

And The Youngsters---Did This Fine New Store Forget Them---

NO INDEED—AND WHAT A PICNIC
THEY'LL HAVE WHEN YOU
BRING THEM IN

For That Little Jewel Whose
Birthday Comes By
The Month



How Cute They Will Look
In These Lovely
Things --

Bathrobes

Lovely soft woolly bathrobes for the small infant as well as the older child.

\$1.25 up
Opening Special
25% off

Underthings

Baby's undergarments are most important. The careful Mother buys Vanita things.

50c up
Opening Special
25% off

BASEMENT FLOOR

Dresses

Dainty baby dresses, made by hand of fine materials, and daintily hand embroidered and lace trimmed.

\$1.35 up
Opening Special
25% off

Sweaters

Pretty little coat styles and slip overs made of fine soft wools in light and dark shades.

\$2.45 up
Opening Special
25% off

Children's

Shoes

25%
OFF

The youngsters need shoes that are strong and durable, built for the rough, hard wear of their play. Mothers will recognize those qualities in the shoes we are showing for boys and girls. They are smart-looking as well, and priced during our opening sale at

25% OFF

BASEMENT FLOOR



Frocks

These are of dainty dainties, voiles, broadcloths, percales, for indoor wear, and light weight seersuckers when little "Miss" goes out. All are presented at such low prices, that the thrifty Mother will want to buy now for next summer's use. Ages 2 to 6.

\$1.25 up
Opening Special
25% off

Suits

Suits of serge and thinner fabrics, well made, and attractively trimmed—just like the little boys like them. Trousers with real pockets. Opening Day Priced

\$2.45 up
Opening Special
25% off

BASEMENT FLOOR

For the youngster who is "priming" himself for kindergarten, what a choice he or she has in this fine new store.



Gloves and Mittens

Gloves of wool and kid for boys and girls, warm inner linings—just the thing for cold winter days. You can supply all your little folks now that prices are so low.

39c up
Opening Special
25% off

Hosiery

Wool, also Cotton Hose . . . correctly fitting, smartly styled hose for every member of the younger set . . . part wool of course for comfort these tangy winter days.

25c up
Opening Special
25% off

Leggings

The little folks need warm leggings for cold winter days. They'll need them for many days yet to come. Your chance to buy them at great saving. Only

\$1.00 up
Opening Special
25% off

Sweaters

All wool Bradley Sweaters in slip-over and coat styles. Heavy knit sweaters for out of door wear, and finer knit models for indoor use. Now only

\$2.95 up
Opening Special
25% off

BASEMENT FLOOR

Coats Suits

Dresses

for
wee boys and girls

Coats

Here is your opportunity to get a fine coat for small son or daughter at a real bargain. Warm Chin-chillas with comfortable inner linings, novelty plaids and weaves . . . just what the little tota delight in wearing.

If you have waited for this money saving occasion, now is the time to act . . . reduced from groups ordinarily much higher priced. There is a big variety to choose from . . . all values that cannot be equalled elsewhere. Do see them.

\$5.95 up

Opening Special
25% off

Will the "Juniors" like this fine new store - - -

We can hear them now when they see the new things we have for them, to say nothing about the refreshments!

For the "Miss"
in High School



Dresses

Lovely frocks so charmingly expressing the new silhouette and longer length—the new things for spring—and the girl in high school must have fashion's final decrees. Frocks for afternoon, and evening wear, party frocks for the many social functions the high school girl attends. Fashioned in chiffon, crepe and satin. Many new spring prints are here. All drastically reduced for our opening.

\$6⁹⁵ and \$11⁹⁵

MEZZANINE

For Young Men
Prep Styles



Boys' Suits and O'coats

Our entire stock of boys' suits and overcoats has been reduced for this special selling. It's an excellent opportunity to choose for your boy one of the latest styles in boys' high-grade overcoats and suits. The selection of patterns and materials is remarkable, and the size range is wide—from 1 to 16 years. Better come in and look them over now while we have a complete line.

Overcoats - \$7.95 to \$30.00
Suits - \$13.50 to \$16.50

Opening Special
25% off
BASEMENT

For the Boys 6 to 12 years

KAYNEE

Shirts and Blouses

Boys do need so many shirts and blouses when they are going to school. Here is Mother's chance to replenish their wardrobe at prices that are genuine values.

\$1.00 and up
OPENING SPECIAL
25% off
GROUND FLOOR



Sheepskin Coats

Every boy needs one of these sheepskin coats. So warm and practical for general wear. Your opportunity to buy now in this special selling.

Opening Special
\$6.95
BASEMENT

Corduroy Jackets

Another need of the boy who spends considerable time in put-of-door sports. Warm and made to give long service.

Opening Special
\$4.95
BASEMENT

Corduroy Knickers

Knickers of corduroy to go with the jacket of the same material will make a dandy skating, or skiing outfit. Sale priced now.

Opening Special
\$2.85
BASEMENT FLOOR

For the Girls 6 to 14 years

Dresses

New weathers . . . smart . . . absolutely different . . . Wool crepes, tweeds, prettily embroidered, silks for best wear, are presented in a beautiful variety for school and dress.

\$5.95
Opening Special
25% off
BASEMENT

Winter Coats

Just like big sister's. Practical and dressy models all specially designed for the younger set. Tweeds, velours, broadcloths, chin-chillas, pile fabrics. Shades of brown, black and other winter hues. Specially priced for our opening.

\$10.95 up
Opening Special
25% off
BASEMENT

Berets

Just what the school girl needs. Made of heavy, warm materials with snap and style that pleases them. Our entire selection is offered in this sale reduced to

Opening Special
88c

BASEMENT FLOOR

