

# Franklin Simon & Co.

A Store of Individual Shops  
Fifth Avenue, 37th and 38th Sts., New York

## Advance Fall Fashions



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

**HOTEL BELLECLAIRE**  
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.

### 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 buttonholes, 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 girdle braid trimmed. 14 to 20 years.

**39.50**

**VIVAUDOU'S MAUIS**  
TALC-POWDER-CREAM  
25¢ 50¢ 50¢

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

## HATHAWAY FURNITURE at SWEEPING REDUCTIONS

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	REGULARLY	NOW	REGULARLY	NOW	REGULARLY
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, Crotch 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, Regularly 22.50	22.50	Cane Chaise Lounge in Mahogany or Ivory Enamel, Regularly 35.00	24.50
		Mahogany 4-Poster Beds, Regularly 21.50	21.50	Mahogany Gate Leg Table, Regularly 39.50	32.00
				Mahogany Windsor Arm Chair, Regularly 14.50	14.50

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

**W.A. Hathaway Company**  
62 West 45th Street, New York

YOUR furniture should be bought with care and a consideration of lasting satisfaction.

Kellner has selected for your approval only the kind of furniture that will reflect your good judgment in the years to come.

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**

Smart, cool, durable—guaranteed washable. Norfolk jacket and trousers of dark gray washable Palm Beach cloth. Double-breasted duster of the same material, and cap to match suit and duster. The outfit complete at \$37.00 or as follows:

Suit . . . . \$17.50  
Duster . . . \$17.50  
Cap . . . . \$2.00

Catalogue and Chauffeurs' Apparel Chart Mailed on Request

**Brill Brothers**  
BROADWAY AT 49th ST.

HERE is a choice bit of the garden of Mrs. Robert Bacon at Westbury, L. I. The prim and stately charm of the Boxwood is relieved and made all the more beautiful by the snow-white eddies of Phlox. Take a tip from the garden-lovers who are true artists—plant Phlox, white above all—and then your favorites in other colors—salmon-pink, orange-scarlet, crimson-bronze (free samples on request, so you need take no chances on colors—or, better still, come out and choose). We'll show you how to keep a glow of color and beauty in your garden till late October—with Phlox, enough of it, and wisely planted. Potted, ready to transfer to your own hospitable beds—15c to 30c each, \$1.25 up per 10, \$10 up per 100. Phone or write your order—or send for samples at once.

**I. HICKS & SON** "Sixty Years of Knowing How" WESTBURY (Phone 68) L. I.

## In The "Pres. Lincoln" Disaster Sick, Helpless Men Were Kept Safe, Warm and Dry in the Ever-Warm Safety-Suit

M. A. ROGERS, 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."

**KEEPS YOU AFLOAT**

100% SAFETY AT SEA

Does not depend on air for its great buoyancy

H. D. CARTER, Yeoman on the "President Lincoln," says:

"The life boat was filled with sick men, all comfortable, resting easily, clad in the new life-saving suit, which I learned was the Ever-Warm Safety-Suit. . . . Our sick boys were kept absolutely warm and dry."

**KEEPS YOU WARM AND DRY**

On in a minute like a union suit

Other devices may keep you afloat, but cannot protect you from exposure—the cause of most deaths at Sea. Don't sail or let a loved one sail without an "Ever-Warm."

Ask for Pamphlet "12" Prices and Proof.

**INTERNATIONAL LIFE SUIT CORPORATION**  
SOLE DISTRIBUTORS  
10th floor, 11 Broadway, N. Y. Phone: Bowling Green 8609.

**NATIONAL LIFE PRESERVER COMPANY**  
SOLE OWNERS  
Demonstrations Wednesdays, 2 P. M., at the Battery, near Aquarium.

**MOUNTAIN COFFEE**  
4 POUNDS \$1  
BEAN OR GROUND

If you now pay 30c or 35c for coffee, buy this delicious, fresh roasted, full bodied coffee direct from us and save the retailer's profit. Money back if not satisfied.

DELIVERY FREE within 300 miles of N. Y., 10 lbs. within 500 miles. Cash with order.

**CENTRAL COFFEE CO. Inc.**  
172 Court St., Brooklyn, N.Y.

**ALLEN'S FOOT-EASE**  
The Antiseptic Powder to Shake Into Your Shoes

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 Plattsburg Camp Manual advises men in training to shake Foot-Ease in their shoes each morning. Why? Soldiers use 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. 25c.

**BEDROOM SUITES**  
in the various periods  
Complete, \$190 up.

**DAY BEDS \$16 TO \$60**

**GEO. M. MILLER** 7 West 45th St.  
BRYANT 914 NEW YORK

**Pompeian Beauty Powder**

Adds a pearly clearness. Stays on unusually long.

**The HARRINGTON**  
\$650  
Small Grand

Its sweet, mellow tone is made permanent by durability that approaches that of the Hardman Piano itself, with its 75 year record of solidity. Same floor-space as an upright.

**HARDMAN, PECK & CO.** Established 1842  
43 Fifth Avenue, New York. 47-51 Flatbush Ave. Brooklyn  
Represented in All Cities

ESTABLISHED 1857

COMMENCING TO-MORROW

## 61ST ANNUAL AUGUST SALE FURNITURE

Very decided reductions in Living Room, Dining Room and Bed Room Furniture. Exceptional values in price and construction.

\$35      \$75      \$37.50

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.

**SHEPPARD KNAPP SON CO.**  
CARPETS INC. RUGS  
RETAIL WHOLESALE  
39-41 WEST 23 D. ST.

Octagon Ribbon Wrist Watch, Plain or Engraved Bezel—14K Solid Gold—Elgin or Waltham—**\$29.75**

Guaranteed.

Diamonds Bought & Sold for cash

**BENNETT MFG. CO.**  
175 B'way, N. Y. C. One Flight Up.

**L.M. HIRSCH SHOE COMPANY**

Exclusive Styles  
For Men and Women

6th Ave. at 39th St.  
(Formerly 404-406 6th Ave.)