

STORE OPEN 9 A. M. to 5 P. M.

# HEARN

Fourteenth Street West of Fifth Avenue ESTABLISHED 1827

# MONDAY and COLUMBUS DAY

Extraordinary Price Cuts in Apparel for Every Member of the Family as well as Household Needs.



THESE HEARN SALES occurring throughout the month have opened a great many persons' eyes. Quietly, consistently, conscientiously, these sales have followed each other, building up patronage for this nearly-a-century-old house.

Our Great Fall Sale broke many records for us. The remainder of the October Sales planned for our customers continues the liberal Hearn policy commenced in 1827.

Reductions of Special Interest in Rugs Lace Curtains, Blankets, Furs, Etc.



Monday and Columbus Day

## Women's and Misses' DRESSES

Practical prices for dresses of newest modes make shopping here one of the especial pleasures of the holiday, as well as an economy opportunity.



### Tricotine Dresses 29.50

Our regular \$39.75. The style of these dresses is pictured A, showing how the tunic overdress unbuttoned smartly over a satin underdress; this effect is repeated in the back; models come in tan and navy. Another dress at this price has gun metal bead embroidery. Sketch C is a pleated dress of crepe-back satin, which also comes at this price. Sizes for women and misses.

### Tricotine Dresses 59.50

Our regular \$69.75. A new version of the coat dress is seen in the navy blue tricotine dress sketched D. An Oriental touch of color is given by the novelty fastening of the girdle, which has three odd little cords of gold, rose and jade.

### Crepe-Back Satin Dresses 39.50

Our regular \$49.75. The model sketched comes in navy blue, with Royal blue embroidery or brown with beige embroidery. A number of other smart styles also are obtainable at this price. Sizes for women and misses.

### Crepe-Back Satin Dresses Special 18.50

Dresses that look, in quality and style, to be worth much more than this little sum, are made with panel effect and side pleated skirt. Models brown and navy blue and are attractively piped with green. Another style with tunic comes in brown, navy and black. Sizes for women and misses.

## Order Now—Your Personal Christmas Greeting Cards

In a tasteful selection of new designs are now displayed in the Stationery Section. 25 Cards—(with name only) from customer's plate.....1.67 50 Cards—(with name only) from customer's plate.....2.87

Monday and Columbus Day

## EXCEPTIONAL Navy Blue All-Wool Tricotine

54 in. Wide 6.67 Yd. Our reg. \$8.97

Fine heavy weave for Fall and Winter dresses, suits, wraps and separate skirts.

All-Wool Men's Wear Serge—54 inches wide—heavy close weave—navy blue—our reg. \$7.48.....5.94

All-Wool Fine Twilled Serges—48 inches wide, in brown, navy blue and black—our reg. \$3.48.....2.47

42-inch All-Wool Poplin—taupe, ragoon, bluebird, burgundy, brown, myrtle, henna and navy blue—our reg. \$3.97.....1.97

54-inch All-Wool Velours—soft raised nap, firmly woven—newest Fall colors and black—our reg. \$5.38.....3.77

54-inch New Fall Plaids—all wool, soft velour weave in moodily combined colorings—our reg. \$6.97.....4.58

All-Wool Storm Serges—42 in. wide—garnet, Copenhagen, brown, navy blue and black—our reg. \$1.74.....1.42

54-inch Man's Wear Serge—all wool, close, firm weave—our reg. \$3.48.....2.64

All-Wool Cheviot Serges—54 in. wide—heavy diagonal weave—navy blue and black—our regular \$3.97.....1.97

42-inch All-Wool Prunellas—soft, lustrous finish—good selection of new colors—our reg. \$3.28.....2.47

Monday and Columbus Day

## Special Prices on Strictly New Rugs

We have just received great new stocks direct from the mills. In these large complete assortments may be found every decorative style and color for rooms of every scheme and arrangement. These special reductions of our always moderate prices mean ROCK BOTTOM VALUES.

### Fringed Royal Wilton Rugs

Finest grade—handsomely patterned in Medallion, All-over Figured, Japanese, Floral and Oriental designs, richly colored in artistic tones of old rose, Oriental blues, tans and golden brown.

9 x 12 feet.....	119.50
36 x 63 inches.....	18.97
27 x 54 inches.....	12.97

### High Grade Fringed Wilton Rugs

This noteworthy group is comprised of a remarkable selection of authentic copies of rarest Orientals which are charmingly reproduced in soft, richly blending tones of old rose, old blue, tan, mahogany wood brown and pastel shade—

9 x 12 ft.....	148.50
8 3/4 x 10 6/8 ft.....	139.50
36 x 63 in.....	28.50
27 x 54 in.....	17.97

### Fine Axminster Rugs

Extra fine heavy grade, seamed or seamless. In a large selection of new, beautiful designs, including Persian, Chinese and many other unique Orientals on taupe, old rose, tan, Gobelin blue, deep Persian blue, new blue, wood brown and French gray grounds—

9 x 12 ft.....	74.50
8 3/4 x 10 6/8 ft.....	67.50
7 6/8 x 9 ft.....	64.50
6 x 9 ft.....	39.50

### Seamless Velvet Rugs—Best Makes

Persian figured designs in attractively combined colorings on rose, tan, blue and green grounds. Fine, durable grade—

9 x 12 ft.—value \$78.50.....	68.50
11.3 x 12 ft.—value \$105.00.....	84.50

Extra Heavy Reversible Chenille Rugs—reproduction of Chinese and Oriental effects, made of real stocky wool—the particular weave gives a texture and surface which bring out to best advantage the deep toned Eastern colors—

9 x 12 ft.—figured rugs.....	81.50
9 x 12 ft.—plain colors.....	87.50

Smaller rugs to match in some cases.

Wool and Fibre Carpeting—suitable for complete floor coverings—rose, blue, brown, green and gray—

27 inches wide.....	1.94
36 inches wide.....	2.44

Velvet Stair Carpeting—27 inches wide—plain green.....yd. 2.97 Figured.....yd. 3.27

Chenille Rope Portieres—artistic door drapings in rose, green and wood brown—finished with heavy tassels—

single door style.....	5.47
double door style.....	6.97

Extra Size Axminster Rugs—an unusually fine selection of high-grade rugs for extra large rooms—

11.3 x 12 ft.....	98.50
9 x 15 ft.....	125.00

Extra Size Fine Wilton Rugs—

9 x 15 ft.....	148.50
9 x 15 ft.....	227.50

Door Mats.....1.47 Steel Vestibule Mats.....1.47

Rubber Door Mats......57 Brussels Carpeting—small, well covered patterns in green, tan, blue and rose colorings—

27 inches wide.....yd. 1.77
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Rag Carpeting—woven of selected mixed materials in quaint Colonial patterns—yard wide.....yd. 1.47

Carpet Sweepers—combination brush and vacuum sweepers with heavy metal bodies and mechanical parts of the best make—value \$8.97.....6.97

Monday & Columbus Day

## Reductions in Japanese Tea Cloths

Our reg. \$2.27 to \$8.27 1.54 to 5.74

These are fine quality, one-piece cloths, which you will find it convenient to have in your own linen chest, or to buy as gifts for October brides.

Sizes are from 30-inch Lunch-on Cloths to 72-inch Dinner Cloths, Napkins—some matching cloths—our reg. .32 and .35.....each .21

Lamp Shade Frames and Coverings for Making Your Own Lamp Shades In our Section given over to Lamp Shade making you will find every kind of frame, from dainty candle shade to dome Empire and many other styles. Lovely materials for covering them as well as fringe, tasseled, Doll Head novelties and telephone screens, are obtainable at moderate prices. An instructor will assist you in selecting and making your shades.

Monday & Columbus Day

## Glove Silk Vests 2.91

Our regular \$3.77 Fine, durable glove silk vests in flesh and white, with dainty tailored and bodice top.

Monday & Columbus Day

## Women's Silk Hosiery

Fine texture and serviceable quality mark this hosiery to a rare degree. Distinctively worth while are these two for Monday and Columbus Day.

### Special 2.30

Our regular \$3.47 Women's All-Silk Hose—black—full fashioned.

### Special 1.97

Our regular \$2.87 Women's Silk Hosiery—full fashioned—black—mercerized tops.

Monday & Columbus Day

## Special Reductions in Towels

Pure Linen Guest Towels—hemmed—white borders—our reg. \$4.56.....doz. \$3.74

Union Linen (Part Cotton) Huck Towels—fine quality—hemmed white damask borders—our reg. .97......67

Turkish Bath Towels—fancy colored stripes—hemmed—our reg. \$1.18......87

Knit Wash Cloths—colored shell-stitched edge—our reg. .1634......12

Cotton Huck Towels—full bleached, soft finish—hemmed white borders—our reg. .44......20

Monday & Columbus Day

## Towelings at Lowered Prices

Our regular .54 Union linen (part cotton) towelings—firm weave—red bordered. 48 yd. Our regular .64 Extra heavy quality linen towelings—red or blue borders. 62 yd. Our regular .88 Union linen (part cotton) towelings—86 inches wide—fine, heavy quality.

Monday and Columbus Day



## Georgette Blouses 9.65

Our regular \$11.97 and \$12.97

It seems hardly necessary to add a word, for the pictured styles are their own best description. There are still other models besides those sketched, all just as charming. The laces used are fine Val and real filet, and there is a great deal of fine handwork and embroidery used to make them still lovelier. Majority are flesh and white.

Monday and Columbus Day

## Two Special Offers in Non-Plate Engraving

100 Visiting Cards Special 1.17

Name only. A choice of Script, Old English and shaded Roman is offered. Christmas gifts of visiting cards should be ordered without delay, while the advantage of this offer is open to you.

100 Wedding Invitations or Announcements Special 13.47

Invitations or Announcements in plain or shaded style may be in Old English, shaded Roman or other types. Two sets of envelopes are included.

Non-plate engraving gives you the utmost style and beauty without the expense of the other methods. To this saving in mechanical differences we add the further economy of these extraordinarily good values.

Money or check must accompany all orders.

Monday and Columbus Day

## Important Reductions in Muslin Underwear

From our great stocks of fine new undermuslins we have carefully selected these practical, dainty underthings as being especially adapted to the needs of holiday shoppers.

Corset Covers—round neck—trimming of lace insertion or embroidery run with ribbon—our reg. .97......68

Corset Covers—fine nainsook, daintily trimmed with lace, embroidered medallions and ribbon—our reg. \$1.38......97

Night Dresses—round, V, square or high neck—variously trimmed with embroidery edge and inserting, shirring and fancy stitching—our reg. \$1.68.....1.35

Night Dresses—V, high or round neck—tucked and trimmed with two or four rows of good embroidery or finished with fancy lace—our reg. \$1.97.....1.68

Night Dresses of fine nainsook—with entire yokes of fancy lace—our reg. \$3.45.....2.97

Petticoats of nainsook—deep ruffles with rows of fancy laces inserting or wide emby—our reg. \$3.28.....1.97

Petticoats—Fine nainsook—ruffles of lace and embroidered medallions or handsome embroidery and ribbon bows—our reg. \$4.48.....2.97

Petticoats—ruffle with pointed inset lace design, finished with lace inserting and edge, ribbon rosettes and rosebuds—our reg. \$8.48.....5.94

Chemises—straight or envelope—nainsook or crepe yokes of fancy lace or embroidery—our reg. \$1.38......97

Chemises—straight or envelope—nainsook or voile in white or flesh—lace yokes front and back or tailored styles—our reg. \$1.97 & \$2.28.....1.48

Envelope Chemises—dainty models in white or flesh batiste—trimming of lace, embroidery and ribbon—our reg. \$2.68.....1.97

Bloomers—crepe or batiste—plain or figured—white or flesh—also pink or lavender voile—our reg. \$1.43.....1.00

Drawers—nainsook—ruffle of embroidery and lace inserting and edge—our reg. .97......76

Marcella Drawers—lace or embroidery edging—our reg. \$1.48.....1.36

Extra Size Night Dresses—round neck—trimmings of wide embroidery run with ribbon—our reg. \$1.97.....1.54

Extra Size Night Dresses—round, V or high neck—trimming of lace, embroidery and ribbon—our reg. \$2.68.....1.96

Extra Size Petticoats—nainsook—ruffle with rows of fancy lace and edging—our reg. \$3.28.....1.97

MORNING SPECIALS—Monday and Columbus Day Until 1 P. M.

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

38 ct. Cotton Huck Towels.....25 Soft finished, bleached cotton. Hemmed, red broche borders. TOWELS—MAIN FLOOR.

32 ct. Towelings.....20 Part linen and cotton. Durable weave. TOWELING—MAIN FLOOR.

71 ct. Women's Cotton Flannel Underwear.....55 Various style vests and drawers. Good weight. Extra sizes. REG. \$2.24. TWEED UNDERWEAR—MAIN FLOOR.

48 and 58 ct. White Madras.....40 Figured and striped. Excellent quality for boys' and men's shirts. WHITE GOODS—MAIN FLOOR.

95 ct. Men's Socks.....56 Worsted and fine cashmere in light and dark oxford and black. All sizes. Hosiery—MAIN FLOOR.

\$3.65 Little Boys' Shoes.....2.65 Endicott Johnston's and Walton's styles, in black laced styles with stout, sturdy soles—Sizes 11 to 14 1/2. SHOES—SECOND FLOOR.

\$2.87 Tote' Bloomer Dresses.....2.00 Good quality gingham and chambray, in various colorings—Sizes to 8 years. BABIES' WEAR—SECOND FLOOR.

\$1.94 Children's Pajamas.....1.24 One-piece style in heavy nap, pink or blue striped flannelette. Full cut. Frog trimming—Sizes 8 to 14 years. BOYS' FURNISHINGS—THIRD FLOOR.

\$5.97 Full Size Comfortables.....2.25 Cotton filled—flowered ruffled covering, with plain colored border. COMFORTABLES—BASEMENT.

\$2.58 French Serges.....1.88 40 and 48 inch in navy blue, brown, burgundy, prune, oopen and myrtle. DRESS GOODS—MAIN FLOOR.

\$2.45 Dress Suits—35-in.....1.54 Wide selection of dress and evening colors, including black. SILKS—MAIN FLOOR.

\$7.94 Boys' Storm Outfits.....6.25 Coat and hat—in tan bombazine or gray and white mixtures—but-ton-to-neck style, with storm sleeve—Sizes 8 to 14 years. BOYS' CLOTHING—THIRD FLOOR.

\$13.50 Boys' Navy Serge Suits.....10.50 Pure worsted—single-breasted models—well tailored—twill or alpaca linings. BOYS' CLOTHING—THIRD FLOOR.

\$57.50 Seamless Velvet Rugs.....46.50 Rich medallion designs on rose, tan, blue and green grounds—6x12 ft. RUGS—THIRD FLOOR.

\$7 et. Marguerite Curtain Draperies.....36 Artistic cretonne and madras designs. UPHOLSTERY—BASEMENT.

\$8.94 Plain Velour Portieres.....6.74 With centre valance—Rose, blue and brown. UPHOLSTERY—BASEMENT.

\$2.74 Flannelette Dressing Scaques.....1.93 Belted models with square neck. Best floral effects on various gray-tinted grounds—Sizes 36 to 46. Sizes 48 50 and 52—our reg. \$2.44. KIMONOS—SECOND FLOOR.

\$7.00 Marcella Spreads.....5.24 Full size—satin finish—various designs. SPREADS—BASEMENT.

\$2.57 Bleached Sheets.....1.94 90x90—standard quality—no dressing. MULLINS—BASEMENT.

\$2.95 Scalloped Cloths.....2.34 64x64—bleached mercerized damask—floral patterns. LINENS—MAIN FLOOR.

20 ct. Apron Gingham.....21 One of the best makes—in various sizes blue checks. WASH DRESS FABRICS—BASEMENT.

\$1.75 Men's Percelle Shirts.....1.17 Large assortment of blue, helio, tan, green and black stripes on white grounds—soft onyx—Sizes 14 to 18 1/2. MEN'S SHIRTS—MAIN FLOOR.

79 ct. Men's Silk Neckwear.....44 Newest stripes and figures in a large variety of colorings—open ends. MEN'S SHIRTS—MAIN FLOOR.

\$5.95 to \$6.95 Men's Trousers.....5.00 Striped—worsted finish and corduroy trousers—good assortment—well made—all sizes. MEN'S SHIRTS—MAIN FLOOR.

\$2.95 Men's Wool Mixed Underwear.....2.27 Glastenbury single or double breasted shirts—also drawers—all sizes. MEN'S UNDERWEAR—MAIN FLOOR.

See Page 18 for start of season sale of Women's Suits

See other Sunday papers for equally good values for Monday and Columbus Day