THE BIG STORE IN ITS THIRD YEAR.

Second Anniversary of the Siegel-Cooper Company Celebrated.

ITS MANY ACHIEVEMENTS

A Wonderful Leap to the Front Accomplished in Remarkable Short Time.

MONSTER MART'S DECORATIONS

They Commemorate Beautifully the Return of Peace—Master Spirit of the Successful Company.

The magnificent structure at Eighteenth street, Nineteenth street and Sixth avenue, occupied by the Siegel-Cooper Company's mammoth dry goods store, is just about this time emitting a sound characteristic of a gigantic beehive.

It is just two years since The Big Store, like a myth from the Arabian Nights, sprang into life and prosperity, and a review of the progressive Siegel-Cooper Company performances will prove very interesting at this time—their second anniversary.

Hardly had the store opened when they made the biggest single sale check ever made out in any dry goods store in the world—a single sale amounting to $2,000, the article sold being a young elephant.

The next startling proposition was Siegel-Cooper Company's offer of $25,000 a year to W. J. Bryan, the presidential candidate of 1896, to be the counsel and legal adviser of the firm, and the firm regrets to this day that Mr. Bryan was unable to accept the offer.

Next in order came the Benefit Sale, intended to lend a helping hand to the various charities fathered and looked after by the daily papers of New York. Two such sales have been held so far, the benefits, in the shape of a percentage from the gross sales, adding many thousands of dollars to the newspapers' funds.

At the time when the Cuban Junta was most in need of help, the Siegel-Cooper Company offered to donate a certain percentage of its receipts during "Cuban Week" to the cause of Cuba, netting nearly $2,000 for the suffering people.

The institution of free delivery to distant points is the work of The Big Store. Two years ago, before The Big Store opened its doors, twenty or thirty miles was the extreme delivery limit of any New York store. The Big Store inaugurated a free delivery within a radius of one hundred miles of its store, and finally of all purchases exceeding $5 to any railroad station within the States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania and New Jersey.

Three handsome cottages at Long Branch were known throughout the Summer season as the Siegel-Cooper Employes' Summer Home, and over a thousand girls who work for The Big Store were sent out there in squads of about seventy-five to enjoy free a week's rest and recreation at the seashore.

While all other stores in town open at 8 a. m., The Big Store six months ago decided to open at 8:30 a. m., half an hour less working time than required by any other store in New York.

Then there is the gymnasium provided for the employes, where every man or girl in the store can use the appliances provided for healthy exercise. The dining rooms of the employes on the fifth floor are still another commendable feature, for the best of food is served there at the bare cost of production. There are also free bathrooms.

One of the things The Big Store did quite recently was the inauguration of free bus lines from Broadway and Fourteenth street, Broadway and Eighteenth street and Broadway and Twenty-third street to The Big Store during the weeks when the Sixth avenue cars were not running.

The store has just completed its second year, and in honor of the event the magnificent structure at Sixth avenue, Eighteenth and Nineteenth streets now stands gorgeously decorated.

The plan of the decorations centres around the thought of peace. At the entrance stand life-like reproductions of McKinley, Dewey, Hobson, Schley, Sampson, Shafter, Miles, Sigsbee, surrounded by Garcia, Maceo and the other Cuban braves.

The next aisle is Great Britain, then come France, Germany and the other European nations that have been invited by the Czar to join the peace congress. Four beautiful arches bear these appropriate inscriptions: "All the World Now at Peace," "All the World Now at Work," "Work Alone Brings Prosperity," "The Big Store Prospers Because of the Work It Does."

The tout ensemble is further enhanced and beautified by hundreds of snow-white doves—sweet messengers of peace—floating about the air.

Behind all this vast enterprise, with its thousands of employes, and millions of dollars, and well nigh a hundred different departments, there is one master hand that is holding the reins—Henry Siegel.

The son of a German farmer, a boy of twelve years, Henry Siegel came to this country some thirty years ago, with the clothes on his back and his brain his only capital. To-day he is president of the Siegel-Cooper Company, New York and Chicago, the head of two of the largest stores in the world, and with wealth counted by millions.

Another strong lever in the success of the Big Store proved to be F. H. Cooper, the vice-president of both stores, the past master of the advertising art in America. He, too, is a self-made man; he, too, has achieved wealth and national reputation as a merchant by integrity, work and his brilliancy as a commercial writer. Mr. Cooper is the head and front of the Chicago store, to which he devotes nearly all his attention.

B. J. Greenhut, the secretary of the firm, is the man of figures. He is the youngest man in the firm, an expert in all matters of organizing and systematizing a business and a financier of great reputation—an apt pupil of that great western financier and promoter, J. B. Greenhut, of Peoria, Ill.

It is a strong organization, indeed, this Big Store of New York. The very best talent that money could command, collected from the four quarters of the globe, stands there assembled, ready to serve the purchasing public as they have served them in the past, which surely means better than ever before the famous name of the Siegel-Cooper Company dawned upon the commercial horizon of New York.

The Siegel-Cooper Big Store.

Mr. Henry Siegel.

Mr. F. H. Cooper.

Negative Values.

"This coffee has its good qualities as well as its bad points," remarked the dyspeptic boarder, as he called for a second cup.

"Indeed?" queried the landlady.

"Yes," he continued; "the best that can be said about it is that it contains no chicory."

"And its worst point?" asked the landlady.

"Is that it contains no coffee," was the unga'lant reply.—Chicago News.

SUMMER ENDS AT ASBURY.

But the Autumn Season Holds Many and Others Will Arrive.

SMALL DANCES.

Closing Later Than Ever Known Before and Fall Boom Is On.

Asbury Park, N. J., Sept. 10.—The results of the efforts of the residents and others here to keep the season alive strongly resemble the attempts of a wounded bird to stay up in the air. There is a rise and a fall. An excursion of 1,000 comes in and when it departs at nightfall there are 3,000 persons go out. And thus is the Summer season's end now blending into the Autumn season's beginning.

The change is notable everywhere. The gypsies are beginning to fold their tents, the small stands around the beaches are closing, the Summer newspapers have ceased publication, the streets and roads are remarkably free from bicyclists, the street cars are always half empty, the hotel piazzas are beginning to look as empty as the beach chairs on a chilly day and everywhere Asbury Park is being boomed as a Winter resort.

From the fact that many of the hotels, the majority of them, will not close until the end of the coming week this season's closing may be put on record as the latest ever known. The bathing has been exceptionally good right up to date and even this late the surf is well patronized. Many of the overworked hotel and boarding house keepers are now taking their rest and enjoying some of the pleasures indulged in by their guests while the season was at its height.

The smaller hotels, many of which remain open until October and even November, are now doing the bulk of the business and in a few days will have the field to themselves.

It is these houses that will have to take care of the Christian Endeavorers, and if the efforts of those who have the management of the convention in charge are fully rewarded there will be a large crowd here.

The last of the Newark half-holiday excursions came in on last Saturday.

The Ancient Order of United Workmen of Newark came down on Monday for a day's outing. They arrived in two sections, each section carrying 500 persons. They spent most of the day on the beach and departed for home at 8 o'clock in the evening.

Mr. Bradley is considering the advisability of building bath houses under the pavilions for next Summer. A short time ago he had seven built under the Asbury avenue pavilion and there was a general clamor for them. It was the great demand for them that caused Mr. Bradley to consider the construction of more of them. There is no doubt that they are much cooler than those upon which the sun shines all day.

Business men who go to the city daily and are here only at night are talking of petitioning Mr. Bradley to keep a group of the bath houses open at night during next season. There is no doubt that they would be well patronized as a large number of persons besides the business men would prefer to bathe at night.

Social functions have been somewhat scarce during the week. At the Monmouth on Wednesday night Manager Price gave his guests a unique Japanese porch dance. The veranda was decorated with Japanese lanterns, parasols, fans and other Oriental fixings, and presented a pretty sight.

The military ball at the Wellington was another interesting spectacle. Not only were guests of the house rigged up in military togs, but there were many of the genuine military article present. The affair was participated in and enjoyed by nearly every member of the younger set of the hotel and many of the older ones. Among the distinguished officials who were present were Major Lohman, Lieutenants Frank Cole, Bulest, Schoonover and Bark, Sergeant-Major Van Kelst, all of Sea Girt, and Captain W. S. Young, of Chickamauga Park.

is spending a few days with friends at No. 610 First avenue, this city.

A. F. Sundle, of New York, is a Norwood Hall guest.

Hon. P. M. McCormick, of New York, is a Sunset Hall arrival.

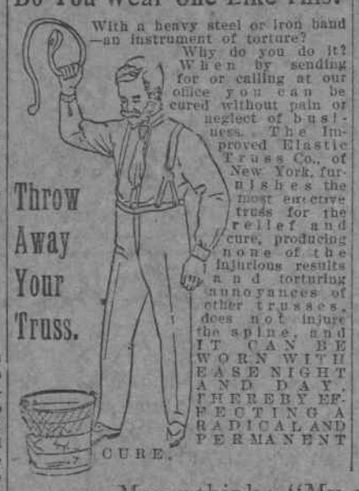
Charles Eppler, a New York manufacturer, is recreating at Sunset Hall.

Miss A. Hallman, of Bloomfield, is domiciled at the Gramercy. She is a handsome young lady and an expert musician.

ARE YOU RUPTURED? DO YOU WISH TO BE CURED

THAT RUPTURE CAN BE CURED has been demonstrated for the last 17 years by the Improved Elastic Truss Co., 785 Broadway, New York, with their Improved Elastic Truss, that can be worn with ease night and day, holds the rupture under the hardest exercise or severest strain. It has no springs to press on the spine. No heavy iron bands around the body or cutting of the flesh. Nothing but solid comfort and a permanent cure. We fit each person with a truss according to the nature of their rupture.

Do You Wear One Like This?



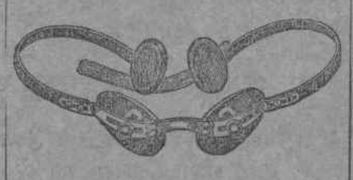
With a heavy steel or iron band—an instrument of torture? Why do you do it? When by sending for or calling at our office you can be cured without pain or neglect of business. The Improved Elastic Truss Co., of New York, furnishes the most curative treatment for the relief and cure, producing none of the injurious results and torturing annoyances of other trusses, does not injure the spine, and IT CAN BE WORN WITH EASE NIGHT AND DAY, THEREBY EFFECTING A RADICAL AND PERMANENT CURE.

Throw Away Your Truss.

Oh, My Poor Back!

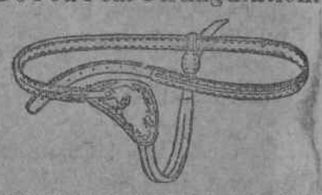
is the cry you hear from ruptured people who wear a truss like this. Why do they do it? when by sending for or calling at our office you can be cured without pain or neglect of business.

An Instrument of Torture



is a truss made on the plan of the above, with a heavy steel or iron band, as you know. If you have been in the habit of wearing one, throw it away.

Do You Fear Strangulation?



Strangulated rupture is caused by wearing a poorly-fitting truss that does not properly stay in place, and what is the result in a good many cases—death. If you do not believe us ask your doctor. Do not wear the old style of truss with a heavy iron or steel band, something like the above, for you know what an instrument of torture they are and what you have suffered with them. We can relieve you with our Improved Elastic Truss.

Many think: "My rupture is small; no need to bother about that little one." This is a dreadful mistake, for every minute of their lives they are in danger of immediate and painful death of strangulation of rupture. Attend to it at once; to-morrow may be too late. You have suffered perhaps for years with rupture or hernia. We have no doubt but you have expended many dollars with always the same result—failure! It is probably a waste of time to tell you about the old style Trusses, with iron or steel bands. An instrument of torture. How often have you said: "I would rather die than to suffer this way any longer," and many after repeated trials, unable to bear the instrument of torture, are risking their lives and living in misery without a Truss.

To effect a cure of hernia or rupture all know that the intestines must be held in the most easy, comfortable and natural position, night and day, thereby effecting a permanent and radical cure without regard to the age of patient. That is what we claim for our latest Improved Elastic Truss. It holds everything securely in place, night and day, and gives the rupture a chance to reunite and heal.

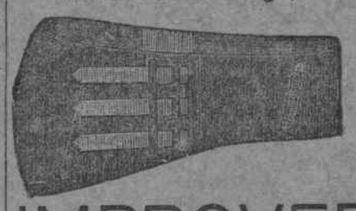
Age or length of time a patient has been ruptured will not prevent a cure. It is only necessary to keep the intestines within the abdomen and the opening securely closed.

THOUSANDS OF OTHERS HAVE BEEN CURED. WHY NOT YOU?

RUPTURES AND STOUT PEOPLE.

Do you suffer from the heat? We can relieve you, and if you suffer from navel rupture can cure you.

We Never Use Drugs, Obesity Tablets or Pills of Any Kind, as They Weaken the System and Often Cause Death.



We reduce the flesh and at the same time cure your rupture. Obesity Belts used to advantage by corpulent people, both ladies and gentlemen, to reduce corpulency and give shape to a pendulous or relaxed abdomen. The use of these belts reduces your size and leaves no room for surplus fat to accumulate; also gives absolute safety from Navel Rupture; relieves the dragging sensation peculiar to a pendulous abdomen and improves the shape.

Comfortable Belts made to order to be used after any operation.

We have supplied our Improved Elastic Truss to thousands of unfortunate people who have been suffering from the instruments in the shape of wrongly constructed and badly fitting trusses.

Those interested in the subject call on or write and get a catalogue free of charge to the

IMPROVED ELASTIC TRUSS COMPANY,

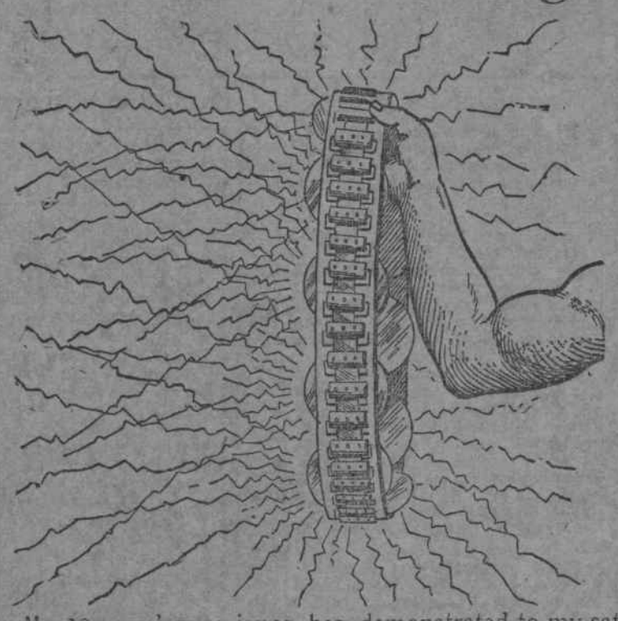
785 Broadway, New York.

(OPPOSITE WANAMAKER'S, FORMERLY 822 BROADWAY.)

We have no AGENTS. Do not be deceived by parties claiming that they have our trusses in stock. We do not sell our trusses to druggists. We sell all of our goods direct. CLOSED SUNDAY. BE SURE OF THE NUMBER, 785 BROADWAY.

LADIES IN ATTENDANCE FOR LADIES. EXAMINATION FREE. ESTABLISHED 17 YEARS IN NEW YORK.

This Gives Weak Men New Strength.



My 30 years' experience has demonstrated to my satisfaction the now universally acknowledged fact that galvanic electricity is the very strength element itself of all things which have a being. Any man who is weak from effects of indiscretions or excesses, Nervous Debility, Lame Back, Varicocele, &c., has simply sapped his system of the natural electricity. I wonder how long I will have to keep on writing these advertisements before I can convince you that in my wonderful appliance, the Dr. Sanden Electric Belt. I have the greatest home self-treatment for weak men that the world has ever known. I am writing for your benefit. This is for you. I want you to understand, as I know that I can give you back that lost strength as sure as life itself if you will but give me the chance. My Electric Belt is a chain of miniature batteries, and altogether—in form of belt—they weigh but about five ounces.

I apply the current so that it flows from back to front directly through the weakened parts. You apply it at night when in bed. It cures you while you sleep. Five thousand were cured by its use during last year. Write for

FREE BOOK

"Three Classes of Men," which explains all and is sent in plain sealed envelope, or drop in and consult me free of charge.

DR. A. SANDEN, 826 Broadway, New York, N. Y.

Office Hours, 9 A. M. to 9 P. M. Sundays, 9 to 12.

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IN TWO TO TEN DAYS.

Weak and impotent men can secure healthy, vigorous strength and vitality in from two to ten days by the use of Dr. Archambault's Wonderful PARIS VITAL SPARKS. In ninety per cent of the cases the results are permanent and lasting. Losses cease at once. They cure varicocele, restore lost power, give wonderful vigor and strength to man or woman; build up quickly the weak, nervous, broken down system. A FOOD for nerves, brain and muscles. At last a remedy that is beneficial to all and that acts as rapidly as a cathartic acts on the bowels. Always effectual. Never fails. Results permanent.

DR. ARCHAMBAULT'S PARIS VITAL SPARKS

act at once, and their continued use for a few days builds a man or woman up wonderfully. The medicine is a scientific French preparation, perfectly safe to use—cannot possibly injure you, but on the contrary will stimulate you to be like a youth of 21. If you are saying to yourself, "I wish I were dead," then there is something wrong with the inner man; you are morbid, melancholy, unhealthy, and it is your duty to yourself and family to brace up and take PARIS VITAL SPARKS.

PRICE $3.00 Per Package 100 DOSES a Full Month's Treatment.

SPECIAL OFFER: 48 CENTS.

To inspire confidence in our remedies, we will mail, closely sealed, a regular full month's treatment, 100 doses, $3 package of PARIS VITAL SPARKS, for 48 in 10 stamps.

This entire offer is an honest one from start to finish. No deception; means exactly what it says, and is made by a responsible and wealthy Medical Company, who believe in doing as they would like to be done by, and who can refer to the leading and largest banks at home.

You cannot get something for nothing. Avoid all so-called free cures. No one can pay big advertising medicines and live as I cure you free. Every offer of this kind is a trap. When discouraged try our PARIS VITAL SPARKS. Our offer gives you Three Dollars good value, if in need of treatment, for only 48 cents. We make no money when we send a full month's treatment, 100 doses, a three-dollar package, for only 48 one-cent stamps; but our Paris Vital Sparks are so reliable, so effectual, that we always make many other customers at full prices through your certain cure.

Just as soon as you commence to take PARIS VITAL SPARKS, just so soon will you commence to feel yourself a man made over. Why not try to-day, or at least cut this out?

A SECOND YOUTH WILL COME AGAIN TO YOU.

No C. O. D. packages or deceptive circulars calling for more money, but the actual medicine sent, with full directions, including a valuable medical paper. All sent securely sealed. Free from observation. All charges prepaid to the U. S. or Canada. Only one package at this price, 48 cents.

Falling Vigor in Cases Past Forty Our Great Specialty.

"SINCERITY in speaking as they think, believing as they pretend, acting as they profess, performing as they promise, and being as they appear to be. This is what Dr. Archambault Co. always does."—Post. Write to-day. Don't delay. Address plainly,

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RESTORED.

Men, if you suffer from any of the troubles resulting from indiscretions or dissipations, you may be cured permanently and privately by taking the Old Dr. Hallock Wonderful Electric Pills.

☞ *Beware of imitations. The Old Dr. Hallock Electric Pills is the only remedy for Diseases of Men that has been before the public for 50 YEARS, as advertisements in Boston papers prove. There is no other remedy like it. It is made and sold only from our laboratory at 110 Court St., Boston, Mass. Our specialists will be glad to welcome any man who may call for consultation. We refer to any of the Boston papers, express companies or banks, all of whom have known us for years. Our Institute, established 1848, is the oldest for Men's diseases in the world.*

Men suffering from Lack of Vigor, Weakness, Brain and Nerve Exhaustion, Lack of Confidence, Weak Memory, and all those diseases arising from indiscretions, quickly, privately and permanently cured by the use of the **old Dr. HALLOCK** wonderful **Electric Pills**. The effects are marvelous to young, old or middle-aged men. Pills to last for 50 years. They strengthen the memory and drive away "the blues." PRICE PER BOX, or 6 boxes, full treatment, $5. Pills sent closely sealed (day order is received) on receipt of price. Special directions and advice sent with each order. The actual medicine sent and all charges prepaid. Our Medical Book and a list of questions sent (sealed) for the asking. Book describes above named Diseases, also Stricture and varicocele and Private Diseases of Men.

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The only reliable female regulator. Never Fails. Sold by druggists $2.00. Send 4c. for Woman's Safeguard. WILCOX MEDICAL CO. 228 S. 6th St., Phila., Pa.

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Original and Only Genuine. SAFE, Always reliable. LADIES ask Druggist for Chichester's English Diamond Brand in Red and Gold metallic boxes, sealed with blue ribbon. Take no other. Refuse dangerous substitutions and imitations. At Druggists, or send 4c. in stamps for particulars, testimonials and "Relief for Ladies," in letter, by return Mail. 10,000 Testimonials. Name Paper. Chichester Chemical Co., Madison Square, Sold by all Local Druggists. PHILADA., PA.

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All secret and private ailments of men cured in a few days; only reliable blood poisoning, nervous debility and general weakness restored. Go to the **Ballett New York Medical Institute** and consult the great blood and nerve specialist, 206 East 16th st., near 3d ave.; no charge unless cured; hours, 8 to 9, Sundays included.

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