

Every Holiday Wish Can Be Met Here. OPEN EVENINGS TILL XMAS. To Shop Here Is to Shop Wisely.

Christmas Thoughts From Our New Addition.

Our imposing six-story fire-proof structure, wholly devoted to Toys, Dolls, Games, submits the following leaders:

Remember, each item stands for a thousand others equally good.

94c, 1.34, 1.69 Girls' Tricycles, 2.82, 3.56, 4.39 Express Wagons.

49, 98c, 1.23 Sleighs.

39, 69, 84c Dolls' High Chairs.

39, 49, 98c Children's Rockers.

36, 69, 98c Children's Desks.

98c, 1.34, 1.79, 2.16 Oscillating Horses.

1.99, 2.57, 3.43 Shoe Toys, plush upholstered.

98c, 1.23, 1.49 Toy Stables.

34, 76, 98c, 1.49 China Tea Sets.

22, 46, 98c, 1.49 Ice Skates.

32, 63, 86c, 1.16 Raymond Extension Roller Skates.

88c Planos.

19, 39, 84c Doll Carriages.

24, 49, 98c, 1.49 Blackboards.

25, 49c, 1.23 Toy Boats.

18, 36, 84c Laundry Sets.

38, 84c Tennis.

14, 23, 36c Children's turn-out.

98c, 1.49, 2.43 Printing Presses.

98c Tool Chests.

36, 56, 84c, 1.23 Rattles.

13, 24, 39c Paint Boxes.

13, 19, 24, 98c Beds and Cradles.

9, 39, 49, 69c Dressed Dolls.

5, 10, 15, 25, 49, 98c Dolls to Dress.

5, 10, 19, 39, 69, 98c Rubber Toys.

10, 25, 49c Fancy Dressed Figures on Platforms.

49, 98c, 1.49 Iron Toys of every description.

39, 49, 69, 98c Games and Blocks.

9, 14, 19, 39c Box Toys.

72, 46, 98c Pewter Soldiers.

26, 32, 69c Mechanical Walking Dogs, made of tin.

25c Mechanical Musical Chime, plays on the telephone.

25c Musical and Humming Tops.

4, 8, 13, 34c Foot Balls.

46, 54c Trumpets.

5, 9, 13, 24c Toy Trucks.

84, 98c Ties, Scarfs, &c.

Boy's homestead white and fancy colored border Handkerchiefs.

at .08 Renaissance Ties, Scarfs and Squares for the Holidays.

at specially low prices.

all lines, handsome designs.

19 by 19 inch, 98c

20 by 24 inch, at each 2.75

27 by 27 inch, at each 2.98

32 by 32 inch, at each 3.98

Holiday Aprons

of every description to suit all tastes and all purses.

We have ladies' tea and sewing aprons, fancy Swiss lace and ribbon aprons, waistresses, nurses' and work aprons, all kinds of singeing aprons, both with and without bibs and pockets, as well as children's aprons, from 25c



Christmas Week Will Be Observed Here

By making it a week of glittering values on every counter and shelf in our immense store—by making the attractions so pleasing and numerous that the public will instinctively turn their footsteps in this direction the moment they think of Christmas shopping. This page of bargains tells how we have brought down prices in all lines of holiday merchandise.

Blankets.

For a nice, handsome holiday present there is nothing as useful as a nice pair of our California Blankets, size 10-4, are always sold at \$4.25, special at \$5.00; special at, pair, 4.00

150 pairs Eastern mills wool Blankets, size 10-4, with slight imperfection, always sell at \$2.50, cut price, 1.69

By Carrier Pigeons.

This advertisement, as well as all other advertisements in today's papers, left our 50th st. side at 10:30 yesterday morning, arriving in Park Row 3 minutes and 30 seconds later.

Monday morning at 10:30 o'clock the flight will be made from the 50th st. side of our store. Be on hand and see the pigeons start.

Before Stock-taking in Cloak Dept.

We must clear out a great lot of garments. Half prices and frequently less will prevail, because the goods must go. The sensible sorts of presents are here in plenty. Better call early, as these prices accomplish the clearing out process in very short order.

Velour Blouses.

Rich Imported Velour Blouses, this season's choicest styles, were 25, 37.50 and 50.00, at 15.00, 19.50, 25.00

Tailor-made Suits.

Ladies' tailor-made and tight-fitting suits, in all-wool materials, all this season's latest styles, handsomely trimmed, were 12.50, 15.00 and 25.00, at 6.50, 10.00, 15.00.

Dress Skirts.

Ladies' Woolen Dress Skirts, in chevrons, serges and mixtures, full 4 yds. wide, percale lined, were 1.98, 2.98 and 4.00, at 97c, 1.98, 2.50.

Our Holiday Book Business this Season

thus far has been successful beyond our most sanguine expectations. And yet, when you stop to think, ask, how could it be otherwise? Consider our offerings!

New and Popular Books for Young Folks.

Birds' Christmas Carol, 98c

Captain January, 98c

Melody, 98c

Narrative, 98c

Chatterbox, 1897, 98c

St. Nicholas, 1897, 2 vols., 2.65

Slovenly Peter, boards, 98c

The Nursery for 1897, 98c

Miss Alice's Books, 98c

Lighthouse Annual, boards, 98c

Frank Leslie's Christmas Stories, 78 beautiful illustrations, with 40 new, instructive, amusing and entertaining stories for children, published at \$1.50, our special holiday sale price, 75c; our holiday price, copy, 15c

This book is for sale only by us. Oliver Optic's new story, 39c

Chatterbox for 1897, 98c

Oliver Optic's Annual for 1897, 98c

The Nursery for 1897, 98c

Wide-Awake Story Book for 1897, 98c

Happy Holiday Tales, formerly called Harper's Young People, handsomer than ever, beautifully bound in cloth and gold, published at \$3.50; our special holiday sale price, 1.65

Christmas Wreaths.

In our CUT FLOWER DEPARTMENT, main floor, we offer a splendid assortment of Wreaths, Stars, etc., for holiday use.

Prices are one-half florists' figures: 14-inch Wreaths, each, 1.98

18-inch Wreaths, each, 2.98

18-inch Wreaths, each, 2.98

Have you visited our conservatory on the roof?

Christmas Flowers.

Are shown in our CONSERVATORIES on the roof and in our CUT FLOWER DEPARTMENT (main floor). We deliver all PLANTS by special wagons, thus insuring prompt and safe delivery. Plants ordered now may, if desired, be held for delivery on Christmas morning.

Kentia Palms, nice plants, each, 1.75

Latania Palms, specimen plants, each, 1.75

Pandanus Veitchii, strong plants, each, 1.50

Rubber Plants, 30 inches high, each, .79

Boston Ferns, grand plants, each, 1.50

Aradale Plants, well flowered, each, 1.25

Cyclamen Plants, well flowered, each, .75

All the other reasonable Flowering Plants at the same low figures.

Watch Purse, \$4.98.

Genuine Seal and Alligator Combination Pocketbook, with sterling silver corners: It is calf lined, with chainis pocket and sterling silver watch, and its insurance is \$10. 4.98

Gloves at Mark-Down Prices.

Yes, down to prices unheard of in these lines, for the purpose of a quick riddance during the last few days before Xmas. Of course your quick eye will see the right kind of bargain chances here. With every kid glove purchase we give free a handsome glove box and glove buttoner.

At .49 Men's and Children's Walking Kid Gloves, with fur tops and without, in all colors, worth \$1.00 per pair.

At .39 Men's All-Wool Assorted Lined Gloves, navy, seal and black, worth 70c.

At .65 Men's fine P. K. beautiful assortment of tan shades, every pair warranted worth \$1.00.

At .50 Men's buckskin lined Gloves, guaranteed waterproof.

Dress Pattern Trade

this holiday season is first-class so far and in order to wind it up in a befitting manner we place on sale tomorrow:

Dress Patterns of two-toned Wool Novelties, pretty designs, 7-yd. pattern, 1.39

Dress Patterns of elegant Seeded Serges, in the latest combinations, 8-yd pattern, 2.79

Dress Patterns of very pretty Wool Cheviots and Mixtures, 7-yd. pattern, 3.43

Dress Patterns of pretty black and white, small neat designs, 7-yd. pattern, 1.75; 8-yd. pattern, 1.98

Dress Patterns of all-wool black French Henrietta, silk finish, 7-yd. pattern, 2.50

Dress Patterns of all-wool black Storm Serges, sponged and shrunk, at, per 7-yd. pattern, 3.25

Dress Patterns of all-wool black Poplins, very dressy and silky, 7-yd. pattern, 3.75

Children's Reefers.

Children's Reefers, in handsome, novel materials, handsomely trimmed, ages 6, 8, 10; were 5.75, at 2.98, 2.50, 3.90.

Children's Long Cloaks.

Children's Long Cloaks, in the latest materials, handsomely trimmed, deep capes, braided, ages 6, 8, 10; were 3.98, 5.00 and 7.50, at 2.98, 3.75, 5.00.

Smoking Jackets.

Men's Smoking Jackets and tailor-made House Coats, special for the last Christmas week.

About 400 Imported Jackets in tri-cos, English, white and checks, quilted throughout, edges and pockets bound with satin, the regular \$7.50, reduced for the week to 4.45

Better grades, \$6.00, \$7.50 and \$10.00.

Our 98c Shaving Outfit.

makes a useful and a most acceptable holiday gift to your friend who shaves himself.

1 Genuine Hollow-Ground Wade & Butler Razor, with guarantee.

1 Genuine Horsehair hand or swing Stron.

1 Decorated China Mug.

1 Belguim Razor Bone.

1 Pure Bristle Lather Brush.

1 can of best Shaving Soap.

1 bottle of Bay Rum or Witch Hazel.

1 bottle of Brilliantine or Quinine.

1 can of Magnesia.

1 stick of Superior Cosmoline.

Now, where is the logic of paying \$3.00 or \$4.00 for an exclusive dealer for an outfit when you can get our 98c outfit for 98c

Holiday Linens.

To charm the eye of every housekeeper we show this week in our Linen Department at prices that ought to interest you. To illustrate:

300 Fringed Table Cloths, 2 yards square, all pure linen, nice, new designs worth \$2.25; a very useful holiday gift; special, each, 1.59

A very useful holiday present—25 beautiful Lunch Sets, colored, good heavy quality, always sell at \$2.75; special, per 1.98

640 doz. All-Linear Fringed and Hemmed Towels, always sell at 25c, and 90c, each, put up special for the holidays in one dozen packages, a very useful present, at, per doz., 2.35

280 dozen All-Linear Napkins, 18 inches square, fast edges, good heavy quality, always sell at \$1.25 per dozen; special, 98c

60 pieces All-Linear Table Damask, fine satin finish, beautiful styles, sells throughout the city as a bargain at \$1.00 per yard, a very nice, useful present; special, 67c

Flannel Figures.

Are also full of money-saving interest at present.

White Silk Embroidered Flannel, beautiful styles, special, rd. 47c

Colored Flannel, embroidered with fancy colored silk, beautiful patterns, special, rd. 75c

All-wool Skirts, not made up, assorted colors, always sold at \$1.00, special, 49c

Opera Glasses.

The renowned Lemaire & Chevalier, with finest lenses, moreover, 1.49

In pearl, \$4.98, \$3.98, \$3.69

Each pair in a morocco-covered case.

Furniture for the Holidays.

at the prices that win instant approval—in qualities that meet every desire—in varieties that are most lavish—is to be found in "Greater New York's Greatest Store."

We deliver free all purchases of \$5.00 and over within 100 miles. No mail orders filled on these items.

For the balance of this week only we shall offer the Beautiful China Closet, MIRROR BACK and Glass Shelves, bent glass ends, 6 feet 3 inches high, 3 feet 11 inches wide and 14 inches deep; actually worth 70.00; special at 39.00

A few more of those very pretty Rockers, with beautiful mahogany finish, plain-polished frames, covered with beautiful Liberty Velvets, actually worth 6.00, special, this lot only 3.69

Ladies' Solid Silver Watches, handsomely engraved, also gun metal and nickel, stem winders and setters, accurate timekeepers. 1.85 and 1.65

Gold-filled Hunting-Case Watch, with 7-jewelled, full nickel, best American movement, a 5-year guarantee from the manufacturer, stem winder and setter, at 4.98

Elgin and Waltham Watches, with the genuine Waltham or Elgin movements, in silver case, warranted a lifetime, at 3.98

In 14-carat gold-plated or solid silver Hunting Cases, warranted for five years, at 5.98

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