

Easter Novelties! Easter Novelties! Easter Novelties! Easter Novelties!

SIXTH AVENUE
20th to 21st Street

O'Neill's.

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20th to 21st Street

Easter Novelties in Fine Millinery!



Selected your Easter Hat?

Only two days left to make your choice. If you have decided to purchase your own shape, and have your own milliner trim it, you will have to hurry. If not, and you have decided to buy a trimmed hat, come here, and you will have time to spare, for you can make your selection from hundreds of beautiful styles, and at exceptionally low prices, too.

A Host of Exquisite Paris Novelties

For Street, Carriage and Evening Wear, as well as a magnificent variety of original and artistic designs by our own milliners.

The Big Untrimmed Hat SECTION

contains thousands of new and novel shapes. Almost every design and braid manufactured for this season's wear is here, and priced exceptionally moderate. It's a collection the equal of which does not exist in New York City—one that will enable every woman to be satisfied.

Elegant Novelties in Fine Flowers, Feathers, Ornaments and Trimmings.



1000 SEPARATE DRESS SKIRTS,

3.98 Each!

Now on sale, one thousand Separate Dress Skirts, made of the famous Bannockburn Suitings. We made them up from our own Goods, and we know they are thoroughly reliable. They hang well, are well made, and are without question the greatest Skirt bargain in New York, for you could not duplicate them elsewhere for less than 7.50.

An Immense Stock of the New Shirt Waists. Comprising the newest and best effects in Silk and Cotton.

Sale of Easter Gloves!

THE BIG GLOVE SALE STILL CONTINUES—A splendid chance to secure your Easter Gloves at a special price. Read:

LADIES' TWO-CLASP KID GLOVES—in all the latest colors; worth 1.25 98c pair.

LADIES' SUEDE GLOVES—Four-Button in White, Black and Colors; worth 1.50 pair. 1.00 pair.

THE NEW WASHABLE SUEDE GLOVES FOR WOMEN—Tans, Modes and White 95c pair.

A full line of Jovin & Cie's Celebrated Kid Gloves in all the newest shades.

BOYS' EASTER CLOTHING! BOYS' EASTER CLOTHING! BOYS' EASTER CLOTHING! BOYS' EASTER CLOTHING!

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BOYS' EASTER CLOTHING!

It will pay you to buy your Boys' Easter Outfit here, where you will find reliable goods, a large variety of them, and where Popular Prices Prevail. If you will come here to-morrow we will convince you that

A FIVE DOLLAR BILL

will go further at O'Neill's than in any other store in the City of New York. Our stock represents none but the best makers and includes hundreds of Natty Suits, Overcoats and Reefers. We have endeavored to make To-Morrow's Special Offering the best of the season and we believe we have succeeded. Read these items—they're interesting:

CHILDREN'S TUXEDO VESTEE SUITS, LIKE CUT, made of Guaranteed Blue Serge, coat full silk lined, vests double-breasted and made of Blue or Red Silk Mixtures. Shield made of White Pique; 3 to 10 year sizes, 5.00 each.

5.00 each.

SAILOR SUITS, made of Fine Serges, in all the latest shades, including Blue and Red, French Flannel, Cheviot Effects, and Imported Unfinished Serges; 3 to 12 year sizes, and worth \$7.00. 5.00

VESTEE SUITS, made of Blue Serge, with double-breasted Vests, various combinations, Fancy Cassimeres and Worsteds, Silk-faced Coats; also new novelty effects; worth \$7.50. 5.00

Boys' Confirmation Suits. BOYS' CONFIRMATION SUITS, made of Black Clay Unfinished Worsteds or Blue Serge, finished or unfinished, with double-breasted Vest, guaranteed strictly pure all wool, durably made and trimmed, 8 to 16 year sizes, WORTH \$7.50. 5.00 Each.

Also a complete line of fine Fancy Cheviot and Imported Cassimeres Suits in Gray Oxfords and other nobby effects. FIVE HUNDRED SAILOR SUITS, 4.75 Each.

We offer at this sale 500 SAILOR SUITS, made of Blue Serge of fine quality, 11 rows of Red, White or Black, soutache on collar, 24 rows on shield, anchor on sleeve, 3 to 12 year sizes 4.75

BOYS' TWO-PIECE SUITS, 2.25 Each. They are made of All-Wool Cheviots, and the pants have double knees and seat, 7 to 16 year sizes. They are actually worth \$3.50.

Easter Suits for Young Men. A large stock of strictly up-to-date Suits for Young Men. Every one has the double-breasted vest and is tailor made.

Three Great Bargains for Saturday's Selling!

NO. 1.—YOUNG MEN'S LONG PANTS SUITS, 14 to 20 year sizes, in fancy cheviots, also in Blue; worth \$7.00. 4.98

NO. 2.—YOUNG MEN'S SUITS, of Blue, Unfinished Worsteds Gray All-Wool Cheviots, Brown Mixed Cassimeres, Oxford Gray and Fancy Mixed Bannockburns, 14 to 20 year sizes; regular price \$10.00. 7.45

NO. 3.—YOUNG MEN'S SUITS FOR DRESS WEAR, in strictly pure Black Clay Worsteds, guaranteed Blue Serges, both finished and unfinished, imported Gray Vicuna Cheviots, Shepherd Plaids and Scotch Cassimeres. worth \$14.00. 9.95

AN ELEGANT ASSORTMENT OF IMPORTED BANNOCKBURN CHEVIOT SUITS, 15 to 20 year sizes; regular value would be \$20.00; each. 15.00

BOYS' THREE-PIECE VEST SUITS, 3.45 Each. These suits have Double or Single-Breasted Vests and are made of strictly All-Wool Fancy Cheviots, 8 to 16 year sizes. You cannot duplicate them elsewhere for less than \$5.00.



MEN'S CLOTHING FOR EASTER!

Our stock of Men's Clothing stands without a peer in the City of New York. It is complete with all that is new, nobby and stylish. You'll find nothing here that is not perfectly made, finely tailored and strictly up-to-date, including Prince Albert Suits and Tuxedo Overcoats.

TWO PHENOMENAL BARGAINS!

1000 SUITS, of all-wool Gray Oxford Cheviots, Fancy Cassimeres, finely trimmed and tailored; actually worth in regular stock 14.00, for this sale, 9.85

1000 OVERCOATS, made of Covert Cloth and Oxford Cheviots, some silk lined, others lined with fine cloth in regular stock 14.00, for this sale, 9.85

1000 SUITS, in Vicuna Cheviots, Fancy Mixtures, Black and Blue English Serges, Imported Cassimeres, all finely tailored, sewed with silk, hand padded collars, single or double breasted sack or cutaway frock coats; worth 22.00, 15.00

1000 SPRING OVERCOATS, in all the Gray effects; also Coverts and Black Vicunas at the same price, 15.00

O'NEILL & CO., Sixth Avenue, 20th to 21st Street.

Ehrich Bros. Easter Clothing Offers for Men and Boys.

This clothing store is complete. Everything there for men and boys except their shoes. Everything bright and new and full of Spring suggestiveness. And this is just the store where men can buy contentedly; just as much exclusive as a clothing store can be made.

8 to 10 A. M.

5.00 Double-Breasted Suits for Boys at 1.98

750 Suits for Boys from 7 to 15 years, all Woolen Materials, English Whipcords, Fancy Worsteds in Stripes and Checks, Scotch Tweeds, Imported Cassimeres and Black and Blue Cheviots, 50 different Spring styles, handsomely made and trimmed, some with silk-faced lapels, worth \$5.00; for two hours to-morrow at 1.98

Clothing for Boys.

- COMBINATION SUIT—A double-breasted suit and an extra pair of pants and golf cap of the same material; strictly all-wool cheviots and cassimeres, new spring styles in stripes, checks and plaids; 30 different patterns; coats made perfectly, pants with taped seams and riveted buttons; sizes 8 to 15 years; a \$6.00 outfit, at 2.98
- DOUBLE-BREASTED SUIT, stylish Cheviots, cassimeres and tweeds, also plain black and blue cheviots, sizes 7 to 15 years, strictly all-wool materials, pants double knees and double coat; a new suit for every one that fits; \$3.00 worth, at 1.98
- BOYS' SUITS, double breasted jackets, sizes 7 to 16 years, black and blue Dundee cheviots and the popular Washington Mill blue serge, also a large assortment of fine all-wool cassimeres and cheviots, newest checks and plaids, perfectly made and worth \$3.50, at 2.98
- VESTEE SUITS, all woolen materials, in pretty checks and plaids; also the plain blue, new small-collar style, with little double-breasted vests, as well as the deep sailor collar effect; sizes 9 to 8 years; a \$3.00 suit at 1.98
- BOYS' 3-PIECE SUITS—Pretty designs in all-wool materials, plaids, checks and stripes; also plain colors, designed in mannish fashion, cutaway sack coat and double-breasted vest, sizes 9 to 16 years, worth \$5.00, at 3.48
- 3-PIECE SUITS—CONFIRMATION SUITS, black clay diagonals or blue and black serges, coats cut single breasted, vests either single or double breasted, sizes 9 to 16 years; worth \$7.00, to-morrow at 4.48
- VESTEE AND SAILOR—Imported Worsteds and Serges, in red, navy, royal castor, plain blue; 3 to 10 years, blouse effect or the new style vestee, with small collars and little double-breasted vests; all at 4.98
- VESTEE AND SAILOR SUITS—Spring styles, strictly all-wool materials, fancy cheviots and cassimeres; the plain blue cheviots trimmed with fine Venetian cloth, also Washington Mill blue serge; pants lined throughout; sizes from 8 to 10 years, at 2.98
- SAILOR SUITS—8 to 10 years, Spring patterns; also plain blue with red collars, blouses cut long and full, perfectly tailored, worth \$4.00, sale price 1.98
- VESTEE, BLOUSE SUITS AND TWO-GARMENT SUITS, imported materials, the prettiest assortment we have ever shown; a \$3.98 suit for 3.98
- BOYS' FINE SPRING TOP COATS, extra good Covert Cloth, new shades of tan and olive, latest Broadway box, lined throughout with extra fine serge, sizes 3 to 14 years, worth \$5.00, at 2.98
- MEN'S SUITS (for business wear), cheviots and cassimeres, strictly all woolen materials, spring checks, plaids and overplaids, also plain colors, deep French facings, farmer's satin linings, worth \$10.00, at 6.00
- MEN'S SPRING SUITS, neat checks and stripes, in fancy worsteds, tweeds and cassimeres, also plain black and blue, perfectly cut and tailored, either single or double breasted vesta, worth \$12, at 8.50
- MEN'S STYLISH SUITS, finest cassimeres and through and through worsteds, in new stripe effects, latest spring colorings, perfectly tailored, also Oxford cheviots and up-to-date style; single and double breasted vesta; a \$15.00 suit, 10.00
- MEN'S SEMI-DRESS SUITS, suitable for any occasion, foreign striped worsteds, plain gray and brown cassimeres, also plain blue serge, sewed with pure dye silk, lined with the finest serge, 11.80 worth \$20.00
- MEN'S EXTRA FINE SPRING SUITS, from finest line of woolens made, 35 different styles, spring worsteds, homespun and Scotch cheviots, finely lined coats, with handmade collars and buttonholes; custom tailors charge \$30.00 for equal quality, 15.00
- PRINCE ALBERT COATS AND VESTS, finest black Vicuna Cheviot, cut in 1906 fashion, lapels faced with best grade of silk, linings and trimmings unexcelled, double-breasted vests; worth \$25.00, 12.00
- SPRING TOP COATS, Oxford and Cambridge Vicuna Cheviots, strictly all woolen materials, fashionably tailored, lined with a fine English serge, sleeves lined with guaranteed Skinner's satin (warranted to wear 2 years), with or without silk velvet collars, 36 to 46 chest measure; \$12.00 overcoat, 7.50
- BROADWAY BOX OVERCOAT, latest Spring Covert Cloth, now Broadway box design, deep French facings and lined with a fine farmer's satin, sizes 34 to 42 chest, worth \$10.00, at 5.50
- YOUNG MEN'S SUITS, sizes 14 to 19 years, spring tweeds and cheviots, also plain black and blue, good value at \$7.00, here at 3.50
- Specials in Hats and Caps.
- BOYS' GOLF AND BICYCLE CAPS, in plain blue and fancy checks, rich silk lining, worth 50c, 25c
- TAM O' SHANTERS, in blue, royal, brown, covert, red and navy blue, handsomely embroidered, worth \$1.00 each, 49c
- BOYS' DERBY ALPINES AND TELESCOPE HATS, of fine felt, new spring shapes, black, brown, tan, pearl and nut brown, usually \$1.50, 98c

A Saturday Sale of Excellent Wear for Misses.

- GIRLS' REEFER JACKETS, large, fancy collars, prettily trimmed with white braid, fitted backs, double-breasted fronts, navy and red, sizes 6 to 14; special 1.99
- MISSIE'S SPRING TAILOR-MADE JACKETS, fly front or double-breasted, with fitted backs, in blue black, Oxford and light or dark covert, 4.98 lined throughout, 14, 16 and 18 yrs; special
- MISSIE'S STYLISH SEPARATE SKIRTS, fancy camel's hair Vicuna, prettily trimmed with narrow black velvet ribbon, box-plaited back, deep hems, in royal and brown, lengths from 25 to 35 inches; special, 4.98
- MISSIE'S SEPARATE SKIRTS, all-wool serges, box-plaited backs, deep hems, four rows of stitching, lined throughout in navy, red, gray and blue-gray, lengths 19 to 35 inches; special, 2.98
- CHILDREN'S WHITE PIQUE SAILOR SUITS, gored skirt, full blouse, two rows of colored braid on sailor collar, cuffs and skirt, sizes 6 to 14, 2.49
- MISSIE'S TAILOR-MADE ETON SUITS, all-wool homespun, notched or flaring collar and lapels, box-plaited skirts, light gray, medium Oxford and bluish gray, Eton lined throughout, sizes 14, 16 and 18 years, 10.98
- MISSIE'S EASTER DRESSES, all-wool cassimeres, full blouse front, taffeta trimmed with narrow black velvet ribbon and fine echo insertion, gored skirt; lined throughout, cadet, royal and brown, sizes 6 to 14 yrs; special, 8.75
- MISSIE'S THREE-QUARTER BOX COATS, tan, fine English covert, double-breasted, notched collar, sizes 6 to 14 years, unlined, 5.00
- Lined throughout, 7.48
- CHILDREN'S ONE-PIECE DRESSES, in plaid, checks and mixtures, prettily trimmed with contrasting colors in cassimeres and fancy bluffs, all lined throughout with fine peraline, sizes 6 to 14 yrs; special, 1.25

The Greatest Easter Week in the Shoe Store.

- MISSIE'S AND CHILDREN'S LACE SHOES, chocolate tan, goat, kid and fancy silk vesting tops, sizes 6 to 2, worth \$1.75, at 98c
- MISSIE'S SHOES, black and tan, lace and button, spring heel, new styles, \$2.50 value, sizes 1 1/2 to 2, special, 1.69
- MISSIE'S DRESS SHOES, patent calf, cloth top, spring heel, sizes 12 to 2, at \$1.50; sizes 8 1/2 to 11, at \$1.25; sizes 6 to 8, at 1.00
- CHILDREN'S LACE SHOES, Black Dongola Goat, spring heel, kid tips, sizes 6 to 11, worth 98c, at 59c
- LARGE GIRLS' or LADIES' SANDALS, spring heels, buckle and bow, hand-sewed turned soles, patent leather and tan or black kid, following prices: Ladies' sizes, 2 1/2 to 5, worth \$2.00; special, 1.25
- Misses' sizes, 12 to 2, worth \$1.50, special, 98c
- Children's sizes, 8 1/2 to 11 1/2, worth \$1.25; sp'l 85c
- Child's sizes, 5 to 8, worth \$1.19, special, 75c
- Infants' sizes, 3 to 6, no heels, worth 98c, special, 50c
- BOYS' "BEST ON EARTH" SHOES, satin calf, heel, London cap toe, extension edge, sizes 13 to 5 1/2, worth \$1.50, at 98c
- BOYS' "GLADSTONE" SHOES, best American calf-skin, solid, strong, stylish, sizes 2 1/2 to 5 1/2, 1.50
- BOYS' ENAMEL SHOES, lace, spring heel, bright dongola top, wear better than patent leather, just as stylish, worth \$1.75, sizes 9 to 13, at 98c
- LADIES' COMFORT SHOE for tender feet, cocobola and soft dongola kid, hand-sewed, turned soles, with no seams, all sizes, from 98c to 2.00
- LADIES' AND MEN'S FINE VELVET BATH SLIPPERS, new designs, sizes 3 to 11, worth 60c, special, 25c
- LADIES' LACE BOOTS, finest chocolate kid, silk vesting and kid tips, latest spring style, worth \$3.50, special, 1.95
- LADIES' LACE BOOTS, silk vesting and kid tip, made to sell at \$2.00, special, 1.23
- LADIES' SHOES, fine black chrome tanned kidskin, lace and button, like cut, all sizes, in widths from A to EE, worth \$3.00, special, 1.95
- Special bargain on table centre of store—Ladies' soft, bright dongola kidskin SHOES, silk top facing, kid tips, very stylish, worth \$1.75, special, 98c
- LADIES' BOOTS, hand sewed, extension sole, mannish shape, lace and button, kid and patent tip, also medium weight soles for dress wear, Easter styles, chocolate soft glass kid stock, worth \$5.00; special, 2.98
- LADIES' common sense, hand-turn flexible Princess; we have 2.00 them at \$1.00, \$1.50 and 2.00
- BOYS' FINE SHOES, heel and spring heel, patent leather, kidskin, dongola, box calf and enamel, sizes 9 to 13 1/2 and 13 to 2, \$1.45 quality, special, 1.50

Gloves for Easter.

- FOR WOMEN—Perrin's make, glace 2-clasp, in brown, red and tan, sewn with white, one of the most fashionable, durable gloves 1.00 made, at 1.00
- GERMAN LAMB GLOVES, for women, in white and all colors, much superior to low grades real kid so much advertised, worthy 1.00 values at \$1.35, at 1.00
- CHILDREN'S KID GLOVES, real kid, at 69c
- CHILDREN'S KID GLOVES, Foster hoods, that were \$1.00, at 69c
- MEN'S, ADLER'S MAKE, suede, at 1.00
- MEN'S, ADLER'S MAKE, glace, at 1.00
- WOMEN'S TWO-CLASP GLACE GLOVES, desirable colorings, all sizes, at 69c
- Also MOUSQUETAIRE SUEDE GLOVES for women, light tints and white, worth up to \$2.50 a pair, 69c

Men's Wear for Easter.

- MEN'S FANCY PERCALE SHIRTS, latest spring patterns, stiff bosoms, separate cuffs, all sizes, regular \$1.00 shirts, at 59c
- We are showing exclusive designs in MEN'S FOUR-IN-HANDS, IMPERIALS, ENGLISH SQUARES, TECKS, PUFFS and BAT WINGS, made of excellent silk and much superior to ties sold by others; exclusive haberdashers at \$1.00, at 50c
- Others made especially for us of silk used in the manufacture of scarfs, usually sold at 50c. Tecks, four-in-hands, hand bows, bat-wings, puffs and strings; here at 25c

Ladies' Waists.

LADIES' WAISTS, made of heavy taffeta, with tucking or hemstitching on front and back, collar, cuffs and front attached, lined throughout, dressmakers' finish, in all the pastel shades, value \$7.50, 4.98 at 4.98

Easter Candies.

All of these candies are made under our own supervision, especially to our order. We know what's in them better than you do who eat them. Rest assured they're pure and wholesome; the best of cream, the best of flavoring, but candy prices here are very reasonable.

There are fancy boxes and baskets, too—many in egg shape—all suggestive of Easter time.

ASSORTED CHOCOLATE, 39c

OUR SPECIAL MIXTURE, lb., 29c

BON BONE, 5 Savors, lb., 39c

FIG PASTE, 4 Savors, lb., 39c

BUTTER CUPS, assorted colors, lb., 20c

MARSH MALLOWS, cut, lb., 20c

Special Assorted BUT and FRUIT CHOCOLATE, lb., 25c

JELLY BOGS, variety of colors, lb., 20c

Ladies' Neckwear.

Closing Manufacturers' Samples.

Ladies' Embroidered or Plain attached COLLARS, value \$2, 7c

Ladies' Fullest Neck COLLARS in all the new shades; value \$2, at 17c

Ladies' French Chiffon BOWS or TIES, trimmed with five or seven rows of Valenciennes lace; value \$2, at 25c

Manufacture de Sate TIES with Rembrandt ends and intricate designs, value \$2, at 49c

Taffeta STOCK COLLARS, with hemstitched point and bow and top of liberty silk, cotton and Rembrandt de sole; value \$2, at 98c

6th Ave. and 23d St.

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