

LAST WORD IN THE NEW HIGH COLLAR—*By Mlle. Lodwick.*



Three Pretty Designs, Two With Fur, Show the Abrupt Change From the Low Neckline.

fashions as much as do the waistline, skirt or sleeve. Especially at this time, when we are on the brink of an abrupt change from a low to a high neckline, do many innovations suggest themselves.

To an otherwise commonplace little frock, the neck arrangement I have shown at the left would give marked chic. Almost any kind of fur could

Collars express the trend of the



STARTING with "A" for aprons and going clear through the alphabet for everything else made of white goods—

And starting with 10 per cent. off the price of some things and including a great many with 50% cut off—

You will have to take care of nurse yourself for a bit to-morrow, so mother can put in a little time at Best's.

Fifth Avenue, West Side, Corner of 33th Street.

B. Altman & Co.

The Great January Sale of **GUARANTEED ORIENTAL RUGS**

(which is now in progress and will be continued throughout the month) is admittedly one of the most remarkable events in the annals of the rug world.

Owing to their close affiliations with the rug marts of the Orient, and more especially to the annual tours of their own New York buyers for the purpose of making individual selections, B. Altman & Co. have been enabled—notwithstanding a rapidly rising market and an increasing scarcity of desirable Oriental Rugs—to place on sale OVER 15,000 ORIENTAL RUGS, selected from their immense stock, which includes Rugs of virtually every type, size and shape in demand.

Included in this Sale are several hundred bales of Oriental Rugs from Central Persia, containing many new types.

ORIENTAL RUGS

Average size 2.6 x 4 (values \$12.50 to \$15.00) at \$6.75

ORIENTAL RUGS

In a variety of small and medium sizes (values \$25.00 to \$125.00) at \$11.50, 15.75, 19.50, 24.00, 28.50, 37.50 & 48.00

In room sizes (values \$165.00 to \$3,750.00) at \$78.00, 95.00, 130.00, 160.00, 190.00 to 1,450.00

ORIENTAL HALL RUNNERS

(values \$85.00 to \$125.00) at \$24.00, 35.00 & 48.00

B. Altman & Co.

An interesting event for to-morrow (Thursday) in the First Floor Millinery Department will be

An Advance Sale of Spring Hats

trimmed and untrimmed, in styles appropriate for the early season or for wear at the Southern resorts. These Hats will be specially priced as quoted:

Trimmed Hats at \$6.75 & 8.50
Untrimmed Satin Hats at 2.90

At the same time there will be a Clearance Sale of

Women's & Misses' Winter Hats

at prices that should insure a quick disposal.
Trimmed Hats at \$2.50 & 4.75
Untrimmed Hats at 1.00 & 2.00

Also **BLACK AND COLORED FANCY FEATHERS** at 50c. & \$1.00

The Important Annual Sale

of Linens, Blankets, Bedspreads, and Muslin Sheets and Pillow Cases is now being held, at remarkable price concessions.

Included in the special offerings are Linen Damask Table Cloths and Napkins, Linen Sheets and Pillow Cases, and Towels and Towelings of all kinds. Also a very large assortment of Lace-trimmed Reception Cloths, Luncheon Cloths, Centerpieces, Doilies and Scarfs.

Fashionable Suits and Gowns

especially suitable for Southern wear, are now ready.

Inspection is cordially invited.

Women's Ready-to-wear Department (Third Floor)

season, and this may be in plain and crushed styles, either completely encircling the neck or open at the front. My sketch in the middle shows a wired collar which preserves a starched effect and forms an unusual trim for the face. While it might prove unbecoming to some few, this suggestion would be exceedingly becoming to the oval type of face. This collar could be edged with fur to accompany gowns which demand it for the sake of carrying out a trimming. In my sketch at the right a wide chiffon collar attached to an open-front neck is held close to the neck by a band of velvet ribbon, clasped at the front with a small buckle.

Dear Fashion Editor:

I bought an evening gown of white tulle, with a ruffled skirt and draped bodice which has mere straps of the material over the shoulders, and no sleeves. Will you suggest of what material I may make little sleeves. MISS L. M.

Either soft shadow lace or silver lace would be suitable.

HOLDS SHERIFF'S MEN AT BAY

ROCKFORD, Ill., Jan. 6.—Barricaded behind the walls of a summer cottage on a small island in the Rock River near Oregon, an alleged freebooter today continued to defy the efforts of Sheriff's officers to dislodge him. The

man is believed to be Joseph Deyer, described as an ex-convict. According to word from the members of the posse which is seeking to dislodge him, he is well armed and has threatened to shoot to kill before he is captured.

EX-OFFICIAL A SUICIDE

Cornelius W. A. Blauvelt Inhales Gas at Home in Nymph.

NTACK, N. Y., Jan. 6.—Cornelius V. A. Blauvelt, former Treasurer of Rockland County and later Sheriff, took his life at his home in Nymph last night by inhaling gas in his bathroom during the absence of his wife. He had been ill. Mr. Blauvelt was sixty-three years old.

GIRLS! BEAUTIFUL, CHARMING HAIR, NO DANDRUFF—25 CENT DANDERINE

Try this! Doubles beauty of your hair and stops it falling out.

Your hair becomes light, wavy, fluffy abundant and appears as soft, lustrous and beautiful as a young girl's after a "Danderine hair cleanse." Just try this—moisten a cloth with a little Danderine and carefully draw it through your hair, taking one small strand at a time. This will cleanse the hair of dust, dirt and excessive oil

and in just a few moments you have doubled the beauty of your hair. Besides beautifying the hair at once, Danderine dissolves every particle of dandruff, cleanses, purifies and invigorates the scalp, forever stopping itching and falling hair. But what will please you most will be after a few weeks' use when you will actually see new hair—fine and downy at first—yes—but really new hair growing all over the scalp. If you care for pretty, soft hair and lots of it, surely get a 25-cent bottle of Knowlton's Danderine from any drug-gist or toilet counter, and just try it.

WE GIVE AND REDEEM SURETY COUPONS

New Management **Simpson-Crawford Store** New Stock

SIXTH AVE. 19th to 20th ST. NEW YORK CITY.

\$1.00 All Silk Yard Wide **Satin Messaline** 49c

56 inches wide, soft charmeuse finish, shown in a great variety of street and evening shadings, also white, ivory and black—for Thursday only, yard.

\$1.25, 27 in. Black Dress Velvet. Rich Pile, fast color, twilled back, rich jet black; subject to slight mill imperfections, yard. 69c

\$1.50, 40 in. Black Silk and Wool Corded Dress Poplins. Rich heavy cord—a silk fabric of service and merit, yard. 85c

\$1.50 Imported 54-In. All Wool **Novelty Suitings** 59c

Shown in a wide range of the most popular shadings, also black. This is an exceptional value. On sale Thursday, yard, at

\$1.50 54-inch Coatings 59c

Consisting of Plaid Backs, Zibelines, Polo Cloth, Velours, etc., in a variety of styles and colorings. Thursday, at, yard.

Manufacturer's Removal Sale of 2,500 Women's and Misses' Coats

A house that is probably the largest manufacturer of Women's and Misses' Coats of the Higher Class is moving his business into larger quarters. Anxious to move nothing but equipment he sought a purchaser for his entire stock on hand. The stock came to Simpson's at one-quarter to one-half less than the factory value, but only on condition that the firm name is not mentioned in this advertisement, the reason being that the publication of his name would injure his business relations with his numerous Fifth Avenue and uptown stores where these very coats are marked from a third more to double our sale prices. A reasonable requirement, especially as the guarantee of the Simpson-Crawford Store that the values are without possible parallel and the styles the most stunning will be sufficient.

Letter of acceptance by ——— & ———, the condition of sale required the removal of the firm name.

NEW YORK CITY Jan 4th, 1915

Simpson-Crawford Corp.
Sixth Avenue
New York City

Gentlemen: We will accept your cash offer for our entire stock of about 2500 Women's Coats on the strict condition that you will not use the name of this firm in advertising the sale. We must insist upon this point as the maintenance of our name would seriously detract us with our highest class New York trade. However, you will need nothing more than the exceptionally good style of the coats and the tremendous value you can offer to hold the most successful spot sale of the entire year.

Yours very truly,
J. H. Simpson



The Purchase Is Divided Into Three Great Groups

900 \$15 to \$25 Coats
1000 \$27.50 to \$37.50 Coats
600 \$40 to \$75 Coats

Women's and Misses' Sizes. Women's and Misses' Sizes. Women's and Misses' Sizes.

9.75 **15.00** **24.75**

Styles: Fifty different styles—the new flare models, the mandarin loose and semi-fitting Coats; also a great many belted effects.

Materials: Fur cloth materials, Arabian lamb, Hindoo plush, English mixtures, chinchilla, novelty plaid and other fabrics.

The season's cleverest models of velour, scalette, chinchilla, sea l plush, satins fur, English mixtures, zibelines, corduroys, chinchillas and broadcloths. In these forty different styles are Coats for every occasion, every good style Coat that is out this season, full length, three-quarter, and short Coats. All sizes for misses and women.

Seal Plush Coats—textile broadtail velour de laine. Imported Coats—corduroy plushes, rich velvets, brilliant plushes. Ermine Plush Coats, handsome skunk and opossum collars, richly lined in fancy silks and satin. Afternoon, Street and Evening Coats.

Sale Begins Thursday Morning With Increased Space and Extra Salespeople

Special! 3,000 Men's Lion Shirts
And Other Standard Brand Shirts—Worth to \$2
At 59c Each

We were very fortunate to obtain the entire surplus lots of shirts from two of the largest and best shirt manufacturers in the country. One of these is the maker of Lion Shirts, but the other we cannot mention, as that was the understanding made with the purchase. None of these shirts are classed as imperfects, but the imperfections will only be found in the laundering. Others are absolutely perfect. It is a mixed lot of chest, composed of stiff and soft coll shirts with pinsted, plain and stiff bosoms. All are cost made and neatly finished throughout. Plain white and neat colored stripes. Sizes 14 to 17.