

**BABIES OF NEW YORK
WILL HAVE A WEEK
OF THEIR VERY OWN**

Mayor Mitchell Preparing a Programme to Stimulate Interest in the Kiddies.

New York City's official Baby Week, which is to be part of the national movement, will be celebrated during the week beginning May 6 and ending Saturday, May 13. The purpose, as announced by Mayor Mitchell, who is to co-operate with the Health Department, is "to stimulate interest in the welfare of babies."

The Mayor has invited a large number of clubs and other organizations to confer with him in the Council Chamber, City Hall, at 3 o'clock on the afternoon of March 30, when a campaign plan will be adopted. Following is a tentative programme already prepared for consideration:

- Monday, May 8—Baby Sunday in the suburbs.
 - Tuesday, May 9—Tells Mothers' Day, or Mothers and Babies' Day.
 - Wednesday, May 10—Tells Day.
 - Thursday, May 11—Tells Day.
 - Friday, May 12—Tells Day.
 - Saturday, May 13—Tells Day.
- The following organizations have been invited to have representatives of the Mayor's conference: Merchants' Association, New York City Federation of Women's Clubs, New York Milk Committee, The Conference of Charities and Correction, Russell Sage Foundation, Babies' Welfare Association, Federation of Charities, The Advertising Club of New York, Chamber of Commerce, International Fur and Milk and Food League, Association for Improving Conditions of the Poor, Association of Day Nurseries, Association of Catholic Charities, Association of Neighborhood Workers, Allied Civic Association, Allied Board of Trade and Taxpayers' Association, Babies' Dairies, Babies' Hospital, Boy Scouts, Bowling Green Neighborhood Association, Brooklyn Neighborhood Association, Brooklyn Branch of Y. W. C. A., Brooklyn A. L. C. F., Brooklyn Junior League, Brooklyn Federation of Jewish Charities, Bureau of Municipal Research, Camp Fire Girls, Charity Organization Society, Central Council of Jewish Women, Central Council of Trade Unions, City Club of New York, Civic Club, Civics Neighborhood Association, Department of Education, Department of Health, Department of Public Charities, Department of Street Cleaning, Department of Parks and Playgrounds, East Side Neighborhood Association, Flushing Playground Association, Gramercy Neighborhood Association, Greenwich Improvement Society, Henry Street Settlement, Hospital Saturday and Sunday Association of New York, Hospital Saturday and Sunday Association of Brooklyn, Housewives' League, Junior League, Kips Bay Neighborhood Association, Metropolitan Life Insurance Company, New York Academy of Medicine, New York Children's Aid Society, New York Child Welfare Committee, New York Diet Kitchen Association, New York Board of Jewish Ministers, New York Board of Trade and Taxpayers' Association, New York Post Graduate Hospital, Old South Brooklyn Civic Club, Police Department, Riverside Neighborhood Association, Real Estate Board of New York, South Harlem Neighborhood Association, St. John's Guild, Sanitary Milk Dealers' Association, State Charities Aid Association, Straus Laboratories, St. Christopher's Hospital, St. Vincent de Paul Society, Tenement House Department, United Hebrew Charities, West End Workers, Women's Health Protective Association of New York, Women's Health Protective Association of Brooklyn, Woman's Municipal League, Woman's City Club and Woman's Department, National Civic Association.

Front Lace or Back Lace



THIS season Dame Fashion has been unusually kind for she has decreed a figure charming to look upon and easy to attain.

BON TON corsets create the new lines without discomfort, form the correct base for the latest gowns, and give maximum service because of their excellent quality and workmanship. Price \$3.50, \$5, \$6.50, \$8, \$10 and upwards. Ask YOUR dealer for

Bon Ton CORSETS

Royal Worcester Corset Co., Manufacturers, Worcester, Mass.

\$2.95

The Stroller
In Patent Colt and Gun Calf. Both Black Cloth and Leather Tops, \$2.95.

Our Shoes while stylish are not frantic, neither do we boast of our envious reputation in the shoe world.

Golden's

CONVENIENT SHOPS
1593 Broadway, at 48th Street 73 Nassau Street, at John St.
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BROOKLYN
351 Fulton St. at Myrtle Ave. 150 Flatbush Ave., opp. L. I. Station
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GRAND RAPIDS FURNITURE

CREDIT TERMS
\$3.00 Down on \$50.00
5.00 " " 75.00
7.00 " " 100.00
10.00 " " 150.00
15.00 " " 200.00
25.00 " " 300.00

FREE BRASS BED
With Every Purchase of \$75.

\$1.00 A WEEK OPENS AN ACCOUNT

APARTMENTS FURNISHED COMPLETE FROM \$50 TO \$500
Open Monday & Saturday Evenings
104 ST. L. STATION AT CORNER

FISHER BROS COLUMBUS AVE. RET 103 & 104 ST

For You to Decide

If you contemplate renting an Apartment consult the list of "Apartments To Let" Ads. in Next Sunday's World.

ALL PRICES Sizes and Locations

Saks Silk-lined Spring Top Coats
Very special at **\$18**

Each Spring we offer one special in a Saks Topcoat, but, in view of the present extraordinary conditions in the woolen market, this one tops any value we have ever offered.

A rich Oxford gray, lightweight topcoat for Spring wear, in a typical Saks model, with easy lines, a neck-to-knee perfection in the hang and tailoring, and an immaculate silk lining completing a coat which is far and away the most tempting topcoat value of the season.

Take a look anyway

Saks & Company
Broadway at 34th Street

Trunk and Bag Catalogue
On request we shall be pleased to send our new illustrated catalogue of trunks, leather bags, fitted leather cases and travelling rugs.

Saks & Company
Broadway at 34th Street Telephone 2626 Greeley

Greeley Square Umbrellas \$2.95
Guaranteed for one year. Made of union taffeta silk. Sterling silver trimmed handles.

Spring's most charming style notes are reflected in these Dressy and Tailored Suits for Misses at \$25

Thirty models represented in this assembly planned for tomorrow.

These remarkable values in misses' suits are the result of careful planning and merchandising. Only by specializing in Misses' Suits at \$25 could we possibly make such an offer.



The fabrics, the linings, and the tailoring are superior to anything yet offered at the price.

The Coats are in flare, belted, semi-tailored and box pleated models.

The Skirts are in pleated, yoke and full gathered models, with detachable belt.

THE FABRICS:
English serges, Poiret twills, gabardines, wool velour checks and worsted checks. Lined with plain or fancy silks.



Many new conceits are shown in these Misses' Street Coats at \$18.50 featured for tomorrow

Beautiful and youthful models in seven-eighth belted and flare designs. Fashioned in gabardine, wool poplin, velour checks and covert cloth. Lined throughout with peau de cygne. In the most wanted colors. Sizes 14 to 18 years.

In a special presentation Saturday, March 25th Charming Silk Dresses for Misses at \$18.50

Consisting of sport designs in striped pongee or taffeta, combined with solid colors; dressy styles in combinations of Georgette and chiffon taffeta, with self color or beaded embroidery; and box pleated tunic models in crepe de Chine.

Colors: Navy, Hague, bisque, French gray, rose and Copenhagen. Sizes 14 to 18 years.

Spring Coats for Girls at \$9.75

In Russian, belted and flare effects with pockets and detachable silk collar.

Made of navy, marine blue and rookie serge; black and white check worsteds in plaids or checks and velour checks. Sizes 6 to 14 years.

Two-and-three-piece models in Girls' and Juniors' Shoe-Top Suits at \$18.50

Very carefully tailored. Fashioned in English serges and black and white check worsteds. Belted, flare and box coat models with Bretelle bodice and flare skirt. Sizes 10 to 17 years.

A Sale of 120 Women's Spring Dresses at \$16.50 Regularly \$20 and \$25

BEAUTIFUL dresses, all taken from our regular stock and reduced to this low price for immediate clearance. Not every size in every combination, but your size in one of the many models shown.

The MATERIALS are Georgette and taffeta, also taffeta and Crepe de Chine. Fourth Floor

In the Boys' Suit Dept., Tomorrow Boys' Spring Suits at \$10.95

With extra knickers

Carefully tailored English and new Saks models, with pleated or patch pockets and three-piece belt. Made of fancy mixtures, Shepherd checks and navy serge. Sizes 7 to 18 years.

Boys' Spring Suits at \$8.95

With extra knickers. Excellently tailored. Fashioned in fine novelty fabrics and new patterns. Also in navy serge. Ages 7 to 18 years.

Boys' Spring Suits at \$6.95

With extra knickers. Made of hard wearing fabrics, in a variety of new colors. Very carefully tailored and designed. Sizes 7 to 17 years. Second Floor

Sturdy Shoes for Boys

Made on smart, mannish lasts in tan Russia calf, gun metal calf and patent coltskin. Button or lace models. Sizes 11 to 13½

\$2.50 & \$2.75
Sizes 1 to 6..... \$2.95, \$3.50 & \$3.95

Boys' Scout Shoes and Play Shoes

In tan and black grain leather.

Sizes 11 to 13½..... \$2.50
Sizes 1 to 6..... \$2.95

Boys' Sport Shoes

Made of tan Russia calf with rubber soles and heels.

Sizes 8½ to 2..... \$2.95
Sizes 2½ to 6..... \$3.95
Second Floor.

A Wonderful Collection of New Spring Coats for Women attractively priced and grouped for tomorrow Special at \$15.00

Five carefully tailored models in gabardine, poplin, serge, worsted and velour checks, in ripple and belted effects. Collars and cuffs trimmed with silk or self fabric. Lined with peau de cygne. Colors: navy, black, tan, and black and white checks.

Special at \$19.50

Three-quarter and seven-eighth length coats, in belted and loose models, with Raglan or set-in sleeves. Fashioned in velour checks, fancy mixtures and tweeds. Half or yoke lined. All sizes.

We shall also present new models in Women's Rubberized Raincoats at \$5.00

Every garment guaranteed absolutely waterproof. Made of Canton or bombazine. In black, tan and navy. All sizes.

In the Skirt Salon we shall feature tomorrow Women's Smart Skirts for Spring in two special groups

At \$5—New designs, showing the newest conceits in pockets and belts. Made of good quality corduroy. Colors: Copenhagen blue, rose, tan green, castor and Belgian blue; also in white.

At \$9.75—A large variety of sport and dress skirts, fashioned in taffeta, plaid silk, serge, Violella flannel, velour checks, mixtures, gabardines and wool poplins. In the most wanted colors.

Every size waistband to 36.

In the Women's Suit Salon tomorrow we shall feature Twenty New Models in Women's Spring Suits at \$19.50

Every new idea, every new line, every new Spring color seems to be represented in this unusually comprehensive display.



The illustrations show just two of the designs included. The remaining eighteen models are equally attractive.

The Coats are fancy models with collars and vestees in contrasting color silks and new tight sleeves with flare cuffs.

The Skirts are in flare, pleated and gathered models, with detachable belts.

THE MATERIALS INCLUDE:
English Serges Fine Gabardines and Worsteds Checks

beautifully lined with figured silk crepes or plain silk. Sizes 34 to 44. Fourth Floor

For tomorrow—a special week-end sale of Exquisite Trimmed Hats at \$10

Wonderful reproductions of new creations, originated in Paris and copied in our own workrooms by expert milliners. There are

OVER 200 MODELS IN THE GROUP
many of which are made of the very finest imported materials.

Illustrated at left is a hand-made turban of fancy lisse straw, which may be had in black, navy, or black and white.

Illustrated at right—a bandeau dress sailor, faced with moire ribbon and trimmed with ostrich plume. In black only with colored trimming.