DOUBLE S. & H. GREEN TRADING STAMPS MORNINGS THIS WEEK FROM 8.30 UNTIL NOON—THEREAFTER SINGLE STAMPS UNTIL CLOSING HOUR. FILLED STAMP BOOKS MAY BE REDEEMED IN THE *PREMIUM PARLOR ON THE FIFTH FLOOR.*

Did you enter The Big Store by the new entrance from the "L" station? Specially built for the convenience of our patrons who come from up or down town. Just ascend a short stairway, turn to right and in a moment you are in New York's most popular store.

NO CONNECTION WITH ANY OTHER STORE

THE BIG STORE — A CITY IN ITSELF

SIEGEL COOPER Co.

SIXTH AVE. — MEET ME AT THE FOUNTAIN — 18TH & 19TH STS. — NEW YORK.

80 Complete Specialty Stores Under One Roof Join in The Big Store's 8th Birthday Celebration.

To-day is the first day of the Siegel Cooper Store's 8th Birthday Celebration. Every one of the 80 completely stocked specialty stores under the broad roof of the Store, joins in the event.

The greatest series of special Anniversary Sales ever announced by any store in America.

Every Department, every selling section of this wonderful establishment, has made the most elaborate merchandise preparations. Multitudes of choice bargains of the most tempting description.

The sales forces have been augmented. Everything has been done to insure satisfactory service. The decorations in honor of this signal event are particularly appropriate and beautiful.

The Main Aisle represents a gorgeous shower of vividly colored Autumn leaves fluttering from the ceiling. 60,000 leaves are used for this unique effect.

Suspended at certain distances from the ceiling are large gilded plaster medallions with the figure 8 thereon, symbolical of the 8th anniversary of the Store.

Around the majestic Golden Fountain are palms, ferns, Autumnal foliage and Golden Rod. Behind these will be the waters of the Fountain, flashing and coruscating under the beautiful combinations of electrical effects.

Black Swiss Taffeta.

Goods Made Specially for Us.

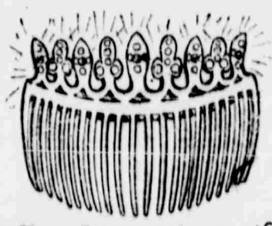
Having just unpacked an immense invoice of two very special qualities of Black Swiss Taffeta, goods made especially for us with our name and guarantee woven on selvage of every yard, they go on sale to-morrow at a price that will be welcome news. They are pure dye, with beautiful lustre and mousseline finish. Two widths and two prices. (Main Floor, Front, 19th Street.)

20 inch, yard, 69c

26 inch, yard, 85c

Leaders in the Jewelry Store

Some Notably Lowered Prices.



Attention is directed to this interesting assembly because of numerous useful articles itemized at prices that would be deemed extraordinary in any other store.

New Imported Combs.

NEW IMPORTED COMBS in a great variety of novelties. We are offering an elaborate selection of these $4.00 Combs at your choice for **2.00**

Empire and Back Combs.

EMPIRE AND BACK COMBS in an elaborate assortment, at, each, **50c**

Plated Candelabra.

5-LIGHT CANDELABRA of quadruple plate on white metal and highly polished; very choice. **2.95**

Cuckoo Clocks.

CUCKOO CLOCKS in walnut frames with hand-carved top; hour and half hour strike; very special **3.95**

Match Safes.

SPECIAL STERLING SILVER MATCH SAFES, very special, each, **69c**

Coffee or Chocolate Sets.

COFFEE OR CHOCOLATE SETS, consisting of Coffee Pot, Sugar Bowl, Cream Pitcher and Tray, of quadruple plate on white metal, satin finish and hand engraved; set, **6.75**

German Silver Bags.

OPERA BAGS; $2.00 grades for **1.00**

SMALL CHATELAINE BAGS in a choice variety of patterns at **2.25**

LARGE CHATELAINE BAGS, $3.75 grade for **2.75**

Rings.

BABY RINGS—while the assortment lasts, each, **35c**

10Kt. HEAVY SIGNET RINGS, all sizes, each, **2.50**

Boys' School Knives.

BOYS' SCHOOL KNIVES, one or two good steel blades, stag, shell or wooden handles, your choice of a fine lot at **15c**

(Main Floor, Front, 18th Street.)

Women's Taffeta Silk Waists.

Two Extraordinary Values For Tuesday's Selling, Each, 3.75

These are very pretty and fashionable for Autumnal wear. They possess that chic atmosphere so much sought after by the well dressed woman. At the price quoted they should not be long in going from our hands to yours.

Be Early In Your Selections.

WOMEN'S TAFFETA SILK WAISTS in black only; quality is extra good and fashionably tailored; entire front is of side plaits and trimmed with French knots, back and new sleeves are tucked; specially priced at **3.75**

WOMEN'S TAFFETA SILK WAISTS in black, white or colors; excellent quality taffeta and cleverly designed; front from shoulders to bust graduated tucked and side plaited; full blouse, tucked back; very full sleeves; new block collar and tie. As illustrated, an extraordinary value at **3.75**

(Women's Outer Apparel Sections, Second Floor.)

In the Stationery Store.

Writing Papers, Fountain Pens and Engraving.

Tons of Fine Papers.

FINE VELLUM PAPERS in three tints; 94 sheets to the pound; lb., **11c**

ENVELOPES to match; 100, 16c.; pkg., **5c**

REAL FRENCH LAWN, in four tints; 96 sheets to the pound; for to-morrow only, and purchases limited to 3 lbs. to a customer, lb., **21c**

ENVELOPES to match; pkg., **7c**

INITIAL PAPERS, with your initial on every sheet; good quality paper; 24 sheets and 24 envelopes in box, **8c**

TABLET PAPERS—Fine quality, square, ENVELOPES, ruled or plain, **8c**

CABINET PAPERS—Extra weight bond, in three tints; 48 sheets and 48 envelopes, **21c**

CABINET ROYAL INDIA LAWN PAPER—120 sheets and 120 envelopes, **50c**

"The Fountain" Pens.

Two sizes and each fully guaranteed. These pens have given the greatest satisfaction, and we do not hesitate to recommend them. "THE FOUNTAIN" PEN is a world beater; 14-kt., No. 4, **89c**

"THE SCHOOL FOUNTAIN" PEN is an ideal pen for school work **50c**

Engraving.

September, with its golden splendor, vies with June in attractiveness for the prospective bride. Result—many weddings. Our facilities for expert work being better than ever, we are executing a very superior grade of engraving.

100 ENGRAVED WEDDING INVITATIONS (script) with 100 each inside and outside envelopes, **7.85**

50 VISITING CARDS (script), **65c**

100 VISITING CARDS from customer's plate **65c**

(Third Floor, Centre, 19th St.)

In the Men's Store.

Important Announcement!

A splendid group of PRINCE ALBERT COATS AND VESTS made of soft-finished lustreless black coatings heretofore shown principally at merchant tailors'. These coats and vests are ready for you to-morrow, no matter what height or weight you may be. The lapels are silk faced, the body lining of mohair serge. All that remains to be added is the price (Ten Dollars). **10.00**

Our "Correct Form" Trousers.

You have been accustomed so long to pay high prices that "Three Dollars" may seem an impossibility for good Trousers. But please remember this is SIEGEL COOPER'S. Fine Worsteds in neat stripes of every coloring and design. Also Cassimeres and Cheviots. Sizes to fit every shape and build. **3.00**

(Main Floor, East.)

Toys and Children's Desks.

For instance, there are fine imported JOINTED DOLLS, daintily dressed, that regularly sell at $2.15, $2.25 and $2.60; your choice for this sale. **1.00**

CROKINOLE BOARDS, with locked corner joints made of hardwood, 27 inches diameter, rubber tips, with checkerboard back; handsomely finished; regularly 89c; to-morrow, **25c**

CHILDREN'S WRITING DESKS; 37 inches high, 26 inches wide; made of hardwood, cherry finish, with brass trimmings and well finished throughout; regularly $4.65; to-morrow, **3.50**

(Third Floor, East, 19th St.)

Eyeglasses.

An Exceptional Opportunity.

Pair **1.00**

These glasses are exceptionally good values; 12-kt. Frameless Eyeglasses. The mountings are warranted for fifteen years and will outwear a cheap gold mounting. The lenses are first quality crystal and are fitted with Harper's invisible rubber cushion, which prevents the lens breaking and holds the screw firmly to that it cannot work loose.

(Balcony, Main Floor, Front, 18th St.)

Rogers Quadruple Plated Ware

Plated Table Ware.—Rogers full A1 plate on nickel silver; heavy, fancy pattern goods; warranted to give entire satisfaction.

TEA SPOONS, set of 6 spoons, **50c**
TABLE SPOONS, set of 6 spoons, **1.00**
DINNER FORKS, set of 6 forks, **1.00**
DINNER KNIVES, set of 6 knives, **98c**

Plated Tea Sets.

TEA SETS, consisting of tea pot, sugar bowl, cream pitcher and spoon holder; polished, with bead trimming and quadruple plated on white metal; set of 4 pieces, **4.25**

Plated Water Pitchers.

WATER PITCHERS; quadruple plated on white metal; highly polished; beautifully embossed border; each, **1.95**

(Main Floor, Front, 18th Street.)

Plastic Stereoscopical Views Without Charge

to persons presenting the subjoined coupon at the Plastic View Booth at the Pure Food Show (on the Fourth Floor).

THESE PLASTIC STEREOSCOPICAL VIEWS ARE in portfolio form, and comprise a series of entertaining and mystifying familiar New York pictures. To get the proper effect one must look at the pictures through lenses of peculiar composition. These are also given without cost.

Coupon—This coupon, when presented at the Plastic View Booth at the Pure Food Show (on the Fourth Floor) of the Siegel Cooper Store, will entitle the holder to a Portfolio of Plastic Stereoscopical Views and also to one set of Lenses, without cost.

None sent by mail.

HOLDER OF COUPON—NAME.....

STREET AND NUMBER.....

TOWN AND STATE.....

WORLD—9-12-04.

Bed Spreads & Linen.

Selections for Every One's Needs.

There are Bed Spreads, Napkins, Crashes, as well as Odd Cushion Tops and Backs, and all are priced in a manner that will immediately enlist the attention of busy housewives.

Crashes.

PLAIN GLASS TOWELLING in natural linen color, with blue, red, yellow and green plaids. May be used for fancy work or for towelling. In four widths and was made to retail up to 12½c yard, **7c**

Bed Spreads.

2,000 FULL SIZE HEAVY WHITE CROCHET SPREADS in many patterns, regularly 90c. each, **59c**

Odd Cushion Tops and Backs.

ODD CUSHION TOPS AND BACKS; made on the best qualities of ticking in floral and popular designs; regularly up to 50c., **19c**

Napkins.

200 DOZEN HEAVY ALL LINEN BLEACHED SCOTCH DAMASK NAPKINS in pretty floral designs; regularly $1.75 dozen, **1.25**

(Main Floor, East of Fountain.)

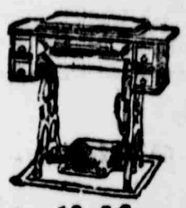
Ball Bearing Sewing Machines in Famous "Victory" Makes.

There are box top or drop head. The drop head model, of course, costs a little more, but discerning purchasers will readily see the decided advantage in this make. Box tops are much cheaper in price, but the running qualities retain the "Victory" high standard throughout.

9.75.

VICTORY BOX-TOP SEWING MACHINES, automatic winder, swell front woodwork and with attachments. Just the machine for everyday home use.

Needle Threader with each machine.



13.50.

VICTORY FIVE-DRAWER SEWING MACHINES, drop head, automatic winder, self-setting needle, and all the newest attachments. Very serviceable.

Machines guaranteed for five years.

VICTORY NO. 4—Ball-bearing, steel pitman and flywheel, 5 drawer, with extra large arm, beautifully ornamented head; swell front, solid oak carved wood work with brass draw pullies, including all the newest and best attachments; special, **15.50**

VICTORY NO. 2—BALL-BEARING SEWING MACHINES; with five drawers, ball-bearing, steel pitman and large fly wheel, with extra high arm, beautiful swell front, quarter-oak, with carved drawers, has automatic tension winder, self-threading shuttle, including needle threader, all the newest and best attachments; special, **19.50**

(3d Floor, Centre, 19th St.)

Eight Thousand Pairs of Women's Shoes at $1.50.

A Remarkable Special 8th Birthday Feature That Will Prove of Much Interest to Many Thrifty Shoppers.

The big Consolidated Shoe Store on the Second Floor announces for to-morrow and succeeding days one of the most important and comprehensive trade transactions in Women's Shoes recorded in many days.

There are 8,000 pairs of Shoes in this Sale. 3,000 pairs came from a jobber who has been supplying most of the neighboring stores with similar shoes to retail at $2.50, $3.00 and $3.50.

The other 5,000 pairs came from big factories in New England, and represent mostly surplus lots.

There Are All Sizes and Widths in This Wonderfully Attractive Collection of Women's Shoes.

The illustration gives you some idea of their style. There are numerous styles. For instance:

THE STYLES.

Kidskin button or lace Shoes, with either patent leather or kid tip. Medium walking heels.
Patent leathers in button and lace styles, with medium or high French heels.
Kidskin Shoes, light flexible soles, in button or lace styles, with French heels.

Come to the Siegel Cooper Store to-morrow for remarkable bargains in Women's Shoes.

1.50

(Second Floor, East.)