

FREE EXHIBITION DORE GALLERY OF PAINTINGS. Two Locations—Fourth floor and Seventh floor.



SIEGEL-COOPER CO. SIXTH AVENUE 13th & 19th STS. NEW YORK THE BIG STORE

The great work begun by "The Big Store" last Fall will be carried forward with renewed energy, with increased facility, with greater success than ever during the coming Spring. "The Big Store" stands uncompromisingly opposed to high prices. "The Big Store" demonstrates the power of its great organization to "Sell Better Goods for Less Money than Any Other House in America." We accomplish this through our ability to make larger contracts and buy goods in quantities that no other store can handle. This has been proved during the past week through our contract with The Largest Manufacturers of Reed and Rattan Goods in the World. Being able to handle the entire output of FIVE GREAT FACTORIES is the reason we make LOWER PRICES on Reed and Rattan Goods than any other store on the face of the earth. Again, our great purchase of the entire stock of SAMUEL HAMMERSLOUGH & CO. enables us to offer GREATER VALUES in Men's Spring Clothing than can be found elsewhere in New York. To-morrow we open the Spring season. "The Big Store," in its windows and in the interior, WILL BE BEAUTIFULLY DECORATED IN LILIES, APPLE BLOSSOMS AND SWEET SINGING CANARIES. It will be a sight worth coming to see. The decorations alone have been secured at an outlay of Many Hundred Dollars.

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The Big Store Sets the Easter Fashions,

Just as It Sets the Pace in Low Price Making, for Greater New York.

The best art of the world's greatest weavers is shown in "The Big Store's" stock of

Dress Goods

For the Spring of 1897. All those new and lovely styles, for which you ordinarily expect to pay so much, will this season be found at "The Big Store," at economical prices never before possible in New York.

- All the newest weaves in Plain and Fancy Dress Goods—Lace, Stripes, Hammock, Mexican, Twine, Bison, chain lace effects. ALSO High Art Novelties in latest Paris, English and German fashions, regular 1.50 and 1.25 styles, per yard. 1.50 One grand line of Fancy Dress Suitings, embracing Scotch Cheviots, London Tweeds, English Mosaic Cloth, persians, silk and wool checks and mixtures, regular 1.50 and 1.25 styles, per yard. 95c Wool Basketweave, Boule, Granite Cloth and Burlaps, in black and every proper color, imported to be retailed at 1.25, special per yard. 75c Embroidered Dress Goods, plain colors, with overshot figures, very stylish and excellent value, 1.25c

Easter Silk Bargains.

An immense assortment of Spring Novelty Silks, in everything fashionable and new that is known to silk manufacture. Reliable silks only, guaranteed at all times lower prices than any other house in New York can quote.

- Black Silk Dept. Strictly high grade Black Satin Duchesse, rich and heavy. Never sold under \$2.00 the yard. An opportunity to secure a handsome Black Satin, extra the quality in the different width stripes, very desirable for the separate skirt, actually worth \$1.25 the yard, and the price on Monday only, per yard. 78c Black Moire Velours, in a splendid quality and full 27 inches wide, the actual selling price \$1.00 the yard, on Monday special at. 75c Black Japan Habutai Silk, full 36 inches wide, best quality Lyons dye, regular price 75c the yard, for Monday's sale. 55c

Colored Silk Dept.

Magnificent assortment New Spring Novelty Silks, latest effects and colorings, the very handsome things for Easter Gowns. This price should be \$1.25 at the Big Store Novelty Silk counter, the yd. only 98c

Twills and Plain Printed Silks, for the Spring and Summer Gowns, pure silks, soft and durable, and the very best styles; 3 special leaders Monday at 38c, 48c & 68c

New Fancy Taffeta Silks, the medium and light shades only, particularly adapted for the fancy waists, very choice chameleon effects; the \$1.00 kind, on Monday marked, the yard. 75c

Printed Figured Silks, including Figured and Stripes, all colors and black, suitable for underskirt, etc., and the price only, the 25c yard.

Groceries.

- 5-lb. pull best Elgin Creamery Butter 95c Special Choice Butter 90c Best XXXX Minnesota Patent Flour, per 100 lb. 4.40 bag, 55c Soldier's Home-made Catsup, 1-lb. bottles, per doz. 1.50 Large and Meaty Oils to suit 8c Prunes, per lb. 27c "Forn Brand" Milk, per can. 53c Hazel Marmalade, 1-lb. cans, per doz. 1.45 can, 123c C. & B. Malt Vinegar, per bot. 17c Armour's Pot or Deviled Ham and Tongue, in 1/2-lb. cans, 95c per can, 8c 10-oz. bot. Borden's Breakfast Omelette, per bot. 15c Holland Imported, per can 67c Our famous Mocha and Java Coffee makes a delicious cup of uniform strength, flavor and fragrance. 1-lb. 1.00 per 28c 5-lb. 4.75 per 1.40 per 12c French Beans, very fine, per 10-lb. 29c

China, &c.

- Blue Delft Loving Cup, regular 95c, for to-morrow. 55c Blue Delft Tray, Comb and Brush Tray. 25c Japanese Sugar and Cream, richly decorated and gold traced, for to-morrow. 25c Blue Delft Tea Pot, Sugar and Cream, for to-morrow. 75c Tokonaba Umbrella Stands 1.35 Cupid Bannet Lamp, with either brass, gold or silver Cupid, with central burner, complete, with either decorated globe or silk shade, regular price \$3.50, for to-morrow 2.75 A special lot of ruby Bohemian Vases, assorted shapes, for to-morrow. 50c Decorated Jardiner, hand-somely hand-filled decorations and gold border for... 50c 10-piece toilet set, richly decorated and gold traced, regular price \$3.50, for to-morrow 2.25 Imported blue delft fern dish and lar price \$1.25, for to-morrow, extra large size, regular price \$2.00, for to-morrow 95c Bique and hand-somely decorated Dinner Set, 102 pieces, including soup tureen, is a set we have been selling at \$25.00; for to-morrow 18.75

Boys' Easter Suits.

- Boys' fine two-piece Suits in all the new Spring styles, very elegant patterns, every one perfect in every detail, sizes for ages 8 to 10, regular price \$6.00 and \$7.00; our price for Monday. 4.95 Boys' All-Wool Knee Pants Suits, all sizes from 3 to 10, small made with handsomely braided collars, large sizes made double-breasted with notched collars, strictly all-wool fabrics, in plain and fancy patterns, made extra strong, double seat and knees; price. 1.95 Boys' and Children's Two-Piece Suits, better quality, all sizes from 3 to 16 years, small sizes with braided sailor collars, all the new Spring styles in plaids, small checks and plain effects, double seat and knees, cannot be duplicated for less than \$2.98, our price. 2.25 Children's Blouse Suits, in fine English serges, sailor style, very deep and shapely collars, 5 rows white soutache, beautifully trimmed, bargains elsewhere at \$5.00, sizes 3 to 8; our price for Monday. 3.95 Boys' Two-Piece Suits, in blue and black diagonal, sizes for ages 8 to 16. 3.75

The good taste and genius of The World's most Skillful Trimmers is combined in our

Millinery

and make, which we believe the most exquisite showing of Ladies' Hats that has ever been known in New York City.

The scene of refinement is exemplified in the dainty and exquisite models that grace our popular show rooms. Millinery success weaves on the Looms of Fancy and their choice and most delicate products come to us as the natural channel through which to reach the public. Fashion examines our output with a critical eye, and we allow nothing to leave our hands without her approval. We direct special attention to our line at from 10.00 to 20.00 which cannot be beaten. We continue to make this stock attractive to mothers by paying particular attention to the latest and best designs of headwear for children at 3.00 to 7.00

Untrimmed Hats.

- Don't neglect examining our line of Bicycle, Riding, Driving and Walking Hats. The newest, the latest and the best only. The magnitude of our untrimmed hat stock enables us to hit every fancy. Fancy rough straw, in red and violet. 1.00 New Walking Hats, lace, straw, black and colors. 95c

Artificial Flowers.

- Impossible to enumerate the variety of our stock. Every flower of the field, garden and conservatory has a worthy representative here. Cluster of small roses and foliage in Jacquinet and pink. 69c Sprays of white and yellow Dandelions. 50c

Furniture

We have placed on sale for Monday 200 High Chairs. These are made in different finishes and are well put together. The regular price on them would be \$1.50. Monday you can have them at a special price of 68c

Men's Fine Easter Suits and Overcoats.

The Big Store closes out the entire stock of the retiring manufacturers, SAMUEL HAMMERSLOUGH & CO. Nothing but the best. That was Hammerslough's motto. Nothing but the finest cloths. Nothing but the best making. Nothing but the most worthy trimmings. You are getting the "best clothing ever manufactured in "The Big Store's" sale of the entire Hammerslough Spring stock.

Reed and Rattan Chairs.

The second week of our special sale of Reed and Rattan Goods is destined to be even more interesting than the first. The hundreds of purchasers who secured these Chairs last week will come again quickly to-morrow and bring their friends with them. We have the largest and most complete line of these goods ever shown in any retail store in America. Reed and Rattan Goods are the handsomest and most comfortable for home use, particularly in the Spring and Summer, and we make prices which in many cases are half and less than half the figure that you will have to pay elsewhere.

- Extra large gents' size full roll Rucker, strong and durable, red back, woud frame; you would pay \$5.00 for them elsewhere; at "The Big Store" 3.45
- Extra large gents' size full roll Rucker, made with strong red back and woud frame; you would pay \$5.00 for them elsewhere; at "The Big Store" 3.90
- Extra large gents' size full roll Rucker, with star back and round frame; you would pay \$5.00 for them elsewhere; at "The Big Store" 4.25

Young Men's Easter Suits.

Young Men's Suits, from 14 to 19, in blue, black and fancy patterns, all wool and well-made. 4.75

Gloves.

All the new Easter Gloves are here, choicest colors and new embroidered effects; 25c to 50c. pair can be saved by buying your gloves here. Every pair of gloves we sell is fully guaranteed. Special sale of choicest regular \$1.00 and \$2.00 Gloves, all new and selected goods; no better Gloves can be bought in New York City at any price; special sale at 1.25

Feather Boas.

200 black ostrich, long feather Boas, came to us by a lucky purchase at 1/3 off their actual worth. These we have divided into 4 lots: 1 yard 3.75 long. 5.00 long. 1 1/4 yards long, extra heavy. 7.90

Handkerchiefs.

200 Dozen Men's Plain White All-Pure Linen Handkerchiefs, hand drawn, hem-stitched, wide and narrow hems, regularly 15c. choice. 10c

Electrical Supplies.

- Everybody can learn to be their own electrician by purchasing our up-to-date issues of Books on Electricity. Every branch of the science detailed in every point by popular authors. From us they can also buy at lowest possible prices every kind of electrical appliance they may need. Genuine Mesco Dry Batteries. 1.9c Edison's Lilliputian Motors. 1.00 Graduated Coils, without battery. 1.45 Electric Alarm Clocks. 1.95 Electric Light portable Brass Stands. 1.00 Best Quality Telegraph Sets, 5-chill. 2.00 Pony Relays, that never fail to work. 2.75 Duplex Carbon Batteries. 1.00 Wheelock Carbon Batteries. 1.75 Telegraph Instructors, complete. 1.25 Paragon Electric Motor Fans, for direct current of 110 voltage; has 12 inch brass fan and guard, warranted good as any made. 13.75 Genuine Pony Telephone Receivers. 48c 2-inch iron box nickel-plated Electric Bells, double magnets. 25c

Cutlery Department

- EVERYBODY that our CUTLERY Department DESERVES the prestige it has secured and still has. POCKET KNIFE SALE: Divided into 5 lots for your convenience. Any knife a bargain at prices quoted; each lot contains surprises in values. LOT 1—Two blades, bone and horn handle Pocket knives, always a quick seller at 15c; also a lot of better quality of ranging price from 18c to 25c; slightly damaged. 9c LOT 2—Two blades, bone, shell and pearl handle Pocketknives, men's, and 2-bladed dairy bone handle Knives, 3 sizes, 3 styles for women; also odds and ends in 2-bladed Knives, sold up to 50c; slightly damaged, but as useful as any perfect knife, none in this lot sold under 25c; some as high as 50c, not one knife but worth more by 50 per cent than our prices to-morrow. 19c LOT 3—Two blades, brass-lined, bone handle, the well known "Macey" steel blades, made in Sheffield and imported to retail at 75c. We have the highest of this one style; this lot regardless of cost; your choice to-morrow. 35c LOT 4—Two blades, brass-lined, pearl handles, Alton's Sheffield steel; 3 blades, brass-lined, choice of bone or bone handles, 1XL quality; 3 blades, brass-lined, stag handles, Western Union, 1XL Sheffield steel blades, 2 styles; but ought to bring \$1.25; not one sold regularly under 75c; your choice while they last to-morrow. 55c LOT 5—Four blades, stag handle, 2 styles, a very strong trustworthy knife, made to use and give satisfaction; every blade beautifully finished, all made by George Wostenholme, Sheffield, England, his best quality, made to sell at \$1.50; none in this lot sold under \$1.10 regular; your choice as long as they last to-morrow. 89c Table Knives and Forks, excellent quality, regular at \$1.00, to-morrow only, per set of 12 pieces. 75c

Ladies' Imported Superior Lisle Thread Hose, lace designs, in solid black and tan shades, guaranteed fast colors, extra the quality, all sizes. 39

Children's Hosiery.

Fine Ribbed, Seamless Hosiery, warranted fast black, spliced heel and toe and double knee, worth 10c. 10

Embroidery.

2,500 yards beautiful, old-fashioned patterns in embroidery, on fine, well-bleached cloth. Examine the edges. Special, per yard. 15

Wall Paper.

Everything that is new in wall paper, made by the best manufacturers at home and abroad, can be found here; at the lowest prices any store in the world, at about one-half exclusive dealers' prices. Special offering of 30-inch Plain Cartridge Papers, very best made, in all colors. Ceilings and friezes to match; a roll. 9 Handsome Parlor, Hall and Dining Room Paper, in all the latest designs, regular price up to 30c; a roll. 14 Delfts, Chintz, Floral Effects and Strips; sold regularly up to 20c; a roll. 7 22-inch Parlor Papers, sold regularly up to 60c, a roll. 30 Good Glimmer Papers, perfect combination, make pretty, bright and expensive rooms, a roll. 3 and 5 Imported English Varnish Tiles, regular price 60c, roll. 35 Pressed and hand made Papers, handsome effects, regular price 2.00, a roll. 95 Real Estate and Decorators' trade solicited. 12c

Linings.

All-Wool English Skirting Moreen, Moire Velour effects, just now very fashionable for facing bottom of skirts, high colors, like cerise, hunter's green, lilac shades of brown, grays, cardinal red, etc. 42 regular 65c, quality. 39 One small mixed lot Lining Silks, Silk Brocades and silk stripes and heavy silk Serge, desirable for lining and petticoats, usual 50c, quality, for. 25 30 pieces black back fancy printed Waist Lining and 29 pieces self back fancy printed Waist Lining. 10 35-inch fast black and colored Rustleins, 12 1/2c, quality. 9

Cigars.

- Special for Monday in clear Havana Cigars: EL POSTILLON, Havana wrapper, Havana filler, Concha size; box of 50 for Monday. 1.90 MARTELLA, clear Havana, Concha Bouquet, box of 50 for Monday. 2.65 Puritanos Finos, box of 50 for Monday. 3.15

Laces.

150 pcs. Lierre Laces, newest patterns, for neck and sleeve trimming, from 4 to 6 in. wide; usually sold for 20c, yd.; special, yd. 15c 100 pcs. Irish Crochet Lace, from 3 to 9 in. wide, just the thing for Borders; many in this lot have sold for 50c, yd.; choice, yd. 25c

Linen Suitings.

Linen Russia Crash, Linen Ratiste, Graves Linen, Silk and Linen Cloth, embroidered on linen color Swiss Mull, Momi, Homespun, and many other fancy weaves, at little price. 25 pcs. Linen Suiting, 31 in. wide, regular value 16c, at, yd. 9c 100 pieces Dotted 15c and 12c Swiss Mull, at, yd. 12c English Plaque, white grounds with colored dots and stripes, the proper thing for ladies' separate skirts, Summer dresses and children's outfits, would regularly retail at 12c 35c, yd., on Monday at. 12c

Veilings.

The choicest collection of Easter veilings is here. Largest assortment to choose from. Special display of the new styles in colored chenille spots and borders on black grounds; all the new shades, including green and purples. SPECIAL. 1,000 made veils, including green and purple chenille borders; a beautiful veil, well worth 65c, regularly; choice, each. 25c