

B. Altman & Co

Thirty-fourth Street

FIFTH AVENUE - MADISON AVENUE, NEW YORK

Thirty-fifth Street

Telephone 7000 Murray Hill

THE QUESTION OF SPRING CLOTHES

is infinitely more momentous in times of war than in times of peace. Selections must be made with more forethought, with more discrimination, with more regard for suitability and wearing quality. Moreover, in war times women are very busy folk, with less leisure than usual to bestow upon matters of dress.

With all these important details in mind, B. Altman & Co. have given even more than ordinary care to the assembling of the new things for Spring. Clothes are, if anything, rather smarter this season than last; and the smartest of them all are ready for selection here.

Women, misses, children and the tiniest folk have all been cared for; and there are, besides, just the clothes that boys and young men will want to wear, as well as the latest styles in furnishings for men.

A Monday and Tuesday Sale of Boys' Spring Clothing

to be held in the Department on the Sixth Floor, will afford an unusual opportunity for economic buying, the values offered being exceptionally good.

Boys' Suits

Of smart Scotch tweeds imported by B. Altman & Co. under rarely advantageous conditions of purchase. With two pairs of knickerbockers; sizes 7 to 17 years, at **\$16.50**

Of brown or gray wool mixtures; with two pairs of knickerbockers; sizes 7 to 18 years at **\$13.50**

Little Boys' Reefers & Overcoats

of fine-quality materials in bright patterns; sizes 2½ to 8 years **\$6.50**

Boys' Furnishings

Blouses, in colored-stripe materials; with neckband or attached collar; sizes 7 to 14 years **95c.**

Shirts, of khaki-color or white mercerized oxford; with attached collar (sizes 12½ to 14½) **95c.**

Coat Sweaters (roll-collar model) **\$4.95**

Pajamas, in colored-stripe or all-white materials per suit **85c.**

A Great Assemblage of Summer Floor Coverings

which comprises every wanted make and style of rug for Summer use in town or country, occupies a large section of the Rug Department, on the Fifth Floor.

Attention is especially directed to an interesting assortment of

PORCH RUGS

imported by B. Altman & Co. from THE ISLAND OF FORMOSA

Distinctive New Blouses

for wearing with the smart Spring suit or separate skirt, are displayed on the Second Floor in an endless variety of effective styles and fabrics.

Here are elaborate blouses of delicate materials, hand-embroidered and lace-trimmed; tailored blouses in many variations; lingerie blouses; and, among the latest novelties, slipover blouses of Georgette and sleeveless overblouses.

The prices range from \$2.50 to 68.00

Misses' Spring Clothes

are ready in generous numbers in the Department on the Second Floor, where they are shown at prices of sufficiently wide range to meet everyone's requirements.

For example:

Tailored Suits . . . \$28.50 to 118.00
Wool Jersey Dresses . . . 27.50 to 85.00
Worsted Dresses . . . 21.50 to 85.00
Afternoon Dresses (including silk)
at \$20.00 to 130.00
Practical and Sports Coats, 15.50 to 165.00

The New Woolens

for Spring, 1918, form an interesting part of the display on the First Floor.

All of the smart fabrics that Fashion has sanctioned for the tailored suit, dress or coat, as well as for sports and country wear are to be found in this imposing array of new textiles.

Among them are tricotine, Poiret twill, buckskin cloth, couvert de laine, silk-back duvetyn, embroidered and printed voiles, and the perennially popular serges, wool jerseys and Scotch tweeds. The new color effects are prominently featured, and there are many smart combinations of black-and-white.

Mourning materials are shown in all the fashionable weaves.

Women's Spring Suits of the fashionable silk fabrics

introducing many new features will be prominently displayed to-morrow (Monday) in

The Department for Ready-to-wear Suits (Third Floor)

An Importation of Paris Model Corsets

(Fasso)

is now being shown in the Department on the Second Floor.

Every woman will be interested in the graceful lines revealed in these corsets, accurately presenting Fashion's latest dictates as to the correct silhouette.

The prices range from \$16.50 to 30.00

Also

Paris-made Sports Belts of pink tricot (very soft and souple), \$9.50

The Camera Department

has in stock a very comprehensive assortment of kodaks, pocket cameras, and photographic supplies. Of keen personal interest at the present time are

Khaki-bound Photo Albums specially priced at 95c. & \$1.65

These albums are in two sizes, designed for the safe-keeping of snapshots of soldiers, sailors, and the various phases of life in the Service.

Field glasses, binoculars, compasses, barometers, thermometers, reading glasses, etc., from the leading makers, are also in stock.

A new section, just opened on the Second Floor, is reserved exclusively
for
THE SALE OF VOGUE PATTERNS