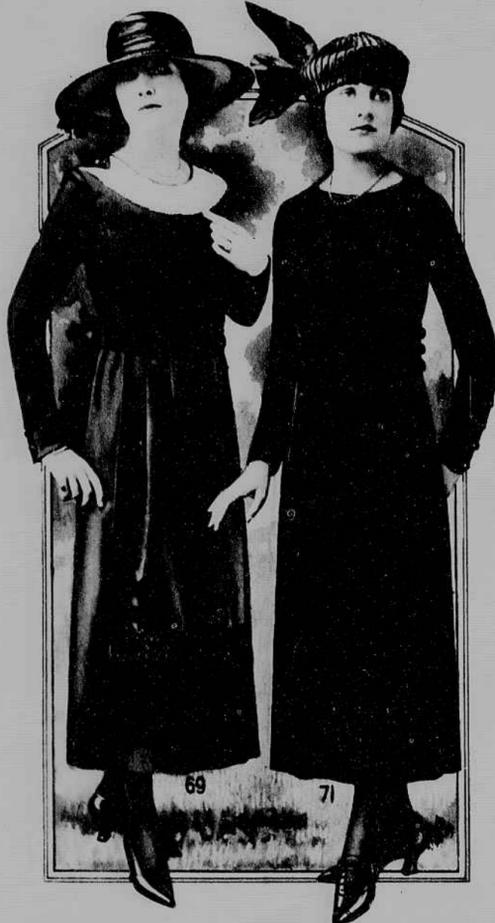


Franklin Simon & Co.

A Store of Individual Shops

Fifth Avenue, 37th and 38th Sts., New York



Advance Fall Fashions

MISSES'

Navy Serge Dress

with fringed satin panels

No. 69—Navy blue serge dress, with pleated white Georgette frill at rounded neck, serge skirt, loose black satin panel front and back finished with knotted silk fringe; tailored serge belt with satin-bound button-holes, jet buttons. 14 to 20 years.

29.50

MISSES'

Wool Tricotine Dress

Tailored model, braid trimmed

No. 71—In navy blue or khaki color, collarless model trimmed with rows of black silk braid in Russian effect, straightline skirt, self panel front and back trimmed with silk fringe; breast pocket, braid loops and bone buttons, wide self grille braid trimmed. 14 to 20 years.

39.50

No. 69—Satin Mushroom Hat, in navy, black, purple, white or pink, corded crown; faced with crepe; silk cord and tassels. 12.75

No. 71—Close-fitting Corded Satin Turban, made to order in any color, with pointed wings at side. 18.00

SHOES illustrated, from our shop. Prices upon application.

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Greeley

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NEW YORK

Broadway at 77th St
Surface Cars at Door
Subway at 79th St.

Only a few minutes from the Shopping and Theatrical District.

We knew a hint was all that would be necessary to set many people inquiring about the apartments we have left that we will lease to the right parties for the coming fall and winter season.

It is not easy to get an apartment in The Belleclaire. We do not lease to just anybody that comes along.

Some people think that money will buy anything anywhere in New York.

But The Belleclaire is a home hotel and very particular about whom it entertains.

Character counts first, but money is also necessary to buy accommodations at The Belleclaire, for one cannot sell the excellent service we give at department store basement prices.

Our apartments consist of fine, big, comfortable rooms, and are under the supervision of a very good housekeeper, who, with the assistance of capable maids, keeps everything in fine order.

And then you must consider the good meals that are served at The Belleclaire, the home dishes that everybody likes.

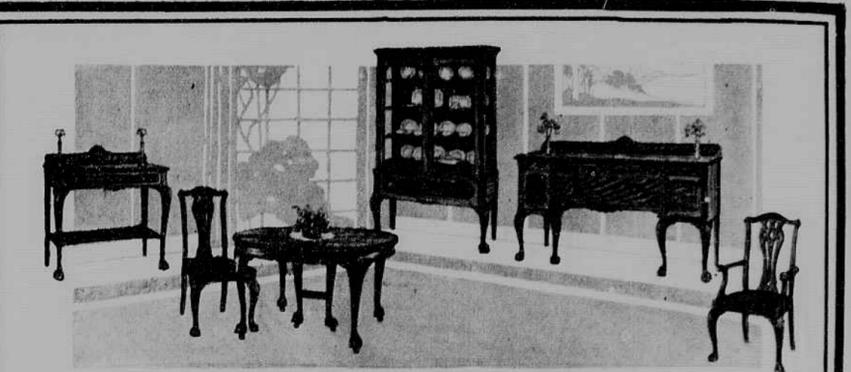
If you can qualify to live at The Belleclaire, you will want to live here.

Robert D. Blackman, Proprietor.

VIVAUDOU'S MAUVIS

TALC-POWDER-CREAM

25¢ 50¢ 30¢



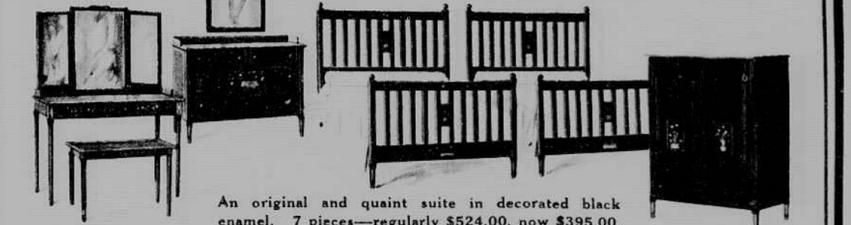
A superbly handsome Chippendale suite of 10 pieces in rich Mahogany. Regularly \$630.00. Now \$495.00

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YOU have never seen such values—for we have never before had such a distinguished assembly upon our floors. It is the finest selection of furniture in all our history. And yet these special prices offer the same sweeping reductions that have characterized every other August sale at Hathaway's. The sale opens tomorrow—a wonderful opportunity.

HERE ARE A FEW OF THE SPECIAL PRICES:

DINING ROOM		BED ROOM		LIVING ROOM	
	NOW		NOW		NOW
Colonial Suite, Solid Mahogany 10 pieces, Regularly 675.00	540.00	4 Piece Suite in Mahogany or Ivory Enamel, Regularly 319.00	260.00	Mahogany and Cane Sofa and Arm Chair, Regularly 206.00	165.00
Colonial Suite, Croch Mahogany 10 pieces, Regularly 550.00	450.00	5 Piece Suite in Ivory Enamel Decorated, Regularly 195.00	145.00	Carved Mahogany Sofa and Arm Chair, Down Seats, Regularly 285.00	195.00
American Walnut Suite, Queen Anne, 10 pieces, Regularly 510.00	425.00	Ivory Enamel Suite, 6 pieces, Regularly 210.00	172.00	Mahogany Finished Hall Clocks, Regularly 55.00	29.00
Mahogany Finish Suite, 10 pieces, Regularly 375.00	325.00	Mahogany Suite, 6 pieces, Regularly 348.00	295.00	Mahogany Secretary, Regularly 105.00	85.00
American Walnut Suite, 10 pieces, Regularly 434.00	325.00	Mahogany Suite, 8 pieces (Twin Beds), Regularly 450.00	385.00	Mahogany Desk, Reg. 60.00	45.00
American Walnut Suite, 10 pieces, Regularly 390.00	295.00	Louis XVI Ivory Enamel Suite, 7 pieces (Twin Beds), Regularly 910.00	725.00	Mahogany Bookcase, Regularly 89.00	67.00
American Walnut Suite, 10 pieces, Regularly 375.00	265.00	English Walnut Suite, 6 pieces, Regularly 375.00	325.00	Mahogany Console Table and Mirror, Regularly 72.00	57.50
Adam Suite Mahogany, 10 pieces, Regularly 305.00	275.00	English Walnut Suite, 5 pieces (Twin Beds), Regularly 540.00	460.00	Polychrome and Walnut Hall Set, 4 pieces, Regularly 300.00	195.00
10 Piece Suite in Mahogany or American Walnut, Regularly 345.00	295.00	Suite of 4 pieces in Ivory or Grey Enamel, Regularly 270.00	225.00	Upholstered Arm Chair, Regularly 55.00	39.00
Enamelled and Decorated Breakfast Room Suite, 7 pieces, Regularly 190.00	125.00	Adam Suite, Ivory Enamel, 6 pieces, Regularly 480.00	395.00	Mahogany Sofa Table, Regularly 79.00	59.00
Mahogany China Cabinet, Regularly 60.00	35.00	Ivory Enamel Suite of 7 pieces, Regularly 316.00	265.00	Mahogany and Cane Arm Chair or Arm Rocker, Reg. 21.00	16.50
Mahogany Service Table, Regularly 35.00	17.50	Mahogany Finished Day Bed, cane panels	22.50	Cane Chaise Lounge in Mahogany or Ivory Enamel, Regularly 35.00	24.50
		Mahogany 4-Poster Beds	21.50	Mahogany Gate Leg Table, Regularly 39.50	32.00
				Mahogany Windsor Arm Chair	14.50



An original and quaint suite in decorated black enamel. 7 pieces—regularly \$524.00, now \$395.00.

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62 West 45th Street, New York

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Queen Anne Dining Room Suite, American Burl Walnut, 10 pieces \$325

You are cordially invited to see the 25 rooms completely furnished on display here. They are interesting and instructive.

KELLNER BROS.
S. E. COR. 15TH ST. & 6TH AVE.
SINCE 1891

Chauffeurs' Outfits For Summer Wear Special At \$37

Palm Beach Suit, Duster and Cap

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Duster\$17.50
Cap \$2.00

Catalogue and Chauffeurs' Apparel Chart Mailed on Request

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M. A. RODGERS, Chief Electrician of the "President Lincoln," says: "I was lying in bed sick. A suit (an Ever-Warm Safety-Suit) was handed to me. I put it on and jumped. I was surprised to find it was keeping me warm and dry, perfectly upright. . . . I remained in my suit . . . until rescued."

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And sprinkle in the Foot-Bath. One war relief committee reports, that of all the things sent out in their Comfort Bags or "Kits," Allen's Foot-Ease received the most praise from the soldiers. The American, British and French troops use it, because it takes the Friction from the shoe and freshens the feet.

The Plattsbury Camp Manual advises men in training to shake Foot-Ease in their shoes each morning. Why not order a dozen packages Foot-Ease to-day to mail to your soldier friends in training camps and in the army and navy, sold by Druggists and Dept. stores everywhere, 2c.

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This 3-piece Luxuriously Upholstered Living Room Suite, covered in Tapestry, Reversible Spring Cushions covered both sides; outside back of sofa Tapestry. . . . \$147.50

We invite comparison with any of the so-called furniture sales.

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