

ASKS CHILDREN TO SAVE TO WIN WAR

McAdoo Appeal Opens War Stamp Drive Directed Against Young America.

WAY TO EARN TOLD

Plan to Have Every School Child Buy 25 Cent Stamp.

Washington, Dec. 1.—A great drive to make every school child in America buy at least one 25 cent war stamp in the first week of the war savings campaign which opens next Monday...

Secretary McAdoo's message to Young America said: "Nations have their childhood and their days of hard lessons just as children do. One hundred and forty years ago, when the first American army marched to battle, our nation was younger among nations than you are among your fathers, your mothers and your friends..."

"The nation needs that sort of boys and girls today. Not to beat our drums nor to load our muskets, but to start a great work which must be done. It is the part of boys and girls today to give an example of self-denial and sacrifice, to teach fathers and mothers, to teach the grown people of the nation, that as still live in every young heart the spirit of '76, when boys and girls sold their fathers and their mothers beside their fathers at the calm vaults..."

WASHINGTON, Dec. 1.—Heavy taxes for every acre of arable land not put to the production of food will be proposed to Congress at the impending session in a bill prepared by Representative Randall of California. Mr. Randall proposes to tax every acre of unutilized land \$5 and every unplanted city lot at \$1, the taxes to go to the support of the war. The government would gain revenue and increase the food supply, he thinks.

\$735,000 Mortgage interest paid by us to our clients Dec. 1st—the day when it is due. If a SUPE Income is wanted by our GUARANTEED MORTGAGES. LAWYERS MORTGAGE CO. RICHARD M. MURD, President Capital, Surplus & Pr. \$9,000,000 20 Liberty St., N.Y., 184 Montague St., Bkn.

WAR THRIFT STAMPS ON SALE TO-MORROW

New York City's Quota, Including Savings Certificates, Set at \$100,000,000.

The campaign for the sale of Thrift Stamps and War Savings Stamps, by which the government expects to raise a loan of \$2,000,000,000 within the next year, will begin to-morrow throughout the United States. The quota allotted to New York city is \$100,000,000, and Frederick W. Allen, who has been appointed by Secretary of the Treasury William G. McAdoo as Director of the War Savings Committee for this city, said last night that he expects this amount to be subscribed.

Mr. Allen announced last night he has formed an organization of 225, which will handle the details of the campaign. Among its members are Mayor John P. Murray, Mitchell, and other prominent citizens. He also called for volunteers to fill the ranks of the big city-wide organization. They are asked to send their names and addresses, together with a statement of their branch, to the temporary offices of the War Savings Committee at 43 Exchange Place.

BAZAAR BY BUSINESS GIRLS

Red Cross Auxiliary Wants to Buy an Ambulance. Business girls of the downtown district, organized into Auxiliary No. of the American Red Cross, want to send an ambulance to the American army in France. They will try to raise the money, or some of it, by holding a bazaar at 2 Bector street on the afternoon of December 8.

Bidding

5TH AVE AT 46TH ST PARIS NEW YORK

Important Sales

Opportune Buying Days—For women who want beautiful clothes at lowered cost, we are readjusting our entire stocks of Fashionable Apparel—re-marking, re-grouping and re-pricing—affording wonderful selections at very great savings.

Costume Suits

Of exquisite high-cost materials including chiffon and Lyons velvet—extensively trimmed with rich furs, such as Kolinsky—Skunk—Mole—Wolf—Seal—Beaver—etc., suitable for all manner of informal occasions—formerly \$175 to \$250—at \$125—\$145—\$195.

Street and Semi-Dress Suits

An unusually large range of models developed in the season's smartest materials trimmed with fashionable furs—formerly \$95 to \$150—at \$55 and \$85.

Handsome Fur-trimmed Coats

Of cashmere velour—vicuna—bolivia—glove cloth and other rich materials—suitable for motor—utility or semi-dress occasions—formerly \$145 to \$175—at \$75—\$95—\$125.

HIGHER-COST COATS OF RICH CLOTH AND FUR COMBINATIONS FORMERLY TO \$5.0 AT \$225—\$295—\$325.

Beautiful Evening Gowns

Of tulle—taffeta—chiffon and net combinations and brocaded materials for the various social events of the Holiday season—formerly \$145 to \$175—at \$75 and \$95.

Fashionable Day Dresses

Street and afternoon styles of serge—tricotine—satin and Georgette crepe, also DANCE FROCKS of chiffon taffeta and net—formerly \$65 to \$125,—at \$35 and \$55.

Luxurious Wraps

Handsome models of velveteen and chiffon velvet trimmed with rich furs—formerly \$125 to \$175 at \$85 and \$110.

Holiday Blouses

Of Georgette—lace and net—suitable for Christmas gifts—formerly \$20 to \$45—at \$8 and \$15.

Superb Furs

SILVER FOX SETS—at \$750—\$1,000 & \$1,500. NATURAL BLUE FOX SETS—at \$450 & \$550. FASHIONABLE STOLEES—COATEES and PELERINES of Skunk—Seal—Mole—Beaver—Kolinsky—Ermine—Mink—Russian and Hudson Bay Sable—at \$95—\$145—\$195—\$250 to \$2,000.

Beautiful Fur Coats

Of Hudson Seal—Mole—Baby Caracul—Nutria—Mink—Kolinsky—Broadtail Persian—Broadtail—Chinchilla—Ermine and Russian Sable at \$245—\$375—\$525 up to \$20,000.

Smart Hats

Street, sport and semi-dress styles—formerly to \$25—at \$10 and \$15. Dressy styles for formal occasions—formerly to \$45—at \$25. FUR AND FUR-TRIMMED EFFECTS GREATLY REDUCED

Lord & Taylor 38th Street FIFTH AVENUE 39th Street Founded 1826 Greeley 1900

Another Shipment of The Famous "Derryvale" Linens Priced at Less Than Wholesale Cost Pure Irish Linen Table Cloths Pure Irish Linen Sheets Pure Irish Linen Huck Towels 100 Pairs Fine White Blankets 50 Wool Filled Comfortables

Gift Suggestions From the French Shop Opera Bags Hand Bags Hand or Knitting Bags Knitting Bags Oriole Knitting Bags Sofa Cushions Chinese Novelties Desk Sets—Bureau Boxes—Powder Boxes—Vanity Cases—Mint Dishes—Pin Boxes—Work Baskets—Mouchoir Cases, etc. Velour Sofa Cushions

Special Chinese Rug Announcement We have just received a very large shipment of extra fine quality Chinese Rugs in exquisite designs and colorings. Important This entire shipment, owing to late arrival and the fact that they were purchased at the lowest (China) market prices, Enables us to offer the Greatest Rug Values of the Season

Glass Lamps At Half Price A collection of hand painted imported electric Glass Lamps painted by Daum, the French artist, at Nancy, France. These Lamps are of different sizes, shapes and designs, and are not to be found in any other store in America. Formerly \$40.00 to \$150.00 \$20.00 to \$75.00

Fine Furniture The Ideal Christmas Gift Illustrated are a few of the many decorative pieces that are so singularly appropriate for Christmas gifts. All are in keeping with the Season and are exceptionally good values.

MAISON BERNARD FIFTH AVE. at FIFTY-SEVENTH ST. DRASTIC REDUCTIONS MONDAY and TUESDAY to effect Absolute Clearance Balance of Imported Fabrics have been made up into the SEASON'S BEST MODELS and will be included in our Clearance Sale ALL TAILORED & FUR TRIMMED HATS \$5.00 DAY & EVENING GOWNS \$25 UP. FURS Long and Short Coats, Capes, Stoles and Muffs, made of all the pelts "en vogue" at MOST EXCEPTIONAL REDUCTIONS Fifth Avenue at Fifty-seventh St.