

February--- The Month To Set Your House In Order

NORMANDY SWISS VOILES

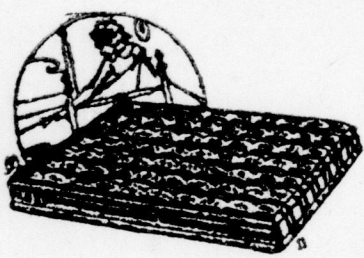
These will be very popular again this season. A fine quality, evenly-woven voile, with the design in permanent stenciled dots in white. This range includes the newest shades of mauve, powder blue, navy, peach, electric blue, seafoam green and black. You will surely want a dress from these tempting fabrics, and we suggest an early choice, for these will quickly go. Genuine Normandy Swiss fabric, 38 inches wide, per yard, 85c

This may have a very different application with many people—with some it may mean what it directly implies, filling in some corner with a piece of new furniture, renewing a worn piece of upholstery, new curtains, a new drape, etc. Or perhaps it may be setting your wardrobe in order for the coming season, or the linen closet, as February is the home-sewing month, and the new spring fabrics are already arriving; gingham, voiles, etc., bright and sparkling as the new spring season.

SWEATER SPECIAL, \$3.95

Golf Sweaters, fluffy brushed wool, and knitted Sweaters of plain and novelty weaves, have been grouped together at one table on the second floor. They are attracting immediate attention on account of the variety of styles and shades. There are cardigans, tuxedos, pullovers, in soft pretty sands and browns, and in the popular high colors. A special purchase, clearing at \$3.95

Sale of Simmons Springs and Mattresses

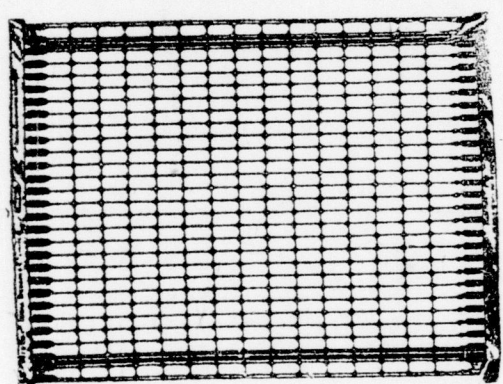


The Mattresses we sell are all made of clean, new material. Even in the cheapest, no shoddy, no loose cotton is used. Every Mattress is made of even layers of sanitary felt. For this sale we have taken three of Simmons' Mattresses, regular stock, not manufactured for a price, but in each case have made substantial reductions from regular prices for this sale only.

SIMMONS ANCHOR MATTRESS, made of dark layer felt, and covered with a good quality art ticking; all standard sizes. Bedding sale price.....\$7.59

SIMMONS PEERLESS MATTRESS, a finer quality of layer felt, made with roll edge, covered with blue art ticking, size 3 ft. 3 in., 4 ft. and 4 ft. 6 in. Bedding sale price \$11.59

SIMMONS YELLOW LABEL MATTRESS—This Mattress deserves special mention, as it is one of outstanding value when sold at regular prices, and in the saving, at the special sale price, is worth your while buying for the future. Made of pure white layer felt, and covered with best quality art ticking; choice of two patterns; sizes 3 ft. 3 in., 4 ft. and 4 ft. 6 in. Bedding sale price \$17.59



SIMMONS LINK FABRIC SPRINGS, sizes 3 ft. 3 in., 4 ft. and 4 ft. 6 in. Angle steel frames. Bedding sale price \$5.59

SIMMONS LINK FABRIC SPRINGS, with tubular steel frames, in all standard sizes. Bedding sale price \$6.59

Third Floor.

Pretty Pyjamas For Girls



Girls' Flannelette Pyjamas, in pretty floral designs, one-piece style, size 4 to 16 years. Price \$3.00 and \$3.50

Girls' Striped Flannelette Pyjamas, one-piece style. Sizes 4 to 14 years. Price \$1.75, \$2.00 and \$3.00

Girls' Flannelette Gowns, in kimono and Mother Hubbard style, long or short sleeves. Size 4 to 10 years. Price 85c to \$2.00

Girls' Flannelette Gowns in kimono and Mother Hubbard style, long and short sleeves. Size 12 to 16 years 95c to \$2.00

Girls' Flannelette Bloomers and Drawers. Size 4 years to 14 years 38c, 50c, 59c

Girls' Flannel Underskirts, trimmed with lace and scalloped bottom. Size 6 to 12 years 49c and 59c

FLANNELETTE GOWNS Attractive Styles and Materials

NIGHT GOWNS, made of lovely quality white flannelette, double yoke in back, long sleeves V neck, open front, trimmed neatly with blue and pink fancy stitching. Price \$3.00

NIGHTGOWNS made of white flannelette, V neck, long sleeves, trimmed with embroidery and tucks. Price \$1.75

FLANNELETTE GOWNS, made Mother Hubbard style, round neck, long sleeves, trimmed with fancy stitching and tucks. Price \$1.39, \$1.59

SLIPOVER GOWN of white flannelette, kimono style, short sleeves. Price 98c

FLANNELETTE GOWNS, Mother Hubbard style, long sleeves, round and V-neck, trimmed with tucks and embroidery. Price \$1.25

O. S. GOWNS, made especially for the stout figures of splendid white flannelette, open front, round and V neck, long sleeves, trimmed with tucks and fancy braid. Price.....\$1.50 to \$3.50

FLANNELETTE GOWNS, in floral design, in colors of pink, mauve and blue. Price.....\$3.50

FLANNELETTE UNDERSKIRTS, trimmed with fancy stitching, also scalloped at bottom. Price.....68c, 89c to \$1.50

FLANNELETTE BLOOMERS, made large and medium size, elastic at waist and knee. Price 95c and \$1.50



FLANNELETTE GOWNS, made kimono style, short sleeves, in colors of pink, blue, lavender. Price.....\$1.25 and \$3.00

FLANNELETTE PYJAMAS in floral and stripe designs, in one and two piece style, in colors of blue, pink, white and mauve. Price \$2.00, \$3.50 to \$5.00

The BREATH of the AVENUE



Style Scouting For You

FASHIONS YOU FIND HERE ARE STYLE-RIGHT FASHIONS. The fashion-watchful staff of our representatives, "The Breath of the Avenue" organization, go the fashion rounds of New York where new modes are in the making.

You may read "The Breath of the Avenue," exclusive fashion messages in our advertising columns twice a week. But more important than that—you will always find Fifth Avenue fashion rightness in our fashions.

Dresses of Popular Importance

THERE ARE CERTAIN TYPES OF DRESSES that are having their run in New York right now. They are advance models suitable for spring and summer wear, and yet are already selling fast here. They are:

1. The tucked frock in flat crepe.
2. The evening dress with georgette flower trimming.

THE TUCKED FROCK.

THERE IS A SEMI-SPORTS TYPE that has also already won popular approval. It is flat crepe with horizontal tucks. Straightline with short kimono sleeves. And although its popularity has not spread quite as fast yet as that of the flannel dress, it is well started on a similar path. There was, last summer, a dress with horizontal cordings, you remember, that was instantaneously popular. And this dress has the same possibilities for volumic selling.

Flat crepe in white, beige, gray and navy, and in the high shades of yellow, porcelain blue, copper and green. Also in black in satin.

One model that is especially featured has tiny horizontal pin tucks for the waist and much wider tucks for the skirt, while right at the waistline the tucks are graduated as a transition between the pin tucks and the wide tucks.

These horizontally tucked dresses are selling so fast here now for Palm Beach wear that they are surely something for dress buyers to have in mind for their spring and summer trade.

THE SECOND TYPE OF DRESS is for evening. And being an evening dress it has, of course, a less general appeal. But buyers of evening dresses will be interested in hearing of its popularity in New York. It shows a close relationship to the Callot peacock model which was so much featured in Paris openings here last fall, reported in the September 19th issue of the Breath of the Avenue.

This same idea has so many variations that it is, of course, impossible to describe them all. All of these dresses are trimmed with flowers and flower garlands. One of the most popular ways is that of a garland across the bodice from the shoulder to the waistline, with loose petals scattered about the skirt in different layers of the tulle.

Edith Day is now wearing a flower-trimmed white tulle dress of this type, in the moonlight scene of "Wildflower."

BREATH OF THE AVENUE,
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IN THE MEN'S SHOP

New Brushed Wool Vests for Men, \$5.00

Smart warm vests for wintry days, in camel mix shades, with fine knitted back, blunt cut at points. Price\$5.00

WARM GLOVES!

Men's Wool Lined Cape, in tan or cordovan \$2.00
Men's Wool Lined Mocha, in gray or tan \$2.50
Extra Quality Lined Mocha, in gray only \$3.00

Boys' Underwear Half Price

Combinations, \$1.49

A manufacturer's clearing of Boys' Elastic Ribbed Medium-weight Combinations for boys, unshrinkable, good wearing, and a boy's delight for comfort. All sizes. Half price, 2 to 16 years\$1.49

Shirts and Drawers, 79c

Elastic Ribbed Shirts and Drawers, good wearing, unshrinkable, ecru shade. Sizes 4 to 16 years, shirts and drawers, each, half price 79c

NEW NECKWEAR \$1.75

Imported Silk Knitted Ties, featuring the newest striped effects for young men and men. Silk Knitted Bow Ties also, club stripes, etc., at \$1.50 and \$1.75
Now Polka Dot, smart looking ties, in medium wide end, \$1.00



Quilted Boudoir Jackets About Half Price



Attractive, warm little garments of padded Japanese silk have been radically reduced in price for immediate clearance.

Sleeveless Sweaters of the padded Japanese silk, in black, purple and porcelain blue 98c
Similar styles, with long, close-fitting sleeves \$1.98

Neat little Boudoir Jackets or House Coats, light in weight, but warm and comfortable. The turnover collars fasten snugly at the throat, and it is equipped with jaunty patch pockets and turnback cuffs. In red, purple and blue. Priced at \$4.95

Padded Silk Kimonos

of luxurious softness and warmth, and the quilted kimonos in plain colors of rose, dull blue, purple and black. Trailing embroideries of bright silks, pattern roses and chrysanthemums on some of the prettiest. The prices range from \$15.50 to \$17.50 and \$18.50

Kindeira Embroidered Dresser Scarves



WHITE BATH TOWEL SPECIAL, 23c EACH.

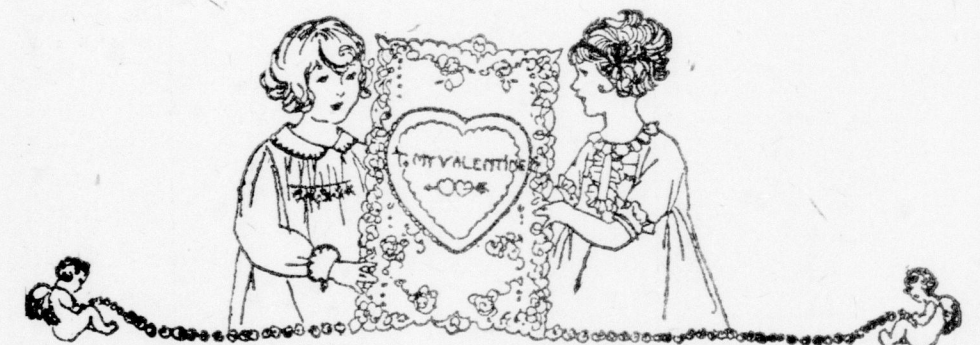
Good big size and nice weight for children's use or for hand towels; this is a good number, all white, hemmed ends, 19x36 inches. Special value 23c each, \$2.70 dozen

17-INCH ALL-LINEN CRASH TOWELING, 27c YARD.

This is that good quality all pure linen washed crash, blue and red stripe, also red border and plain gray; this is one of our most popular towelings, and at the new lower price makes interesting buying, 17 inches wide 27c per yard

HEAVY COTTON HUCKABACK TOWELS, \$2.75 DOZEN.

Boarding houses, hotels, etc., where quality at a low figure is most essential, find this towel most satisfactory; a heavy weight, absolutely pure washed finish, made from very stout yarns woven evenly, assuring the utmost wear at a truly low price; size 18x36. 25c each, \$2.75 doz.



Remembrances of St. Valentine's Day

Gay with hearts and darts and flowers, with industrious cupids and demure ladies, is the Valentine Counter on our Main Floor. Here are offerings with appropriate messages for mothers and fathers, and for the excited children, who are looking forward to Valentine boxes and Valentine parties. Some times the choice of a Valentine for Her (or for Him), is a difficult problem. In this delightful selection, your only difficulty will be narrowing your choice to one Valentine.

For Your Valentine Party

A variety of decorations awaits you. They are simple inexpensive and most effective.

Cupids Thermometer, 30c each
The settlement of that perplexing problem "when will you be married?"
Valentine Table Covers, each 50c

Place Cards, each 3c
Napkins (four designs), dozen 10c
Festoons, ten feet long, each 15c
Crepe Paper in Valentine designs, each 35c
Material for making Lace Valentines, in boxes of ten, with envelopes to match 50c

—Main Floor—

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