

Best & Company Presents During January

41ST ANNIVERSARY SALES

1879

WOMEN'S APPAREL

New Mid-Season or advance Spring apparel marked special. Early Winter apparel from regular stocks marked at drastic reductions.

100 Tricotine Dresses 35.00

New—excellent quality, with silk, bead or braid embroidery. Models for all types of figures.

Taupe Nutria Coats 198.00

Reduced from 225.00. Trotteur models, with generous shawl collar and cuffs, silk lined.

Marmot or French Seal Coats 210.00

Reduced from 245.00. The French seal is dyed Coney. Both models are made distinctive by the rich collars and cuffs of fine Australian opossum.

Squirrel Coats 435.00

Reduced from 495.00. Natural, taupe, or brown dyed—several lengths and styles.

Scotch Mole Coats 495.00

A luxuriously full model, full length, belted, and handsomely lined. Reduced from 575.00.

100 Scotch Tartan Skirts 14.50

Viyella flannel, richly woven with the plaids of the clans, Gordon, Menzies, Campbell, Cameron, Forbes and Ferguson. Three walking or sports models. Sizes 26 to 30.

150 Spring Hats 10.00

Sports models and chic tailored styles in straw and satin, and attractive combinations. New Spring colorings.

200 Women's Genuine Evora and Polo Coats 58.00

In evora, two-regulation coat models, a smart long-line wrap, and a swagger sports style for early Spring. All silk lined throughout. Polo coats of excellent quality, in the wanted sports styles.

GENTLEMEN'S HABERDASHERY

The sort that men who dress well will welcome at these prices. Some of the items selected from regular stock and greatly reduced—the others bought new and marked specially low for the sale.

	One	Three
Negligee Shirts	2.60	7.50
Neckties	1.10	3.25
Neckties	1.60	4.75
English Wool Hose	1.90	5.50
Wool Hose (home knit)	1.70	5.00
Wool Hose	1.15	3.25
Birdseye Pajamas	2.75	8.00
Cheviot Pajamas	3.25	9.50
White Merino Underwear, two-piece, per garment	2.15	6.25
Natural Wool Underwear, two-piece, per garment	1.65	4.75
two-piece, per garment	2.55	7.50

360 Boys' Flannelette Pajamas 1.65

Excellent quality flannelette in fancy effects—military style with silk mercerized frogs. Sizes 4 to 12 yrs.

NEITHER a limited purse nor an exacting taste should prevent anyone from profiting by these Anniversary Sales, prepared months ago to meet the thrift requirements of the times. People who demand the best will patronize these sales and welcome the opportunity for saving.

(Not to be confused with the USUAL January Sales of broken lots, soiled merchandise, etc., etc.)

Every department is participating.

As quantities are not limitless, preference should be given personal shoppers; therefore no mail or telephone orders can be filled.

The JANUARY SALE of WHITE for women, girls and children

contains the same high quality undermuslins and silks that are found in this department at all times. The only difference is one of price. The fine fabrics and trimmings, the painstaking sewing, the generous patterns, are as conspicuous characteristics of the sale merchandise as of our regular stocks.

—and we need only remind you that our department for children's underwear is unrivaled

Women's Silk Underwear

Crepe de chine or washable satin, plain or fancy styles.

Bloomers	5.00
Gowns	5.95, 7.95
Gowns	8.95, 10.95
Envelope Chemises	3.95
	5.95, 6.95 and 7.95
Petticoats	8.95

Women's Muslin Underwear

White with lace or embroidery trimming, tailored styles in pastel voile.

Gowns	1.35 to 3.95
Envelope Chemises	1.00
	1.95, 2.95
Philippine Gowns and Envelope Chemises,	2.95, 3.95
Corset Covers	.75
	1.00, 1.50, 1.95
Petticoats	1.50, 1.95
	2.95

CORSETS of famous makes

1.00 to 7.50

The most popular models of the Gossard, Lily of France, C & B, Benjamin and Johns, and our own Besco.

KNICKERS

2 to 10 years .59

ranging up to 1.59
Fine cambric or nainsook with imported or domestic trimming. The other prices are .79, .89, 1.19, 1.39

BODICES of many styles

1.00 to 2.95

Novel and dainty combinations of satin or crepe de chine with fine laces, ribbon and rosebuds.

Girls' Domestic Underwear

Gowns—high or low neck, of cambric or nainsook with embroidery trimming. 1.50, 1.95
Skirts—of fine cambric with embroidery ruffle. 1.95, 2.95

Slips—nainsook with embroidered ruffle and trimmed or tailored tops. Sizes 2 to 8 years. 1.19, 1.49, 1.89

Combinations—tailored athletic styles in nainsook. 10 to 18 years. 1.19, 1.39

Drawers—nainsook or cambric with embroidery ruffle. .69, .79 to 1.59
Drawers—white outing flannel. Sizes 2 to 8 years. .79

Nightdrawers 1.19
Babies' Gowns—nainsook. 1 to 4 years. 1.19, 1.29

7000 Women's Tailored Blouses 2.80 3.50

At 2.80, two styles in dimity, two in madras, four in batiste. At 3.50, three styles in dimity, three in batiste. Stock and convertible collars, roll collars, link or button cuffs.

3000 Pieces Women's Glove Silk Underwear 3.95

3000 vests and envelope chemises, with band top or curved neckline, some with embroidery. Regulation bloomers. All in flesh color.

1000 Pairs Women's Pumps 9.65

Patent leather, with high or low French heels. Black Russia calfskin, with high French heels. Turned soles. Appropriate for wear with spats.

3000 Pairs Women's Silk Stockings 1.95

Heavy, pure silk, in black or colors, full fashioned and reinforced. These are our regular 2.25 and 2.50 grades.

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INFANTS' APPAREL

The Liliputian Bazaar was the foundation of our style business and for forty-one years has been recognized as the highest authority on infants' and little children's apparel.



425 Hand-made Caps 1.95, 2.35, 4.25

Imported finenainsook, some with tucks and lace, some daintily embroidered, some with insertions of real Irish crochet lace. Ribbon trimmed.

275 Silk Caps and Bonnets 2.65, 4.25

Crepe de chine in delicate pink, blue or white, with shirrings and rosebud trimming, some with touches of color or hand-embroidery.

150 White Corduroy Caps and Hats 2.15

Wide wale, washable corduroy. Caps with rever, hats with detachable crowns.

200 White Corduroy Coats 5.50

Washable, unlined, double-breasted models, with fine pearl buttons. Half or full belted.

1300 Long Nainsook Slips 1.15, 1.45

Tiny lace edge at neck and sleeves—generous hems. All neatly made.

525 Short White Dresses 1.15, 1.45

Fine nainsook, with clusters of tucks, narrow lace edges, bits of hand feather-stitching. 6 mos. to 2 yrs.

500 Short White Dresses 1.95, 3.95

Sheer lawns and nainsooks, yoke and Empire styles, with touches of color and hand-embroidery. 6 mos. to 3 yrs.

200 Children's Chinchilla or Cloth Coats 9.50

Cheviot, zibeline, heather mixtures, velour, with durable sateen linings. Brown or gray chinchilla, with scarlet flannel linings. A large variety of styles, some fur-trimmed. 1 to 3 yrs.

150 Hats 2.75 and 4.75

Chinchilla polo hats in brown or gray. Cloth turbans with fur band and pom-pom.

300 Chambray Bloomer Dresses 2.50

Practical frocks in pink, blue or tan, with simple collars of white poplin and touches of hand-embroidery.

1350 Hand-Made French Dresses 1.95

Fine nainsook, with dainty hand-embroidered yokes. Some with hand-scalloped skirt at 2.35. Others with hand-embroidery on the skirt—2.95. 6 months, 1 and 2 years.

500 Pairs Boys' and Girls' Shoes 6.60

Sizes 11 to 2—in serviceable tan calfskin—practical lace style. A favorite model for many years with our patrons.

996 Boys' Wash Suits (6 for 14.50) 2.50

Oliver Twist, Middies and belted Models in Kiddie Cloth, rep, chambray. Colors: Brown, gray, tan and white combined. 2 to 8 years.

Best & Co.

Fifth Avenue at 35th Street

Established 1879

You Never Pay More at Best's