, revers and belts, with pipings of contrasting color. Another in side-button effect, with deep collar and turn-back cuffs of plain color.  
—Come in black and white, blue and white and brown and white percales, and blue, pink and tan and white gingham. **6 to 14-year sizes.**



### \$1.35 Tub Dresses 98c

**2 to 6-Year Sizes**  
—These splendid dresses are made of Anderson gingham, striped and checked. In three models—one with round neck and prettily cut collar of white pique; another model made side-button effect with band of embroidery and material-covered buttons—and still another model made surplice style and trimmed with white pipings and finished with pearl buttons. All made short, inset sleeves, full and of best workmanship. In brown and white, pink, green, blue and tan and white cheeks and stripes.

**85c and 75c Dresses**  
**2 to 6-Year Sizes**  
Special 59c

Made of plain chambray, figured percale, white Indian head and checked gingham. All made long-waisted, short pleated skirt style, with short inset sleeves. In four different styles of trimming—plain bands, pipings, embroidery insertion, and checked gingham contrasting collars and cuffs. In plain white with cadet blue, tan, blue and pink and white checked gingham, light percale with red and blue figures, and plain chambrays.

**50c CHILDREN'S ROMPERS**  
SPECIAL, 33c  
**Sizes 1 to 6 years**

—Made of plain striped chambray in gray, tan and dark blue. Band finished neck, side buttoned and belted style.

**75c BLOOMER DRESSES**  
SPECIAL, 59c  
**Sizes 2 to 6 years**

—Of plain pink and blue chambray, checked and striped gingham and pink and blue percale. Square cut neck and kimono sleeves and round neck with set-in sleeves. Trimmed with fancy contrasting bandings and pipings, with belt to match. Full cut bloomers made with band and buttonholes. **Fourth Floor.**

**Play Dresses, Special 25c**  
**1 to 6-Year Sizes**

—Excellent made dresses of checked and striped gingham, plain, checked, dotted and figured percale. Made long-waisted style with set-in sleeves. Round, collarless neck. Finished with plain bandings. Come in blues, pinks and white grounds with colored figures and stripes. **Fourth Floor.**

**INFANTS' CREPE DRESSES**  
SPECIAL \$1.29  
**Sizes 1, 2 and 3 years\***

—These daintiest of dresses are made from fine pelisse crepe. Made in baby fashion, pleated from neck to hem with an attached belt at the waist line of a colored crepe. Some being trimmed with lace inserting and edging at the neck. **4th Floor.**

### For Children's Hosiery No Store Is as Satisfactory as This Store

**Children's Lisle Stockings, 50c a Pair**  
—These hose are in a medium weight and are full fashioned of silk lisle in fast black with extra heavy soles, heels and toes.

**Black Cotton Stockings, 35c a Pair**  
—Stockings of full fashioned black cotton in a medium weight, extra strongly spliced on the parts most exposed to wear. Also a light weight silk lisle in black, white and the new tan effects.

**"Wear-Well" Stockings, 25c a Pair**  
—Stockings for boys and girls in a medium weight. They come in pure white or fast black cotton. Also a heavy weight in fast black made with narrow ankle and full fashioned feet. Elastic and full in length.

**25c Stockings for 19c a Pair**  
—For both boys and girls of fast black fine ribbed cotton in a medium weight, with fashioned feet and narrowed ankles for proper fit.

**Infants' 25c to 50c Sox, Now 18c**  
—Of white cotton, lisle and silk lisle. With tops in fancy checks, stripes, plaid or dotted effects. In many colors, also variously assorted checks or circular stripes. **First Floor**

### Accessories for Little Folks

**Beaded Bags, 49c**

—Beaded ballroom shaped bags in assorted colors.

**Silk Bags, 50c**

—In fancy shapes, with beautiful designs.

**Leather Bags, 25c and 50c**

—These bags are in assorted leathers, with double cord single hand strap in envelope shapes.

**Suede Bags, \$1.25**

—Fancy colored bags, with chain handles. In square shape.

**White Kid Bags, \$1.25**

—White kid bags, with gold frame and silk lined.

**Panier Bags, 65c**

—With one strap handle, in assorted colors and fancy lined; also inside coin purse.

### Ribbons

**25c Hair Ribbon, 17c**

—Plain and moire taffeta ribbon, 5 inches wide. Comes in all colors.

**25c Wire Edge Ribbon 15c**

—5-inch wired edge hair ribbon, in all colors.

**50c Satin Taffeta Ribbon, 33c**

—8-inch satin taffeta ribbon suitable for sashes, hair bows and millinery purposes. In all staple colors.

**35c Ribbons, 25c**

—Dotted taffeta ribbon, with corded edge. Plain taffeta, with borders of contrasting colors and warp prints. In light and dark colors; also taffetas and plain moire. **First Floor.**

### Gloves

**At \$1.50 Pair**

—One-clasp Cape, pique and P. X. M. sewing. In tan and white.

**At \$1.25 Pair**

—Misses' and boys' doekin gloves, one clasp, pique sewing

**At 50c Pair**

—Misses' two-clasp silk gloves in white and colors.

**At 75c Pair**

—Misses' 12-button silk gloves in white, pink, blue and tan.

**At \$1.25 Pair**

—Misses' and boys' Mocho gloves. Baemo make, in tan and gray. **First Floor.**

### Handkerchiefs

**All 5c**

—Children's all-linen handkerchiefs with 1/2-inch hem.

**Four for 25c**

—Boys' initial, all-linen, hem-stitched and blocked initial.

**Two for 5c**

—Children's colored border handkerchiefs. **First Floor.**

### Children's Belts, 25c

Splendid line of patent leather belts. In all sizes up to 44-inch and from 1 inch wide to 3 inches. These belts come in all staple colors and styles.

### Children's Belts, 50c

Genuine leather belts, 2 and 3 inches wide and sizes to 44 inches long. In all colors and styles, with brass and leather buckles. **First Floor.**

### Mothers' Day

Sunday, May 11th

"To My Mother," 25c

—A beautiful booklet embossed in gold with a Mother sentiment for the best Mother in the world. This booklet is tied with a lavender satin bow. **Stationery Dept., Basement.**

"A Montessori Mother," by Dorothy Canfield Fisher, at \$1.25 net.

"Childhood," \$3.00.

"Glorious Mother," leather, at \$1.25.

"The Open Road," \$1.50.

"Thought," leather, \$2.00.

"Borrowings," leather, \$2.00. **Book Store, Basement.**

### CHILDREN'S Crepe Underwear Specially Priced

**Crepe Combinations, 98c**

—Combination corset cover and drawers, made of soft, crinkled crepe and trimmed with cluny lace at neck, armholes and knees. Ribbon-run beading at waist. Well made and come in sizes for girls 10 to 16 years.

**Crepe Nightgowns, 98c**

—Mothers will find this a most practical gown. Made of fine soft crepe, in all white, stripes, dots and Dresden rose patterns in dainty colors. Made slip-over style, just like the "grown-ups," and trimmed with torchon edge, insertion and embroidery. Ribbon drawn. All have short elbow sleeves. In sizes for children 2 to 14 years.

**Crepe Drawers, 35c**

—For children 1 to 8 years. Made of the softest, nicest white crepe, trimmed with lace edging at knee. Made with belts and buttonholes and are cut very wide and full. **Fourth Floor.**

### For Children's Knitwear No Store Is as Satisfactory as This Store

**Vests at 18c**

—Fine ribbed white cotton vests, with low necks or high necks. Pantalets to match. Plain or lace trimmed.

**Underwear at 25c**

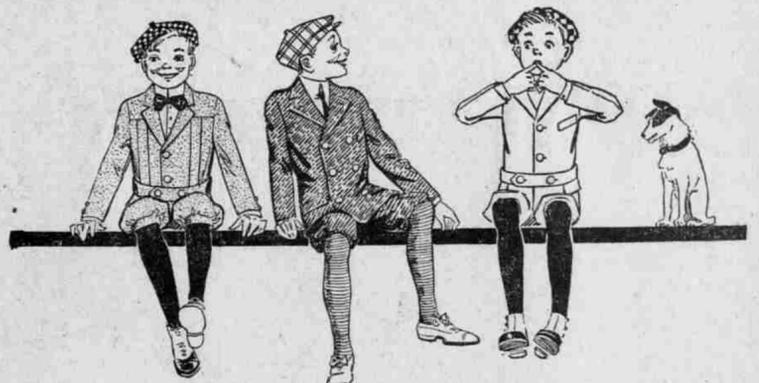
—Shirts of porous-knit white cotton, in a light weight. Very elastic and absorbent. The shirts are athletic in style, or with long sleeves. Knee or ankle length. Drawers to match.

**Union Suits and Vests, 30c**

—Light weight fine ribbed cotton union suits. Low or high necks. Silk trimmed or finished, with tight or lace-trimmed loose knee.

**Misses' Vests, 45c**

—Of medium weight white cotton. Low neck and sleeveless; Dutch neck, elbow sleeves, or high neck, long-sleeve style. Knee-length pantalets to match. **Fourth Floor.**



### Saturday, Boys' Suits, Special \$5.00

A Price You Have Often Seen Advertised

What It Means in This Store

You Pay \$10.00, \$9.00 and \$8.00 in Other Stores

For Suits Like These

—The power to make a price on a suit of clothes lies solely with the merchant. It is only that difference of opinion regarding the worth of the suit that regulates the price.

—So it is that you see suits advertised and claims made every day. In this sale we give you this liberal and unconditional guarantee. Select your boy's suit, compare it with those advertised elsewhere. If it is not better in every way we would not want you to keep it. Could you ask more?

### Norfolk, Single and Double-Breasted Suits. Some With Extra Knickers

—Norfolk Suits in many variations, both single and double-breasted. Plain and patch pockets.

—Single-breasted and double-breasted suits, in a variety of new models.

—All the suits are made of imported and American materials in neat patterns, including every fabric that is especially adaptable for boys' clothing.

—Specializing as we do in boys' apparel we show styles and material not found elsewhere. **Fourth Floor**

### Boys' Shirts, Anniversary Sale, 50c

—Made of percale in fancy stripes—chambrays in tan, light and dark blue or stripes; black sateen and plain white striped Madras. They have golf collars and button or plain turn-down collars. **Sizes 12 1/2 to 14.**

### Blouses, Anniversary Sale, 89c

—Of striped and white percales and Madras in plain white and tan, also gray soisette. Made in the tapeless style. Cut full and have golf collars. **Sizes 6 to 14 years.**

### Boys' Corduroy Pants, \$1.00 and \$1.50

—In tan and mouse color cut extra full with taped seams and watch pocket. **Sizes 5 to 17 years.**

### Boys' \$1.00 Sweaters 83c

—Heavy worsted plated coat sweaters made in the V-neck style fastening with pearl buttons. Two pockets. In gray, dark cardinal, navy blue or with contrasting color on the collar.

### Boys' Straw Hats

**Anniversary Prices, 65c, \$1, \$1.35 to \$7**  
—All the new popular shapes in Milan straws with wide or narrow brims, high and low crowns. Rah-rah and Tyrolean shapes in all white or white with fancy bands. Some with bound edges. Also in black, navy blue and burnt.

### Boys' \$1.25 Sweaters 95c

—Coat sweaters, the new ruff-neck style of Angora plated wool. In light gray, Harvard, cardinal and navy blue.

### Boys' Union Suits \$1.00

—Of fine white lisle in athletic style or high neck and long sleeves; also long or short sleeves. Made with the new trouser seat.

### Boys' Union Suits 50c

—Ribbed balbriggan union suits in ecru or white. Long sleeves, short sleeves or the popular athletic style.