

"Even Greater New York Never Before Saw Anything Like the Bloomingdale Activity of the Present Season."

Bloomingdales

3rd Ave 59 & 60th Sts

300 MORE SALESPeOPLE!
15 MORE DELIVERY WAGONS!
In addition to the hundreds of extra salespeople engaged during the past two weeks, three hundred more have been engaged for this week; fifteen more delivery wagons will be put on, and all that is possible will be done to make your shopping easy and comfortable.

THIRD WEEK STILL GROWING
ANOTHER BIG STOCK NOW OFFERED.
The great crowds at our various counters will make it impossible for us to fill mail orders for many of these items. We therefore again recommend early personal selections as the best way to secure these remarkable values. Our store is the coolest in New York.

ENTIRE BALANCE OF THE HECHT & MORRIS

Bankrupt Stock,

AND IN ADDITION THERETO THE ENTIRE STOCK OF

GOLDENBERG BROS. & CO.

OF WILLIAMSPORT, PA.

Goldenberg Bros & Co. carried a large stock and did an immense business in Williamsport, Pa., drawing trade for miles and miles around. They sustained tremendous losses in the big Williamsport flood of 1889. A second large flood in the spring of the present year, combined with the general business depression, so completely discouraged them that they finally decided to surrender their colors and go out of the business. But here was the rub: What could be done with so large a stock? Who'd have nerve enough and cash enough to buy it in one lump? Some of the largest jobbers were visited without avail. Nobody would take it all, even at a considerable discount. They had frequently seen our advertisements in the New York papers, and one day it occurred to them to write us about it. "Certainly," was our prompt reply. "We'll buy it if it's cheap enough." The goods are here. Some samples are shown in our windows to-day. Monday you will see the stock spread out and piled up in a way that will make you open your eyes in wonder. Prices will be more than surprising. They will be sensational. Even the splendid values you have seen here during the past two weeks will be surpassed.

Big Chance in Linens.

Linens as well as all other first-class Dry Goods were a specialty of the Williamsport people—they will be sold on the same basis as purchased. Some at 50c. on the dollar, some at 50c. and some even less.
Cream Table Damask; Williamsport price 40c.;29
Very heavy Scotch Table Damask (14 1/2 width); Williamsport price 60c.;47
Extra heavy German Damask; Williamsport price 75c.;49
Bleached Scotch Linen Cloths, fringed, 2x4; Williamsport price \$1.45;95
Bleached Scotch Linen Cloths, fringed; 2x10; Williamsport price \$1.55; 1.19
Fine Irish Linen Table Damask, 68 in. wide; Williamsport price \$1.75;79
Scotch Linen Napkins, 17x17; Williamsport price 90c.;65
Irish Linen Napkins, 18x18; Williamsport price \$1.29;89
Good German Linen Napkins, 18x18; Williamsport price \$1.85; 1.29
Heavy German Linen Napkins, 23x23; Williamsport price \$2.25; 1.49
Fine Irish Linen Napkins, 20x20; Williamsport price \$2.25; 1.49
Half Bleached German Napkins; Williamsport price \$3.; 1.98
70-inch wide Table Damask, 1/2 bleached; Williamsport price 70c. yard;47
Napkins to match, 1/2 size; Williamsport price 85c.;59
Napkins to match, 1/4 size; Williamsport price \$1.75; 1.29
2 yards square; Williamsport price \$1.50;89
Fringed Linen Cloths, all sizes; Williamsport price \$1.75; 1.19
\$1.75 Tapestry Table Covers, 1 1/2 yards square; Williamsport price \$1.75;95

- Ladies' Suits.**
Ladies' Duck Suits, the BEST QUALITY, FAST COLORS, NEATEST PATTERNS and BEST FINISHED GARMENTS in the city; 33 to 42 inch sizes, each. 1.29
Navy, white and drab, solid colors. Duck Suits reduced from 4.98 to 1.98
Ladies' Outing Suits, 2.98, 3.98, 4.98, 6.75, 7.50
The best values and styles obtainable. A lot of Jackets and Capes at 2.98
Cost two or three times as much to manufacture. 2.75
Noir Antique Capes. 2.75
- Ladies' Silk Waists.**
450 best quality China Silk, fancy patterns, made with rosettes and ruffles; worth \$3.49, at 1.98
Our entire stock of fine Silk Waists reduced to half cost. Rare bargains are offered daily.
- 75c. Wash Waists, 39c.**
100 dozen yoke back Waists, laundered collars and cuffs, in black and white stripes and light grounds, worth 75c., at 39c.
80 dozen desirable stripes, yoke backs, laundered collars and cuffs; worth 80c., at 49c.
100 dozen laundered collars and cuffs, yoke back, in stripes and fancy patterns, worth 1.49, at 98c.
- 10c. Gingham 2 1/2c.**
600 pieces best quality Apron Gingham, sold everywhere at 8c. and 10c. a yard, at 2 1/2c.
10 cases Indigo Blue Prints, medium and dark shades; also 10 cases fine Satteen Prints; yard. 04c.
Dress Gingham, Williamsport price 12 1/2c. 06c.
Fine Percale, no patterns, Williamsport price 12 1/2c. 08c.
Bedford Cord, one yard wide; Williamsport price 15c. 07c.
Striped Seersucker, Williamsport price 15c. 05c.
Striping Cambric, Williamsport price 6c. 03c.
- 12c. Handkerchiefs, 4c.**
Ladies' fine white hemstitched embroidered and hemstitched colored border, gentlemen's fine hemstitched colored border; H. & M. price 12 1/2c., at 4c.
Ladies' fine scalloped embroidered Handkerchiefs, 20 d florant styles; H. & M. price 15c., at 8c.
Ladies' fine Swiss embroidered, scalloped border, all white, extra quality; H. & M. price 25c., at 12c.
All-silk Windsor Ties, plaids, stripes, plain and solid colors; H. & M. price 25c., at 10c.
Ladies' Eton Fronts, handsomely embroidered, all colors and white. 24c.
- Pillow Cases, 4 1/2c.**
500 doz. Pillow Cases, ready for use; H. & M. price, 10c. each, 90 doz. Pillow Cases, good quality, 4 1/2x3 1/2 in.; H. & M. price, 12c., at 7c.
15 1/2c. White Cambric, 1 yd. wide, for, per yd. 07c.
- Ready Made Sheets, 32c.**
Chesapeake Mills Sheets, well made, 2 foot hem top, 1 inch hem at bottom, ready for use. Consider these values: never in all your life have these goods been offered at anything like such prices:
Size, 1 1/2x2 1/2 yds., H. & M.'s price 50c. 32c.
Size, 2 1/2x3 1/2 yds., H. & M.'s price, 55c. 35c.
Size, 2 1/2x3 1/2 yds., H. & M.'s price 60c. 40c.
Size, 2 1/2x3 1/2 yds., H. & M.'s price, 65c. 45c.
- Boston Mi's Sheets**
made up in the very best manner. We are offering them at lower prices than were ever known in the trade. To HOTEL and BOARDING-HOUSE KEEPERS this opportunity is unusual. We are receiving orders from the largest hotels in the country at these prices. Send in your orders now.
60x90 in., Williamsport price 55c., at 35c.
72x90 in., Williamsport price 60c., at 41c.
84x90 in., Williamsport price 65c., at 47c.
96x90 in., Williamsport price 70c., at 53c.

25c. Hosiery, 7c.



Ladies' Fancy Ribbed and Plain Cotton Hosiery in stainless blacks, unbleached balbriggan, two-toned boot patterns and russet tans, full fashioned, with finished seams; H. & M.'s price 19c. and 25c., at 7c.

Ladies' extra quality two-thread Cotton Hosiery, in fancy boot patterns, with fast-black boots, russet tans, French balbriggan and Hermsdorf fast black, double heels and toes, full regular made, all guaranteed seamless; H. & M.'s price 35c., at 15c.

Ladies' finest quality Lisle Thread Hosiery, sold by H. & M., from 50c. to 90c. per pair, at 25c.

Ladies' finest grades of stainless black, with double soles, russet tans, fancy black boot patterns, in plain and Richelieu ribbed; every pair guaranteed, sold by H. & M., 50c., 75c. and 90c., all at 25c.

Silk Hose, 49c.

Ladies' Spun Silk Hosiery and fine French Lisle, silk embroidered in fancy figures, an excellent assortment of boot patterns and fancy colors, nearly all shades; H. & M.'s price 90c. to \$1.50, at 49c.

Men's 15c. Sox, 5c.

Men's fancy Cotton Hose, assorted patterns, finished seams; H. & M.'s price 15c., at 5c.

Men's two-thread Cotton Half Hose, in stainless black, russet tans and unbleached balbriggan, double heels and toes, full regular; H. & M.'s price 25c., at 5c.

Men's 15c. Sox, 5c.

Men's extra quality black Silk Half Hose, with double soles, guaranteed stainless; sold by H. & M. at 90c., at 5c.

Men's fine Merino and natural Wool Half Hose; H. & M.'s price, arranged from 25c. to 50c., at 12c.

Men's finest grades of stainless and black, russet tan and balbriggan, all goods of the finest description and sold by H. & M. for 25c. and 50c., at 15c.

Children's Hosiery.

Children's two-thread Cotton Hosiery, in stainless blacks and russet tans, double heels and toes, sizes 5 to 9 1/2; H. & M.'s price 19c. and 25c.; all sizes at 7c.

\$1.50 Wrappers, 89c.

1,000 ladies' Wrappers, of soft finish, percales, wateau back, bertha ruffle, edged with Hamburg embroidery, worth \$1.50, at 89c.

See our Bargains in FINE WRAPPERS—all down to one-half cost.

Children's Dresses.

100 dozen boys' Gingham Dresses, worth 49c., at 24c.

100 dozen Baby Dresses, with embroidery, of lawn and gingham, worth 50c., at 29c.

100 dozen Baby Dresses, lace yoke and ruffles, of gingham and lawn, worth 75c., at 39c.

18c. Laces, 5c.

Point Venice Insertions, beige colors, 1 to 2 inches wide; white Oriental, 4 in. in wide; net Point d'Irlande and Point de Gene, 4 to 6 inches wide, beige and butter color; H. & M. price 18c., at 5c.

Fine Platt Valenciennes, 20 different patterns, 5 and 8 inches wide; fine Point de Gene, net top Point d'Irlande, 4, 6 and 8 inches wide, beige and butter color; H. & M. price 20c. to 30c., at 10c.

1.50 Beaded Net, 39c.

Fine Beaded Net, 24 inches wide, black; H. & M. price \$1.50, at 39c.

Embroidered Flouncing.

Our own stock fine unbleached cloth, hemstitched and scalloped, 45 inches wide; our price on these goods was \$1.75 yard; all will be sold now at yard.

At this price you can buy a fine Dress Pattern for 2.21

Children's 27-inch Flouncing, same quality as above, has sold at \$1.50, all at yard.

Or a Child's Dress Pattern for 1.40

35c. Silk and Linen Taffeta Gloves, 15c.

Ladies' Silk and Linen Taffeta Gloves, sold by H. & M. at 35c., at 15c.

Ladies' pure Silk Gloves, in black and colors; H. & M.'s price, 50c.

Children's Hosiery.

Entire stock of their 8-button Suede, Mousquetaire, real Kid Gloves, in reds, greens, heliotropes, modes and tans, broken sizes; H. & M.'s price, \$1.25 to \$2; all go at 39c.

These solid silver Belt Buckles, richly chased, in newest designs, their price \$1.98, at 89c.

Solid Silver Belt Pins; their price 49c., at 19c.

\$8.88 SUITS.

of which we have sold thousands in the past week, we will state that we have added 4 lot of finest medium and heavy weight Suits, ranging in value from \$14.50 to \$23.00, to the line. Sizes 33 to 45, all at \$8.88.

Any of these 12 designs of Solid Gold Scarf or Stick Pins, set with genuine diamonds, their price \$2.00, at 97c.

Any of these Heavy Ladies' Rolled Plate Vest Chains, their price \$1.98, at 89c.

These Overlaid Silver Cologne Bottles, with ribbon bows, their price 49c., at 19c.

Cabinet, containing 100 assorted Hairpins; their price 5c., at 92c.

These fine Photo Graph Frames, in cut silver effect, their price 49c., at 15c.

This Complete Stamping Outfit, with pad and powder, patterns traced on bond paper; their price 15c., at 94c.

Men's Clothing.

2D FLOOR, 60TH ST. BUILDING.

In answer to the many inquiries received daily in reference to this

Boys' Clothing.

2d floor, main building.

1.88, 2.88, 3.88.

At the above prices you can take your choice from hundreds of Boys' elegant Suits, all styles and materials, light and dark colors. They are going fast, as the values are astonishing. Suits worth \$9.50 to \$28.00, all at 1.88, 2.88, 3.88.

WASH SAILOR SUITS AT REMARKABLE PRICES DURING THIS SALE.

Men's and Boys' Unlaundered Shirts, extra heavy muslin, reinforced front and back, cut full in length and well made, sizes 12 to 17 in.; H. & M.'s price, 35c.

Men's and Boys' Unlaundered Shirts, Union Nonpareil muslin, 3-ply fine linen bosom and bands, fully reinforced; continuous facing, extra well made, size 12 to 17; H. & M., 60c.

Wade & Butcher's \$2.00 Hollow Ground Razor with Buffalo Horn Handle, at 59c.

White Shirts, 25c.

Men's and Boys' Unlaundered Shirts, extra heavy muslin, reinforced front and back, cut full in length and well made, sizes 12 to 17 in.; H. & M.'s price, 35c.

Sweater, 35c.

Men's and Boys' heavy Cotton Sweater, sizes 28 to 44 in.; H. & M.'s price 60c., at 35c.

Balbriggan Shirts, 19c.

Men's Balbriggan Shirts, long sleeves, Drawers to match. 19c.

Men's Colored Balbriggan Shirts, long sleeves, Drawers to match. 25c.

8c. Muslin, 3 1/2c.

8c. White Muslin, 1 yd. wide, for, per yd. 03c.

8c. White Muslin, 1 yd. wide, for, per yd. 05c.

8c. Unbleached Muslin, 1 yd. wide, for, per yd. 04c.

4c. Chesapeake 1 yd. wide, for yd. 02 1/2c.

400 Full size Marseilles Pattern Quilts; H. & M.'s \$1.45 each; ours. 98c.

300 Pairs Robe Blankets; H. & M.'s price, \$1.95 each; ours. 87c.

875 doz. Rival Pillow Cases; H. & M.'s price, 19c., at 12c.

150 doz. Chesapeake 10-4 Bleached Sheetings; H. & M.'s price, 25c.

25c. Chesapeake 9-4 bleached. 11 1/2c.

25c. Chesapeake 10-4 unbleached. 14 1/2c.

16c. Chesapeake 7-4 unbleached. 10 1/2c.

New York Mills 6-4 bleached Sheetings; H. & M.'s price, 29c. yd. 12c.

New York Mills 6-4 bleached Sheetings; H. & M.'s price, 17c. yd. 12c.

Big Baratin Figured and Dotted Swiss; regular price 35c., to 50c.; choice at, yd. 25c.

Victoria Lawn; H. & M.'s price, 12 1/2c., at, yd. 8c.

\$1.45 Mosquito Canopies at 33c.

Skirts, not made up, full size; regular price 35c. each, at 19c.

Shaker Flannel; Goldenberg's price, 10c., at, yd. 33-4c.

Ladies' Equestrian

Lisle Thread Drawers, open, knee length, eoru or black, sizes 2, 4, 5; H. & M. 65c., at 35c.

Shirts.

Men's fancy Outing Shirts, with laundered collar and cuffs, plain center, felled seams, pointed yokes, in all new designs, sizes 14 to 17 in.; H. & M.'s price 75c., at 42c.

Outing Shirts.

Men's fancy Outing Shirts, with laundered collar and cuffs, plain center, felled seams, pointed yokes, in all new designs, sizes 14 to 17 in.; H. & M.'s price 75c., at 42c.

Balbriggan Shirts, 19c.

Men's Balbriggan Shirts, long sleeves, Drawers to match. 19c.

Men's Colored Balbriggan Shirts, long sleeves, Drawers to match. 25c.

\$4 Hats at \$1.98.

400 Trimmed Leghorn and fancy Straw Hats at 1.98

500 dozen plain and fancy Straw Hats this season's shapes, value 25c. and 50c. 09c.

Plain and fancy Straw Hats, value 50c. and 75c. 19c.

Ladies' chip and fancy braids, very desirable shapes, value 75c. and \$1.50, at 15c.

Choicest shapes in stock at 15c.

Children's Sailor Hats, ribbon ends Rose Sprays, with foliage, at 15c.

Silk and Velvet Roses, per bunch. 15c.

Fine Sprays, value 60c. and 75c. 15c.

Wings for hat trimming 02c.

Boys' \$1.25 Hats. 49c.

Special Notions.

Amolin Dress Shields, 2 3/4 04c.

Regular price 21c. 24c. 27c. 05c.

Special at 10 12 14 08c.

American Pins, per doz. packages. 08c.

Black Alpaca Binding Braid, 1 1/2 yd pieces, their price 20c., at 10c.

Fine Cotton Featherstitch Braid 04c.

Nickel Finish Curtain Irons. 03c.

Russet Leather Shoe Dressing, their price 10c., our price, bottle 03c.

Dress Shields, 3c.

Pure Rubber Dress Shields, cambric covered, their price 10c., at 3c. per pair, at 03c.

Framed Pictures, 13c.

800 Engravings and Engravings, cut in very pretty subjects, in white enameled or oak frame, all complete, at 13c.

Lace Curtains.

1,250 pairs Nottingham Lace Curtains, price..... 59c.

Goldberg's price, \$2.00, at 1.39c.

Goldberg's price, \$2.98, at 1.99c.

Goldberg's price, \$3.98, at 2.99c.

500 pairs real Irish Point Lace Curtains; positively half former prices. 3.00c.

Will amson price, \$4.00, ours. 2.49c.

Williamsport price, \$7.00, ours. 3.75c.

Williamsport price, \$8.00, ours. 4.75c.

Carters's Pills, 7c.

Scott's Emulsion, was 75c., at 59c.

Pinkham's Compound, was 80c., at 59c.

Maltine, plain, was 90c., at 59c.

Maltine, with Cod Liver Oil. 58c.

Bromo Vichy..... 55c.

Velvet Face Powder..... 12c.

Paine's Celery Compound..... 63c.

Benson's Porous Plasters..... 10c.

Hoff's Malt..... 25c.

Dr. Snow's Strengthening Plaster. 04c.

Hood's Sarsaparilla..... 59c.

Lubin's Extract, all odors, 65c. at 35c.

Standard Violet Water, their 25c. 15c.

39c. Red Letter Extract, all odors. 19c.

Buzzar Bay Rum, 1/2-pint flask. 61c.

45c. Standard Lavender Water. 39c.

50c. Crown Lavender Smelling Salt..... 35c.

15c. bottle West India Bay Rum. 10c.

29c. Snow de Leon Florida Water. 15c.

Dr. Snow's Extract, all odors. 39c.

Ed. Finand's 39c. Eau de Cologne. 33c.

ED. FINAUD'S 39c. VEGETAL HAIR TONIC..... 36c.

Lubin's Toilet Powder, Violet and rose, per package, their 10c. 10c.

PINAUD'S BRILLIANTINE..... 17c.

Castile Soap, 10c.

Conti's Castile Soap, special per lb. 10c.

Ed. Finand's Celebrated Soap, four odors—Violet, Peau de Spagne, Rose and Heliotrope. 14c.

Colgate & Co.'s Celebrated Toilet Soap, per box of 1 doz. 36c.