



Store Opens 9 A. M.

HEARN

Fourteenth Street West of Fifth Avenue



Store Closes 5 P. M.

Yes! Our 20th

JANUARY SALE

Begins Tomorrow, FRIDAY

Hearn Starts the New Year with This Great Annual Economy Event

Large Assortments of Quality-Merchandise at Sale Prices

UNDERMUSLINS, SILK LINGERIE, BABIES' WEAR, HOUSEHOLD GOODS, AND, IN ADDITION, MONEY-SAVING CLEARANCES IN SMART APPAREL FOR ALL

FOLLOWING SALE ITEMS FOR BOTH FRIDAY and SATURDAY

20th January Sale Household Linens

The scarcity and rapid advance in the price of linens makes it wise to buy these much needed things at the unequalled reductions of the January Sale.

TABLE LINENS

HEAVY QUALITY UNBLEACHED LINEN DAMASK—our regular \$3.25 yd. Sale **2.17**

22-INCH BLEACHED LINEN DAMASK NAPKINS—our regular \$10.75 Sale, Doz. **7.22**

LINEN DAMASK PATTERN CLOTHS—70x70 inches—our regular \$10.25 Sale **6.75**

70x88 inches—our regular \$12.75 Sale **8.50**

22x22 inches—Napkins to match. our regular \$12.50 Sale **8.64**

SCALLOPED MERCERIZED DAMASK SETS—72 inch cloth and—1/2 doz. napkins—our reg. \$9.75 Sale **7.50**

MERCERIZED DAMASK NAPKINS—Heavy bleached quality, unhemmed—our reg. \$4.25 Sale Doz. **2.88**

MERCERIZED TABLE DAMASK—58 inch—our regular .78 Sale, yd. **.55**

70 inch—our regular 1.25 Sale, yd. **.90**

HEMSTITCHED MERCERIZED DAMASK LUNCH CLOTHS—our regular \$1.88 Sale **1.25**

TOWELING

COTTON TOWELING—Colored borders—our regular .18 1/2 and .20 Sale **.16**

LINEN TOWELING—Colored border—our regular .38 Sale **.28**

COTTON TOWELING—Colored border—our regular .30 Sale **.20**

LINEN TOWELING—our regular .58 Sale **.43**

BLUE DIAMOND BIRD'S-EYE DIAPERING—10-yard piece—18 in.—our regular \$2.54 Sale **1.90**

20 in.—our regular \$2.74 Sale **2.10**

22 in.—our regular \$3.04 Sale **2.30**

24 in.—our regular \$3.59 Sale **2.50**

27 in.—our regular \$4.49 Sale **2.80**

30 in.—our regular \$4.97 Sale **3.10**

TOWELS

BLEACHED TURKISH WASH CLOTHS—Colored stripe borders—our regular .8 Sale **5 1/2**

BLEACHED COTTON HUCK TOWELS—Soft finish, colored borders—our regular .24 Sale **.17**

PURE LINEN DAMASK TOWELS—Colored borders, knotted fringe—our regular .97 Sale **.68**

HEMMEED GLASS CLOTHS—Imported Union linen (part cotton)—our regular .54 Sale **.43**

HEMMEED TURKISH BATH TOWELS—large size—white and colored borders—our regular \$1.18 Sale **.97**

HEAVY TURKISH BATH MATS—Pretty jacquard designs—our regular \$2.67 Sale **2.38**

LACE TRIMMED BUFFET AND DRESSER SCARFS—our regular \$1.95 Sale **1.10**

SCALLOPED SCARFS—Prettily embroidered, for dresser and buffet—our regular .75 Sale **.57**

20th January Sale FLANNELS

27-INCH BLEACHED CANTON FLANNEL—also 36-in. unbleached, heavy quality—our regular .43 Sale **.35**

27-IN. DOMET FLANNEL—heavy, fleecy nap—our regular .26 Sale **.21**

UNBLEACHED DOMET FLANNEL—30 inches wide, heavy, full-fleeced quality—our regular .30 Sale **.24**

27-IN. EIDERDOWN FINISH ROBE CLOTH—made of imported cotton, splendid variety of patterns and colorings—our regular .72 Sale **.58**

MILL LENGTHS DOMET FLANNEL—27 inches wide, extra heavy quality—1 to 10 yd. lengths—regular value .32 yd. Sale **.25**

20th January Sale

An Important January Sale Feature Is This Great Purchase of **SHEETS and PILLOW CASES**

Advantageously bought months ago, when prices were 20% BELOW TO-DAY'S ACTUAL CURRENT VALUES:

These sheets and pillow cases, of soft finish muslin, are of standard quality, but for trade reasons we cannot mention maker's name. They are marked only with the size. Sheets and pillow cases may be had in plain hemmed or hemstitched styles.

No Mail or Telephone Orders for the following:

HEMMEED PILLOW CASES—		HEMSTITCHED PILLOW CASES—	
our reg.	Sale	our reg.	Sale
42x36 ins.—.48	.39	42x36 ins.—.53	.44
45x36 ins.—.50	.42	45x36 ins.—.55	.47
50x36 ins.—.61	.52		
54x36 ins.—.67	.59		
SHEETS—		SHEETS—	
our reg.	Sale	our reg.	Sale
54x90 ins.—\$1.64	1.27	54x90 ins.—\$1.74	1.41
64x90 ins.—\$1.78	1.41	63x108 ins.—\$2.18	1.69
64x99 ins.—\$1.78	1.41	72x90 ins.—\$1.97	1.74
63x99 ins.—\$1.97	1.56	81x90 ins.—\$2.28	1.89
63x108 ins.—\$2.18	1.74	81x99 ins.—\$2.47	1.97
72x90 ins.—\$1.97	1.58	90x90 ins.—\$2.47	1.97
72x99 ins.—\$2.18	1.74	90x99 ins.—\$2.57	2.24
72x108 ins.—\$2.37	1.94		
81x90 ins.—\$2.18	1.74		
81x99 ins.—\$2.37	1.94		
81x108 ins.—\$2.48	2.14		
90x90 ins.—\$2.37	1.94		
90x99 ins.—\$2.48	2.14		

Important January Sale reductions on Will-Wash-Heavier, Mohawk, Dwight Anchor, Utica, Wamsutta, and New Bedford sheets and pillow cases.

20th January Sale

Children's and Misses' UNDERWEAR

Children and school girls need full supplies of lingerie. These prices save money.

Children's Muslin Gowns—trimmed with embroidery, ribbon run—1 to 14 years—our reg. \$1.28 and \$1.38—Sale **.88**

Children's Princess Slips—embroidery trimmed—sizes 6 to 14 years—our reg. \$1.38—Sale **.88**

Finer Princess Slips—prettily trimmed—ribbon run—sizes 6 to 14 years—our reg. \$1.96—Sale **1.37**

Children's Muslin Drawers—hemstitched hem and tucks—sizes 1 to 4 years—our reg. \$1.50—Sale **.26**

Children's and Misses' Drawers—good quality cambric and muslin, embroidery trimmed or deep hemstitched ruffle and tucks—sizes 1 to 4 years—our reg. .68—Sale **.42**

Children's and Misses' Drawers—good quality cambric and muslin, embroidery trimmed or deep hemstitched ruffle and tucks—sizes 6 to 16 years—our reg. .78—Sale **.52**

See to-day's American and Times for January sale items in Women's Muslin and Silk Underwear.

Misses' Skirts—deep ruffle of fancy lace insert or fine embroidery our reg. \$1.96—Sale **1.46**

Misses' Batiste Bloomers—pink and white—lace trimmed—sizes 6 to 16 years—our reg. .96—Sale **.76**

Misses' Fine Lingerie Slips—elaborately trimmed with fancy lace and ribbon—6 to 16 years—our reg. \$2.96—Sale **1.95**

Misses' Cambric Gowns—round yoke, embroidery and lace trimmed—14 to 18 years—our reg. \$1.48—Sale **1.18**

Misses' Nainsook Drawers—of fine lace—trimmed with insertings and edgings—6 to 16 years—our reg. \$1.68—Sale **1.15**

FRIDAY, AS USUAL, BARGAIN DAY

AND, AS USUAL, Every Department Will Have Representative Cut Price Specials ON SALE TOMORROW, FRIDAY

—FRIDAY and SATURDAY— Women's and Misses' NEW FROCKS

The arrival of new modes at moderate prices and the clearance of Winter stocks at reduced prices offer opportunities which the woman who is something of a financier in discerning rare shopping values will be quick to turn to her own advantage in saving money.

NEW FROCKS

Special **21.50**

Pleats are important in the new mode; therefore a taffeta frock with pleated bodice and a skirt trimmed with narrow frills is the newest of the new. Another style, with a little straight lined, loose bodice and frilled tunic is also extremely chic. It is remarkable to find such frocks for this low price.

NEW FROCKS

59.75

This new apron front effect makes its most attractive appearance in a dress of navy blue or black taffeta, with the apron ruffled at the sides in a manner most chic. A corsage of French flowers accentuates the note of Spring-time charm. Fine lace at the neck gives an additional becomingness.

NEW FROCKS

Special **29.75**

A special purchase of taffeta and Georgette frocks in pastel shades, especially pretty for Southern wear or for evening occasions; is a particularly good value, since we bought these dresses at a price concession.

NEW FROCKS

Special **34.75**

A crisp new navy blue taffeta model, with double tier skirt cut in large scallops; has dainty short sleeves ending in two big scallops also. There is a lighter shade of blue ribbon at the waist, and a fine lace collar finishes the neck.

Clearances

Misses' and Women's

SERGE DRESSES

18.75

Regularly \$33.75

College and business women will like these smart, sensible dresses for general wear.

Included in the lot are the styles illustrated above and many other equally attractive styles in navy and black.

Fine quality navy blue serge—featuring tricolette vest and button trimming—sizes 36 to 46—sizes 14 to 20 years.

Practical model in navy blue or black serge—tapering collar of black satin, braid trimmed blouse and tunic.

"Red Ticket" Reductions

Women's and Misses' Dresses

Beaded Georgette Crepe, embroidered Tricolette, Satin Charmeuse, Tricotine, Velours, Jerseys and Velvetene, Chiffon Velvets, also Serges, in straight line, draped and novelty styles. Season's favorite shades and models.

Our regular \$29.55 to \$32.50	15.50
Our regular \$34.75 and \$36.75	21.75
Our regular \$49.75 and \$52.75	31.75
Our regular \$59.75 to \$69.75	39.75
Our regular \$125.00	69.75

No Charge for Alterations.

January Clearance Sales in

Lace Curtains & Portieres

Due to the enormous pre-holiday business of this department, many small lots of two or three pairs of curtains are all that remain of large groups of merchandise. These small lots we are now regrouping for clearance in a January Sale, repriced enormously to your advantage.

Lace Curtains—Marie Antoinette, Cluny, Marquisette, Scrim, Novelty Net and Nottingham—also Panel Curtains. 2 and 3 Pr. Lots. **5.77 7.94 9.94** Were \$7.94 to \$13.94.

Marie Antoinette and Cluny Pattern Lace Curtains. **4.77 5.97 6.97** Were \$6.97 to \$9.97.

Scrim and Nottingham Curtains. Broken lots. One to six of a style. **1.77 2.94 4.91 6.94** Were \$2.47 to \$9.94

Fine Scrim and Marquisette Panel Curtains—Showing Madeira, Antique, Cluny and other Real Lace Effects. 2 1/2 Yds. Long. **2.94 3.88 1.77 6.77** Were \$4.47 to \$14.94.

Clearance of One and Two Pair Lots PORTIERES

Rich Madras Portieres in solid tones—were \$9.97—**6.74**

Odd Bordered Portieres—suitable for couch covers as well as hangings—Special, each—**8.94**

One and two pair lots. **Chenille Portieres**—rich tones of blue, wood brown and crimson—Special **12.94**

Art Silk Portieres—Reversible two tone combinations—usually \$25.00—Special **19.94**

Departments Include:

- Blankets
- White Goods
- Comfortables and Pillows
- Lace Curtains
- Portieres
- Rugs
- Laces and Embroideries
- Draperies
- House Dresses
- Infants' Woolens
- Corsets
- Blouses
- Women's and Misses' Dresses and Suits

20th January Sale Specials

With the distractions of holiday shopping over, you can now devote your attention to your personal and household needs.

WOMEN'S HOUSEDRESSES—Belted and one-piece models in gingham and percale in pretty stripes, checks and plain colors—self or contrasting collars and trimmings—sizes 36 to 44—our regular \$2.47 and \$2.74—**1.90**

our regular \$3.47—**2.32**

our regular \$4.97 and \$5.50—**3.66**

GEORGETTE CREPE BLOUSES—Exquisite styles—showing silk hand embroidery, head embroidery, fins tucks and pleats—our regular \$9.97—Sale **7.77**

CREPE DE CHINE BLOUSES—Neat tailored styles in white and flesh—our regular \$6.85—Sale **4.78**

LINGERIE BLOUSES—Dainty styles, fashioned on fine quality batiste or voile—our regular \$1.88—Sale **1.33**

VOILE BLOUSES—Pleasing choice of lace trimmed and embroidered styles—our regular \$2.18—Sale **1.54**

VOILE BLOUSES—white and color stripes—neat styles, trimmed with lace; others are embroidered—our regular \$1.47—Sale **.96**

TAFFETA PETTICOATS—Various styles in a large assortment of solid and changeable colorings—our regular \$6.94—Sale **5.00**

EXTRA SIZE PETTICOATS—Fine quality black satens—well made—our regular \$1.88—Sale **1.33**

BI-A-K SATEEN PETTICOATS—Good quality—well made—our regular .94—Sale **.77**

GIRLS' TAN RAINCOATS—Serviceable quality—rubberized Cantona—brim caps to match—10 to 14 yrs.—our regular \$5.48—Sale **4.00**

MISSES' AND GIRLS' MIDDY BLOUSES—Firmly woven white twilled fabric—braid trimmed—sizes 6 to 20 years—our regular \$1.68—Sale **1.27**

GIRLS' TUB FROCKS—Advanced Spring styles in pretty plaid ginghams—nicely trimmed—sizes 6 to 14 yrs.—our regular \$2.94—Sale **1.92**

GIRLS' WHITE FROCKS—Fashioned in sheer lawn—prettily trimmed with lace, embroidery and ribbon sashes—sizes 6 to 14 years—our regular \$3.94—Sale **3.10**

COUTIL CORSETS—Medium low bust models—long hip line—embroidery and lace trimmed—sizes 19 to 30—our regular \$2.50—Sale **1.74**

FINE CORSETS—excellent quality coutil in plain and novelty weaves—low or medium bust—sizes 19 to 30—our regular \$5.00—Sale **2.94**

20th January Sale PILLOWS

Covered With Excellent Grade Tickings

NEW GOOSE MIXED FEATHER PILLOWS—20x28 ins.—our reg. \$1.93—Sale **1.33**

22x28 ins.—our reg. \$2.17—Sale **1.50**

24x30 ins.—our reg. \$2.72—Sale **1.87**

26x30 ins.—our reg. \$3.12—Sale **2.13**

NEW WHITE GOOSE AND DOWN MIXED FEATHER PILLOWS—26x28 ins.—our reg. \$5.33—Sale **3.32**

22x28 ins.—our reg. \$5.77—Sale **3.51**

24x30 ins.—our reg. \$6.17—Sale **3.87**

26x30 ins.—our reg. \$6.56—Sale **4.17**

NEW GOOSE AND DUCK MIXED FEATHER PILLOWS—20x28 ins.—our reg. \$3.27—Sale **2.12**

22x28 ins.—our reg. \$3.72—Sale **2.33**

24x30 ins.—our reg. \$4.12—Sale **2.67**

26x30 ins.—our reg. \$4.53—Sale **2.83**

NEW FEATHER PILLOWS—20x28 ins.—our reg. \$1.47—Sale **.97**

21x28 ins.—our reg. \$1.73—Sale **1.15**

NEW WHITE GOOSE MIXED FEATHERS—our regular \$1.27—Sale **.83**

NEW WHITE DOWN—our regular \$2.57—Sale **1.50**