

RARE OLD LACE "COUNTESS" SOLD WAS MADE HERE

She "Hated to Part With Heirlooms," but Let Society People in for \$20,000.

STOPPED AT ST. REGIS.

Disappears When Buyers Call on Expert to Value Goods They Had Bought.

A vivacious manner, backed up by a maid, a Pomeranian pup, nine trunks and the title "Countess," is all the equipment needed to go into the "old lace" business and make lots of money.

With letters of introduction from some of the select over in Europe the vivacious "Countess" arrived in New York from Paris a month or so ago and went to the St. Regis. Society women heard she was here and dropped in by the dozen to see her.

Some "Rare" Specimens. Especially favored ones, selected because of their much money, were permitted to have a peep at her collection of "rare old laces," which dated back, she said, to the times of all the Louises in France.

"But it is such a difficultie in zee days of zee republic for patrons of balz to get at ready monee—oh, such a difficultie! My, it ez a sud sing," she told the favored ones.

Made Here by Machine. That line of conversation, backed up by the pup, the maid and the nine trunks, went pretty well. One woman gave up \$3,000 for some of the collection, and others in varying amounts totalling close to \$20,000.

After about a week the "Countess" had an invitation from a friend to visit here, but she continued to get her mail at the St. Regis. Finally, her callers began to compare notes, and then they looked up the lace expert.

"You surprise me, ladies," said the expert. "This lace is not old, nor is it rare. It is a young imitation made right here in New York, a cheap imitation at that, and made on a machine."

No price is low enough—by our standards—to apologize for an unworthy piano. That is only good business judgment on our part, for we are jealous of our reputation.

The PIERCE will exactly meet the needs of those who wish a truly good Playerpiano, at small expenditure, for it is sold for \$215 less than its equal can be purchased elsewhere.

By the simple means of comparison—Pianos and Prices are their own best gates—you can decide the question.

6 per cent. interest on deferred payments. Write for Booklet "Why Buy a Playerpiano?" at 5c.

Miller and Hyams Furniture. Terms to suit your means. On any bill up to \$200.00 deposit up to \$30.00.

Visit Our 4 Room Flat \$119 \$15.00 Down \$2.00 Per Week. 65-71 SMITH ST. BROOKLYN. OPEN MON. & SAT. EVES.

LAWYERS. GEO. ROBINSON LAWYER. (Nights) 1247 B'way, 46 st. (Day) 99 Nassau.

No Extra Charge for It. Advertisements for The World may be left at 47 American District Messenger office.

Saks & Company

Broadway at 34th Street.

If \$17.50 to \$25 is your limit of expenditure for an Overcoat or Suit

is not well worth your while to investigate rather than accept the belief that your present estimate of ready-for-service clothes covers all that you could know?

At the modest prices above mentioned, we present an assortment of distinctive Suits and Overcoats for Men which we believe to exhibit the extreme of productive facility at a margin of cost so narrow.

You pay these prices elsewhere for garments that lack distinction; why not see what you can purchase here at the same cost?

Suits & Overcoats

For Young Men—"Special"

Incomplete assortments in which are included many of this season's most popular models now repriced at a remarkably low figure.

The sizes range from 30 to 36—but, of course, are only partially represented in the various designs. In both suits and overcoats; fancy fabrics—and a few, plain blacks.

SPECIAL FOR SATURDAY 9.00

Special Offering—Suits, Reefers

& Russian Overcoats for Boys

Comprising a selection from our regular assortments of incomplete lots—every garment produced for this season, attractively modelled and carefully tailored.

4.50

Values 6.50 & 7.00

Reefers of mannish mixture cloths, also blue or oxford overcoatings. Value 12.50 at

7.75

Pajamas for Youths & Boys

Of extra heavy flannelette in neat striped patterns, well-made and cut extra large. Broken assortments, value 1.00 at

75c

An Important Sale of Shoes for Boys & Girls

An assemblage of most desirable footwear selected from our regular stocks—every pair perfect.

Shoes for Boys; of patent calf or gun metal; in sizes 13 1/2 to 5 1/2 value 3.50 and 4.00 at 2.85

Shoes for Boys; of patent calf or gun metal; in sizes 10 to 13 1/2 value 2.50 at 1.65

Shoes for Misses and Children; of patent leather, gun metal or vici kid, in button models.

8 1/2 to 11 1/2 } 1.20 11 1/2 to 2 } 1.65 2 1/2 to 5 } 1.95 Value 1.75 Value 2.50 Value 3.00

Saks & Company

Saturday, January 16th

HAVE ARRANGED FOR SATURDAY

A remarkable offering of Coats & Suits for Women

consisting of sample garments and incomplete lots upon which the price revisions take little account of the actual worth.

65 Tourist & Street Coats Values 15.00 & 18.00 At 9.50

45 Street Coats Values 25.00 & 35.00 At 15.00

65 Tailor-Made Suits Values 19.50, 25.00 & 30.00 At 14.50

Hats & Caps

For Boys & Girls—"Special"

Winter Hats and Caps with ear tabs—values up to 3.50; to close, at 1.25

For Saturday—Important Sale of Suits, Coats & Dresses

For Girls, Misses & Small Women

Tailored Suits for Misses

of broadcloth, cheviot or worsted, in the season's newest two or three piece long coat models. Colors, navy, smoke, taupe, brown, catwaba, peacock, wine or black. Sizes 14, 16, 18 years.

Value 19.00 at 10.00 Value 35.00 at 19.00 Value 25.00 at 15.00 Value 45.00 at 25.00

Tailored Coats for Misses

Of broadcloth, karakul cloth or mannish mixtures; for street or evening wear. Sizes 14, 16, 18 years. Value 19.50 at 10.00 Value 35.00 at 19.50 Value 45.00 at 29.50

Coats for Girls

of broadcloth, karakul cloth, cheviot, frieze or chin-chilla; for school or afternoon wear. Sizes 5 to 14 yrs.

Value 10.00 at 5.90 Value 16.50 at 9.75 Value 24.50 at 14.50 Value 35.00 at 19.50

Washable Dresses for Girls

Of white lawn, Swiss, linen or eyelet embroideries; also colored dresses; of percales, gingham, madras, or figured lawns. Sizes 5 to 14 years.

Values from 3.00 to 7.50 at 1.00, 1.48, 1.98, 2.48, 2.98

HIGH-CLASS OFFICES

THE most important location in Greater New York is at the junction of Park Row and Brooklyn Bridge, recently made more important by the erection of the new \$5,000,000 Pulitzer Building. It will be more important still when the gigantic city improvements are finished that are now under way.

THE Pulitzer Building is virtually over the subway; it adjoins the Brooklyn Bridge; it faces the various car lines of Third and Fourth avenues; it adjoins the end of the Third Avenue L; it is but a step across City Hall Park to Broadway and the Sixth Avenue L; it is conveniently near the downtown Jersey tunnels. It is at a centre where it taps every important artery of transportation in the greater city—Manhattan, the Bronx, Staten Island, Brooklyn, and the Long Island Railway, and all across Jersey way. Obviously, it is the ideal location for Real Estate Men, Advertising Agencies and business specialties of all kinds.

OFFICES are now ready for occupancy, single or en suite, with hot and cold water, electric lights—safes and wardrobes if desired. Elevators run day and night and the building is never closed. Its improvements are modern in every respect; its restrictions are protective without being oppressive; its rentals are inviting.

COME and look through the new Pulitzer Building, or write or telephone for representative to call with diagram of offices and particulars.

BUT don't delay—act while the most desirable offices are available.

SUPERINTENDENT'S OFFICE, Room No. 207.

Phone 4000 Beekman.

ON SALE EVERYWHERE.

1909 World Almanac

FOR SALE. ARE YOU HUNTING FOR DIAMONDS? THEN LOOK FOR US! CASTLE'S 25% 1 A WEEK CONVENIENT 50% 1 A WEEK CREDIT 100% 2 A WEEK IF YOU CAN'T COME SEND FOR US 206 W. 42ND ST. OPPOSITE HANMERSTEIN'S THEATRE

FOR SALE. DIAMONDS ON CREDIT JAMES BERGMAN, 37 Maiden Lane, 4th fl.

FLATS & APARTMENTS TO LET. Unfurnished.

LINCOLN AV., 186, near 94 av. & 137th st., Bronx—New steam-heated apartments, 4-5 rooms, lowest rental, best service. Apply manager.

WORLD WANTS WORK WONDERS

THE SONG HIT OF THE VAUDEVILLE SKETCH

London Johnnies



FREE SUNDAY WORLD with next

NOW APPEARING IN VAUDEVILLE IN GREATER NEW YORK.

HEARN

FOURTEENTH STREET West of Fifth Avenue

JANUARY SALE

Children's Departments to the Fore on Saturday

All As Advertised!

Printed copy of all advertised goods is given to each usher, who will give any desired information.

All As Advertised!

January Sale Brings Matchless Opportunities in Misses' and Girls' Wear!

The spirit of the occasion is emphatically shown by these tempting values in Misses' fashionable garments.... Values impossible to match elsewhere.

Misses' 3-pc. Suits All-wool Cheviots—worth \$18.00—10.98 Panel front Princess dresses—long coat—satin piping and buttons—satin lined—Navy, Brown, Wine, Olive, Black—14 and 16 yrs. 15.98

Misses' 2-pc. Suits Natty fancy suitings—worth \$12.00—7.00 Perfectly tailored—14 to 16 yrs. Finer Suits—2 and 3 pc.—to 10.98; were \$25.00

Girls' Washable Rep Dresses White, pink and blue—new long waist belted effect with rich emby and crocheted buttons—4 to 12 yrs.—worth \$7.98—4.50 Open down back for easy laundering.

Girls' Guimpes White lawn—long waist—cluster tucks—emb'y insert—links—H. S. ruffe—4 to 14 yrs.—worth .98—59

Misses' Long Cloaks Heavy Chevron cloths—also high class plaid backs—wide facings—satin linings—Drecoire ties—14 to 18 yrs.—worth \$12.98 and \$14.98—7.00

Misses' Caracul Coats Full length—Drecoire and Her—11.98—were \$19.98 15.98—were \$25.98 13.98—were \$21.98 10.98—were \$25.98 Finer to 20.98; were \$35.00

Girls' Wash Dresses Gingham, Chambray, Percales—plain, stripe and plaids—gumpe, jumper, sailor and high neck—values to \$2.00—1.50

Girls' Wash Dresses Chambrays, Gingham and Percales—newest stripes, rings, plaids, etc.—4 to 14 yrs.—\$1.25 and \$1.99 kinds—72

Boys' and Young Men's Clothing Reduction Sales Continued!

Continuance of full assortments and splendid values is made possible by addition of clearance purchases from manufacturers who are getting ready for Spring stocks..... Real wintry weather is all before us, and a needed suit or overcoat will be a splendid investment at the price it can now be bought.

RUSSIAN OVERCOATS AND REEFERS

Cheviots, Kerseys, Friezes and Chinchilla

Brown, Navy, Red, Royal, Olive and Mixtures

Some with Fur Collars or Frog Trimming

Buttoned to neck or revers—many hannel lined—3 to 14 years

2.98 ..... were \$4.98 4.98 ..... were \$7.98 3.98 ..... were \$6.98 5.98 ..... were \$8.98 7.98 ..... were \$10.98

BOYS' LONG WARM OVERCOATS

Friezes, Meltons, Cheviots

Plain, Mixtures, Plaids, Stripes, Venetian, Serge or Sateen Linings

Single and Double Breast and "Protector" style—10 to 17 years

2.98 ..... were \$4.98 5.98 ..... were \$8.98 3.98 ..... were \$5.98 6.98 ..... were \$9.98 4.98 ..... were \$7.98 7.98 ..... were \$11.98

BOYS' SUITS—8 to 16 years

Single and double breast—straight or knicker trousers.

Tweeds, Cassimeres, Cheviots, Worsteds and Serges—extra quality Sateen or Serge linings—8 to 16 years

Some of these suits have two pairs knicker trousers.

2.98 ..... were \$4.98 4.98 ..... were \$6.98 3.98 ..... were \$5.98 5.98 ..... were \$7.98 6.98 ..... were \$8.98 7.98 ..... were \$9.98

YOUNG MEN'S SUITS

Thibets, Serges, Cassimeres, Cheviots, Worsteds

Black, Navy and stylish Mixtures, Plaids and Checks

30 to 37 chest—single and double breast

5.98 ..... were \$9.98 7.98 ..... were \$13.18 6.98 ..... were \$11.98 9.98 ..... were \$15.98

Also Special Red Ticket Lot of odd styles, fabrics and sizes—extra values—ask to see them.

Special Lunches

To-morrow (Saturday) 11.30 to 2.30

No. 1—Soup, Corned Beef Hash, Green Peppers, Chocolate Cake, Tea or Coffee... 25

No. 2—Soup, Baked Mutton, Capers, Sauce, Mashed Yellow Turnips, Potatoes, Bananas & Sweet Cream, Tea or Coffee... 35

No. 3—Soup, Roast Vermont Turkey, Cranberry Sauce, Green Peas, French Fried Potatoes, Battered Potatoes, Tea or Coffee... 45

If customers prefer, Ice Cream will be served instead of coffee dessert.

Special Breakfast, 9.15 to 11 A.M. Special Afternoon Lunch, 3 to 5.30 o'clock.

Shoe Values of Great Interest

Women's Dull Calf Boots Medium Winter weight—button or Blucher cut—fashionable short vamp—plain toe—Cuban heels—were considered the best \$3.00 value in New York—now 2.48 Their excellent quality and finish make them a great value at price quoted.

Men's Fancy Neglige Shirts—\$1.00 and \$1.50 Makes 67

Latest and best styles in Percales and Madras—fresh, clean, new, ready to wear—cut full—wide bodies—pleated or plain bosoms—cuffs separate or attached—all sizes, 14 to 18. See them and you will say that thousands say daily, "Hearn's values are always best!"

MORNING SALES—To-morrow, Sat. day, Until 1 P. M.

To prevent dealers buying, quantities restricted—No Mail or Telephone Orders.

\$5.98 Girls' Long Cloaks, 2.69 Red, navy, brown—soft, warm Cheviots—Hannel lined—sleeves cut 6 to 14 yrs.—One of those remarkable values you never find elsewhere. SECOND FLOOR—MISSIE'S DEPT. \$2.48 Leaver Hats, Women's, 1.45 Georgettes, Mushrooms—Bike, Brown, navy. THIRD FLOOR—NEW BUILDING. \$1.25 Children's Fur Sets, .75 Lamb's wool—with Angora trim and heads. SECOND FLOOR—FUR DEPT. \$1.00 Best Rag Dolls, .59 Good size—Lithograph faces—well dressed—5 styles. FOURTH FLOOR—TOY DEPT. 10c Kosaries, Garnet, Amethyst, Misses. White metal finish, cross and heart. THIRD FLOOR—STATIONERY DEPT. 98c Women's Corsets, .44 Strong Coutil—white, teal—24 to 36 only. SECOND FLOOR—CORSET SECTION. \$5 & \$6 Boys' Overcoats, 3.00 Also Roofers—Cheviots, Meltons, Frieze, some hannel lined—8 to 15 years. THIRD FLOOR—CENTRE. \$3.98 Boys' Double Suits, 2.00 Cheviots, Tweeds, Cassimeres—navy and mixtures. Knicker Trousers—8 to 15 years. THIRD FLOOR—CENTRE. 98c to \$1.25 Sweater Coats, .67 8 to 16 years—all wool—white, colors. THIRD FLOOR—CENTRE. 59c Boys' Winter Caps, .34 Inside fur band—navy, brown, gray, mixtures. THIRD FLOOR—CENTRE. 59c Boys' Fannel Houses, .29 Military or collar—navy, red, gray—3 to 15 years. THIRD FLOOR—CENTRE. 15c Children's Black Rib Hose 9 First quality—double heels, soles, toes—all sizes. MAIN FLOOR—WEST. \$1.69 Boys' Vest Lace Shoes, 1.09 Solid leather—mannish lasts—1 to 5 1/2. SECOND FLOOR—SHOE DEPT. 60c Women's Storm Rubbers, .39 Superior 60 ct. grade—all sizes. SECOND FLOOR—SHOE DEPT. \$2.98 Long Ostrich Plumes, 1.87 Full wide plumes—black or white. THIRD FLOOR—NEW BUILDING. \$1.25 Men's Sweater Coats, .57 Wool mixture, gray or color trim. Size 34 to 44. MAIN FLOOR—WEST. 29c Wide Dresden Ribbons, 18 Also satins & taffetas—big, white, colors. MAIN FLOOR—NEW BUILDING. 10c to Perfumery—Toilet Water 9 Bradley's and other makes—large bottles. BASEMENT—PERFUMERY DEPT. \$1.69 Heatherbottom Petticoats, .87 Black—corded and ruffled flounce. SECOND FLOOR—CENTRE.

Also TWENTY-SIX OTHER MORNING SPECIALS—equal value to above Not Advertised—Space does not permit. LOOK FOR THE CLOCKS! LOOK FOR THE CLOCKS!