

John Daniell Sons & Sons Broadway, 8 & 9 Sts.

RIBBONS.

An unexampled display of the very latest effects for Spring.

Also the following price attractions. All half or less:

7-inch Imported Printed Warp Taffeta, beautiful Floral Designs, One Hundred Light and Dark Combinations and Colorings, especially adapted for Crushed Belts and Neckwear. Their import value is \$1.75. The price is, 59c. yard.

5-inch Taffeta, White Ground with a pretty effect in Black Satin Stripes, at 25c. yard.

4 to 5 inch Gauze and Chiffon, corded for Shirring, in White, Colors and Black. They are very effective, at 19c. yard.

5,000 pieces of Fancy Ribbons in Light Combinations for Spring; Stripes, Romans, Plaids, Floral, Warp Prints, Polka Dot, and Corded effects, etc., at half value, 15c., 19c., 25c. yard.

Rich Double Face, Cord Edge Satin Ribbon, White, all Colors and Black, 3 1/2 inch, 25c. yard.

4 inch, 29c. yard.

All Colors and Black, Plain and Moire Taffeta, 3 1/4 inch, 17c. yard.

4 1/4 inch, 22c. yard.

3-4 inch Black Gros Grain Satin Edge, per piece of 10 yards, 18c.

20,000 yards of Plaid Stripes, Shirred Ombers and Fancy Ribbons, 1 and 1 1/4 inches wide, at 5c. yard.

Also, 50,000 yards of Loom Ends and Remnants, mostly Satin and Gros Grain, all Colors and Black, not all perfect, one to three inches wide, at 5c. yard.

Sale at 9 o'clock Monday Morning.



Just out—the smartest lot of Spring Suitings to be found in New York is in our establishment.

Inducement this week is a line of Scotch chevots, and gray, blue and tan serges. Suit to order, \$16.00. Trousers, \$4.00. Overcoat of heringbone chevot and covert cloth, silk lined throughout, \$18.00.

Our second floor is filled with high grade goods; suits or overcoats to order, silk lined throughout, \$18.00.

We give a year's guarantee or money back!

Samples, Fashion Booklet, free.

ARNHEIM, OUR ONLY STORE, Broadway and 9th St.

The Greatest American Author, Edgar Allan Poe.

Many readers of the Evening Journal have expressed a desire to read more of the works of Poe, who was undoubtedly one of the most imaginative authors the world has ever known. His stories, representative of their kind, are practically unread by the people of this generation, and it is with great pleasure that the Evening Journal is now presenting the first of a series of Poe's tales. In conjunction with it will be published every day a short love story by a well known author, that those who do not like to read of the gressome and startling alone may find something in a lighter vein. Read to-morrow's Evening Journal.

H. C. F. KOCH & CO.

125th Street—West.

1891—Anniversary Sale—1899

RETROSPECT—Eight years ago this week this Great Store opened its doors in a comparatively rural street, which since has risen to be one of the great metropolitan thoroughfares. At that time there existed in many minds a doubt—but never in our own—as to the success of our venture.

Our then 25 years before the New York public taught us that good store keeping would be appreciated—storekeeping which never permitted that a customer suffer disappointment—where any error would be gladly corrected—where goods were offered at the lowest margin—where a low price never meant a doubtful quality.

PROSPECT—It shall be our aim to give you a thoroughly satisfactory store—as good and nearly perfect as we can make it. To this end we solicit your criticisms and suggestions, for this is your store as well as ours, and we mean to so conduct it that you will take a personal pride in the greatest store of Upper New York.

This week wonderful buying opportunities throughout the entire store. Here are a few of the strong and unusual Bargains awaiting you:

Trimmed Millinery.

Universal commendation of our Millinery exhibit—last week's Opening was the most successful in the history of our house—all that is novel and pretty in the latest shapes, materials and colorings is here—besides this great advantage no two hats alike—every purchaser has the positive assurance that the style she selects is exclusive—further, we have made the prices as winsome as the styles.

Untrimmed Millinery.

Spring novelties and a complete assortment of all the leading shapes, braids and colors.

It's a showing well worth your inspection, and the prices are all in your favor.

Suits and Jackets.

LADIES' TAILOR MADE SUITS of all wool Venetian and Cheviot Serges, lined throughout with black or bright colored taffeta silk—an up-to-date garment in every particular, made and finished equal to custom work; regularly \$22.50, Anniversary price, 14.98

LADIES' TOP COATS of Broadcloths, Diagonals and fine quality English Covert Cloths, handsomely lined with plain or plaid taffeta silks, perfectly tailored, correct shape; well worth \$18.00, Anniversary price, 12.75

LADIES' BOX COATS of Covert Cloths, taffeta silk lined, fly front or double-breasted, light or dark tan; regularly \$10.00, Anniversary price, 7.50

Bicycle Suits & Skirts.

LADIES' CYCLE SUITS of heavy wide-lawn Cheviot, made with fly front or Eton jacket taffeta silk lined throughout, circular skirt finished with rows of stitching, colors navy or black; worth \$15.00, Anniversary price, 9.98

LADIES' CYCLE SUITS of double-faced plaid back cloths, seams bound with silk and tailor stitched, circular skirt; value \$18.00, Anniversary price, 11.98

CYCLE SUITS of wool Covert mixtures made with fly front jacket and circular skirt; value \$8.50, Anniversary price, 5.98

LADIES' CYCLE SKIRTS of wool Covert mixtures, finished with rows of stitching, circular shape, colors brown and blue; worth \$5.00, Anniversary price, 3.49

Silk Waists.

LADIES' SILK WAISTS of handsome Bayadere stripes and solid colored Taffetas, some plain, others tucked or corded, all of superior quality; value \$8.50, Anniversary price, 6.98

LADIES' WAISTS of all Silk Taffetas, in pretty checks and solid colors, sizes 32 to 36 only; worth \$5.50, Anniversary price, 3.89

Shirt Waists.

LADIES' SHIRT WAISTS of white Pique and Lawn, tucked bias and bayadere; also white, with black embroidered stitching, suitable for mourning; also Madras and Percale Waists, in all the newest designs and colors, various styles, sizes; EVERY ONE SUPERIOR FIT AND WORKMANSHIP; regularly \$4.25, Anniversary price, 89c

Ladies' Underwear.

CAMBRIC GOWNS, Empire effect, with Point de Paris lace, or square neck with fine Torchon, finished with ribbon bow. These are worth more than their price.

CAMBRIC SKIRTS, umbrella flounce, with Torchon lace insertions set in bias, also with two insertions and deep ruffle. These are worth more than their price.

LAWN SKIRT CHEMISES, Marguerite and round yoke effects, prettily trimmed with insertions and edge of Val and Torchon lace, finished with ribbon, skirt with lace insertion and ruffle. These are worth more than their price.

CAMBRIC DRAWERS, umbrella flounce, with Point de Paris, Val or Torchon lace insertions and ruffles. These are worth more than their price.

MAINSOOK AND CAMBRIC CORSET COVERS, French shape, tucked and trimmed with Point de Paris or Torchon lace insertions and edge finished with ribbon. These are worth more than their price.

None of these garments are worth less than \$1.25; Our Price During Anniversary Week, 89c.

125th Street—West, Between Lenox and 7th Aves.

Journal's Branch Offices:

UPTOWN, 1267 BROADWAY, NEAR 32D ST. HARLEM, 250 WEST 125TH ST., NEAR 8TH AVE. BROOKLYN, 311 WASHINGTON ST., NEAR POST OFFICE.

Easter Cards and Confections in Immense Variety. Main Floor. All Cars Transfer to Bloomingdale's 3d Ave. 59th & 60th Sts. Easter Cards. Butterick's Paper. Papers for April.

Grand Pre-Easter Display This Week.

Easter Millinery Resplendent.



The grand Millinery display will be at its height this week. To-morrow a multitude of foreign and home creations, rich and refined, novel and elegant, will be shown. This magnificent collection of Women's Hats, Bonnets, Toques, &c., will furnish many superb examples to Fashion's Annual Easter Pageant, two weeks hence. There is a particularly brilliant showing of Misses' and Children's New Spring Styles. The lowest prices and highest excellence are united here.

Walking Hats, Shapes, Etc.



WALKING HATS and Alpines in blue, brown, red, white, green and black for cycling and outdoor wear, trimmed with plaid or plain ribbon bands and quills, special 98 ZAZA, THE NEWEST WALKING HATS, and sailors of mixed braid, in all colors, trimmed with net and quills; the latest rage 1.37 UNTRIMMED SHAPES of Neapolitan, rough brads and Bernia straws, in short back sailors, walking shapes, turbans and hats off the face in blacks, tuscans, helio and all colors, 49, 59, 75, 98 ALL THE NEWEST BRAIDS, latest colors, for making hats, per yard 5, 12, 15, 19 15, 25 ALL THE NEWEST SHAPES in wire frames for making hats 24 Floor, 59th st. section.

Artificial Flowers, Feathers, Etc.

SILK AND MUSLIN POPPIES, always popular for spring, in purples, pinks, reds, yellows, 3 in bunch, 25 VIOLETS, THE WOOD AND PARMA VIOLETS, three dozen in a bunch, 23c., 25c. ROSES, three in a bunch, in all the newest colors, 15 CUT OR LONG RUBBER STEMMED ROSES, in red, white, pink, cerise and tea, 21 EASTER LILIES AND FERNS, and other artificial flowers, in pots, for Easter. ALL THE NEWEST AND LATEST IDEAS in flowers for any occasion. WINGS, Feathers and Ornaments—We have special sales at the different tables, all cheaper and a greater assortment than you can get elsewhere. 24 Floor, 59th st. section.

Easter Souvenirs.

EASTER BOOK MARKS, with sterling silver Cross, Anchor and Heart, at 23, 29, 35, 49 STERLING SILVER SPOONS, with Easter designs, 21 AND 45 STERLING SILVER NOVELTIES, suitable for Easter Gifts, at each including the following with sterling silver handles, letter seals, shoe hooks, shoe horns, paper cutters, curling irons, letter moisteners, glove hooks, nail files, desk blotters, stocking darners, cuticle knives. Main Floor, 59th st. section.

Fine Dress Trimmings.

Our Trimming Department is replete with novelties in Dress Trimmings from home and abroad. CORDED AND EMBROIDERED SILKS, in all the latest shades and combinations, at per yard, 1.25, 1.59, 1.98, 2.39, 2.69 ALSO RICH GOLD EFFECTS, BEAUTIFUL DESIGNS, at 2.98 to 9.95 IN YARD TRIMMINGS, the latest Parisian effects in black and colors, with spangled and lace effects, at per yard, 2.95, 3.95, 4.95. SPANGLED AND SILK AND CHENILLE APPLIQUE, effects in bow-knots, butterflies, birds, sprays, &c., 14 to 98 BLACK SPANGLED FRONTS, beautiful designs, 1.69, 1.95, 2.95 EXTREME NOVELTIES, in yokes or dress fronts, in exquisite designs of chenille spangles and lace, at 6.98 to 12.00 SPANGLED ALLOVERS, made in the latest designs, entirely new effects in black, white, blue, cyan, turquoise, &c., from per 2.35 to 12.00 Main Floor, 59th st. section.

Books for Easter.

Handsome bound in 1/2 white vellum and gold with gold edges, in handy volume size, printed from large new type with illuminated title pages, portraits of authors and other numerous illustrations, per volume, 25 Drummond's Addresses. Prince of the House of David. Gold Dust. Imitation of Christ. My Point of View. Evening Thoughts. Nat. Law in the Spiritual World. Kept for the Master's Use. Main Floor, 59th st. section.

Easter Perfumery.

We will place on sale to-morrow our celebrated Easter Perfumery, sold exclusively by us; cannot be purchased elsewhere. Their fragrance, lasting power and delicacy make them particularly adapted for the Easter Holidays. The odors include Easter Lily, Easter Violet, La Reine Rosa. They are put up in attractive ounce bottles, per 39 Main Floor, 59th st. section.

Ladies' Neckwear.

POMPADOUR RUFFLED COLLARETTES, made of liberty silk and chiffon, some elaborately trimmed with black satin ribbon, full and fluffy, long plaited ends, at 98 to 8.95 COMBINATION STOCK AND BOW, of liberty silk and chiffon, nicely trimmed with lace, 49 to 1.75 NET TIES, 2 yards long, 9 inch wide, will go twice around the neck and tie in large bow, at 25 Main Floor, 59th st. section.

The China Section.

The attraction in our China and Glassware Department will be a great Easter sale of Dinner Sets, Tea Sets, Cut Glass, Jardinieres, Flower Vases, particularly adapted for the Easter Holidays.

Easter Sale of Superior Dinner Sets.

DINNER SET, imported English Porcelain, neat underglaze decorations, all the necessary dishes for the table, complete set, 5.45 DINNER SET, English Porcelain, Hancock & Son's make, new and neat underglaze border decorations, 115 pieces, complete set, 11.95 DINNER SET, Carlsbad China, elaborate decorations, all gold traced, fancy shaped dishes, 102 pieces, latest importation, complete set, 14.95 DINNER SET, Limoges China, assorted floral decorations, handles gold traced, Pouyat's make, 104 pieces, complete set, 23.95

Easter Sale of Dainty Tea Sets.

TEA SETS, imp. English Porcelain, underglaze decoration, 56 pieces, 2.75 TEA SETS, imp. Carlsbad China, decorated, gold lined, 56 pieces, 5.95 TEA SET, Limoges China, exquisite floral decorations, gold stippled, 7.45 3d Floor, 59th st. section.

Another Lot of Genuine Pebble Eyeglasses and Spectacles at 98c

We have come into possession of another lot of genuine Axis Cut Pebbles, Eyeglasses and Spectacles, the same as those which recently created quite a stir in the spectacle trade. These goods are always sold at such high prices that they have a limited sale. In fact, as far as we know, they are sold every day by exclusive opticians at \$4 and \$5 per pair. We have about enough to last throughout to-morrow, and to insure a pair to all callers we are obliged to refuse to sell more than two pairs to any individual. Spectacles can be had in straight or riding bow; eyeglasses with the patent spring cork nose rest. The price, to-morrow row only, which includes a silk guard, hook and case, will be 98c Main Floor, front, centre.

Ladies' Easter Suits and Skirts.



LADIES' TAILOR SUITS, Venetian cloth, silk lined throughout, fly front coat, velvet collar, panel effect, button back, 1.9. LADIES' TAILOR covert cloth, shades, silk lined throughout, fitting effect skirt, 2.98. LADIES' TAILOR Venetian cloth lined throughout, seams, fly front, 1 piece circular 3 straps on skirt, 1.9. LADIES' DRESS SKIRTS, cheviot, circular shape, black and blue, 2.98. DRESS SKIRTS, fine cheviot, panel effect, trimmed with ribbon and chenille, 6.98. DRESS SKIRTS, fine Venetian cloth, silk lined, tailor made, 7.48 A fine selection of Taffeta and Crepon Skirts, both plain and trimmed, at \$5.98, \$9.98, \$12.98, and upwards. 24 Floor, 59th st. corner.

Ladies' Capes and Coats.

LADIES' CAPES, black and tan kersey, full circular, three rows of strap-ping, slashed collar, well tailored, splendid value, 3.75 LADIES' CAPES, black diagonal, 23 in. long, neatly embroidered and trimmed, all lined with good quality China silk, excellent value, 6. LADIES' COATS, tan kersey, made in the latest six-button dip and fly-front styles, tailor finish, lined throughout with satin, velvet collar, special price 6.98 24 Floor, 59th st. corner.

Semi-Annual Sale of Black Dress Goods.

To-morrow begins our Semi-Annual Sale of Black Dress Goods. We have a gigantic preparations for this great occasion, having purchased large lines of the most desirable Black Dress Goods much under the regular values, and our prices are made on this basis, notwithstanding the fact that manufacturers are asking large advances on these goods to-day. Altogether we think this a most opportune time to buy. We will have extra salespeople to wait on the vast number of customers that we expect will attend this great sale. LOT NO. 1—Black lustrous Brilliantine, splendid grade, also silk-finish Henrietta, all pure wool, either of these goods would sell regularly at 39c. per yard. Semi-annual sale price, per yard, 23 LOT NO. 2—Black silk-finish Brilliantine, very rich grade, 38 in. wide, selling every day with us at 49c. Semi-annual sale price, per yard, 33 LOT NO. 3—Black Crepons, and Boucle, strictly all wool, neat Jacquards, all in a splendid black and in a large line of newest designs, not a piece in this lot that is not worth 75c. Semi-annual sale price, per yard, 39 LOT NO. 4—Black silk-finish Cashmere, choice grade, all-wool Poplin, Nun's Veiling, Albatross, Botany Mills Cheviot Serge, nothing more reliable, Crepons in the most approved designs; any in this lot fully worth 75c. Semi-annual sale price, per yard, 49 LOT NO. 5—Black Surah Serge, Diagonals, Canvas Suitings, and a large line of figured black goods, all this season's newest effects. To look at these goods you would not think they could be sold for less than \$1.00 per yard. Semi-annual sale price, per yard, 59 LOT NO. 6—Black Novelty Crepons, nothing richer, nothing better for general wear; also black, high lustre Sicilian, Whipcords and Broadcloth; regular \$4.00 goods. Semi-annual sale price, per yard, 69 LOT NO. 7—Black Granite Suitings, 46 in. wide, fine French Poplins, in a splendid quality, Jacquards in a fine grade and large variety of designs; also Nun's Veiling and silk finish Henriettas. Think of the choice of these elegant goods for our semi-annual sale, per yard, 79 LOT NO. 8—Black twilled back Broadcloth, Venetian Cloth, 50 in. wide; superior grade of Crepons, Poplins, Drap d'Ete, Granite Cloth; any of these choice materials, some worth \$1.50 per yard; for our semi-annual sale, 98 LOT NO. 9—Black fine Mohair and Wool Crepons, fine finished Broadcloth, wool fancies, Nun's Veiling, silk and wool Grenadines; the choice of this line for our semi-annual sale, per yard, 1.25 LOT NO. 10—Black fine silk and wool Crepons and Grenadines, in all the very newest designs, our own direct importations, and our prices on these are much less than anywhere else in the city, and no house is showing a finer range. Main Floor, centre.

Special Prices for Easter Gloves.

LADIES' GLOVES, 2 clasp kid and Mocha Suedes, all sizes and a variety of 59 new spring colors, at LADIES' GLOVES, fine quality real French Gace Kid, in 2 clasps and 1.00 4 buttons, in all the latest shades, every pair guaranteed a perfect fit, at LADIES' GLOVES, finest quality undressed real Kid Suede with very neat embroidery on the backs, in all the newest shades, every pair guaranteed a perfect fit, at 1.25 LADIES' MOUSQUETAIRE GLOVES, fine quality, 8 button, real Kid Suede; the original price was \$1.50 per pair; colors are tan, modes and gray; we have about 600 pairs, and only sizes 5 1/2, 5 3/4 and 6; they will go very quickly at, per 50 pair, Main Floor, 59th st. corner.

Groceries, Wines and Liquors.

Compare Quality! Compare Prices! TOMATOES, extra fancy, our 10c. 7 CALIFORNIA FRUITS, in 2 1/2 lb. cans, kind, per can, 7 very fine; LIMA BEANS, delicious, 2 lb. cans, 6 LEMON CLING PEACHES, 18 PEAS, high standard, 2 lb. cans, 6 CRAWFORD PEACHES, 15 SUGAR PEAS, delicious, 2 lb. cans, 6 WHITE HEATH PEACHES, 15 CALIFORNIA ASPARAGUS, extra choice, per can, 17 GREEN GAGES, 12 EGG PLUMS, 12 EAGLE MILK, one can to each customer, 12 APRICOTS, 15 BARTLETT PEARS, 16 PICKLES, very fine, chow chow 8 WHITE CHERRIES, our 23c. kind, 20 Gherkens, mixed, pints, 8 SPICED ANCHOVIES, best imported, 1/2 keg, formerly 37c; now, 24 DILL PICKLES, gallon pails, 35 APPLE JELLY, with Pineapple, Lemon or Orange, 10 oz. tumbler, 10 JAVA AND MOCHA COFFEE, our highest grade bean, ground or pulverized, per lb., 28 HERBS, dried, Crosse & Blackwell, per bottle, 10 JAVA, MOCHA and MARACAIBO COFFEE, mixed, a most delicious drink, bean or ground, not more than 5 lbs. to a customer, per lb., 24 CALIFORNIA PRUNES, very fine, 4 1/2 lb. pkgs., per lb., 4 COFFEE, choice Santos, bean or ground, per lb., 13 CALIFORNIA PRUNES, extra, 2 lb. pkgs., per lb., 8 PRESERVED STRAWBERRIES, SLICED PEACHES, SLICED PINEAPPLE, extra fine, 1 lb. cans, 12 GERMAN PRESERVED PEARS, our 33 RASPBERRY JAM, highest grade, 12 Brand, a 25c. glass jar Nut for 19 ALLSOPP'S STOUT, highest grade in the world, brewed at Burton-on-Trent, England; not more than 6 1.39 dozen to a customer; per doz. 1.39 RYE WHISKEY, not more than 98 bottles to a customer; per bottle, 39 (Ground Floor, 59th St. Section.)