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## Society Ends Gayest Week With No Rest in Sight

Skating Fad Grows in Intensity and Takes All the Time  
Not Devoted to Dancing and Receptions—New  
Years' Week End Offers Brief Respite



MRS. BENJAMIN THAW.

As the holiday week New York has seldom known than the one just ended and the gaiety that has been crowded into the twenty-four hours has certainly never been exceeded. Literally from "early morn to dewy eve and from dewy eve to early morn" has there been a constant succession of entertainments, and no one but a New York debutante could ever have stood the strain of such an amount of going out. Not only has there been one entertainment after another to attend, but the amount of outdoor exercise that has been obligatory would in itself have been sufficient to tire out the ordinary individual.

and also the more notable of New York social leaders. It is by no means uncommon to see three generations at a dance and the number of grandmothers who are giving entertainments for their granddaughters is really quite remarkable. At these entertainments the mother of the debutante is not expected to be nearly so prominent as are the grandmother and the granddaughter, but she too invites her friends, so that the three generations are well represented. This is quite a new phase of New York society and would go far to prove that the remark often heard that American

society is crude in so far that it only is composed of the very young is quite erroneous. Apparently there is plenty of room in society of to-day for every generation to find any amount of amusement in social life. Preparations for the Southern exodus are naturally much talked of, but there does not seem to be that mad enthusiasm among the very young in regard to leaving for other scenes that might be imagined. There may be talk of fatigue, there may be talk of

Skating has taken up a lot of time and the instructors have never been so busy. And there has been skating in many different places. The uncrowded lot at Ninetieth street and Fifth avenue has been extremely fashionable, while all the indoor places have been well attended. In fact, skating in the city has been far more successful than at any nearby country place, but now all that will be changed and with the advent of cold weather the country will prove a most serious rival. The girls and the young men as well as older people are working most faithfully to attain proficiency in this new accomplishment. There were few of the fashionable set in New York who did not know how to skate already, but the skating of the past few years is most painfully amateurish in comparison with what is demanded of the fashionable world to-day. Therefore constant unceasing practice is requisite, and in some extraordinary manner time is found to practice and a fine crop of good skaters is being turned out.

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Much was said in the beginning of the season as to the early hours that were to be fashionable, as many of the well known hostesses of New York were quite firm in their protest against the late hours that have prevailed for the last three or four years. Apparently good intentions have counted for naught, and the late hours that are kept make a tremendous strain upon the business ability of the young men who are popular at dances and unpopular in their offices. From two to four hours of sleep seem not quite sufficient even for the best trained man, and to leave a ballroom at 5 o'clock in the morning and be at his desk when the office opens is an almost impossible task when the dances go on night after night.

As had been expected, this has already been a record season in the number of entertainments given, while from now until Ash Wednesday there is not a night free. Even the most enthusiastic debutantes are talking about how nice it will be when Lent comes in and there will be other things to do than to dance. More and more elaborate in detail are the dances that are given and more and more formal, and more and more desirable is it to be seen at each and every one of these functions. Now there are included many more of the older girls, the younger married ones

BROOKLYN ADVERTISEMENTS

Parcels Checked at Subway Entrance

Every Subway Station Is a Direct Entrance to Abraham & Straus

Running time, by Brooklyn Express, to our Private Subway Station, Hoyt Street, is as follows:

From	
96th St.	25 min.
73d St.	22 min.
Grand Central	17 min.
14th St.	13 min.
Brooklyn Bridge	9 min.
Bowling Green	5 1/2 min.

## BROOKLYN ABRAHAM AND STRAUS

Delicious Luncheons in the Homelike Restaurant

### Looking Ahead Into a Bright 1916

There is always keen interest in tackling a new problem. It's human to be happy when looking ahead. So with the New Year—over whose threshold we have just stepped. We go forward into it with a sense of adventure. What will it bring?

The Store Accommodating has a very clear idea of what 1916 will bring to us. We have not only hoped, but PLANNED.

We have solid ground under our feet—the encouragement of the greatest December in the Store's history, and the biggest five months of any Fall season, so that the six months ending February 1st will likewise be by far the largest on record.

And why not? With factory wheels humming, two billions of dollars in the savings banks, idle freight cars practically a memory, more jobs than there are men to fill them, a prosperous, fast growing Brooklyn—our business must grow, too.

But it will not be an "unearned increment." We are not only working hard to win for Brooklyn's Greatest Store its full share of Brooklyn's increased business, but even harder to deserve it.

Therefore, every day through January will have its cargo of good things—beginning with a host of fine offerings on Monday. These include:

## The Famous Whittall and Bigelow Hartford Rugs—1386 of Them in the Annual January Rug Sale

Here is precisely the difference between this 1916 edition of our great Rug Event and other Rug sales, including those previously held by us—

Of the 2243 Domestic Rugs in the offering more than two-thirds are brand new and are first placed on sale tomorrow. The other one-third of the Rugs consists of discontinued patterns from our regular stock.

The Whittall Rugs and a part of the Bigelow Hartford Rugs were sold exclusively to us for Greater New York and will be offered nowhere else at reduced prices. They include such patterns as the mills do not intend to make again, including many of the "best sellers" of the present season. All are new, fresh and perfect—not shop-worn or soiled. They come to us direct from the mills in a range of sizes and patterns which covers practically every Rug need. You will recognize these famous names.

### The Whittall Rugs

Anglo Persian Richmond Royal Worcester  
Anglo Indian Seamless Durham Teprac Peerless

### The Bigelow Hartford Rugs

Ardebil Kirman Bagdad Iran

### The Domestic Rugs, Small and Medium

Size	Reg.	Now	Size	Reg.	Now
12x18 in.	\$2.75	\$1.95	22x36 in.	\$4.50	\$3.00
22x36 in.	\$3.25	\$2.00	27x36 in.	\$4.75	\$3.00
27x36 in.	\$3.50	\$2.25	36 in. x 12 ft.	\$7.50	\$5.00
36 in. x 12 ft.	\$4.00	\$2.50	36 in. x 15 ft.	\$7.50	\$5.00
45x17 1/2 ft.	\$5.00	\$3.50			

### The Domestic Hall Runners

Size	Reg.	Now	Size	Reg.	Now
27 in. x 9 ft.	\$10.00	\$7.75	36 in. x 9 ft.	\$18.75	\$11.95
27 in. x 12 ft.	18.50	15.50	36 in. x 12 ft.	35.00	22.50
27 in. x 15 ft.	18.50	15.50	36 in. x 15 ft.	35.00	22.50

### The Room-Size Domestic Rugs

Size	Reg.	Now	Size	Reg.	Now
6 x 9 ft.	\$22.75	\$19.50	10 1/2 x 12 ft.	\$49.50	\$38.00
8 1/2 x 10 1/2 ft.	37.50	29.50	10 1/2 x 12 ft.	57.00	43.00
9 x 12 ft.	41.50	33.00	11 1/2 x 14 ft.	68.50	53.00
9 x 15 ft.	45.00	35.00	11 1/2 x 15 ft.	72.50	56.00

### The Great White Sales

The Sale of Domestic and Oriental Rugs

The Sale of Canned Goods

But it is not only along merchandise lines that we have planned for 1916. We shall make this Store more helpful in every way possible.

First, by giving our customers, to a greater degree than ever, the benefit of our LOWER-THAN-ELSEWHERE prices, based on our undeviating policy of CASH BUYING.

Next, by improving the Store service, wherever and whenever we can.

All signs point to 1916 as a banner year. It is our intention during this year to entrench The Store Accommodating still more firmly in the hearts of its friends as THEIR Store and as a Brooklyn Institution.

### Brief Budget of Monday's Bargains

1,500 Men's Pajamas, 77c. Ea., Worth \$1.

Men's Fancy Suits, \$12.50, \$14.75 and \$18.50.

Men's Silk Lisle Half Hose, 24c. Pr.

Women's Sample Stockings, 2 pairs for 25c.

Boys' Handsome Overcoats, \$7.95.

Second floor, Livingston St., East Bldg.

Men's Silk Lisle Half Hose, 24c. Pr.

20c. Fast Black Mercerized Satin, 12c. Yd.

1,000 Untrimmed Satin Hats, \$1.49. Value \$2.50.

A. & S. Pure Glycerine, Reg. 10c., at 15c. Street floor, East Bldg.

## Worth While Savings on Every Item In the Great White Sale

Whether priced as little as 10c. or as much as \$10, every item in the sale holds more intrinsic value than is to be found elsewhere for the same money.

- Night Gowns, 24c. to \$13.95
- 24c. Of cambric in slip-over model, embroidery edged and ribbon run; kimono sleeves, embroidery trimmed. No mail, telephone or hurry box orders filled. Others at 95c.
- 26c. A V-neck cambric model has a yoke cluster tucked and trimmed with choice embroidery; a hemstitched ruffle at neck and sleeves. Store orders only. Other models at 46c., 56c., 66c., 76c., 86c., 96c., \$1.26, \$1.46 to \$13.95.
- Extra Size Night Gowns, 76c. to \$5.95
- 76c. A high neck model with yoke of cluster tucking; neck and sleeves trimmed with embroidery ruffle. Others at 96c., 94c. up to \$5.95.
- Petticoats, 26c. to \$9.95
- 26c. Cambric Petticoat with deep flounce of choice embroidery; has underlay. No mail, telephone or hurry box orders filled. Others up to \$9.95.
- Extra Size Drawers, 28c. to \$2.25
- 28c. Extra size cambric drawers with tucked and hemstitched cambric ruffle. Others up to \$2.25.
- Corset Covers, 9c. to \$4.25
- 9c. Low neck corset covers with lace insertion; ribbon run at neck. No mail, telephone or hurry box orders filled. Others at 16c., 24c. up to \$4.25.
- Envelope Chemises, 36c. to \$4.25
- 36c. Of soft cambric; two insertions and edging of fish-eye lace, and ribbon-run beading; lace edging at bottom. No mail, telephone or hurry box orders filled. Others 66c. to \$4.25.
- Drawers, 10c. to \$3.60
- 10c. Cambric drawers, with hemstitched, tucked, cambric ruffle. No mail, telephone or hurry box orders filled. Others at 19c., 24c., 36c. up to \$3.60.
- Extra Size Petticoats, 46c. to \$5.95
- 46c. Of cambric with hemstitched and tucked ruffle; has underlay. No mail, telephone or hurry box orders filled.
- 66c. Petticoat with flounce of eyelet embroidery; has underlay.
- Short Undershirts, 19c. to \$1.95
- 19c. Cambric undershirts with cambric tucked ruffle. No mail, telephone or hurry box orders filled. Others up to \$1.95.
- Combinations, 26c. to \$5.95
- 26c. Combinations with wide insertion of eyelet embroidery; ribbon-run torchon lace edging at neck; drawers lace edged. No mail, telephone or hurry box orders filled. Others at 46c., 66c., 76c., 86c., 96c. up to \$5.95.
- China Silk Camisoles, 36c.
- 36c. In either pink or white, with insertion and edging of fish-eye lace, and ribbon-run beading back and front; lace shoulder straps. Store orders only.
- 46c. Corset Covers of silk crepe de chine, effectively trimmed back and front with shadow and Valenciennes lace.
- Camisoles of Silver Cloth, 66c. to \$5.95
- 66c. A charming model, with plect edge; shoulder straps plect to match; dainty tulle bud in front.

## J. S. Brown "Shamrock" Table Linens 25% Below Their 1914 Prices

Only at Abraham and Straus in Brooklyn can these famous Linens be bought.

As the sole Brooklyn distributors and large customers of this famous concern we secured this fine "plum," consisting of their surplus of 8 patterns of Irish Linen Table Cloths and Napkins that they will not import hereafter.

We price them at 25 per cent. less than their prices of a year ago, which are, in turn, much less than their prices today.

They form Monday's most important offering in the January White Sale of Linens.

- Table Cloths
- 2x2 Now \$9.95 to \$7.49 each
- 2x2 1/2 Now \$9.25 to \$11.50
- 2x3 Now \$9.75 to \$10.95 each
- 2x4 Now \$9.95 and \$8.95 each
- 2 1/2 x 2 1/2 Now \$4.85 each
- 2 1/2 x 2 1/2 Now \$15.95 and \$22.00
- 2 1/2 x 2 1/2 Now \$11.95 and \$16.50 each
- Table Napkins
- 1 1/2 in. Regularly \$7.25 to \$12.00
- 22 Now \$5.49 to \$8.95 doz.
- 24 Now \$2.75 and \$4.65 doz.
- 27 Now \$7.95 to \$10.75 doz.
- Also other sizes of which there are only one or two of a kind.
- Scalloped round Table Cloths of fine damask, 70 in., regularly \$4.00, now \$2.95.
- 49c. to 98c. Bath Mats, 35c. to 69c.
- Turkish Bath Mats, various colors and styles; slightly imperfect.
- Table Damask by the Yard
- 30c. yd. Bleached Mercerized Satin Damask, 64 in., a leader at 30c. yd.
- 59c. yd. All Linen Irish Silver Bleached Damask, 60 in., in one pretty pattern.
- 78c. yd. Irish Satin Damask, heavy pure linen, 60 in., in rose design.
- 94c. yd. Bleached Satin Damask, 70 in., one design.
- Damask Table Cloths
- \$1.75 each. Heavy Scotch Satin Damask, one pattern, 72 in. long; usually \$1.95.
- \$2.49 each. Irish Damask, pure linen, 70 in.; regularly \$3.00.
- \$3.79 each. All Linen Irish Damask, 2x3 yards; usually \$3.75.
- Damask Napkins
- \$1.69 doz. Bleached Irish Linen, 19 1/2 x 20 inches; never sold for less than \$1.75 a dozen prior to this sale.
- \$2.49 doz. Fine Scotch Damask, 22 in., regularly \$3.49 doz.
- \$2.95 doz. Fine Bleached Damask, 24 in.; regularly \$3.49 doz.
- Crash Towels and Toweling
- 45c. each. Roller Towels, 2 1/4 yds.
- 16c. each. Dish Towels, hemmed.
- 11c. yd. Scotch Dish or Roller Toweling. Same heavy, 18c. yd.
- 13 1/2c. yd. Glass Toweling, red or blue plaid.
- Towels
- 6c. each. Hemmed Cotton Huckaback, 17x36 in.
- 16c. each. All Linen Scotch Huckaback, hemmed, 17x32 in. Same, 18x35 in., 18c. each; 19x38 in., 22c. each.
- 30c. each. Fine Irish Huckaback, hemmed, from John S. Brown & Son; special value.
- 32c. each. Fine Huckaback, large size, hemmed or hemstitched; damask borders.
- 59c. each. Heavy Irish Huckaback, hemstitched; 5 attractive designs.
- Bath Towels
- 24c. each. Heavy, large size, hemmed; our 22c. leader.
- 16c. to 65c. each. Odd lot of Hemmed Bath Towels. Slight imperfections, 15c. to 98c. each if perfect.
- 12c. for 6 Knit Wash Cloths.
- Guest Towels
- 49c. each. Fine Hemstitched Irish Huckaback, damask borders; space for monograms; 75c. quality.
- Pillowcases
- 49c. each. All linen, hemstitched, 45x36 in., special value. Street floor, Livingston Street, East Building.