

STORE OPEN 9 A. M. to 5 P. M.
HEARN
Fourth Street West of Fifth Avenue

Two Great Sale Events
Semi-Annual Dressmakers' Sale
20th Annual January Sale

THIS IS A
TIME FOR
THRIFT



January Sale
Departments:
Household Linens
Bed Muslins
Blankets and Flannels
Comfortables, Pillows
White Goods
Laces and Embroideries
Apparel
Draperies, Rugs
Women's and Children's
Underwear
Infants' Wear
Blouses, Corsets
Housewives

Following on Sale
both Monday and Tuesday.

*"This Is a Time When Thrift
Is Common-Sense Applied to
Spending."*
—THEO. ROOSEVELT

Following on Sale
both Monday and Tuesday.

Dressmakers' Sale
Departments:
Silks
Linen Goods
Trimnings
Notions
Wash Dress Fabrics
Georgette Crepe
White Goods
Laces
Embroideries
Ribbons
Dress Forms
Shears

January Sale—Last Week
Important Things
For Baby's Comfort

The mother who comes to our Baby Section is always sure of money-saving values on full assortments of every little need. These things for example, were bought with great care and in quantities quite sufficient. Each one, too, represents a value better than you will find in other stores.

WOOLENS

Babies' Ribbed Shirts—sizes 1 to 3 years—seconds of .55 quality—Sale **.28**

Babies' Shirts—medium weight—sizes to 3 years—our reg. .87—Sale **.57**

Babies' Fine Half Wool Shirts—sizes to 2 years—our reg. \$1.47—Sale **1.17**

Infants' Fine Silk and Wool Shirts—excellent quality—sizes to 6 months—our reg. \$2.10 and \$2.25—Sale **1.77**

Infants' Wool Flannel Gartrudes—silk bound tops—our reg. \$1.87—Sale **1.27**

Infants' Wool Flannel Barrow Coats—with cambric hands—our reg. \$1.10—Sale **.71**

DRESSES AND SLIPS

Infants' Nainsook Slips—yoke and bishop styles—trimmed with lace and embroidery and hand stitching—our reg. \$1.67 and \$1.47—Sale **.95**

Little Tots' Tub Dresses—gingham and chambray—Empire and belted models—sizes to 5 years—our reg. \$1.47 and \$1.67—Sale **1.00**

Flannelette Wrappers and Night-Gowns—with drawing—our reg. \$1.10—Sale **.82**

Infants' Flannelette Gertrude Skirts—our reg. \$1.10—Sale **.82**

Babies' Hand Crocheted Booties—our reg. \$1.25—Sale **.87**

Birdseye Diapers—hemmed, ready for use—

Single widths—
20 in. x 20 in. doz. **1.77**
22 in. x 22 in. doz. **2.17**
24 in. x 24 in. doz. **2.57**
27 in. x 27 in. doz. **2.97**

Double widths—
20 in. x 40 in. doz. **2.87**
22 in. x 44 in. doz. **3.67**
24 in. x 48 in. doz. **4.17**
27 in. x 54 in. doz. **4.87**

Special Lot Little Tots' Bloomer Dresses of gingham and chambray—sizes to 6 years—our reg. \$2.87—Sale **2.00**

Little Tots' Fine White Dresses—Yoke, Empire and belted models—sizes to 6 years—lace and embroidery trimmed—our reg. \$2.47—Sale **1.56**

JANUARY SALE—LAST WEEK
SILK LINGERIE

Special values in lingerie of beautiful materials, displaying the charm of hand-sewing, fine laces, delicate embroideries and ribbons are one of the most delightful opportunities in the January Sale.

Carnisoles—Crepe de chine or satin—with fancy yokes front or back—trimming of lace and ribbon—our reg. \$1.38—Sale **1.18**

Carnisoles—Wide Dresden or Roman stripe ribbon tops—our reg. \$2.25—Sale **1.64**

Carnisoles—Crepe de chine or satin—dainty models of lace or ribbon—our reg. \$2.48—Sale **1.97**

Envelope Chemises—With silk floral pattern—our regular \$2.97—Sale **2.48**

Silk Bloomers—With floral silk pattern—our regular \$2.97—Sale **2.48**

Nightdresses—Crepe de chine—tailored or fancy lace trimmed yokes—our regular \$7.94—Sale **5.24**

Petticoats—Crepe de chine—extra quality with ruffle—our regular \$7.94—Sale **5.84**

DRESSMAKERS' SALE
DRESS GOODS

The new Spring suit may be made at a great saving of expense if materials are purchased here at sale values. This list is but an indication of the comprehensive stocks of every wanted woolen material for suits and dresses to be found in this section.

48-inch All-Wool Broadcloths—chiffon finish—sponged and shrunk—newest shades of tan, antelope, raccoon, bluebird, nutria, beaver, reindeer, navy and black—Our reg. \$3.97—Dressmakers' Sale, **3.33 Yd.**

46 and 48-inch All-Wool Tricotines—small, raised diagonal weave—in taupe, brown, navy and black—Our regular \$3.68—Dressmakers' Sale **2.84**

Fine Quality All-Wool Cream Tricotines—46 in.—Our regular \$4.97—Dressmakers' Sale **3.75**

54-inch All-Wool Navy Blue Men's Wear Serges—Our regular \$4.97—Dressmakers' Sale **3.94**

54-inch Navy Blue All-Wool Tricotines—Fine weave—soft finish—Our regular \$6.58—Dressmakers' Sale **5.00**

42-inch All-Wool Poplins—Small raised weave—taupe, heaver, elk, olive, myrtle, seal, navy and black—Our regular \$2.97—Dressmakers' Sale **2.32**

48-inch Black All-Wool Velours—With soft raised nap—Our regular \$4.25—Dressmakers' Sale **3.54**

42-inch All-Wool Cream French Serges—Fine weave—Our regular \$3.28—Dressmakers' Sale **2.54**

48-inch All-Wool French Serges—Finely woven—navy blue and black—Our regular \$3.38—Dressmakers' Sale **2.84**

48-inch All-Wool Plaid and Striped French Serges—Grounds of tan, gray, navy and blue—with contrasting color combinations—Our regular \$3.97—Dressmakers' Sale **3.28**

48-inch All-Wool Shepherd Checks—Black and white—small, medium or large checks—Our regular \$3.97—Dressmakers' Sale **3.28**

DRESSMAKERS' SALE
LININGS

The life of a suit or dress is lengthened or shortened by the quality of its lining. These linings will insure you the utmost service, and sale prices save you money.

Lining Satin—Soft finish—excellent quality, gray, tan, navy, rose, brown, Copenhagen blue, dark red, black and white—excellent quality for coats and suits—our regular \$2.15—Dressmakers' Sale, yd. **1.76**

Fancy Sateen—effective designs in many attractive colors—for petticoats and linings—35 inches wide—our regular \$1.37—Dressmakers' Sale, yd. **.96**

Mercerized Sateen—Good selection light and dark colors—high satin lustre—our regular .85—Dressmakers' Sale, yd. **.66**

DRESSMAKERS' SALE
FLANNELS

Flannels include a multitude of needs from baby's little clothes to lining automobile robes. Every one of these needs is considered in this excellent list, which supplies flannels for every use at money-saving values.

Robe Cloths—made of imported and domestic mixed cotton—soft eiderdown finish—72 inches wide—various designs—our regular \$1.87—Dressmakers' Sale **1.53**

Novelty Silk-and-Wool Flannels—30 inches wide, large selection of patterns, including dainty striped effects—our regular \$2.67—Dressmakers' Sale **1.84**

Unbleached Canton Flannels—33 inches wide, heavy fleecy nap, splendid quality for interlinings—our regular .47—Dressmakers' Sale **.40**

All Wool French Flannels—27 inches wide, good selection of staple and novelty colors for blouses, children's dresses, sports clothes and trimming purposes—our regular \$1.67 and \$1.87—Dressmakers' Sale **1.26**

Plain Wool Flannels—(white) 27 inches wide—our regular \$1.34—Dressmakers' Sale **1.00**

Wool and Cotton Mixed Flannels—28 inch wide—our regular .58—Dressmakers' Sale **.40**

Of Special Interest are our complete stocks of Ballard Vale Flannels and Silk Warp Flannels Quality—famous for many years

January Reductions in
OVERCOATS
For Boys and Young Men

Not a few remaining overcoats, but good assortments, including all desirable models and complete sizes. It is that which makes our reductions the best in the city.

Boys' Sport Coats

Smart plaids with reverse or roll convertible collar. Sizes 8 to 17 years.

our regular \$11.94—Sale **9.50**
our regular \$13.50—Sale **10.50**
our regular \$14.50—Sale **11.50**

BOYS' OVERCOATS

Finely tailored models of warm chinchilla and cheviot overcoating—Sizes to 18 years in lot—our reg. \$11.94—Sale **9.50**
our reg. \$13.50—Sale **10.50**
our reg. \$18.50—Sale **13.50**
our reg. \$18.50—Sale **14.50**
our reg. \$19.50—Sale **16.50**
our reg. \$24.50—Sale **18.50**
our reg. \$27.50—Sale **22.50**
our reg. \$32.50—Sale **24.50**

YOUNG MEN'S OVERCOATS

A good selection of new desirable models of excellent quality—sizes to 40 chest—our reg. \$27.50 to \$32.50—Sale **22.50**
our reg. \$34.50—Sale **25.50**
our reg. \$37.50—Sale **29.50**
our reg. \$39.50—Sale **32.50**
our reg. \$42.50—Sale **34.50**
our reg. \$47.50—Sale **37.50**
our reg. \$55.00—Sale **42.50**

Department—Third Floor.

DRESSMAKERS' SALE
RIBBONS

Widths, colors and patterns for trimming hats and frocks, and for making many pretty accessories.

TAFFETA RIBBONS—many attractive colors—pretty for hair-bows—our regular .42—Dressmakers' Sale, yd. **.31**

MOIRE AND TAFFETA RIBBONS—white and colors—our regular .52—Dressmakers' Sale, yd. **.38**

BLACK MOIRE RIBBONS—fine quality—our regular .88—Dressmakers' Sale, yd. **.65**

SATIN RIBBONS—in black and all desirable colors—our regular \$1.26—Dressmakers' Sale, yd. **.92**

GROSGRAIN RIBBONS—Oriental designs, in brown, navy, rose and sapphire—our reg. \$1.68—Dressmakers' Sale, yd. **1.32**

EMBROIDERED RIBBONS—For millinery, bags and trimmings—in floral and conventional designs—richly embroidered in gold, silver or colors—our regular \$3.35—Dressmakers' Sale, **2.15**

New Dresses
FOR WOMEN AND MISSES

Our Apparel Sections foreshadow the Spring with many advance styles of charm and originality. Our remaining Winter models we have reduced still lower to make way for incoming stocks and priced them at values which in many instances would not pay for the making alone.

TRICOTINE DRESSES

Special **35.50** At **44.75** At **59.75**

These dresses are charming examples of the new silhouette—lines are straight and slender, and for trimming there is pretty embroidery on collars and pockets.

A dignified model in tricotine has a smart side-draping handsomely embroidered, and embroidery on sleeves and skirt.

One style at this price has an Eton coat from underneath which falls a richly embroidered crepe Georgette over blouse. Others beautifully embroidered.

Crepe Georgette Dresses 39.75

Weighted with bead embroidery, the folds of these dresses fall in clinging, lovely lines to an accordion pleated underskirt of the material. Colors are navy, taupe, white, flesh and Jap blue.

Taffeta & Crepe Georgette Dresses 59.75

Dresses which combine these two materials in new, artistic fashion have quaintly frilled tunics, and soft little white net vestees. Colors are stone blue, navy blue, brown and taupe.

Morning Specials—Monday and Tuesday Until 1 P. M.
To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

\$7.99 Sateen Comfortables—527
Floral patterns—plain borders—cotton filled—full size.
COMFORTABLES—BASEMENT.

\$11.97 Imported Seamless Grass Rugs, 5'44" x 12' 2"—rich borders of novelty and colorings.
RUGS—THIRD FLOOR.

38 ct. Satin Finish Cretonnes—27
Yard wide—chintz, Oriental and floral designs—light and dark grounds.
UPHOLSTERY—BASEMENT.

\$13.50 Boys' Sport Coats—9.35
Variety of novelty plaids in browns, grays and greens—large patch pockets—convertible collars—4 to 17 years.

BOYS' CLOTHING—THIRD FLOOR.

\$7.94 Little Boys' Suits—6.20
2 to 9 years—Sailors and Jr. Norfolk models—various pleated models—navy serges and fancy casementings.
BOYS' CLOTHING—THIRD FLOOR.

\$2.24 Long Crepe Kimonos—1.68
Plain colors—pink and blue—shirts back and front—white organdy collar—colored edges—sizes 24 to 44.

HOUSEWIVES—SECOND FLOOR.

\$4.95 Men's Silk Stripe Shirts—3.85
Large assortment of colored silk stripes on fine madras—well made—all sizes.

MEN'S FURNISHINGS—MAIN FLOOR.

\$1.95 Men's Grey Winter Underwear—1.66
Wool mixed—shirts or drawers—soft finish.

MEN'S UNDERWEAR—MAIN FLOOR.

\$1.17 Babies' Nainsook Dresses—77
Yoke and Bishop models—lace and smily trimmed—4 to 5 years.

INFANTS' DRESSES—SECOND FLOOR.

78 ct. Women's Extra Size Black Cotton Hose—58
Double heel and toe.
HOSE—MAIN FLOOR.

\$2.24 Girls' Tub Dresses—1.77
Checked gingham, chambray and linens—smartly trimmed—4 to 13 years.

GIRLS' DEPT.—SECOND FLOOR.

\$2.48 All-Wool Frumellas—1.84
23-inch—soft, lustrous finish—tan, Copenhagen, Burgundy, myrtle, navy and black.
DRESS GOODS—MAIN FLOOR.

45 ct. Outing Flannels—35c
Fleecy nap—pink and blue stripes.
WASH DRESS FABRICS—BASEMENT.

Doilies—Madeira hand embroidered and scalloped—dainty designs—our regular .53—Sale **.44**

In great demand for underwear, negligees, etc.

WASH DRESS FABRICS—BASEMENT.

50 ct. White Madras—41
Assortment of stripes and figures for blouses, shirts, etc.
WHITE GOODS—MAIN FLOOR!

JANUARY SALE—LAST WEEK
For the Tea Table
Tea Cloths, Scarfs, Etc.

So much of tea-time glamour and home charm lies in the perfection of their accessories. The items below are attractive both in design and price.

Lace Trimmed Tea Cloths—with matching inserts—our regular \$2.95—Sale **1.66**

Doilies—Madeira hand embroidered and scalloped—dainty designs—our regular .53—Sale **.44**

Scarfs, Shams and Centerpieces—lace trimmed—some with lace inserts—our regular \$1.25—Sale **.74**

"Red Ticket" Clearance
WOMEN'S AND MISSES' DRESSES

Of satin, crepe de chine, charmeuse, serge, crepe Georgette and velvet combined, tricotine, velveteen and chiffon velvet. Beading, embroidery fur and other trimmings are artistically employed. Many are copies of imported models. Colors include pastel and darker shades—

Our regular \$31.50 to \$33.75 **18.75** Our regular \$69.75—**43.50**
Our regular \$39.75 to \$44.75 **26.50** Our regular \$95.00 & \$100.00 **57.50**
Our regular \$54.75 and \$59.75 **34.50** Our regular \$125.00—**64.75**

Reductions in Suits

All women's and misses' suits remaining from Winter stocks are now reduced to lowest prices to clear.

DRESSMAKERS' SALE
WHITE LINENS

Sales values make it possible to give linen a prominent place in your plans for Summer sewing.

WHITE LINENS—of exceptionally fine, closely woven quality—suitable for a variety of needs—including fancy work, smocks, middies, children's wear, uniforms and other dress—our regular \$1.68—DRESSMAKERS' SALE, **1.24 yd.**

Our regular \$4.24—DRESSMAKERS' SALE **3.00 yd.**