

Franklin Simon & Co.

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

Unusual Models

Girls' Washable Dresses

At Special Prices



611—Checked Gingham Dress in pink, blue or lavender and white checks, with hand embroidered cross stitched design at front and on flowing sleeves; white organdie collar trimmed with folds of gingham; tucked skirt; self belt and sash ends. **6.95**
12 to 16 years.

613—Hand Smocked Gümpe Dress of chambray, in pink, light blue or green (with detachable white voile gümpe), hand smocked featherstitching between box-pleats front and back; skirt is tucked around bottom; pleated sash belt ties into bow at back. 6 to 12 years. **5.75**

615—Hand Embroidered Gümpe Dress of chambray, in blue, pink or yellow (with detachable white batiste gümpe); dress is hemstitched and hand embroidered in attractive design; full shirred skirt with hand embroidered pockets; collar and cuffs of gümpe stitched in contrasting color. 6 to 12 years. **4.95**



HATS illustrated, from our shop. Prices upon application.

Prompt Delivery Free
Anywhere in the United States
Phone 6900 Greeley

617—Chambray Bloomer Dress (with detachable bloomers), in blue or brown; belted one-piece dress with box pleats front and back, patch pockets; novelty stitched white collar; pearl buttons. 6 to 12 years. **4.95**

619—Two-piece Cotton Ramie Dress in rose, Copen or tan; belted slip-on blouse is hemstitched and embroidered, tucked at shoulders and slashed in front to disclose a white repp vestee, collar and turn-back cuffs of white repp; pleated skirt attached to waist lining. 12 to 16 years. **7.95**

621—Hand Embroidered Semi-Empire Dress of checked gingham in pink, blue or lavender and white checks; panel front and bands on pockets hand embroidered in novel design; belt from panel ties into sash at back; turn-back cuffs and hand embroidered collar of white repp; ribbon bow. 6 to 12 years. **3.95**

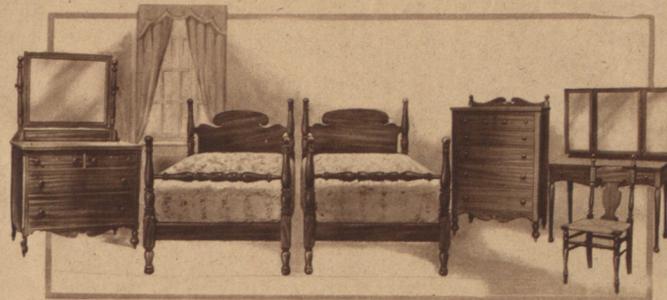
COMMENCING TO-MORROW (MONDAY) MORNING AT 8:30

HATHAWAY'S FEBRUARY FURNITURE SALE

THE FURNITURE EVENT OF THE YEAR

Never before have we offered such unquestionable and appealing values as those you will see here to-morrow in this Semi-Annual Sale. The reductions affect pieces for every room and requirement on every one of our five floors. Only a few items could be illustrated; and only a few more could be listed; but to grasp the immensity and importance of this year's sale you should call and personally examine our stocks.

ONE OF THE MANY INTERESTING SUITES IN THE SALE

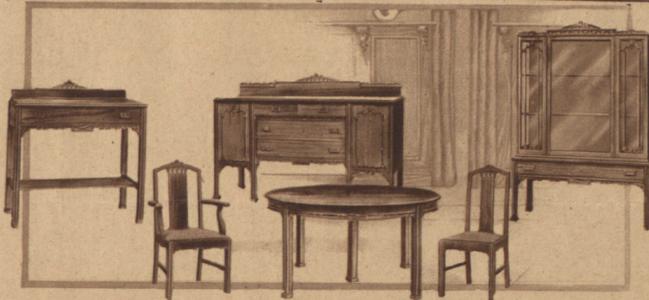


Colonial Mahogany Bed Room Suite, consisting of 5 pieces, most beautifully surfaced in a dull finish. Undoubtedly the greatest value we have ever offered. Reduced to **\$233.00**

INDIVIDUAL PIECES MAY BE PURCHASED SEPARATELY

STUDY THIS LIST OF SOME OF THE OTHER UNMATCHABLE REDUCTIONS IN THIS SALE

FOR THE LIVING ROOM	FOR THE DINING ROOM	FOR THE BED ROOM
Mahogany Console Table and Mirror, \$87.00 to \$59.00	Mahogany Suite, 10 pieces, \$475.00 to \$360.00	Ivory and Decorated 5-piece Suite, \$245.00 to \$174.00
Mahogany Arm Chair in Tapestry, \$57.00 to \$39.50	Ivory Enameled Breakfast Suite, 6 pieces, \$180.00 to \$135.00	Ivory Enameled 5-piece Suite, \$283.00 to \$195.00
Upholstered Sofa, \$78.00 to \$39.00	Walnut Suite, 10 pieces, \$610.00 to \$395.00	Mahogany Chiffonette, \$84.00 to \$57.00
Mahogany Davenport Table, \$88.00 to \$65.00	Mahogany Sideboard (72 inches), \$120.00 to \$70.00	Walnut 6-piece Suite, \$375.00 to \$295.00
Mahogany Desk, \$78.00 to \$67.50	Mahogany Secretary, \$68.00 to \$53.00	Mahogany 4-piece Suite, \$265.00 to \$195.00
Mahogany Luxuriously Upholstered Sofa, \$112.00 to \$85.00	Mahogany finish Suite, 10 pieces, \$353.00 to \$255.00	Walnut 6-piece Suite, \$510.00 to \$385.00
Ivory Enameled Day Bed, \$34.00 to \$19.50	Walnut Suite, 10 pieces, \$420.00 to \$355.00	Mahogany 4-post Beds (twin size), illustrated above, very special, \$23.50 each
Upholstered Wing Chair, \$37.00 to \$28.50	Mahogany China Cabinet, \$75.00 to \$37.50	Ivory Enameled Dresser, \$56.00 to \$35.00
Mahogany and Cane Arm Chair, \$24.00 to \$19.50	Mahogany Suite, 10 pieces, \$394.00 to \$278.00	



Mahogany Dining Room Suite, consisting of 10 Pieces—one of the most extraordinary values ever offered by us. Specially reduced to **\$395.00**



Mahogany Book Case, with latticed doors. REDUCED TO \$59.00



Mahogany Colonial Scroll Bed (twin or full size) of excellent construction. REDUCED TO \$37.50



Mahogany Desk of Queen Anne Period, 36 ins. wide. REDUCED TO \$58.00

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

FEBRUARY FURNITURE SALE

Commences Monday. This Sale Offers Unusual Inducements. Dining Room, Bed Room and Living Room Suites, as well as odd pieces. All are greatly reduced. The Dining Room Suite illustrated is an example of what can be saved.



Georgian 9-piece American Walnut Suite; 60-inch Buffet, 48x60 Extension Table, 40-inch China Cabinet, 5 Chairs and 1 Arm. Formerly \$349.75. Reduced to **\$292.00**

LENNON & COMPANY 153-157 West 23d Street
Near 7th Avenue Subway.

The HARDMAN FIVE-FOOT GRAND

Price **\$850**

Convenient Terms if Desired

CARUSO Says: "THE HARDMAN IS MY FAVORITE PIANO" The greatest of tenors endorses the HARDMAN because of its lovely, singing tone.

His choice should be yours. Ad delight to the eye as well as the ear, it will be "A JOY FOREVER" in your home. It's decidedly worth while investment—and the terms of payment are reasonable.

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435 FIFTH AVE. NEW YORK CITY, BROOKLYN 47-51 FLATBUSH AVE.
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Differs from the usual Creams. Contains rare imported Oils. Non-greasy—does not grow hair. Used seven-teen years by ladies of refinement. One jar proves its worth. Jars, 85c, \$1.10, \$1.50—Tube, 70c. Also Strawberry Face Lotion, Face Powder, etc. Sold by Macy's and Leading Stores, or at address below.

Made and Guaranteed by **SELMA J. SOTERLUND (of Russia)**
25 West 45th Street, New York

100% Time Service
The Improved **WIZARD**

is the only clock in the world that can be set to ring at Any Minute of any Hour.

Sent prepaid to any U. S. P. O. address on receipt of PRICE, \$5.00; with illuminated hands and dial, \$6.00.

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YANKEE WIZARD CLOCK CO.,
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Maillard

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EAGLE SWEET CHOCOLATE

FOR EATING AND DRINKING

1/4 and 1/2 pound Package

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