"Everybody's Going to The Big Store"

Sensational Sales of Seasonable Goods

The Selling Prices During This Occasion Are Lower Than The Figures Which Usually Prevail During Regular January Clearances

THIS SWEEPING SALE IS A DIRECT RESULT OF A VERY BACKWARD SEASON.

The surplus stocks from manufacturers who overproduced, also amazing underprice purchases from prominent importers, together with our own superb assortments, all marked at bargain prices which make it distinctly worth your while TO BUY NOW.

The bigness and importance of this sweeping sale can only be appreciated by a personal visit to The Big Store. A very small fraction of the specials is listed here:

Do Your Christmas Shopping Early

The Big Store this year, as in past years, places itself on record as being heartily in sympathy with the movement inaugurated for EARLY CHRISTMAS SHOPPING.

Assortments are at their very best NOW, and your choice is more attractive. This advantage is for EVERYBODY.

And as a Further Inducement *TO OUR CHARGE CUSTOMERS:*

All purchases made until Dec. 10th, inclusive, will be entered on bills rendered Feb. 1st, 1914.

And if you are not a charge customer, already, we will make it easy for you to become one. Details may be had on application to our Department of Accounts, Balcony, Main Building.

MAIN BUILDING

A Pre-Holiday Sale, Tomorrow, of

Women's Stunning Blouses

In Chiffon, Nets, Laces and Cotton Fabrics

At $2.50 and $3.98

In this collection you will observe the fashionable corded yokes, frills, vestees, collars and sleeves in both collar and collarless models.

We illustrate two blouses, one at each sale price, but we would like you to see the complete collection.

At $2.50 A large assortment in shadow lace, net and shadow lace and net combined. Some fur-trimmed. The model shown is made of shadow lace with bands of filet lace forming the new drop shoulder. Tuxedo collar of lace over messaline in light blue or pink, finished with lace bow.

At $3.98 No less than 15 models from which to choose in chiffon, lace and fur-trimmed crepe de chine and lace. The one illustrated is made of Oriental lace in a pretty design. A net ruffle finishes the neck and sleeves. Yoke and girdle of black satin. Made to be worn outside the skirt, imparting a very stylish effect.

MAIN BUILDING

Juniors' & Children's Coats and Suits Of the Famous "Picadilly" Make

Prices on High-Class and Elegant Outer Apparel Such as Have Never Before Been Seen During the Height of the Selling Season.

The manufacturers of "Picadilly" garments, who are about to dissolve partnership, have sold to us their entire stocks of finished garments on hand and others which were in the process of making.

Orders for most of these choice suits and coats were placed by well-known "specialty" shops, but deliveries were deferred because of the very unseasonable weather.

These Are Positively the Finest Coats and Suits that The Big Store Has Ever Offered in a Special Sale.

Juniors' "Picadilly" Coats—values to $16.50; at $7.95

In this lot are coats suitable for dress and general wear; smart, attractive models fashioned of plain cheviot, two-toned zibeline, boucle, mixture and chinchilla; tastefully trimmed with velour and plush; belted effects; some smartly cutaway; deep yoke linings; self-material; in navy, Copenhagen, brown and fancy light and dark mixtures.

Girls' "Picadilly" Coats—values to $16.50; at $7.95

Exceptionally dressy model in chinchilla, cheviot and fancy coatings; full length, some buttoning close to neck, others notched collar and revers; also including long-waisted, belted effects; yoke lining of self-material; trimmings of satin, plush, velvet and braid; in all the season's best colors; sizes 8 to 14 years.

Juniors' and Girls' "Picadilly" Coats—values to $12.75; at $5

Smart models for both the girl and young miss, fashioned of chinchilla, cheviot, boucle and fancy coating and zibeline. The junior coats are ¾ and ⅞ lengths, some smartly cutaway. The girls' coats are full length, including many long-waisted effects, also plain-tailored; trimmings of plush, velvet, contrasting broadcloth and braid; yoke-lined; colors navy, Copenhagen, brown, leather, gray and blue and brown stripe; girls' sizes, 6 to 14 years; juniors' sizes, 13 to 17 years.

Juniors' "Picadilly" Suits—at $5

Only a limited quantity of these suits, fashioned of serge and cheviot; the jaunty short coat, slightly cutaway; notched collar and revers with touches of silk and velvet inlays, braid and button trimming; satin linings, girdle-top skirts; in a wide range of colors; sizes 13 to 17 years.

Girls' Coats, $3.95

Values to $6.75; at

Many models in cheviots and mixtures; full-length, double-breasted; roll collar of contrasting cloth and velvet; yoke linings of self-material. Sizes 6 to 14 years.

Juniors' Dresses, $3.95

Values to $7.95; at

Dresses suitable for school and dress wear; fashioned of fine serges; one-piece model; richly trimmed with velvet, embroidered scalloping and plaid silk ties. Some of the skirts show drapings. Sizes 13 to 17 years.

GREENHUT BUILDING

Leather-Upholstered **Library and Living Room Furniture**

Gift Pieces of Year-Around Value Much Underpriced Because They Are "Samples"

$85 Genuine Spanish Leather 3-Piece Library or Living Room Suite—frames are heavy and made of selected birch; neatly designed; finished a rich mahogany color; at..... $65

$23.50 Genuine Spanish Leather Chair (as illustrated) or Rocker to match—loose cushion seat; tufted back; winged effect; comfortable and well constructed; mahogany finished legs; at $17.50

$26.50 Genuine Spanish Leather Rocker—or Chair—large, comfortable; well made; mahogany finished; at... $19.75

Some of the Other Leather Pieces In This Sale

$24.00 LEATHER CHAIR—at....	$18.00	$34.00 LEATHER CHAIR—at....	$26.50	$46.00 LEATHER CHAIR—at....	$31.00
$36.00 LEATHER CHAIR—at....	$28.00	$31.50 LEATHER CHAIR—at....	$24.00	$38.00 LEATHER ROCKER—at..	$27.50
$32.50 LEATHER CHAIR—at....	$25.00	$48.00 LEATHER CHAIR—at....	$36.00	$45.00 LEATHER SETTEE—at...	$31.50
$32.50 LEATHER ROCKER—at..	$25.00	$38.00 LEATHER ROCKER—at..	$22.50	$47.50 LEATHER SETTEE—at...	$25.00
$42.00 LEATHER CHAIR—at....	$33.50	$27.50 LEATHER ROCKER—at..	$21.50	$72.50 LEATHER SETTEE—at...	$55.00

3-Piece Leather Suites

Regularly	Sale Price	Regularly	Sale Price	Regularly	Sale Price
$65.00	$45.00	$45.00	$32.50	$132.00	$97.50
106.00	80.00	170.00	135.50	152.00	115.00

GREENHUT BUILDING

A $2.25 "Lindsay" Home Light for $1.59

Gives 6 times the light of an open gas jet, but consumes only ½ the gas.

Other Household Specials:

3-Pint Chafing Dishes—nickel or copper finish; side handles; high regulating alcohol lamp; values to $7; at $4.50

15-Piece Cereal Sets—consisting of 6 cereal jars, 6 spice jars, one oil bottle, one vinegar bottle and one salt box, with a rich color and gold decoration; regularly $6.50; at $5

Guernsey Fireproof Casseroles—7-inch mounted in fancy nickel-plated frame: size.. $1.25 8-inch size.. $1.40

Bamboo Furniture *Specially Priced*

TABLES—24 inches high; 11-inch mating-covered top; at..... 55c
TABLES—26 inches high; 10-inch mating top; at..... 65c
FOOTSTOOL—10-inch mating top; at..... 35c
TABOURETTES—13 inches; 9-inch mating top; at..... 40c
BOOK SHELF—37 inches high; 3 shelves; pyro-etched; at..... $1.25

MAIN BUILDING

Continuance of Our Extraordinary Sale of **Bracelet Watches**

"Samples"—Therefore Only One of a Kind

Now for the List of Special Prices:

$7.25 GOLD-FILLED EXTENSION BRACELET; also LEATHER WRISTLET—at..... $3.95
$8 to $9 GOLD-FILLED EXTENSION BRACELETS—at..... $5
$12 to $15 SOLID SILVER EXTENSION BRACELETS—at..... $7.50
$20 to $25 TONNEAU SHAPES—small, round and other NOVELTY WATCHES—at..... $10.50
LEATHER STRAP BRACELETS—10- and 15-jeweled; also FILLED EXTENSION BRACELETS—at... $10.50
$23 to $25 STERLING SILVER INLAID, also GOLD-FILLED EXTENSION BRACELETS—at..... $12.50
$25 to $30 GOLD-FILLED EXTENSION and STRAP WATCHES—at..... $15
$25 to $35 SOLID GOLD EXTENSION BRACELETS—at..... $20
OTHER "SAMPLE" WATCH BRACELETS—at..... $25
14-karat; at..... $30 to $35
14-karat; at..... $40 to $50
(Values to $75.)

Brilliant Solitaire Diamond Rings

AT THESE SPECIAL PRICES TOMORROW:

Regularly	Size	Sale Price	Regularly	Size	Sale Price
$60.00	⅝ less 1-64	$42.00	$22.00	¼ less 3-64	$15.00
34.00	¼ less 1-16	25.00	19.00	3-16 less 1-64	13.50
28.00	¼ less 1-16	20.00	17.00	⅛ plus 3-64	12.00
			10.00	3-32	7.75

Beautiful Solid Gold Bracelets

Beautifully hand engraved; choice of many exquisite designs in various widths; specially priced at..... $12 to $25.75

$45 3-STONE DIAMOND BRACELETS—plain or engraved; at..... $35

$25 DIAMOND-SET BRACELETS—with 3 cut diamonds in cap setting; at..... $18

$60 ENGRAVED BRACELET SET WITH 3 LARGE CUT DIAMONDS—at..... $44

And Many Other Specials in All Kinds of Gift-Jewelry. Come, Tomorrow, and Look Around. You Will Save Money on Every Selection

MAIN BUILDING

The Peerless Hte. Jouvin (Guigne) Gloves

2-Clasp Glace or Suede—pair..... $1.50
8-Button-Length Mosquetaire—pair..... $2
16-Button-Length—pair..... $3
12-Button-Length Mosquetaire—pair..... $2.50
20-Button-Length—pair..... $4
24-Button-Length—pair..... $4.50
30-Button-Length—pair..... $5

Other Gloves on Sale Tomorrow:

Women's "Meyer's" Make Cape Gloves—soft, supple leather; spear back; pair $1.50
Women's "Meyer's" Make Genuine Arabian Mocha—velvet finish; well-wearing; PXM or full pique; pair..... $1.50
Women's "Meyer's" Make Mocha Gloves—Milanese silk lining; pair..... $1.50
"Meyer's" Make Real Mocha Gloves—in silver, gray and reindeer shades; pair $1.10
The "Defiance" Kid Gloves—the daintiest and best fitting glove on the market; pair... $1
Women's "Metropole" Full Pique Sewn Gloves—we have cut the price on this from $1.25 to $1
Women's "Meyer's" Make Cape Gloves—in black, white and tan; pair..... $1
The "Imperial" Cape Gloves—by reason of lower tariff, we reduce the price also on this excellent PXM sewn glove to..... $1
Perrin's "La Neige" Gloves—a wonderful glove of snowy whiteness, which is even preserved after washing; the very perfection of a washable glove:
2-Button-Length Pique—pair..$1.50
12-Button-Length Pique—pair..$2.50
16-Button-Length Pique—pair... $3
Dent's English Cape Gloves—for men and women; famous colorings of Havana, Manila, and gold Cuba; pair..... $2
Fownes' English Fur-Lined Gloves for Men and Women—Egal-Buck and Cape, lined with furs of all kinds, including Siberian squirrel; pair, $5, $6 and $6.50

MAIN BUILDING

The Always Acceptable Gift of

Handkerchiefs for Men and Women

The choicest products of Ireland, England and America specially priced for Yuletide gifts.

For Men

Pure Linen Handkerchiefs—beautifully initialed in a number of styles, including hand-embroidered script, open-work block letters, Longfellow initials or pretty colored initials.... 6 for $1.45
Men's Pure Irish Linen Initial Handkerchiefs—block or openwork style.... 6 in box for $1
Men's Fine Quality Large Sized Handkerchiefs—openwork initial 6 for 75c
Men's Extra-Size Good Quality Hemstitched Handkerchiefs—each..... 10c

For Women

All Pure Linen Hand-Embroidered Handkerchiefs, also Madeira Scalloped Effects, Venetian Lace Trimmed and Swiss Embroidered—values to 50c; at... 25c
Women's Pure Irish Linen Handkerchiefs—elaborate wreath initial..... 6 in box for 75c
Women's Swiss Embroidered and One-Corner Embroidered Effect Handkerchiefs—"seconds"; values to 15c; at..... 7c each or 4 for 25c
Women's Fine Quality Handkerchiefs—pretty wreath initial in corner; 3 styles to each box (1 letter)..... 6 in box for 50c

For Children

Plain White or Colored Border Handkerchiefs—3 in pretty Christmas box; at..... 12½c
Pretty One-Corner Effect Handkerchiefs—3 assorted designs in pretty box; for..... 25c

GREENHUT BUILDING

A Gift Set of Thin-Blown

Glassware

Engraved with Wreath and Your Initial (as Illustrated) $1.95

This remarkable bargain for tomorrow only. The set consists of 6 Whisky, 6 Seltzer and 6 Table Tumblers, and 6 Claret Glasses. No. C. O. D. or telephone orders will be filled.

GREENHUT BUILDING

Inlaid & Printed Linoleums *At Very Near Cost Price*

Choice selection of tile effects and conventional designs in newest colorings.

INLAID LINOLEUMS—95c grade; square yard..... 69c
$1.15 grade; square yard..... 85c
NAIRN'S PRINTED LINOLEUMS—beautiful 2 yards wide; regularly 50c; square yard..... 44c
PRINTED LINOLEUMS—four yards wide; 70c values; square yard..... 55c
75c values; square yard..... 59c
the effects and parquetry designs; 39c

MAIN BUILDING

Pleasing and Durable Gifts in **Leather Goods**

$7.75 Dressing Cases—English cross grain leather; silk-lined case; fitted with Persian ivory hair and cloth brush, tooth brush holder, comb and tooth powder bottle; at..... $5.50
$6.50 Hand Bags—genuine pin seal leather; black and colors; beautifully silk-lined; fitted with card-case and purse; double-top handle; at..... $4.75

$2.75 Collar Pouches—made of fine imported lambskin leather; colors or black; beautifully satin lined; draw-string top; at.. $1.95
50c Leather Watch Bracelets—for popular sized watches; black and colored leather; at 25c
$3 Hand Bags—Strong double side handles; roomy; round bottom; at..... $1.95
Children's 75c Bags—chic; dainty; many shapes and sizes; black and many colors; at..... 49c
$3 Glove Boxes, also Handkerchief and Tie Boxes—covered with rich imported leather; daintily lined with white silk; at $1.95

$3.75 Pannier Handle Bags—made of durable pin Morocco leather; rich silk lining; at $2.50
$5 Hand Bags—roomy; 12-inch size; covered frame; leather lining; double-top handle; at.... $3.50
$3.50 Back Strap Books—made of rich black crepe leather; back or top finger strap handle; inside frame; at..... $2.50
$3.95 Wallets—for men; made of fine real pin Morocco leather with tuck pocket; at..... $2.50

MAIN BUILDING

SILVERWARE GIFTS

From the Thousand and One Items Exceptionally Low Priced at The Big Store, We Select These Few:

Sterling Silver Ware

Tea Strainers—with handles; at..... $1.95
Tea Balls—at..... $2.50
All Silver Salt and Pepper Shakers at..... $3.50
Cut Glass Tumbler Coasters—silver rim; at.... 50c
Cut Glass Salt and Pepper Shakers—at..... 75c
Pierced Initial Teaspoons—at 98c
Lemon Forks—at..... 50c
Cheese Knives—hollow handle; at..... 50c
Cold Meat Forks—hollow handle; at..... $1.45
Cake Knives—hollow handle; at..... $1.45
Berry Spoons—hollow handle; at..... $2.25
$22 Sterling Silver Bread Trays—at..... $16.00
$50 Sterling Silver Chest of 26 Pieces—new design; plain pattern; consists of 6 knives, 6 forks, 6 teaspoons, 6 tablespoons, 1 sugar shell, 1 butter knife; at..... $40
$20 Sterling Silver Almond Set—1 large dish and 6 individual dishes in case; at..... $15
Sterling Silver Flower Vases—etched glass; at..... $1.39

Quadruple Silver-Plated Ware

$1.50 Quadruple Silver-Plated Candlesticks—full size; plain style; at.... $1
$1.75 Card Comports—quadruple silver-plated; at. 98c
$3.50 Sandwich Trays—pierced and engraved; at..... $2.50
$3.75 Fern Dishes—pierced; quadruple silver plated; at..... $2.75
$6.75 Cheese and Cracker Dishes—quadruple silver plated; at..... $5.00
$5 Water Pitchers—quadruple silver-plated; at..... $3.45

MAIN BUILDING

Men's and Women's $3.50 and $4 Foot-Mould Shoes, at - - $2.95

The mere announcement in these headlines will bring crowds to our Shoe Store, tomorrow, because it is very rarely that we reduce the price of our pet brand of shoes.

Women's Shoes

All up-to-date styles in Patent Leather, Gun-Metal Calf, Tan Russia Calf and Kid; also Patent Leather and Gun-Metal Calf with the new leather "Kon-Kave" heels; cloth or dull kid tops, plain and tipped toes; all sizes and widths.

Men's Shoes

All new lasts, including the new English last with broad flat heel; all the new leathers; in button or Blucher style; all sizes and widths.

Boys' $2.50 Gun-Metal Button Shoes, pair..... $1.59
Misses' and Children's $2.50 High-Cut Button Shoes, pr $1.49
Women's 75c Crochet Slippers, pair..... 45c

Rubber & Felt Footwear *for Men, Women & Children.*

Here in profusion—as good as anywhere and lower in price than elsewhere.

MAIN BUILDING

Men's and Youths' $20, $25 & $30 Suits and Overcoats

Choice of Thousands of Garments Purchased From Overstocked Manufacturers—Tomorrow, at **$15**

Most wanted styles and fabrics, full range of sizes, for men and youths.

The Suits at $15:

$20 Winter Weight Blue Serge Suits
$25 Winter Weight Black Silk-Lined Suits
$20 and $25 Fancy Worsted Suits
$20 to $30 Cheviot and Cassimere Suits
$20 and $25 Velour and Tweed Suits

The Overcoats at $15:

$20 and $25 Blue and Gray Chinchillas
$25 to $35 Overcoats Made from Foreign Fabrics
$25 to $35 Belted-Back Overcoats
$30 Double-Breasted Overcoats
$25 Black Oxford & Gray Silk-Lined Overcoats
$20 Black and Gray Silk-Lined Overcoats
$20 to $30 Fancy Plaid-Back Overcoats

Suits *Values to $18.00, at* **$8.95**

Only 640 suits for men and youths.
All-Blue Winter Weight Serge Suits
All-Wool Cassimere and Cheviot Suits

Thousands of Pairs of "Kingly" Trousers *Values $4 to $8, Tomorrow, at* **$3, $4 & $5**

Unquestionably the finest ready-to-wear trousers in the world. Made of best materials; every yard cold water shrunk; guaranteed for long and satisfactory service. The choice of materials includes splendid striped worsteds, blue serges, black clay diagonals, black thibets and fancy cassimeres. NO LESS THAN 200 PATTERNS. A complete range of business and dress styles. All sizes from 29 to 56 waist measure.

Don't Miss Our Lines At $20, $25 and $30

This showing is representative of the best maker of ready-to-wear clothes in America.

The assortments include the latest and smartest suits and overcoats produced by the "R. B." Fashion Clothes Co. of Rochester; Kirschbaum of Philadelphia, and other noted makers.

Ask and see the special showing of overcoats made of best English and Scotch overcoatings.

Men's House Coats, Smoking Jackets and Mackinaw Coats—values to $5; at..... $3.95
Men's House Coats, Smoking Jackets and Mackinaw Coats—values to $8.50; at..... $6.95
Men's Fancy and Washable Vests—values to $3; at..... 85c

MAIN BUILDING

Best Groceries—Specials

FUSSELL'S IMPORTED CREAM—doz., $1; 3 reg. 10c cans..... 25c
TOMATO CATSUP—Fountain quality; 3 bottles, 35c; reg. 15c bottle. 12c
IMPORTED ROQUEFORT CHEESE—lb..... 38c
CUDAHY'S MINCE MEAT—6 reg. 10c packages, 47c; package... 8c
DUFFY'S CIDER VINEGAR—6 bottles, 27c; bottle..... 5c
CRISP SODA BISCUITS, oyster crackers, saltines, ginger snaps or graham biscuits; doz., 42c; reg. 5c package, 3½c
BEST BOILED HAM—machine-sliced; lb..... 38c
SWEET APPLE CIDER—gallon jug, 35c; large bottle..... 15c
FRESH BUTTER—Fountain quality; 1-lb. print..... 39c

Fresh Meats

GEESE—fresh-killed Western; lb..... 18c
DUCKS—fresh-killed Western; lb..... 20c
RABBITS—selected, large cottontails; pair..... 60c
CHICKENS—choice quality for roasting; lb..... 20c
FOWL—choice quality fresh-killed; lb..... 18c
LAMB—legs of fancy grass-fed; lb..... 19c
LAMB—full forequarters, city dressed; lb..... 14c
MUTTON—hindquarters of fancy Western stock; lb..... 14c
MUTTON—entire forequarters of fancy Western stock; lb..... 9c
ROAST BEEF—choice cuts of native ribs; lb..... 13c
SAUSAGE—fresh made, country-style pork; lb..... 17c

Fruits and Vegetables

GRAPEFRUIT—ripe, luscious and juicy; Case of 80, ½-case, 40, Doz., 4 for $3.75 $1.95 70c 25c
NEW GREENING and BALDWIN APPLES—5-quart basket..... 35c
FANCY TABLE APPLES—Jonathans, Ganos or Rome Beauty; 5-quart basket..... 59c
FRESHLY PICKED BRUSSELS SPROUTS—quart..... 16c
LONG ISLAND CAULIFLOWER—each..... 15c

The Big Store — A City in Itself

GREENHUT-SIEGEL COOPER Co.

Sixth Avenue — J. B. GREENHUT, Pres. — 18th to 19th Streets

Double S&H Green Trading Stamps with Purchases Made Before 12 o'Clock—Single Stamps Thereafter