Hochschild, Kohn & Co. Store News

January Notion Sale Begins Tomorrow

Special Trade Conditions Make it Exceptionally Interesting

H. K. & Co. Notion Sales are always the most important events of their kind in Baltimore—not only because of the volume and variety of the notions offered, but also because of our fixed policy of offering **only notions of standard quality.**

This year we went to the market the day after Christmas and found manufacturers and importers in the midst of stock-taking. They had on hand many sample lines and many groups of merchandise which will come under new brands next season—and we purchased these at our own prices. Combined with our other offerings, these will make this sale a veritable harvest of savings. You are advised to supply yourself liberally.

27c Dragon Spool Cotton, 15c Dozen. Glace cotton, in black and white; sizes 8 to 70; no more than ten dozen spools to a customer.

60c King's Cotton, 4c Spool; 45c Dozen. 500 yards to the spool; white; sizes 40, 50, 60 and 70.

5c Spool Silk, 3c. Colors, black and white; guaranteed; 50 yards to the spool.

35c Spool Silk, 23c. B. & A. Spool Silk, in black and white; ½-ounce spools; letters OO, O, A and B.

65c Spool Silk, 45c. Full ounce spools of B. & A. Silk in black and white; sizes OO, O, A and B.

2c Hooks and Eyes, 1c Card. Black and white; all sizes; two dozen hooks and eyes on a card.

5c Ho-Ko Hooks and Eyes, 3c Card. The best 5c. hooks and eyes made; two dozen hooks and eyes and two dozen invisible eyes on a card; black and white; all sizes.

10c H. K. & Co. Hooks and Eyes, 5c. Of fine quality brass wire, silvered; guaranteed rustproof; sizes 00 to 4; black and white.

10c Yeiser Hooks and Eyes, Two Packages for 10c. The new sewing method hook and eye; black and white; all sizes.

59c Bust Forms, 45c. Sizes 32 to 40; covered with jersey.

99c Bust Forms, 59c. Long-hip model; wood base; sizes 32 to 40.

$3.50 Full Forms, $1.95. This is a special form, in a new model; complete with skirt and stand.

$7.50 Adjustable Forms, $5.00. Four sections; an ideal form for home use.

$7.50 Adjustable Forms, $6.50. The H. K. & Co. Special; an 8-section adjustable form that's really worth $9.00.

10c, 12½c Cotton Belting, 5c Yard. Cotton Grosgrain Belting, in black and white; 2, 2½, and 3 inches wide.

15c, 19c Silk Grosgrain Belting, 10c Yd. 1½ and 1¾ inches wide; black and white.

70c, 75c Double Serge Belting, 50c Piece. ⅞ and 1⅛ inch widths; black and white; 9 yards to the piece.

50c Tolson Skirt Banding, 35c Piece. ¾-inch width; black, white and gray; 12 yards to the piece.

10c Seam Binding, 7c Piece. Fine quality, in black and white; 8 yards to the piece.

15c Seam Binding, 10c Piece. 5¼ ligne; good quality; black and white.

19c Prussian Binding, 13c. Black and white; fine quality; 9 yards to the piece.

10c Dress Shields, 6c. Lightweight; guaranteed; sizes 2, 3, 4 and 5.

10c Shirtwaist Shields, 6c. Medium size; guaranteed.

25c Silk Shirtwaist Shields, 12½c. Covered with Japanese silk; lightweight; three sizes.

25c Silk Dress Shields, 15c. Covered with Japanese silk; sizes 2, 3 and 4.

5c Tape Measures, 3c. 60 inches long; of good, wide satine.

10c Tape Measures, 5c. Of finest satine, 60 inches long; glove-stitched sides.

5c Thimbles, 2½c. Of silver-plated brass; in all sizes.

3c Thimbles, 1c. Heavily nickeled; good value.

$1.00 Chicago Featherbone, 75c Box. Black and white; silk-covered waist boning; 12 yards.

18c Coat Forms, 13c. Made of good canvas; for shaping the fronts of coats.

25c Coat Forms, 20c. Of fine canvas with haircloth or wool facing.

50c Coat Forms, 42c. Full-length; complete with collar; sizes 32 to 44.

10c Weighted Tape, 7c Yard. Black and white; good quality.

25c Ball-and-Socket Tape, 16c Yard. Black and white; with rustproof fasteners.

15c Hook and Eye Tape, 11c Yard. Rustproof; hump shape; black and white.

25c Wash Trimming Braid, 15c Piece. 6-yard pieces; all-white, or white with colored edge or figures.

25c White Trimming Braid, 18c Piece. Sheer quality; dainty patterns in all-white with scalloped edges and openwork patterns.

15c Featherstitch Braid, 12½c Piece. Neat patterns; 6 yards to the piece.

8c Pin Books, 5c. Kirby, Beard & Co. Pin Books, containing assorted black and white pins.

3c American Pins, 2c Paper. 400 assorted size pins to the paper.

5c Rustproof Pins, 3c Paper. The Union—a high-grade rustproof pin, in all sizes.

25c Dressmakers' Pins, 19c Box. H. K. & Co. Pins—of English manufacture, with needle points; rustproof; sizes 3 and 4 only.

5c Pin Cubes, 3c. 100 pins to the cube; jet only; large size.

25c Pin Cubes, 9c. Mat and white; 300 assorted sizes to the cube.

4c, 5c Safety Pins, 2½c Card. Treasurer brand; guaranteed rustproof; sizes, 1, 2 and 3.

5c, 6c, 7c Safety Pins, 4c Card. The Clinton brand; nickeled and rustproof; sizes 00 to 3.

5c Needles, 3c. Smith's; milliner's, sharps or darning needles; all sizes.

5c Ball-and-Socket Fasteners, 3c. The "So-No-Mor"—a good placket fastener, in black or white.

10c Ball-and-Socket Fasteners, 6c Dozen. Prym's "See It Spring;" black and white; guaranteed; rustproof; sizes 000 to 2.

2c, 3c Cotton Tape, 1c Piece. White and black; all widths; three yards to the piece.

10c Cotton Tape, 5c Piece. White only; 24 yards to the piece.

7c to 14c English Tape, 5c Piece. ¼ to ⅝ inch widths; black and white; 10 yards to the piece.

5c Bundle Tape, 2c. Contains five widths of white nontwisting tape.

10c to 15c Bias Tape, 7c Piece. Of fine white cambric; sizes 1 to 5; 12 yards to the piece.

25c Children's Bibs, 10c. All-rubber or rubber one side, in white, pink and blue; plain or catchall styles.

9c Wire Collar Supports, 5c Package. Nine spiral collar supporters, in white; all sizes.

5c Collar Supports, 3c. Warren's Slip-out Collar Supports, in black and white; all sizes.

Tomato Pincushions, 5c. Several sizes of this specially made pincushion.

25c Skirt Gauges, 19c. The Ideal—a heavily nickel-plated gauge; well made.

12c Ironing Wax, 1c; 7c Dozen. Chinese Ironing Wax, covered with muslin; wood handle.

Parcel Post Tape Measures, 5c. 72-inch tape measure, printed with full parcel post information.

5c Collar Forms, 3c. Of net, in black and white; all sizes.

5c Neckbands, 3c. Cushion Back Bands, all sizes.

10c, 15c Machine Straps, 7c. 59 and 69-inch straps of straight-grain leather.

5c Hair Nets, 2½c. Tied-end Hair Nets, in all shades.

19c Hair Nets, 12½c. The Unicum Automobile Net that covers the entire coiffure; in black, blonde and all shades of brown.

5c Pin Sheets, 3c. 60 pins to the sheet; jet, white and mat; assorted.

2c Hair Pins, 1c. Kirby, Beard & Co. Diamond Brand; plain and crimped; all sizes.

10c Hair Pin Cabinets, 7c. Heart-shape cabinets containing 275 pins; plain and waved; invisible and heavy; all sizes.

15c Hair Pins, 10c Bundle. All sizes, plain and waved; bundle contains 288 pins.

25c Sanitary Belts, 15c. The all-elastic kind; in all sizes.

18c Sanitary Belts, 13c. H. K. & Co. brand; of nainsook; in all sizes.

Sanitary Napkins, 5c. One in a box; full size.

35c-dozen Sanitary Napkins, 25c Dozen. Full size; one dozen to the box.

39c, 50c Sanitary Aprons, 15c. Two styles—the fact that there are to be some changes made in their style accounts for the low price; a limited quantity.

25c Sanitary Aprons, 17c. Regular style; full size.

10c Kleinert Hose Supporters, 5c Pair. Of one-inch white lisle elastic; sew-on style.

12c to 16c Children's Hose Supporters, 10c. Made of finest ⅞-inch black and white lisle elastic, with non-elastic bottom and rubber buttons.

15c, 25c Sew-On Hose Supporters, 10c pair. Of 1⅛-inch lisle and suspender webbing; white only.

10c Shirtwaist Belts, 5c. Of white lisle elastic, with or without long waist former.

5c Pearl Buttons, 3c. Sizes 14 to 24 ligne; good quality.

4c Iron Holders, 3c. Asbestos-lined; knitted cover; bound edges.

6c Lisle Elastic, 3c Yard. ¼-inch width; white and black.

9c, 11c Lisle Elastic, 5c Yard. ⅝ and ⅞ inch widths; white and black.

8c Shoe Laces, 5c Dozen. 5-4 Black Tubular Shoe Laces.

25c Silk Tie Laces, 15c Pair. Diamond tip; all silk; black only.

10c to 50c Needle Books, 5c to 25c. Sample lines—many styles; marked at exactly half the usual prices.

10c Shoe Polish, 5c. Shinola or Tip Shoe Polish; full-size bottles.

Visit the Demonstration of Hall-Borchert Dress Forms

—IN THE MAIN AISLE—

An expert from the Hall-Borchert factory will show you how easy it is to adjust to any figure the various styles of Hall-Borchert Forms, and will explain their many distinctive points of superiority. These four styles will be on display:

The Princess, $15.00 — **The Peerless, $12.00**
The Empress, $15.00 — **The Duchess, $16.50**

→ First Floor.

$1.80 $3.50, $4 Women's Shoes In Many Up-to-Date Models $1.80

A general clean-up of our women's shoe stocks—including odd lots remaining from our previous successful sales. Styles and leathers are too varied for more than a general description—suffice it to say that in the sale you can find every worthwhile model and every wearable leather, and that your size is here, in one style or another.

$2.20 Women's $5 Button Shoes For Strictly Dress Wear $2.20

High-grade Shoes in exclusive models—black satin, black patent leather with white calf top, and all-gray suede. Made with hand-welted soles, Cuban heels and gracefully-arched lasts. All sizes and widths, in one style or another.

→ Second Floor Wing.

Demonstration of the "Sahlin" Perfect Form and Corset

The Sahlin is a bust form corset which makes it possible for every slender woman, young or old, to look as she would like to look. It has no padding, hooks, eyelets, clasps or heavy steels. It is absolutely comfortable. Price, **$1** and **$1.50.**

Miss Wyckoff, a Sahlin expert, is here to tell you of its good features. → Fourth Floor.

Shadow Lace Pleatings

The 50c, 75c and $1.00 Kinds—A Yard

25c

A big lot of Shadow Lace Pleatings, in white and ecru; 2 to 6 inches wide.

Interesting news to the woman who realizes what a smart touch these pleatings add to the costume—she can buy two, three or four yards for what one usually costs.

$1.50, $2 Irish Crochet Stock and Low Round Collars, $1.00 Each

Hand-crocheted Irish Stock Collars and Low Round Collars, in quite a few attractive designs. This lot should not last long at the special price.

Special Sleeveless Net Guimpes, 50c

Neatly-made Sleeveless Guimpes of fine plain mesh net, with boned collar; the rubber at the bottom prevents bunching at the neck. → First Floor.

25c to $1.50 Unframed Pictures, 5c 50c to $3 Unframed Pictures, 25c

A clean-up of small prints and photographs of various kinds—plain and colored; marked at these low prices for quick clearance.

$6.50, $7.50, $9 Oil Paintings, $2.50
Landscapes in oil, framed in heavy ornamented mouldings.

$7.00 Framed Carbons, $3.50
Aeroplane posters—they depict the different types of flying machines; pleasing color effects; framed in oak.

$3.95 Framed Carbons, $2.00
Standard subjects, including "The Golden Stair," "Hope" and "Christ at Twelve"; framed in oak; sizes about 20x36 inches.

$2.75 Framed Brown Prints, $1.50
Oval-shape Brown Prints; outside measurement, 22x26 inches.

Hundreds of other Pictures marked at unusually low prices—it will pay you to visit the Picture Section.
→ Third Mezzanine.

A New & Better Style Book The Spring Quarterly—at 5c

The Style Book is published by the Home Pattern Company, makers of the famous Ladies' Home Journal Patterns. This new issue contains less advertising and more style news than any previous number—furthermore, the patterns illustrated are just the ones that every woman has been wanting. Furthermore, the new issue is sold at 5c, without any coupon feature or other restrictions.

Ask to see the new Style Book in the Pattern Section—you'll surely want a copy. → First Floor.

$5.50 Chiffon Waists, $3.85

One hundred and fifty of them—in navy and black, veiled over dainty valenciennes all-over lace.

They are made with a smart vest of satin in contrasting color, finished with pretty buttons, and have lace yoke and collar and long sleeve with lace frill. All sizes from 34 to 44.

→ Third Floor.

$10 Gretchen Corsets, $5.95

A small lot of these splendid corsets. They are of coutil, made with the care that goes into the manufacture of every Gretchen corset. The boning is walohn—the most resilient of all corset bonings. They are made in an excellent model with low bust and very long skirt.

$1.50 Brassieres, 95c
Of allover embroidery—attractive in appearance and fitting excellently. A special feature is the Kleinert shield under the arm. → Fourth Floor.

Children's All-Wool Coats $6.50 to $9.00 Values---At $3.95

For the little girls of 2 to 6 years—stylish coats of all-wool cheviot, chinchilla, zibeline and cloth; in a number of good styles.

$10.00 to $15.00 Coats, $5.00
Of velvet zibeline and broadcloth; many pretty models, with hood and belt in contrasting shade.

One Coney Fur Coat; was $29.50; now, $15.00
One Electric Seal Coat; four-year size; was $69.50 ..... $25.00

Clearance of Babies' Caps; many styles, but not every size in each style; at these prices:
15c for 25c Caps — 38c for 50c to 75c Caps
$1.00 for $1.50 to $2 Caps

Misses' Crepe Night Gowns, $1.00. Trimmed in pink and blue; also some excellent nainsook gowns at the same price; sizes 12, 14 and 16 years.

Misses' Cambric Petticoats, $1.00. Trimmed with embroidery; sizes 12 to 16 years. → Fourth Floor.

Specially Priced Marabous

Made of the very best soft, fluffy fibers; any of them may be had in black or natural. The prices make them especially attractive.

Five-strand Marabou Throws $2.95
Six-strand Marabou Throws $3.75
Seven-strand Marabou Throws $5.00
Ostrich-&-Marabou Combination Throws, $5.00
Six-strand Marabou Boas $5.00
Seven-strand Marabou Boas $6.50
Ostrich-&-Marabou Combination Boas ... $6.50
Marabou Pillow Muffs $5.00
Barrel Muffs, frilled at ends $6.50
Ostrich-&-Marabou Combination Pillow-shape Muffs $6.50

→ First Floor.

Mourning Belts for Women

Of good black elastic, with buckles that will always retain their color. A complete showing—at **50c** and **$1.00.** → First Floor.

Special Hand Bags, $2.95

An exceptionally good-looking group of Women's Hand Bags; leathers include pin seal, natural seal, walrus, pigskin, cowhide, goat seal and morocco. They are lined with silk or leather; some have inside purses, while others are supplied with vanity fittings. Good selection at **$2.95.** → First Floor.

50c, 75c Veils, 29c

Shadow Mesh Veils, 1¼ yards in length; white, black and black-and-white.

Pay only **29c** for a Veil that usually sells at 50c and 75c. → First Floor.

The Hair Goods Store

A tiny shop, exclusive, obscure, yet under a Lexington St. window where the light streams in to aid our experts in matching the most trying shades. Ample assortments, authoritative styles, privacy, close personal attention and satisfactory prices. And tomorrow values which are competent to talk for themselves.

GERMAN CONVENT WAVY HAIR SWITCHES

18 inches long $3.95
20 inches long $5.95
22 inches long $7.95
24 inches long $11.45

NATURALLY WAVY HAIR SWITCHES

18 inches long $2.45
20 inches long $3.95
22 inches long $4.45
24 inches long $6.45

→ Fourth Mezzanine.

STAMPED PIECES For Needleworkers

36-inch Tan Linen Centerpieces, stamped for cross-stitch and solid embroidery **25c**

45-inch Tan Linen Scarfs, with fringe on each end; stamped in excellent designs; regularly 50c; now **29c**

Stamped Pillow Tops, fringed on each end; attractive designs; regularly 39c **29c**

→ Second Mezzanine.

Women's and Misses'

Winter Suits: Coats: Dresses

A Clearaway---At 1-3 to 1-2 Under Price

Every fall and winter suit, coat and dress, with few exceptions, is included in this sale. We are making a strenuous effort to reduce our winter stock of outerwear to a minimum. There is a good range of colors and styles in the various lots, and we can fit women of 34 to 51-inch bust measure, and misses of 14 to 18.

Early selection is advised.

Women's and Misses' Tailored Suits

From plain serge to rich velvet—every suit a thoroughly up-to-date model:

$15.00, $16.50 SUITS Now $9.75
$15.00 to $18.50 SUITS Now $13.75
$18.50 to $25.00 SUITS Now $15.00
$25.00 to $35.00 SUITS Now $18.50
$35.00 to $45.00 SUITS Now $25.00

Women's and Misses' Full-Length Coats, $7.50

Fifty of them—of zibeline, chinchilla and polo cloth, in black, blue, brown and mixtures. They are plain and loose-hanging; some are belted at waist; all made with convertible collar which can be fastened closely at the neck or turned down to show the broad rever. All sizes for women and misses.

Women's Handsome Evening Dresses

Of chiffon, charmeuse, crepe meteor, velvet and brocades, in pastel shades.

$22.50 to $27.50 DRESSES Now $18.50
$30.00 DRESSES Now $22.50
$50.00 DRESSES Now $32.50
$75 to $100 DRESSES Now $50.00
$95 to $125 DRESSES Now $80.00
$200.00 DRESSES Now $100.00

$15.00 to $25.00 Women's Coats, $9.75

About fifty in all—of mixtures, broadcloths and cheviots, in dark colorings, light evening shades and pure white; some slightly soiled. All are full-length, and every coat in the lot is splendid value. Some were even more than $25.00.

A Special Purchase of Rainy-Day Coats For Misses and Women--Value, $10.75 $5.75

One hundred of them, in sizes to fit everyone from a 14-year-old miss to a woman with 44-inch bust measurement. In tan, olive, blue and black English cashmere, with the inner side in a neat plaid; thoroughly rubberized and showerproof. These coats are made in a mannish model—plain and loose-hanging, with close-fitting collar, plain sleeve with wind tab, and roomy pockets. Come early! → Third Floor.

January Sale of FURS

Fresh lots of high-grade H. K. & Co. Furs have been taken from our stock and repriced for this sale. Now is the opportunity to make your fur money go farther than has ever been possible.

GENUINE EASTERN MINK SCARFS & MUFFS

Were		Now
$115.00	Scarfs	$78.50
$100.00	Scarfs	$75.00
$95.00	Scarfs	$70.00
$79.00	Scarfs	$60.00
$57.50	Scarfs	$42.50
$50.00	Scarfs	$32.50
$65.00	Muffs	$52.50
$62.50	Muffs	$50.00
$59.00	Muffs	$45.00
$55.00	Muffs	$42.50
$49.00	Muffs	$37.50

GENUINE BEAVER SCARFS & MUFFS

Were		Now
$59.00	Scarfs	$37.50
$45.00	Scarfs	$25.00
$55.00	Muffs	$37.50
$50.00	Muffs	$32.50

ALASKA SABLE (SKUNK) SCARFS & MUFFS

Were		Now
$82.50	Scarfs	$60.00
$60.00	Scarfs	$40.00
$50.00	Scarfs	$37.50
$75.00	Muffs	$50.00
$50.00	Muffs	$35.00
$37.50	Muffs	$27.50

NATURAL WOLF SCARFS & MUFFS

Were		Now
$30.00	Scarfs	$17.50
$35.00	Muffs	$22.50
$30.00	Muffs	$19.75
$25.00	Muffs	$15.00

NATURAL RACCOON SCARFS & MUFFS

Were		Now
$27.50	Scarfs	$16.50
$22.50	Scarfs	$13.75
$20.00	Scarfs	$12.50
$11.50	Scarfs	$5.00
$32.50	Muffs	$22.50

ASURA LYNX SCARFS & MUFFS

Were		Now
$17.50	Scarfs	$10.00
$8.95	Scarfs	$5.00
$25.00	Muffs	$12.75
$17.50	Muffs	$10.00

$15.00 Genuine Caracul Scarfs $7.50
$22.50 Genuine Caracul Muffs $12.50

$8.50 French Coney Scarfs . $5.00
$8.50 French Coney Muffs . $5.00

WOLVERINE OPOSSUM SCARFS & MUFFS

Were		Now
$22.00	Scarfs	$12.75
$11.50	Scarfs	$6.75
$22.50	Muffs	$15.00
$20.00	Muffs	$12.50
$17.50	Muffs	$10.00

SKUNK RACCOON SCARFS & MUFFS

Were		Now
$16.75	Scarfs	$10.00
$30.00	Muffs	$20.00
$29.00	Muffs	$18.75
$27.50	Muffs	$18.00
$22.50	Muffs	$12.50

FUR COATS

Ponyskin Coats, with skunk raccoon collar and cuffs; were $100.00; now $75.00
Ponyskin Coats, with natural raccoon collar and cuffs; were $115.00; now $87.50
$87.50 Ponyskin Coats .. $50.00
$85.00 Ponyskin Coats .. $45.00
$275 Hudson Seal Coats, $225.00
$127.50 French Seal Coats, $90.00
$100.00 French Seal Coats, $75.00
$85.00 French Seal Coats, $55.00

→ Third Floor.

Sale of Sample Handkerchiefs

5,397 Women's Hdkfs. At Average Half Price

Women's Embroidered-Corner Handkerchiefs, in many exquisite designs—marked at prices which will take them out in a jiffy:

5c For 8c to 10c HANDKERCHIEFS
7c For 12½c, 15c HANDKERCHIEFS
11c For 18c, 20c HANDKERCHIEFS
13c For 20c, 25c HANDKERCHIEFS
15c For 25c, 35c HANDKERCHIEFS

→ First Floor.

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