

# Saturday—A Great Golden Harvest of Children's, Girls' and Juvenile Apparel Offering the Newest Junior Fashions—At Remarkable Reductions

Hundreds of Mothers Will Take Advantage of This—The Greatest Sale of Junior Apparel This Store Has Ever Offered—Knowing That They Cannot Obtain Such Economies and Quality Elsewhere

NOTE—All Garments in Sale Are Exactly Reproduced in the Illustration

A Triumph Shared by Our Patrons  
Children's Velvet and Corduroy Dresses  
SELLING REGULARLY TO \$14.00

Saturday \$7.50

—An opportunity which we have never been able to offer before in dresses for girls from 8 to 14 years. Made of splendid quality velvet and corduroy. Medium and long waisted styles with plain skirts. Trimmed with silk and lace collars or collars of contrasting color and materials. Belts of self materials and satin girdles. Elbow and full-length sleeves. Exceedingly handsome little dresses in navy blue, black or brown. Perfectly finished in every particular.

At a Glance You Will See the Economy and  
Beauty of These Coats for the Little Tots  
\$3.50 TO \$5.00 COATS

Saturday, Special \$2.45

—Coats for little children from 2 to 6 years of age. Made of plain cloths, double texture and corduroys. Colors are red, brown, rose, tan and blue. Trimmed in self and contrasting colors. Some have belts across the back, others are plain box style, with turn-down collars and turn-back cuffs.

Shoes for the Over-Strenuous Feet  
of Boys, \$2.25

Girls, \$1.75 to \$2.50

—The problem—shoes that will "stand the gaff" without overburdening the active little legs or cramping the tender, pliant muscles.

—Many parents tell us that these school shoes for boys at \$2.25 are the most satisfactory solution they have found.

—Of dull calf in the button style, with strong soles—bonest all through.

—For girls—Smart little shoes of patent colt or dull calf, having soft dull kid tops.

—A special section devoted to girls' shoes, and another section for boys' shoes, with salespeople who are expert in fitting growing feet.

You Never Bought More Serviceable, More  
Stylish or Practical Children's Dresses  
THAT SOLD REGULARLY TO \$10.00

Saturday, Very Special \$4.95

—In one and two-piece styles, made of the best quality sponged and shrunk serges in navy blue, browns and black, also shepherd checks. Regulation sailor styles, trimmed in soutache braid, with silk ties and emblems on sleeve and shield. Pleated skirts. Also Norfolk suits, trimmed in a number of pretty styles; also waisted dresses with separate belts of dull or patent leather. Neatly made and daintily trimmed with contrasting materials, touches of hand embroidery and tiny buttons. Sizes 6 to 14 years.

Girls' \$6 Serge School Dresses \$2.95

—Excellent quality dresses for school wear. Plain blues and browns, trimmed in braids and touches of silks in contrasting and self colors. Well made in every particular. At this price you cannot afford to make the girlie's dresses for general wear.—Sizes 6 to 14 years.

Charmingly Pretty Silk Frocks  
For Juniors, Special \$11.95

—Made of soft messaline in navy blue, plum, copenhagen, mahogany, wistaria and dark wine colors. Two styles, both made with net or tulle vests over silk foundation and trimmed with tiny accordion pleated frills and fancy pearl buttons. Round neck, long sleeves. Skirts are in draped style.

—Dainty little frocks for afternoon and matinee wear. Finished and trimmed in the same manner as the imported models at many times this price.

Another Hundred Children's Hats  
for Little Tots, to Sell Special 98c

The Regular Price Up to \$2.00

—Hats for children from 2 to 6 years of age. Made in a variety of charming shapes and trimmed with neat rosettes, cords, ribbons and little feathers. Made of corduroy, velvets and plushes. Colors are red, navy, brown, black or white.

—Splendid little hats for general wear, as they will stand any amount of hard usage, and still retain their shape and neat appearance.



At the Height of the Season  
The Most Attractive Junior Suits  
At End of Season Prices  
Saturday \$17.95

SELLING IN OUR REGULAR STOCK \$27.50 and \$32.50

Wool Broche—Corduroy  
Novelty Weaves—Diagonals

—Handsomely tailored, youthful suits in prune, brown and various shades of blue. Made in blouse coat style with deep peplum and large revers. Finished at waist line with the new velvet or braided silk girdles with tassel or fringed ends. Skirts are two-piece draped models, trimmed with large buttons. The cloth suits have velvet collars and cuffs.

Concerning Children's Underwear  
Children's 35c Knickerbocker Drawers 25c

—These are made of an excellent quality longcloth, finished at the bottom with tiny scalloped embroidery edge and veining. Made on band, with firm buttonholes. Well and strongly made in every particular. Sizes for 1 to 12 years.

Children's Crepe Drawers 35c

—Made of good quality crepe in either straight or knicker styles. Finished at the bottom with neat torchon lace. Well made and finished throughout. A boon to mothers, as they do not have to be ironed and still look well.

Children's 75c and 85c Night Gowns 59c

—Made of good quality pure white or pink and light blue stripe flannelette in collarless style, yoke back and front, finished with neat wash braids. Cut full and long and finished strongly. Sizes from 2 to 14 years.

Children's Wash Guimpes, Special 98c

Regular \$1.50 and \$2.00

—Many of the little dresses at present require the little underwaist for yoke and sleeves. We have a number of styles in fine white lawns trimmed with fine embroidery insets, lace and embroidery insertion and tiny tucks. Some are made in the collarless style, while others have the little tucked collars edged with lace. Sizes from 6 to 14 years. Fourth Floor.

Girls' Rain Capes, Special \$3.49

—Made of a splendid quality rubber cloth, satreen finish, in navy blue, brown or red. Have attached hood, which is made to fit closely to the head. Full length. Complete with waterproof school bag. For girls from 4 to 14 years.

Children's Rubber Capes, Special \$1.49

—Of striped rubber in hooded style. Full length and made with arm slits. Sizes from 4 to 14 years.

—Fourth Floor

Smartest  
Sport Coats  
For Juniors  
Regular \$18.00

Special \$12.95

—Made in double-faced materials in tans, navy, oxfords and brown mixtures with plaid backs. Pockets, collar, cuffs and belt of plaid material to match lining. Trimmed with fancy buttons.

Little Girls From 2 to 6  
WILL NEED TWO OR THREE  
of These 85c Wash Dresses  
Saturday 59c

—For girls from 2 to 6 years. —Made of fine quality gingham in blue, brown or pink checks. Long French waisted styles, with pleated skirts. Neatly trimmed in a number of styles. Both high and Dutch necks.

For Children's  
Knit Underwear  
NO STORE IS AS SATIS-  
FACTORY AS THIS  
STORE.

35c Vests or Pantalets 25c

—Vests, pantalets or drawers, heavy weight white or silver gray cotton, fleeced. Vests have collarless neck, with mercerized trimming that will not turn yellow in laundering. Full sized and finely finished.

75c Undergarments 50c

—Winter weight, wool mixed ribbed vests or pantalets, white or silver gray, ages 4 to 16 yrs. Durable, soft, fine garments that are designed for warmth and long wear.

65c Union Suits 50c

—Union suits for girls or boys. Fleeced lined white or gray fine ribbed cotton, heavy, soft and warm. For ages to 10 years.

—Same as above, larger sizes, regular 85c garments, special 65c.

75c Boys' Underwear 50c

—Boys' shirts or drawers, heavy, warm, ecru cotton or medium heavy white or ecru fine ribbed cotton, for ages 6 to 18 years. Shirts have stayed shoulders that keep the sleeves in place; drawers have double gussets and satreen fronts.

—Fourth Floor

A Sale  
For Kiddies  
Of Six and Under

35c Booties, Special 25c

—Of fine, soft yarn in dainty combinations of white with pink or light blue or pure white. Medium length, drawn at ankle with satin ribbon.

50c Knitted Booties 39c

—Very fine quality knitted booties in close stitch, which prevents the tiny toes from wriggling through. Dainty combinations of white with pink or baby blue and all white.

75c Imported Booties 49c

—Made like tiny slippers of double yarns, soft wool inside and silk outside. Finished with satin ribbon bow. Also drawn with ribbon and trimmed with silk buttons. Colors are white with pink or light blue, also plain white.

\$1.00 Booties, Special 69c

—Made of all white or white with pink or light blue silk combinations, in knee length. An exceptionally practical bootie, as it can be pinned to the diaper, and it is unnecessary to wear a stocking. Also in medium length, drawn at ankle and top with satin ribbon. Handsome little booties of combination silk and wool in fancy stitch.

\$1.25 and \$1.35 Sacques 98c

—Of fine Shetland wool, crocheted in the fluffy shell stitch in three different patterns, two with yoke and one with tiny lay-down collar. Drawn with ribbons. Come in all white or white with pink or light blue.

65c Knitted Toques 39c

—Made of soft yarns in plain stitch, with turn-up brims and tassel on top. Come in combinations of red, blue and pink with white, or in plain colors.

\$1.00 Knitted Toques 79c

—Made of exceptionally fluffy yarns in a fancy rose stitch, which gives the effect of tiny flowers sprinkled over the brims. Combinations of blue and white, pink and white and all white. Finished with tassel at top.

—Fourth Floor

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

35c Corduroy Pants

Special 79c

Brown or Mouse-Colored

—All sizes from 6 to 18 years. Finished with taped seams throughout.

Rainy Day "Fixin's"  
For Boys

\$2.50 RUBBER CAPES

Special \$1.79

—For boys from 4 to 14 years old.

—Made of best quality black rubber, full length, with arm slits and military collar, snap fasteners. An extraordinary bargain at the price we are asking.

—Tan rubberized hats, special 50c.

Boys' Raincoats

—Tans, grays and browns in rubberized cloth and cravenettes, some handsome mixtures. Suitable for all kinds of weather. Handsomely made in regular "man-tailored" style. For boys from 6 to 16 years.

—The lowest prices consistent with quality.

\$5.00 to \$13.50

Rubber Raincoats \$3

—Made in regulation raincoat style, full length, double-breasted, of black rubber. The finest raincoat obtainable at this price.

—Fourth Floor

Lipman Wolfe & Co  
"Merchandise of Merit Only"

This Is Amusing—and It's a True Story

—A few days ago the head salesman in the boys' clothing department of one of the large department stores paid us a social visit (he was looking for information), and remarked how dull the boys' clothing business was—how backward the season had been, how few the sales. The answer was plain enough: The public no longer accepted boys' clothing of former standards, but expected and demanded the same care in tailoring and the same quality in boys' clothing as they received in garments of grown-ups. —It's the new standard of boys' clothing that this store is presenting for the approval of its patrons. Clothing that is man-tailored, clothing that fits and hangs correctly; boys' clothing that wears and stands the roughest usage. That is why this store is always busy in its boys' clothing section. —Here is another trade secret: There is a very small profit in boys' clothing, so some merchants curtail the cost, skimp in the making and reduce the quality in order to make a satisfactory margin. —In this store everything goes into the suits—tailoring, quality, material, workmanship. Profit is the last essential. Satisfaction is the first.



FIVE DOLLARS  
For Boys' Winter Suits  
NEW MODELS

CORDUROY  
NAVY SERGES  
SMART MIXTURES

with one and two pairs pants  
—Suits that are made to withstand the hardest kind of wear in all the new, jaunty mixtures in grays, tans and browns; of heavy quality brown and mole-colored corduroy; of extra quality navy blue serge.

—Norfolk and sacque styles, some with one and others with two pairs of pants. All the suits are finished throughout with taped seams.

Boys' Suits at \$6.50 to \$15 are shown in every new material and every smart style brought out this season.

—All boys' suits in sizes from 6 to 18 years.

Boys' Overcoats  
The Rarest and Most  
Rollicking Modes  
of the Season

—Sizes 2 1/2 to 18. Prices from \$5.00 up to \$25.00.

—Fourth Floor