

STEECEL COOPER CO.

The Big Store's First Annual Chrysanthemum Show Takes Place This Week.

The beautiful national flower of Japan will be shown here during the coming six days in all its endless variations of color, practically the entire main floor having been surrendered to the display of floral beauty. Our object in arranging the Chrysanthemum Show is merely to please you—to add one more link to the chain of interesting happenings that make The Big Store such a pleasant place to visit.

The plants—some thousands of them—are merely on view or for sale, just as you choose. If you think that one or two of them would lend additional charms to your home, it will cost you but little to own them, since, as we said, the exhibit was not arranged for profit, and we offer to sell the plants—the finest Chrysanthemums grown in America—the very same that at exclusive florists would cost you several dollars—at their exact cost to us, **Thirty-nine Cents Per Plant**, each plant consisting of from 6 to 12 Chrysanthemums in full bloom.

Jewelry Specials.

Handsoms, attractive jewelry costs very little nowadays. Improved machinery, a greater knowledge of the chemistry of the art, skilled workmen and COMPETITION are the causes of the great reduction in prices. Everything that can be manufactured, in fact, is cheaper; only diamonds, rubies and the precious stones retain their former high prices. The great majority of the people, however, are satisfied with jewelry that is good, durable and handsome, yet moderate in cost, and we try to carry constantly in stock just what they want. To-morrow's list contains some examples. Here it is:

- LADIES' FINE AMERICAN MADE WATCH, small size, 14 kt. gold filled, open face or hunting case, guaranteed for 25 years, and fitted with the well-known Hampden movement, called the Molly Stark, regular price \$13.50; to-morrow, special at..... **9.75**
- LADIES' CHATELAINE WATCHES, have good movement, with second hand, a choice of two styles of cases, gun metal and nickel, fully warranted for one year from date of purchase, and worth \$3.00; to-morrow, special at..... **1.75**
- SOLID GOLD LORGNETTE CHAINS, 48 inches long, with handsome jewel set slide, regularly worth \$6.25; to-morrow, special at..... **3.75**
- DIAMOND RINGS, in mountings of heavy gold, in fancy Tiffany or Belcher settings, brilliant, flashing stones, would be considered cheap anywhere at \$5.00 each; here to-morrow, special at..... **2.75**
- LADIES' SOLID GOLD STONE SET RINGS, Turquoise, Amethyst, Sapphire, Ruby and Emerald doublets; also genuine Opals, good heavy mountings, worth \$2.00 each; to-morrow, special at..... **98c**
- CHILD'S NETHERSOLE BRACELET, "The Baby Curzon," sterling silver, 925-1,000 fine, fully worth 38c; to-morrow, special at, each..... **19c**
- IMPORTED PURSES, gate top, silver and gilt, with 48-inch chain attached, worth 75c; to-morrow, special at..... **45c**

Great Bargains

In the Crockery Store,

- some of which only we find room for here.
- DINNER SETS, 103 pieces with soup tureen, complete service for 12 persons, best quality English semi-porcelain, entirely new shapes, thin and light weight, equal to china, decorated with sprays of roses and leaves, trimmed with a light green enameled border, imported to sell at \$18.50, special for Monday at..... **9.75**
- WINE SETS OF BOHEMIAN GLASS decorated in enameled decorations and gold lines, fancy shape bottle and stopper, with 6 glasses and tray to match; considered good value at \$3.00, special for Monday at..... **1.50**
- BANQUET CANDLES, one special lot of plain and twisted shapes, all color, best quality; worth 5c, each, Monday..... **2c**
- HAND-PAINTED CANDLES, decorated in delft effects, also lilies of the valley, roses, ferns, etc., the 20c kind; special for Monday at..... **10c**
- The 10c kind, special for Monday at..... **5c**
- METAL PARLOR LAMPS, gun metal base, antique copper vase, with best Rochester burner, fitted with 11-globe in Oriental design, rich colorings, have been reduced for this sale as follows: The \$12.50 kind will go for..... **9.00** The \$14.00 kind for..... **10.00**
- And so on throughout the entire assortment.
- JARDINIERS.—Three special lots at three special prices. Lot 1 will be 8, 9 and 10 inch JARDINIERS of English and German majolica in a desirable assortment of colors and shapes, worth from \$1.00 to \$1.75, your choice Monday at..... **75c**
- Lot 2 will be the \$2.50, \$2.75, and \$3.00 kinds, at..... **1.50**
- Lot 3 will be the \$3.00, \$3.25, \$3.50, \$4.50 and \$5.00 kinds, at..... **2.50**

Druggists' Sundries

- Some things that are in common use in almost every home, and which cannot be bought elsewhere at anywhere near these prices.
- KISSINGEN VICHY OBESITY CURE (two ½-lb. bottles)..... **59c**
- ABSORBENT COTTON, 1 lb..... **19c**
- COKE DANDRUFF CURE..... **65c**
- MUSTARD PLASTERS, 10 in a box..... **15c**
- BELLADONA PLASTERS..... **5c**
- WINE OF COCA..... **59c**
- LITHIA TABLETS, 5 gr..... **19c**
- WEST INDIA BAY RUM, pt. bot..... **29c**
- BORINATED TOOTH POWDER..... **15c**
- SACHET POWDER, any odor, 1-oz. bot..... **12c**
- TALCUM POWDER..... **5c**
- DENTAL FOAM..... **12c**
- FLORIDA WATER, 8 oz..... **27c**

Carpets and Rugs.

If economy is an object to you you should buy your carpets here. Labor has advanced—raw materials have advanced—and as a result the prices of carpets have gone away up in all the stores carrying small stocks that must often be replenished. We had our supplies contracted for an entire season in advance—we always do—since the combined requirements of the two Big Stores—New York and Chicago—make any other policy impracticable, and as a fortunate result of these conditions we are enabled not only to undersell all retail competition, but to actually offer Carpets and Rugs at retail for less than the wholesale prices now prevailing in the markets of America. See here for instance—

- MOQUETTE AND AXMINSTER CARPETS, well selected styles and colorings, well worth \$1.25 per yard; special for to-morrow..... **85c**
- TAPESTRY BRUSSELS CARPETS, all the standard makes, should be priced at 65c, and 85c; special to-morrow at..... **45c & 55c**
- INGRAIN CARPETS, strictly all wool, extra heavy, handsome designs and colorings, well worth 75c per yard; special to-morrow at..... **60c**
- DOMESTIC RUGS, double-faced Smyrna Rugs, copies of the Oriental: 36x60 inches..... **95c** 6 x 9 feet..... **6.45** 36x72 inches..... **1.55** 7 ½ x 10 ½ feet..... **8.45** 9x12 feet..... **11.45**
- AXMINSTER RUGS, handsome and durable: 27x63 inches..... **1.90** 9x12 feet..... **23.50** 36x72 inches..... **3.35**

Oriental Rugs.

You buy them here at a saving of 35 to 50 per cent. Compare sizes and prices and you will be convinced. DAGHESTAN and SHIRVAN RUGS, average size 3x4 ½ feet; special at, each..... **6.50** CHOICE CARABACH RUGS—Many fine antique pieces in this lot, were priced at \$12 to \$15; special at..... **8.50** Well selected SHIRVANS AND CABES-TAN RUGS; actual value \$18.00 to \$20.00; all at one price..... **12.50** ORIENTAL CARPETS, in blues, greens, reds and ecru grounds, medallion and all-over centres, average size 9x12 feet; formerly priced at \$55.00 to \$125.00; now..... **45.00 70.00**

Wines and Liquors.

- But a short list—true—but what it lacks in size it more than makes up in attractiveness. Please give it your careful attention.
- SIR ROBERT BURNETT'S OLD TOM GIN, bottle..... **69c**
- USHER'S SCOTCH WHISKEY, bottle..... **85c**
- HENNESSEY BRANDY, Imported, bottle..... **1.10**
- TEMPTATION COCKTAILS, all varieties, bottle..... **85c**
- CHERRIES IN MARASCHINO, Imported in glass, bottle..... **55c**
- RUDESHEIMER, Imported Rhine Wine, case..... **7.00**
- PONTEF CANET, "Armand Freres," Bordeaux, case..... **6.00**
- COOK'S RYE WHISKEY, gallon..... **1.85**
- MT. VERNON RYE OR OLD CROW WHISKEY, gallon..... **2.65**
- MONOGRAM RYE WHISKEY, gallon..... **3.00**

Wall Papers.

The market is glutted with cheap wall papers, the designs and colorings of which are enough to give one the nightmare. But cheap wall papers that are handsome in design yet rich and harmonious in color are to be had, if you know where to look for them. We keep them in endless variety. Here are a few quotations for Monday's sale:

- WALL PAPERS—A large collection, suitable for all rooms, with borders and ceilings to match, per roll..... **3c**
- FINE ARTISTIC BEDROOM AND DINING-ROOM WALL PAPERS, in all the latest colorings; exclusive stores ask you 20c a roll for this sort, our price is but..... **9c**
- HALL AND DINING-ROOM PAPERS, embossed and plain, in light and dark shades of terra cotta and greens, with elegantly blended borders to match, sold at exclusive stores for 25c, per roll; here to-morrow at..... **15c**

All our High Grade PARLOR, HALL AND DINING-ROOM PAPERS, that were formerly sold at 35c, 40c, 50c, and 75c, per roll, will be placed on sale to-morrow at, per roll..... **29c**

Furniture.

The machine-made furniture of to-day is better than it was a few years ago, and better than much of the old hand-made furniture. This is largely due to the demand for better furniture, the employment of improved machinery and greater skill in the use of same. Prices, too, are far lower than they were before the introduction of machinery; in fact, well made, handsome furniture is selling for less money to-day than ever before. This, too, in spite of the fact that the present prosperous times have caused an advance in the cost of materials and labor. Just look over our list of special offerings for to-morrow's sale and see how cheaply The Big Store, at least, is selling furniture of THE RIGHT KIND.

- Solid Oak Clawfoot DINING TABLE, will seat 10 people comfortably when fully extended; easy working, well made and artistic in finish; worth \$9.50; special for to-morrow at..... **5.50**
- Quartered Oak SIDEBOARDS 4 different designs and sizes, with from 5 to 10 of each design and size (one of which is shown in the illustration) none of which is worth less than \$40, some worth as much as \$55; all hand-carved and piano polished, with French bevel plate mirrors; your choice to-morrow..... **25.00**
- WELL MADE SPRING EDGE COUCH, covered with assorted covers of the very latest designs and shades of Belgian velvet and velours, with bullion fringe, worth \$17; special for to-morrow at..... **10.75**
- BEAUTIFUL GOLDEN OAK DRESSER, has swell front, is hand-carved, and has bevel plate mirror (24x30 inches); really worth \$15.00; special for to-morrow at..... **8.75**
- FULL 40-LB. GOOD BLACK MIXED HAIR MATTRESS, one or two parts, with A. C. A. or fancy ticking regularly worth \$15.00; here for Monday, special..... **8.75**
- LADIES' DESK, of Golden Oak, has shaped legs, carved front, is well made and well finished; worth \$5.50; our special price Monday..... **3.75**

NO MAIL ORDERS WILL BE FILLED FOR ADVERTISED FURNITURE.

- Baby Carriages and So-Carts.**
- At 25% off regular prices. Again we repeat our recent exceptionally generous offer. If you did not purchase when it was made before, you will do well to do so now, for such opportunities do not happen every day even at The Big Store. The Carriages are handsomely upholstered and have newest gearing, patent brakes and rubber tire steel wheels. The So-Carts are of the newest designs, with re-inforcing backs strongly made and hand-somely finished. The makers' names (Heywood & Wakefield) are a sufficient guarantee as to their intrinsic worth.

Women's Undergarments, Wrappers and Robes.

Our present stock is a remarkably fine one, and your particular attention is called to our large assortments of Silk Matinees and Negligees, all of which are offered at very reasonable prices. Here are some specials for Monday:

- Women's HIGH-NECK GOWNS, Hubbard yoke of solid tucking, neck, front and sleeves edged with fine embroidery, Monday at..... **49c**
- Women's MUSLIN DRAWERS, with ruffle of wide embroidery, heading of two clusters of tucks and yoke band, Monday at..... **29c**
- Women's HEAVY FLANNELETTE GOWNS, high neck and turned down collar, neatly made, Monday at..... **59c**
- Women's PRINT WRAPPERS, with fitted lining, square yoke and bretelles, trimmed with fancy braid, at..... **65c**
- Women's Fleece-Lined FLANNELETTE WRAPPERS, tight-fitting back, ruffle over shoulders, very wide skirt, with knee flounce trimmed with braid; formerly sold at \$1.39, here for..... **1.25** Monday at..... **1.25**
- Women's Ripple EIDERDOWN ROBE, large collar, edged with satin, silk frogs, girdle at waist and ribbon finished, Monday at..... **4.25**
- Women's Mercerized SATEN SKIRTS, in fancy colors, with double umbrella flounce and six corings, velvet-binding, Monday at..... **1.95**

Umbrellas.

We've just purchased a lot of 400 UMBRELLAS on the most favorable terms. Our bargain is yours, if you wish to share in it. An early selection and purchase, however, is recommended, as these umbrellas won't last long at the low price at which they are offered. They come in the popular 26-inch size, with substantial Union Taffeta Silk covers on the best close-rolling rods and frames—with a fine assortment of handles, for men and women, such as imported fancy horn, decorated Dresden, ebony, pearl, silver-mounted natural woods, &c., in various shapes. A regular \$2.00 umbrella here, to-morrow, your choice..... **1.25**

Cotton Percales and Plaids.

- Four very special values at money-saving prices.
- FAST COLORED PERCALE, full yard wide, worth 12c, yd., here at..... **6c**
- FAST COLORED DRESS PLAIDS, worth 15c, per yard, here at..... **10c**
- FAST COLORED APRON GING-HAMS, worth 5c, per yard, at..... **3c**
- FAST COLORED CALICOES, worth 6c, per yard, at..... **3c**

Notions.

- Goods the prices of which are supposed to be the Rock of Gibraltar offered at reduced prices here and here only.
- 3 Yards BLACK VELVETEEN BINDING, 1 ¾ inches wide, per piece..... **10c**
- KNIFE FLAUNTING MACHINES, with two knives, for..... **14c**
- IMPORTED MENDING WOOL, all colors and black, per card..... **2c**
- RENAISSANCE OR BATTENBERG BRAIDS, linen or cotton, desirable widths, per dozen yards..... **5c**
- KID CURLERS, 4 and 4 ½ inch long, per dozen..... **3c**
- One-half ounce DRESSMAKER'S BLACK SEWING SILK, per spool..... **19c**
- HAIRPIN CABINETS, containing 60 pins in assorted sizes; Monday for..... **2c**
- HOOBS AND EYES, Nos. 3 and 4, black and white, with the "hump," per gross..... **7c**

Feather Boas

Are Again the Fashion They will predominate largely at the coming Horse Show—the event that always and authoritatively mirrors the season's correct fashions. White, gray and black are the proper colors, and we'll help you to own one at a remarkably low price by placing on sale Monday:

- 100 FINE BLACK OSTRICH FEATHER BOAS at ½ less than they could be bought for anywhere else in America.
- BOAS, 39 inches long, for..... **6.50**
- BOAS, 45 to 50 inches long, for..... **7.75**
- BOAS, 54 to 58 inches long, for..... **9.50**

Equally great values in Ostrich Feather Boas of other stylish colors; all of them the sort that you can't recur satisfactorily.

Sale of Blankets. A Rare Bargain Chance.

Just in time to meet your demands we had the opportunity closing out a huge lot of fine Blankets, technically called "mill onds," but to all practical purposes perfect goods. There may be small spot or a slight blemish in the border, but you'd never find even if you should search. The sizes are liberal, weights heavy, finish elegant—the including some genuine California Blankets and some made of the Australian wool.

- Other stores have advanced and are still further advancing their prices. Here they are lowered, as the following quotations show—quotations, by the way, that can hardly fall short of creating a little sensation in Blanketdom.
- WOOLLEN BLANKETS, manufacturer's price \$1.75 per pair, in this sale for..... **1.29**
 - WOOLLEN BLANKETS, manufacturer's price \$2.25 per pair, in this sale for..... **1.95**
 - WOOLLEN BLANKETS, manufacturer's price \$3.00 per pair, in this sale for..... **2.25**
 - WOOLLEN BLANKETS, manufacturer's price \$3.50 per pair, in this sale for..... **2.45**
 - WOOLLEN BLANKETS, manufacturer's price \$4.00 per pair, in this sale for..... **2.95**
 - WOOLLEN BLANKETS, manufacturer's price \$5.00 per pair, in this sale for..... **3.**
 - WOOLLEN BLANKETS, manufacturer's price \$6.00 per pair, in this sale for..... **3.**
 - WOOLLEN BLANKETS, manufacturer's price \$7.50 per pair, in this sale for..... **3.**
 - WOOLLEN BLANKETS, manufacturer's price \$8.50 per pair, in this sale for..... **4.**
 - WOOLLEN BLANKETS, manufacturer's price \$10.00 per pair, in this sale for..... **5.5**

Will you allow such a chance to slip away from you?

Trimmed Millinery.

always a fascinating subject with the ladies, has been made more so through the efforts of our corps of skilled artists, and the continuous new importations of the French modiste's genius, hardly a ship reaching port without consignments of latest French Millinery tended for The Big Store. We pride ourselves particularly upon intrinsic as well as artistic value of the H we sell, and for to-morrow offer special attractions that will strengthen your opinion of our Millinery Rooms. 100 LADIES' CHIC AND STYLISH HATS street wear, made of velvet, tulle, fur, at spangle effects—some of the most beautiful models of the season—we will sell Monday **7.00 and 10.00** for..... **4.00** And every Hat in the offering you'll admit is worth double.

A Dress Goods Sale.

Our stock of Black and Colored Dress Goods is very large and attractive at the present time, and our prices, we believe, the very lowest in the city. But we would like you to inspect the goods and pass judgment upon qualities and prices yourself. We are likely to be prejudiced in favor of ourselves, you know. Read what we offer for sale to-morrow. It may contain just what you want, and may be the means of saving you money on your purchases, and a little money these days isn't made so easily or quickly as a general thing.

Colored Dress Goods. Black Dress Goods.

- Another case of PLAID BACK GOLF SUITINGS added to our immense stock makes out collection of this popular fabric the most complete in the country. The line we offer at \$1.00 a yard is a splendid bargain, while the two lots at \$1.50 and \$1.75 have no equals anywhere for style and value; other prices range from, per yard, \$2.25 to **4.25**
- HOMESPUNS, in blue, brown, green and Oxford gray, a heavy, durable fabric, sold all over at 50c, per yard; here to-morrow at..... **25c**
- HOMESPUNS, all wool, in a full assortment of grays, regularly sold at 75c, per yard; here to-morrow at..... **50c**
- 100 pieces of HOMESPUNS, all wool, 54 in. wide, beautiful soft Zibeline surface, four popular shades, silver gray, Oxford, light brown and blue. This homespun is sold all over at \$1.25 per yard; our special price for to-morrow will be..... **75c**
- FRENCH DRESS FLANNEL, all wool, 50 in. wide. This is the only house in town that carries a stock of double width flannels in such new and rare pastel shades as ble d'or, azurine, porphyre, ciel, Ophelia, beige, Yale, Sultane, Corall, Cyran, Hussard, gold red, etc., 1 ½ yds. will make a waist..... **85c** Monday's special price..... **75c**
- HENRIETTA EMBROIDERED POLKA DOTS, 45 in. wide, for separate waists, showing such splendid combinations as white dots on Yale blue, black on gold red, royal on gray, orange on black, heliotrope on black, black on heliotrope, pale blue on tan, white on pale blue, etc., worth \$1.75 per yard; here to-morrow, special at..... **1.25**
- BLACK GRANITE CLOTH, all wool, 48 inches wide, a very desirable fabric every yard of which is guaranteed to give satisfaction, worth 95c per yard; special for to-morrow at..... **60c**
- CHEVIOT, all wool, 48 inches wide, jet black, rough and stylish, sponge shirtings, ready for the needle, cost great value at 75c, per yard; special for to-morrow at..... **7c**
- PURE MOHAIR BRILLIANTINE, 48 inches wide, a rich jet black, shines like always serviceable, always drossy every yard worth 90c; Monday's special price..... **5c**
- BLACK FRENCH SURAH SERGE, wool, weave and dye perfect, the last pieces offered to-morrow, to clear, at, per yard..... **2c** (It's well worth 45c a yard.)
- ENGLISH CREPONS, very rich design, heavy puffed up blisters, wrinkly, crisp, very stylish, worth \$1.50 per yard; Monday's special price, **1.10** per yard..... **1.10**
- ENGLISH MOHAIR CREPONS, emb designs, very silky and shiny, best finished, extremely effective, \$1.35; special for Monday at, per yard..... **1.25**
- BROADCLOTHS and VENETI. Every new shade produced is daintily added, so that this stock ways up to date and frequently with some new make or color-tainable elsewhere, while our prices always 20 per cent less than our competitors. Prices are as follows: **68c 75c 95c** up to..... **1.25**

Meet Me at the Chrysanthemum Show.