

Founded by Aaron Arnold in 1827.
Now on Fifth Avenue at 40th Street
Telephone Murray Hill 5000

Arnold, Constable & Co.

FIFTH AVENUE AT FORTIETH STREET

Store building fireproof in fullest sense.
Ceilings unusually high. Good ventilation.
Store Hours, 9 A. M. to 5:30 P. M.

Announcement of a Reorganization to Broaden the Service of the Store

WHEN Aaron Arnold, on a sunny April morning, ninety-five years ago, stood on the side-walk at Canal and Orchard streets, and looked at his new store, his first store, on the front of which was painted—

"THE NEW PALACE OF TRADE"

his thoughts must have been similar to the thoughts of the new executive in charge of the great business founded by him and his son-in-law, James M. Constable.

May our works be relatively as great!

x x x

QUALITY was the corner-stone of the Arnold Constable business. And it received, from the beginning, the favor and patronage of the quality of old New York. It was welcomed as a part of the social organization of the day. And it has remained so, through all the changes of ninety-five years.



The little shop in Canal Street where Aaron Arnold began business in 1827.

The old store at Canal, and Orchard was on the fringe of the better residential section of the New York of 1827. Brooks Bros. and Lord & Taylor were further downtown, on Catharine St., near the river.

As the city grew, Arnold Constable grew with it. First

to Canal and Mercer. Then to Broadway and Nineteenth St., where in 1877 they celebrated their business jubilee. And finally, in 1915, to Fifth Avenue at 40th Street, formerly the site of the F. W. Vanderbilt home.

Here they saw a great light. A constant stream of good people, seeking good service, passing the doors. And the house which had won and held its pre-eminence against the competition of A. T. Stewart and all other businesses of the nineteenth century began to realize that now conservatism was limiting its sphere of service.

This was a new century. New York a greater, more cosmopolitan city. Old social lines had disappeared in the broadening work and growth and outlook of the years. That which had been their pride in the past was a bar to their progress in the present.

They saw that service to old friends could be better rendered by linking it up with a larger service to the new. And the soul of this great business came to realize the truth, that—

To broaden the service to the public means better service to the individual

Hence the reorganization.

x x x

Mr. Stephen J. Leonard approached the work of reorganization with the determination to preserve the best traditions of the business. He sought advice from the best informed. Investigated thoroughly every individual suggested. And finally decided upon three men who had

been trained in *Wanamaker's*, and one man who had been trained in *Altman's*.

These four men, with Mr. Leonard, and two others who have been associated with the Arnold Constable business for many years, are the new Arnold Constable. Their individualities will be merged in the greater individuality of the business as a whole. Their sole objective will be to apply more widely the good service of this old New York house.

The corner-stone remains—QUALITY.

And broadened service means greater VALUES.

x x x

The last three weeks have been devoted to an examination of stocks. Some house-cleaning must be done. Prices have been materially reduced. And some very advantageous offers from the wholesale field have been accepted. The opportunities to be availed of will be such as may be had only on occasions like this.

We invite old friends and new. There will be something for all—in Fashions, Silks, Linens, Small Accessories, Rugs, Upholsteries and Bed Coverings.

And some very good things for Men, too, in the Haberdashery Shop.

Only the briefest statement of the specially priced goods is possible within the space of this announcement.

No returns. No sales C. O. D.

Cleaning House offers these and many more Extraordinary Opportunities

Women's Furs
Mink Coat, \$1,000
\$1,600 grade
Hudson Seal Coats, \$295
\$385 to \$475 grades
Dyed muskrat, plain, skunk or opossum trimmed, 36 and 40 in. long.

Fur Neckpieces
13 Scarfs at \$14.50
—\$20 to \$40 grade
Mink, mole, skunk, dyed foxes, nutria.

11 Scarfs at \$35
\$45 to \$75 grades
Dyed fox, beaver, skunk.

4 Scarfs at \$50
—\$85 grade
Black lynx, beaver, skunk, dyed fox.

6 Scarfs at \$100
—\$150 to \$250 grades
Mink, skunk, fisher, mole stole, ermine stole—one of each.

Women's Coats
Fur-Trimmed
\$79.50
—average less than today's wholesale price

100, blouse, wrappy and straight line models. Some corded sleeves. Many shawl collars.

In the favored soft pile fabrics—velvetyne, cashmere, bolivia, metalist, duvetyne, gerons, fashona, delphine, marvella, panvelaine, etc.

Furs—beaver, squirrel, flying squirrel, wolf, platinum, caracul, fox, kit fox.

Dresses—Women's and Misses', \$35
—average wholesale price

172, sizes 14 to 44. Chiffon velvets, flat crepes, Poiret twills, Georgette crepes, embroidered and beaded. Metal laces, Canton crepes, Tricotines, crepe-back satin.

High evening shades. Good street colors. A very attractive group.

Dresses—Women's and Misses', \$45
—\$62.50 to \$69.50 grades
82 day, street and evening dresses in the cloths and colors and fashion of the day. Sizes 16 to 44.

50 Dresses at \$55
—\$78 to \$98 grades
Chiffons; metal laces over soft silks in high colors; brown and black laces over silks in matching colors; crepe remain in high colors.

Dresses—Women's and Misses', \$25
—\$31.75 to \$39.50 grades
100 day, street and evening frocks. Poiret twills, Canton crepes, crepe-back satin, laces, chiffons. High evening shades, and practical street colors—black, navy blue and brown. Sizes 14 to 44.

Dresses, \$75 to \$165
—\$105 to \$235 grades
25 exquisite evening gowns, for women and misses; sizes 18 to 40. Metal laces, Crushed metal cloth, Fancy beaded Georgette crepes, Chiffon velvets. The new modes and colorings.

Women's Suits \$25
—were \$32.50 to \$172
Only 16. Fancy silks, tricotine and panvelaine. Sizes 36 to 40.

Women's Skirts, \$5
—were \$8.50 to \$19.75
30 to 32 waistbands; 32 to 34 in. long; checked and striped woolens and a few serges. 32 only.

Negligees, \$5
—were \$9.95 to \$17.50
35, satin breakfast coats in boudoir shades, and corduroy and albatross robes in light and dark colors. Sizes 36 to 44 in the lot.

House Dresses, \$2.95
—were \$3.95 to \$5.95
114—most of them were \$5.95—ginghams, percales, and attractive light-weight materials. Sizes 36 to 44 in the lot.

Handkerchiefs
—at half price
For Women—4,000 imported—50c. to \$10 each
Lace-trimmed, hand-embroidered. Madeira. And some very fine plain linen.

For Men—1,500 Handkerchiefs—25c. to \$2
Silk. Fine quality of plain linen. Hand hems. Some initialed.

Handbags, Purses
Silk and Velvet, \$5
—\$6.50 to \$8.50 grades
Leather, silk, duvetyne and velvet, \$1.50
—\$2 to \$2.95 grades
Leather, very practical, 95c.
—\$1.50 to \$1.95 grades
Leather, shopworn, 50c.
—some excellent values

Veilings, Veils
2,500 yds. Imported Veilings at 75c. yd.
—\$1.50 to \$2.50 grades
French dottings, woven meshes, Russian meshes, fancy grounds.

240 Imported Novelty Veils, \$1.95 and \$2.95 each
—\$3.75 to \$7.50 grades

Bridal Veils
of Princess lace
Circular style, \$7.95 each
—\$12.50 to \$17.50 grades

Costume Laces
Trimming Laces
—less than half
We have taken our entire stock and reduced it to below half former prices.

Included are imported novelty spangled and beaded flouncings, this season's \$10 to \$27 qualities, for \$4.85 yd.

And imported metal cloths—gold, silver, antique and steel—at \$2.75 yd. And metal flouncings at \$6.75 yd.

Women's Neckwear
95c. \$1.50 to \$2.95
—less than half price
3,000 pieces—hand-made lace, white, black, tans, browns, grays, beaver, with Paris point or contrasting embroidery.

Fine Satins, \$1.50 yd.
—\$2.35 grade
1200 yards, 35 to 36 in. wide; in white and twelve of the wanted light evening shades.

2,000 yds. Foulards, 95c. yd.
—\$1.75 to \$4 grades
Printed Georgette Crepe, 95c. yd.
—\$1.75 grade
2,200 yds. Half a dozen designs in good colorings.

Silk Lingerie
70 envelope chemises at \$5.
—were \$6.95 to \$9.95
30 Bloomers at \$2.
—were \$3.95 to \$5.95
20 Nightgowns at \$5.
—were \$8.95 to \$12.95
62 Camisoles at \$1.
—were \$1.50 to \$2.25
58 Camisoles at 50c.
—were \$1

Petticoats
500 at \$2.65
—were \$3.45 to \$5.95
30 to 36 in. lengths; elastic waist-band. Straight line and flounced models in Jersey silk tricot. Milanese silk, radium silk taffeta. Suit shades and light colors.

102 at \$3.75
—were \$5.95 to \$8.95

Silk Blouses, \$3.95
113, were \$5.75 to \$10.95
Suit shades and light colors.

Cotton Blouses
Voile and batiste. A great many made by hand. Most of them trimmed with hand-made file and Irish laces.

163 Blouses at \$2
—were \$3.50 to \$6.50
172 Blouses at \$3.75
—were \$6.95 to \$9.95
50 Blouses at \$5
—were \$10 to \$19.50

Women's Gloves
At \$1.45 (\$2.50 grade)
2,000 prs. French kidskin, 2-clasp, white, black, tans, browns, grays, beaver, with Paris point or contrasting embroidery.

Blankets, \$4.50
—Half Price
48 prs. wool and cotton, double bed size, pink or blue borders. 27 prs. white, extra double bed size, cut and bound separately.

Summer Blankets \$5.75
\$9.75 grade
Wool and cotton, single and double bed size, white, with pink or blue borders.

Plaid Blankets, \$6 pr.
—\$9.00 and \$9.85 grades
45 prs. all wool, single and three quarter size, in tan, pink, blue or gray.

83 prs. Blankets, \$2.50 pr.
—\$4.50 grades
Cotton and wool mixtures, single and three-quarter size, pink or blue borders.

21 prs. Blankets, \$3 pr.
—were \$4.95 to \$8.50
White blankets, wool and cotton, pink or blue borders. Soiled.

Linen Pillow-cases
100 prs. at \$2.15 pr.
—\$2.95 grade
Our standard quality of soft Irish linen, hemstitched, 2 1/2-in. hem. Imported.

Cretonnes
—average less than half
3,000 yds., 32 in.—25c. yd.
2,250 yds., 32 in.—49c. yd.
1,800 yds., 36 in.—75c. yd.
450 yds., 50 in.—\$1.50 yd.

Curtains
Plain and ruffled madras curtains, 95c., \$1.75, \$1.95 pr.
—\$1.60 to \$3.75 grades
Scrim curtains, 55c. pr.
90c. to \$1.25 grades
Scrim and marquisette curtains, \$2.25, \$3.50 pr.
—\$3.50 to \$5.25 grades
Net curtains, square mesh, dainty figures, \$1.95, \$4.25 pr.
—\$2.75 to \$6.50 grades
Plain net curtains, lace edges, \$3.95 pr.
—\$4.75 and better grades
Cluny and Irish Point.
Tambour and Irish Point.
Lacet Arabe Curtains.
—\$7.50 to \$12.75 pr.
\$9.75 to \$19.75 grades

Women's Sweaters
150 at \$3.95
Slip-ons of worsted, mohair and wool yarns; two-tone and solid colors; were \$5.95 to \$7.75.
100 at \$5
Tuxedo and slip-on models of imported mohairs and fine domestic worsteds; were \$8.50 to \$12.
a few at \$15
Tuxedo and slip-on models that were \$29.50 to \$39.50.

Women's Umbrellas
\$3.45—for \$4.50 to \$5.50 grades, And \$3.95—for \$5 to \$6.50 grades. 100 in all. Colored silk covers, with very latest handles, tips and ends to match.

Feather Fans
40, now \$3.95 to \$35
\$5 to \$65 grades
Ostrich, plain and willowed, and coque feathers. Black, and a very attractive assortment of dark and light colors.

Pearl Necklaces
—half price
30, artificial pearls, graduated sizes, gold clasps, now \$3.75 to \$21.

Men's Shirts
English taffeta flannel, \$3.95
—\$8.50 grade
120, made from our own importation of shirtings. White and neat stripes. Separate collar to match. Sizes 14 to 17.
Viyella flannel, \$3.95
—\$7.50 grade
204, sizes 14 to 16 1/2. Medium and light grounds with self or contrasting stripes. Separate collar to match.
Silk Shirts, striped, \$3.95
White Silk Shirts, \$3.95
—\$6.50 grade
600 of each, sizes 14 to 17. Excellent quality of silk. Best workmanship and cut.

Women's Stockings
At \$1.65—seconds of \$3 to \$4.75 grades
2,400 prs. Find the reason for classing them as seconds, if you can. Ingrain silk. Pure dye. About 1,200 prs. black; balance in desirable colors—good assortment.

Oriental Rugs
Small Sizes
125 Mosouls, \$45
These prices are a third below current market prices. Average size 3.4x6.4 ft.
100 Beloochistans
\$16 to \$28
\$20 to \$45 grades
Average size 2.6x5 ft.

100 Iran and Hamadan Rugs
\$85 each
\$115 to \$125 grades
Average size 4.3x6.4 ft. Wide variety of colorings and design.

Extra Large Sizes
\$800 to \$2,500
Exceptional quality and colorings in Kermanshahs, Sarouks, Ispahans and Chinese Rugs ranging in size from 12x15 ft. to 15x25 ft.

Bedspreads, \$3
—\$6.25 grade
75 white Marseilles and printed spreads, single and double bed sizes, some with shams to match. Included are a few crib spreads, white and colored.

83 Bedspreads at \$4
—\$8.50 grade
Applique spreads in rose and blue on unbleached muslin. Various designs, single and double bed size. Also, 28 imported pique spreads in small designs, single and double bed sizes.

Braided Rugs
—half price
60 wool and worsted rugs, oval and round, in a good variety of colors and designs—From 25x40 in. at \$4.50 to 9x12 ft. at \$57

Men's Gloves
At \$1.25 (half price)
240 prs. French made capeskin gloves, beaver, brown, tan, with contrasting stitched backs.
At \$1.95 (\$3.50 grade)
72 prs. bucksin gloves, gray, with black embroidery.

Men's Underwear
Union Suits, wool mixtures, \$3.50
Shirts or Drawers, \$2.50
Union Suits, cotton, \$1.50
Shirts or Drawers, 75c.
—\$1 to \$6 grades
The shirts and drawers are odd lots, broken sizes, various weights and kinds.

Men's Bathrobes, \$12
—\$18 grades
600, of English taffeta flannel. Excellent quality. Likable designs

Men's Pajamas
English khaki flannel, \$4.50
Silk mixtures, \$5
White silk, \$8.50
Mercerized fabrics, \$3.50
Miscellaneous group, \$1.65
\$2 to \$15 grades
About 800 suits in the lot.



The present Arnold Constable store building on Fifth Avenue at Fortieth Street

In addition, many lots of merchandise, in quantities too small to advertise, at very much reduced prices. Nearly all of the 39 sections of the store have their quota of these. And, of course, the earlier shoppers will have the advantage.