

The Women's Apparel Shop
Tate-Brown Co. 2nd Floor

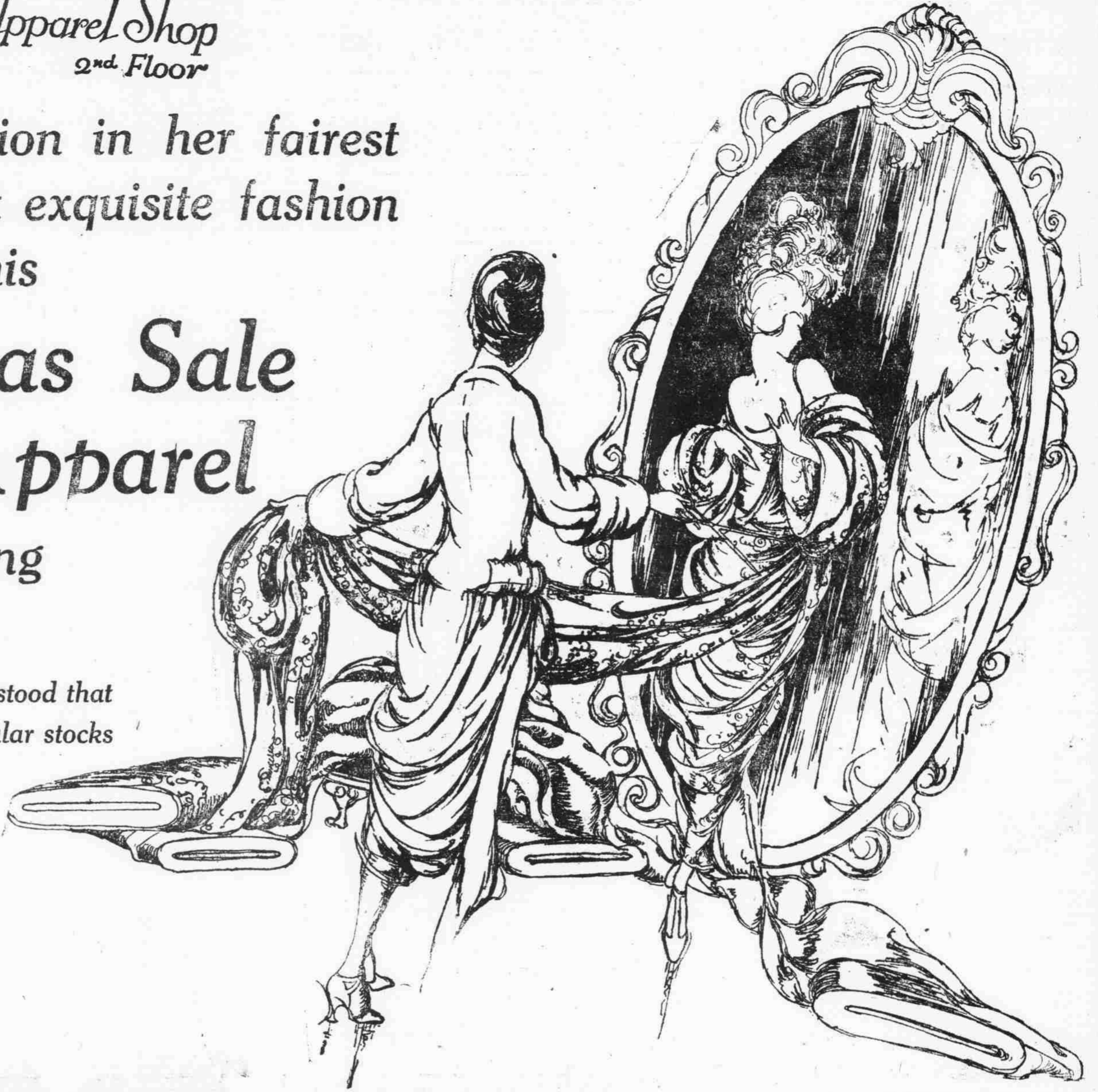
Developed by Dame Fashion in her fairest fabrics, the season's most exquisite fashion creations are included in this

After-Christmas Sale of Unusual Apparel

Beginning This Morning at 9 O'Clock

—and when this shop announces a sale it's understood that every garment included was purchased for our regular stocks No "fillers"

—furthermore, and aside from the advantage of a lower price, the woman purchasing a garment in a sale here, has just the same advantage as at the first of the season, namely, the securing of an individualized mode, for there's but one Dress, Suit or Coat of a model. We never order duplicates. To the woman who really appreciates the higher grade of wearing apparel this sale will appeal strongly—SHE KNOWS THAT SHE WILL BUY THE BEST THE FINEST DESIGNERS OF AMERICA AND PARIS CAN OFFER. Exquisite fabrics, charming modes, perfect needlework and hundreds and hundreds of garments to choose from (in fact, this sale embraces the largest array of quality apparel ever offered in the city). Isn't the opportunity an irresistible one? Fifth Avenue's fairest shops could offer you no more—and really, the savings are quite considerable.



OFFERING UNEQUALED REDUCTIONS

Coats, Wraps and Capes

FOR WOMEN AND MISSES
\$26.34 to \$150.00

For Values Formerly Priced \$39.50 to \$225.00

Richly fur trimmed models featuring Squirrel, Beaver, Nutria, Australian and Skunk Opossum. Made of beautiful fabrics including Panvelaine, Bolivia, Pollyanna and Normandie. Some models without fur.

A Few Exceptional Values in Junior Misses' Coats
\$10.00 to \$38.34
Former Prices \$15.00 to \$57.50.

SPECIAL!

Delightful Blouse Modes at Just One-Half Price

COSTUME BLOUSES
HANDMADE BLOUSES
TAILORED BLOUSES

Exquisitely fashionend in Canton Crepe, Georgette, Crepe de Chine and Satin. Beaded and embroidered. Every wanted shade.

Silk and Cloth Dresses

Fashionable dinner, afternoon and street dresses of Silk Canton Crepe, Crepe Back Satin, Georgette Crepe, Poiret Twill, Tricotine or Wool Jersey. Many trimmed with silk and beaded embroidery in various designs.

Street and Afternoon Dresses

The season's most approved models in styles for street and semi-formal occasions. Fashioned of Silk Chiffon Velvet, Silk Canton Crepe, Georgette Crepe, Tricotine, Crepe Back Satin, Poiret Twill or Velvet. Elaborate models richly beaded and embroidered. Also smartly styled models devoid of trimming.

Afternoon and Evening Dresses

Embracing models for evening, dinner, afternoon and street wear in simple and more elaborate designs. The materials include Silk Chiffon Velvet, Silk Canton Crepe, Crepe Back Satin, Poiret Twill and smart fabric combinations.

\$19.67 to \$123.33
Formerly \$29.50 to \$185.00

Sport Skirts at One-Half Price

—A wonderful opportunity to obtain a fashionable and lovely Sports Skirt in the latest color combinations at half price. STRIPES, PLAIDS, in PRUNELLA and SPORTS FABRICS. These Sports Skirts harmonize with the wool sweaters, sports jackets and silk sweaters.

Late Exclusive Model Suits

Formerly Selling \$39.50 to \$215.00
\$26.34 to \$143.33

Sumptuous Suits of rich Moussyne, Ermine, Cashmere, Duvetyne or Geona composing the season's smartest models and trimmed with collars and cuffs of soft, velvety furs such as Beaver, Lynx, Wolf, Caracul, American Broad-tail, Georgette Squirrel or Natural Squirrel. Many are also adorned with braid trimming and beautiful embroidery. Elegantly silk lined.

Smart Trimmed Hats

Regardless of Original Prices
at Half Price

About 150 hats of Panne or Lyons Velvet and Silks, variously trimmed with fashionable ornament. Shown in all the new and wanted colors.

NONE OF OUR WORUMBO CAMEL'S HAIR COATS ARE INCLUDED IN THIS SALE

Glove Special Extraordinary

200 Pairs of Finest Kid Gloves—Your Choice at
\$2.00 the Pair

Formerly Selling for \$3.00 to \$4.00

These are the two-button lengths, fashioned in finest kid by such famous firms as Perrin, Fownes and Mark Cross. The assortment of shades will be found very complete.

Petticoats and Pettibockers
At Clearaway Prices.
Petticoats of Silk Jersey and Pussywillow Pettibockers of Silk Jersey. A wide choice of wanted shades represented.

Sweaters at One-Third Of
This reduction applies to all of our finest Sweaters including the popular Shaker College models.
Sweater Special at
\$10.00
Your Choice at
ONE-HALF PRICE These formerly sold up to \$30 each.

An Extraordinary Mid-Season SALE OF FUR COATS

CAPES—STOLES—FOX NECKPIECES
At Remarkable Price Savings.

Every Coat and Wrap in this sale was made especially for us, of pelts the quality of which cannot be questioned. When our present assortments are depleted we cannot duplicate any of these values for prices have advanced 20 to 30 per cent since the placing of our orders. You will effect a tremendous saving if you select your furs in this sale now.