

STORE OPEN 9 A. M. TO 5 P. M.

HEARN

Fourteenth Street West of Fifth Avenue

We do not take an inventory until the end of February. Meanwhile our stocks are kept up with the same extensive selection that gives sincerity to the slogan: "If you can't find it elsewhere, try HEARN."

Distinctive Fashions in Sports and Spring Apparel newly arrived to interest those who plan Southern trips, and visitors to the city who are now purchasing advance modes for Spring.

Our 20th JANUARY SALE in Full Swing

HAVE YOU COMPARED OUR JANUARY SALE VALUES IN HOUSEKEEPING NEEDS WITH PRICES ELSEWHERE?

For Example---These for Both Monday and Tuesday---

- Sale Departments:**
- Blankets
 - White Goods
 - Comfortables and Pillows
 - Lace Curtains
 - Portieres
 - Rugs
 - Laces and Embroideries
 - Housedresses
 - Infants' Woollens
 - Corsets
 - Blouses
 - Women's and Misses' Dresses and Suits
 - Draperies

- Sale Departments:**
- Table Linens
 - Towels
 - Toweling
 - Decorative Linens
 - Petticoats
 - Undermuslins
 - Silk Lingerie
 - Muslins
 - Sheets
 - Pillow Cases
 - Spreads
 - Tickings
 - Flannels
 - Children's Underwear
 - Infants' Dresses



New Cottons

ARE all ready to match their printed flowers with Nature's or display their plaids and patterns as vivid as the Spring itself. The unusual beauty and variety of these American made and imported cotton fabrics are at your disposal for prices much less than are asked in other stores. But this is, of course, quite to be expected, since our wash goods section is the largest department of its kind in the world.

- Silk Mixed Tricolette**—shows smart designs in black on a white ground. Special 5.73
- Plaid and Satin Striped Voiles**—with many artistic flower and foulard designs—prevailing colors are seagull, brown and several shades of blue. 1.67 to 2.35
- Flowered Voile**—shows exquisite rose patterns against grounds of navy blue, Copenhagen blue, rose, grey, wisteria, brown and tan. 2.35
- Checked Voiles** give a choice of two sizes of checks and many pretty effects in flower clusters, light or dark colors. Special 1.27
- Colored Voiles**—with lilac springs and roses, and all our patterns in light and dark colors furnish inspiration for many lovely frocks. 1.23
- Foulard-Patterned Voiles** present many new artistic scroll patterns and delicately printed flowers in a pleasant selection. .73 to .87
- Organdies**—crisp and cool for summer wear—come in pastel tinted colors, delicately patterned with checks and flowers. .73
- Dotted Swisses**—white and tinted ground further amplifies the selection with their lovely weave. .67
- Flowered Voiles**—showing Pompadour patterns of utmost charm—are new this year. .57
- Imported Gingham**—of exquisite colors in many striking new effects—some have Dresden stripes combined with plaid design. .73 to 1.15
- 36-inch Embroidered Woven Voiles**—is prettily patterned with flower medallions and checks. 1.47
- Voiles**—with stripes and embroidered dots on white ground. Special .97
- 32 and 38 inch Imported Madras Shirts**—in a wide variety of pleasing patterns. .93 to 1.78

20th January Sale BLANKETS

We looked well into the quality of these blankets months ago when we bought the large quantities that make possible these sale values now.

- \$4.97 Blankets**..... 3.96
Cotton fleece—gray and tan, with contrast borders (72x84 in.)—also wool nap plaid blankets in single-bed size.
- \$9.94 Blankets**..... 5.95
Made of imported cotton—full size.
- \$8.45 Blankets**..... 6.96
66x80—made of imported cotton.
- Blankets—cotton fleece—white, gray and tan—**
our reg. \$2.27... 1.63
our reg. \$3.74... 2.84
- \$6.94 Blankets**..... 4.96
Wool-mixed camp Blankets, also eiderdown finish, white, gray, tan, with contrast border. 3/4 size beds.
Eiderdown finish **Crib Blankets**—made of imported cotton—blue or pink borders—
our reg. \$2.57... 1.80
our reg. \$1.97... 1.54
- \$8.97 Blankets**..... 6.44
Wool mixed—full bed size—white with colored borders.
- \$20.94 Blankets**..... 15.95
Wool Rugs—plaid designs—fringed ends.
- \$29.94 Wool Blankets**..... 25.00
Cut and bound separately.
- Finer Blankets**..... 41.94
our reg. \$3.45... 2.54
our reg. \$4.24... 3.17
- 42 ct. Crib Blankets**..... .31
Cotton fleece—white, with blue or pink borders.
- \$4.17 Crib Blankets**..... 3.11
Eiderdown fleece (size 48x60 inches)—white, with blue or pink borders.
- our reg. \$1.17... .96**
our reg. \$2.17... 1.78

20th January Sale

HEARN

LINENS

The tradition of Hearn Linens is worthily upheld by our present great stocks bought well in advance of present rising costs and so priced at savings to you.

- 70-in. Fine Bleached Damask**—our reg. \$3.97... Yd. **2.95**
- 22-inch Linen Damask Napkins** our reg. \$9.50... Per doz. **7.00**
- 70-inch Bleached Mercerized Damask**—our reg. \$1.38... Yd. **.88**
- Mercerized Damask Napkins**—heavy bleached quality—our reg. \$4.25... Per doz. **2.88**
- 58-inch Mercerized Damask—bleached**—our reg. .97... Yd. **.68**
- H. S. Lunch Cloths**—our reg. \$1.75... Each **1.25**
- Bleached Linen Damask Patterns Cloths**—70x78 inches—our reg. \$12.00... **9.25**
- 70x70 in.**—our reg. \$11.95... **8.00**

Decorative Linens

- \$1.95 Lace Trimmed Buffet and Dresser Scarfs**..... **1.10**
- 75 ct. Scalloped Scarfs**..... **.57**

Towels

- Bleached Turkish Towels**—hemmed, white Turkish stripe borders—our reg. .24... **.17**
- Bleached Huck Towels**—hemmed, white or colored stripe borders—our reg. .38... **.25**
- Heavy Quality Union Linen (part cotton) Huck Towels**—hemmed, white or colored borders—our reg. .74... **.50**
- Pure Linen, Fine Quality Huck Towels**—hemstitched, plain or figured centres—our reg. \$1.58... **1.00**
- Large size, heavy quality, Turkish Bath Towels**—hemmed—our reg. \$1.48... **1.24**
- Imported Union Linen (part cotton) towel (Kitchen Towels—name "Kitchen" woven through centre—our reg. .78... .63**

Toweling

- Cotton Toweling, for dish and roller towels**—our reg. .25... **.18** | our reg. .30... **.20**

RUGS

The Rug Department is particularly well equipped at present to furnish whatever you need. Assortments are large and artistically chosen. Prices less than you will find in other stores.

- Seamless Wilton Rugs**—famous makes noted for colorings and designs—Chinese, Oriental and Persian designs, in blue, rose and tan colorings—9x12 ft.—our reg. \$109.00... **96.75**
- Fibre Art Squares**—Oriental effects—reversible and figured designs—9x12 ft.—our regular \$12.50... **8.44**
- 200 Fine Grade Imported Rush Rugs**—Novelty weave, with stencilled borders and centre designs—Chinese and Oriental effects—4x7 ft., 4.6x7 ft.—special value... **5.97**
- Art Loom Wilton Velvet Rugs**—seamless—good assortment of patterns and colorings—not full measurement—9x12 ft.—value \$55.00... **69.50**
- Wool Fibre Rugs**—9x12 ft.—two-toned colorings in blue, rose, green and tan... **21.91**
- Clearances in Fine Fibre Rugs**—excellent texture, in desirable colors—8.3x10.6 ft.—**15.97**
- Clearance Lot of Imported Grass Rugs**—sizes 27x54 in. to 9x12 ft.—large assortment of designs and colors at 25% less than today's value—**1.47 to 0.97**
- Reversible Hall and Stair Crash**—double bordered, striped or figured centres—green, red and tan colorings—18 in. wide—special value... **.12**
- 22 1/2 in. wide—special value... .11**
- High Pile Axminster Rugs**—27x54 inch... **4.97**
- 36x63 inch... 8.47**

MORNING SPECIALS—Monday and Tuesday Until 1 P. M.

- \$8.94 Women's Blanket Robes**..... 6.43
- Beacon cloth—pretty floral patterns—stitched satin on collar, cuffs and front—girde.**
- HOUSE DRESSES—SECOND FLOOR.**
- \$1.67 Babies' White Dresses**..... 1.24
Lawn, nainsook and pique lace trim—sizes to 4 yrs. INFANTS' DEPT.—SECOND FLOOR.
- \$1.77 & \$1.97 Women's Cotton Fleece Union Suits**..... 1.37
High neck—long sleeves—medium neck—allow sleeves—ankle length—regular and extra sizes. KNIT UNDERWEAR—MAIN FLOOR.
- \$30.00 Men's Winter Overcoats**..... 20.00
Grey, blue and black—Ultrarettes and box model—all sizes, 34 to 42. MEN'S FURNISHINGS—MAIN FLOOR.
- \$2.95 Men's Madras Shirts**..... 2.18
Starched cuffs—large assortment of colored stripes, cords, etc. MEN'S FURNISHINGS—MAIN FLOOR.
- \$13.50 Boys' Sport Coats**..... 9.85
Variety of novelty plaids in brown, grey and green—large patch pockets—convertible collars—8 to 17 yrs. BOYS' CLOTHING—THIRD FLOOR.
- \$7.94 Little Boys' Suits**..... 6.50
3 to 9 yrs.—Sailors and Jr. Norfolk models—various pleated styles—navy serges and fancy cassimeres—many with extra pique washable collars—convertible collars. BOYS' CLOTHING—THIRD FLOOR.
- 24 ct. Men's Black Cotton Hose**..... 18
Doubled heel and toe. HOSIERY—MAIN FLOOR.
- 40 ct. White Novelties**..... 23
Check, stripe—lovely for waists, dresses, aprons, underwear, etc. WHITE GOODS—MAIN FLOOR.
- \$3.45 Black Satins**..... 2.64
35-inch—soft, rich draping quality—deep black—bright satin face. SILKS—MAIN FLOOR.
- 45 ct. Oatting Flannels**..... 35
Flacey nap—pink and blue stripes. WASH DRESS FABRICS—BASEMENT.
- \$2.48 French Serges—40-inch**..... 1.90
All wool—fine twill—trapes, burrudy, oin, myrie, navy and black. DRESS GOODS—MAIN FLOOR.
- \$8.97 Sateen Comfortables**..... 5.93
Floral patterns—plain borders—Cotton filled—winter weight—full size. COMFORTABLES—BASEMENT.
- \$2.47 New Scrim Curtains**..... 1.66
Plain or with valance—hem stitched and neat edge. LACE CURTAINS—BASEMENT.
- \$8.50 Teatowel Rugs**..... 5.88
6 1/2 ft.—Carpet and tapestry designs. RUGS—THIRD FLOOR.
- \$3.50 Babies' Tan Kid Button Shoes**..... 2.47
Elasticon soles—sizes 4 to 5—wide widths—some sizes in lace shoes. SHOES—SECOND FLOOR.



January Sale Value in Muslin Underwear

We bought extensive quantities in preparing for this sale, nor did we neglect quality and variety—so that, taken all in all, you would have to go far to match these values. We doubt if you could match them.

- Corset Covers**—nainsook, lace trimmed yokes—our reg. .68... **.54**
- Corset Covers**—fine nainsook, yokes prettily trimmed—our reg. .97... **.72**
- Corset Covers**—dainty models—our reg. \$1.28... **.95**
- Drawers**—good quality cambric ruffles with tucks and h. s.—our reg. .78... **.56**
- Drawers**—with ruffles of good embroidery or lace inserting and edge—our reg. .92... **.78**
- Drawers**—fine quality nainsook, in straight or Modesty styles—lace or embroidery trimmed—our reg. \$1.28... **.92**
- Nainsook Bloomers**—flesh colored—ruffles with blue stitching—our reg. .88... **.64**
- Extra Quality Sateen Bloomers**—black, navy or white—elastic at waist and knee—our reg. \$1.48... **1.28**
- Night Dresses**—muslin or nainsook, round, V or high neck models—tucks, embroidery, lace, or hand embroidered yokes—our reg. \$1.68... **1.36**
- Night Dresses** of fine nainsook, variety of pretty models—our reg. \$1.97... **1.68**
- Night Dresses**—newest models—our reg. \$2.94... **2.44**
- Night Dresses**—fine nainsook, beautifully trimmed—our reg. \$3.68... **2.97**
- Envelope Chemise**—nainsook—round neck—embroidered edge or fancy stitch and ribbon bands—our reg. .97... **.68**
- Envelope Chemise**—flesh or white, lace trimmed or tailored models—fancy stitch—our reg. \$1.48... **.92**
- Envelope Chemise**—fine quality nainsook—several dainty models—our reg. \$1.68... **1.36**
- Combinations**—good quality nainsook, skirt or drawer styles, embroidery or lace trimmed—our reg. \$1.97... **1.48**
- Combinations**—nainsook, fancy yokes—our reg. \$2.68... **1.94**
- Petticoats**—cambric and nainsook ruffles of wide embroidery—our reg. \$1.28... **.94**
- Petticoats**—wide ruffles or open work embroidery and flit pattern lace—our reg. \$1.68... **1.36**
- Petticoats**—beautiful lace and embroidery trimmed models—our reg. \$3.48... **2.48**
- Extra Size Drawers**—good quality muslin, hemstitched ruffles—our reg. \$1.28... **.78**
- Extra Size Night Dresses**—cambric, nainsook edge on stitching—our reg. \$1.97... **1.45**
- Extra Size Petticoats**—cambric or muslin, wide ruffles of embroidery, or lace—our reg. \$2.68... **1.94**

20th January Sale

Babies and Little Tots

are always considered here when there are bargains to be had. Purchased in quantity months ago, especially that we might make these exceptional Sale offerings. SEE AMERICAN FOR ITEMS AND PRICES.

20th January Sale

BED MUSLINS

Quantity buying far in advance of present rising costs is the secret of matchless values.

- 36-in Fruit of the Loom Muslins**..... Our reg. .42 **.34**
- 36-in. Lonsdale Muslins**.....
- 36-in. Hill Muslins**.....

No Mail or Telephone Orders—Limited 20 yds.

Special Purchase

HEMMEED		HEMSTITCHED	
PILLOW CASES—	Sale	PILLOW CASES—	Sale
42x36—our reg. .48	.39	42x36—our reg. .53	.44
45x36—our reg. .50	.42	45x36—our reg. .55	.47
50x36—our reg. .61	.52		
54x36—our reg. .67	.59		
SHEETS—		SHEETS—	
54x90—our reg. \$1.64	1.27	54x90—our reg. \$1.74	1.41
54x99—our reg. \$1.78	1.41	63x108—our reg. \$2.18	1.89
63x90—our reg. \$1.78	1.41	72x90—our reg. \$1.97	1.74
63x99—our reg. \$1.97	1.58	81x90—our reg. \$2.28	1.87
63x108—our reg. \$2.18	1.74	81x99—our reg. \$2.47	1.97
72x90—our reg. \$1.97	1.58	90x90—our reg. \$2.47	1.97
72x99—our reg. \$2.18	1.74	90x99—our reg. \$2.57	2.24
72x108—our reg. \$2.37	1.94		
81x90—our reg. \$2.18	1.74		
81x99—our reg. \$2.37	1.94		
81x108—our reg. \$2.48	2.14		
90x90—our reg. \$2.37	1.94		
90x99—our reg. \$2.48	2.14		

STANDARD QUALITY SHEETINGS

BLEACHED—		UNBLEACHED—	
	Sale		Sale
42 in. wide—our reg. .47	.38	45 in. wide—our reg. .47	.38
45 in. wide—our reg. .49	.41	54 in. wide—our reg. .60	.51
50 in. wide—our reg. .60	.51	63 in. wide—our reg. .66	.54
54 in. wide—our reg. .66	.54	72 in. wide—our reg. .69	.59
63 in. wide—our reg. .69	.59	81 in. wide—our reg. .77	.69
72 in. wide—our reg. .77	.67	90 in. wide—our reg. .86	.74
81 in. wide—our reg. .86	.74		
90 in. wide—our reg. .96	.81		

ALSO

- Mill Lengths Unbleached Muslins**—(10 to 20 yard pieces) Sale, yd., **.20**
- 38 in. wide—reg. value .26**..... Sale, yd., **.20**
- Fine Quality Bleached Muslins**—our reg. \$7.49... Sale **5.97**
- 36 in. wide—our reg. .28**..... Sale, yd., **.23**
- 36-inch Cheesecloth**—our reg. .74... Sale, yd., **5/4**
- Striped Bed Tickings**—Our reg. .49... Sale, yd., **.34**
- Ready Made Bed Tickings**—(full and three-quarter sizes) our reg. \$7.49... Sale **5.97**

No Mail or Telephone Orders on the Above