

# AT WANAMAKER'S

This Store will be closed all day to-morrow out of respect to the memory of General Ulysses S. Grant.

## ADVERTISING INFLUENCE

Everybody is influenced by advertising—perhaps unconsciously. It may be that you have been fooled by advertising and therefore vow eternal enmity to advertising and advertisers.

But your prejudice will vanish by the influence of honest advertising. The power of truth is every day illustrated by the successes of square dealing and able advertisers.

Woe betide stock manager or Store news editor that allows a fraction of fiction to appear over our signature.

Prices on a lot of rich things are down grade to-day. Veritable coasters, gravity trains. Most of them must be caught or lost to-day. Others will come, perhaps, but not these. The newspapers give the signal, but you must turn the switch if you want to land the trophies at your station.

### EXHIBITIONS

Visitors to the city are cordially invited to visit the Store and see the following exhibitions: Ancient Tapestries and Antique Ecclesiastical Vestments. Second floor.

Fritel's Conquerors and other high-class modern paintings. Second floor.

Navajo Indian Rugs and Curios. They are for sale. Third floor.

Golden Salon for Paris Millinery. Second floor.

Oriental Room. Third floor.

Illustrative Furnishing. Apartment, Fourth floor.

PARASOLS Exquisite for coach top or Victoria, for canoe or rowboat—beautiful contrivances of white grenadine, white India silk, white brocaded taffeta with delicate touches of



color in flowers, formed about natural sticks that are decorated with white silk cords and tassels. Look! They'll nail your fancy, and the price, only \$2.50, will clinch it.

COTTON A catalogue would be long as this column.

GOODS A view of the stuffs reveals a picture of a gay parterre.

A study of prices is a lesson in thrift. A resulting purchase is applied economy. See!

Sateen striped printed Pique, 10c. Dimity Prints in late fashions, 12 1/2c. Printed striped Organdies, 12 1/2c.

Some were lately double, some one-half more.

WOOL Dress Goods world. Big trade movements in Dress Stuffs follow each other rapidly here.

BLACK FIGURED ETAMINE To-day a big lot of these popular weaves go on sale

AT 50c A YARD. Same quality and patterns have been recently \$1.25 and fairly priced, too. The maker's fame is world-wide. Policy prevents naming him here—but his trade-mark is on the goods. We saved over fifty per cent. in buying, and now sell on same conditions.

CREPE BRILLIANTS The third repeat order just received. These shimmering, silky stuffs are so popular that they barely touch our counters on their journey from looms to wearers. Twenty-two color combinations in this lot. \$1 and \$1.25.

CHECK SUITINGS Fashion makers early decided upon small check designs for wool Suitings for late Spring and Summer gowns. We caught the cue and placed large orders with the best makers. A big variety of these popular patterns now here. Just a glimpse of the list—

Shepherd Checks, 40c, 50c, 75c. Fancy Check Suitings, 24 styles, 75c. Novelty starfish check Suitings, 75c; reduced from \$1.

Broken plaids, forming checks, brown, navy blue and black with white, 85c. Broken check Suiting, 75c; from \$1. Small check Suitings, with Parisian colorings introduced in the weave, \$1.

Fancy check Etamines, 6 styles, \$1. Fancy Checks in combinations of green, navy blue, black and brown with white, \$1.

CHINA Some satisfaction in selecting Furniture from a big stock—there's economy in it, too. Big gathering lessens prices. Take China Closets—over eighty-five shown here. Oak and Mahogany. Newest shapes. \$10 to \$245.

One pattern here at \$15 that is unusually attractive. Would be cheap at \$22.50. Made of oak, highly polished, round ends, three shelves. Size, 3 ft. 10 in. wide, 5 ft. 2 in. high, 15 in. deep. Just a hint at prices—

Oak, carved top and front, 27 in. wide, 5 ft. high, 15 in. deep, \$10. Oak, bent glass front, carved top, highly polished finish, 32 in. wide, 5 ft. 6 in. high, 15 in. deep, \$16.

Oak, round ends, 3 ft. 4 in. wide, 5 ft. high, fancy French bevel mirror, top 16 1/2 in., \$20. Oak, round ends, carved front, 3 ft. 6 in. wide, 5 ft. 6 in. high, \$24.

Oak, round ends and front, highly polished finish, 3 ft. 8 in. wide, 6 ft. high, \$30. Oak, glass shelves and back, fancy rope column front, 30 in. wide, 5 ft. high, \$36.

Oak, round ends, carved claw feet, carved top and front, 4 ft. wide, 6 ft. high, \$40.

CHINA Eleven sets, just one of a sort, and because only one each they go down one-half. They represent our best styles of elegant flower, panel and scenic decorations. Nothing wrong with them. Not old stock that is in the way. Just a deliberate scalping of prices on new and handsomely decorated Toilet Sets. You're not interested in reasons but must be in the bargains.

15 Toilet Sets, 12 pieces each, including stop jar, fancy embossed shape, hand-painted, flower decorations and heavily gilt.

\$6.00, reduced from \$10.50 \$7.50, reduced from \$12.00 \$11.00, reduced from \$18.00

45 Toilet Sets, 12 pieces each, including stop jar, hand painted, heavily gilt.

\$6.50, reduced from \$9.75 \$7.00, reduced from \$10.50 \$7.75, reduced from \$11.75 \$8.00, reduced from \$12.00 \$9.50, reduced from \$14.00 \$12.00, reduced from \$18.00 \$13.00, reduced from \$20.00

Underglaze printed Toilet Sets, 11 pieces each, including jar. Blue and gray. \$2.50, reduced from \$3.50

These sets were remarkably cheap at \$3.50. Large sizes, handsome shapes and decorations.

Other lots go down a third.

WOMEN'S Tell it not in Gath HOSIERY where the wholesalers dwell. The fine, super cotton Stockings that will be sold to-day and Wednesday, should they last, at 35c. Cheapest yet, 3 pairs for a dollar. If enough intelligent women read this in the morning no Stockings will remain in the evening.

MEN'S KNIT Every size of every UNDERWEAR kind for every man. That's our theory. Test the stock by either of the following or by any other test you choose.

MEN'S UNDERWEAR At \$1 each—English brown list thread Shirts and Drawers, light weight.

At \$2 each—English wool Shirts and Drawers, medium weight.

WOMEN'S UNDERWEAR At 50c—White Swiss ribbed list thread Vests, light weight, soft and elastic.

At 50c—Ribbed silk mixed Vests, assorted colors, silk crocheting at neck and arms.

At \$1—Pure silk ribbed Vests, silk trimming at neck and arms. Assorted colors.

At \$1.50—Fine Swiss ribbed list thread Vests, deep crocheting at neck and arms.

WOMEN'S SILK We own some KNIT UNDERWEAR lots of the prettiest and daintiest—all pure silk, pink, white, lavender and blue. Fronts and sleeves beautifully crocheted by hand. Not one ever left us for less than FIVE DOLLARS, but to-day we'll let them all go for \$2.50 each. And there's no earthly reason for a reduction except just a whim we have for bargain making.

Another whim of the same sort. Other lots of Knit Under Vests of silk and cotton mixed, blue, lavender, white black, pink, that have always been seventy-five cents. But they, too, go for half—38c. This will not repeat itself.

Broken plaids, forming checks, brown, navy blue and black with white, 85c. Broken check Suiting, 75c; from \$1. Small check Suitings, with Parisian colorings introduced in the weave, \$1.

Fancy check Etamines, 6 styles, \$1. Fancy Checks in combinations of green, navy blue, black and brown with white, \$1.

Broken plaids, forming checks, brown, navy blue and black with white, 85c. Broken check Suiting, 75c; from \$1. Small check Suitings, with Parisian colorings introduced in the weave, \$1.

WOMEN'S Bargains. We LINEN bought them at a HANDKERCHIEFS saving of about a third. So may you. Maker thought them fine enough to use as samples—so they are. The best of their kind. Pure Linen, of course.

25c Handkerchiefs, 15c 50c Handkerchiefs, 35c 75c Handkerchiefs, 50c

Possibly two hundred styles in the lot. Scalloped and embroidered.

WOMEN'S Lots opened late on Saturday morning. Our price wizard is putting in daily work. Shirt Waists and Shirt Waists, 50c to \$1, and the retail values until Saturday, 75c to \$3.

And all this while Shirt Waists are popular. Popularity and economy—beautiful twins of modern retailing.

POETRY IN ADVERTISING—FACT IN SHIRT WAISTS. Our Shirt Waists vary from 50c to \$1.60. No restlessness, no incompleteness in this Shirt Waist stock. There is "go" in it all.

SHIRT WAISTS At 50c—Of lawns and dimities, neat patterns, detachable collars; 75c values.

At 75c—Of lawns, percales and dimities, detachable collars; some white, others of the waist materials; values up to \$1.25.

At \$1—Of fine percales, organdies, dimities and lawns, solid colors; trimmed with fancy braid; detachable collars, some white, others of waist materials; mostly \$2 values.

It's a long while since REMNANTS we invited you to a remnant occasion. To-day

One Thousand remnants of Dress Silks. New goods. In Dress Silks the post of honor is the remnant pile. The best, the cheapest, are quickest remnants. Lengths vary from one to eight yds. Prices are just half.

The following detail tells part:

30 lengths black Satin Brocades. 45 lengths black Gros Grain Brocades. 50 lengths black Satin Duchesse, Luxor and Gros Grain.

75 lengths black and colored Silk-and-Wool Moire Velours. 100 lengths Novelty Taffetas. 40 lengths check and plaid Silks. 80 lengths changeable Taffetas. 170 lengths printed Foulards and China Silks.

140 lengths Wash Habutai Silks. 55 lengths Evening Brocades and fancy stripes. 60 lengths white Satin Duchesse and Taffetas. 100 lengths colored Japanese Silks. 50 lengths black and colored Grenadines.

CANDY Candy Store knows no season. Easter over, it's now ready for Grand Day. For the next few days the sixty-cent Mixed Candies—none better at any price—will be packed in fancy boxes, decorated with "Old Glory" and a tri-colored ribbon bow.

Mixed Chocolates, all flavors, chocolate covered Marshmallows and Nougats, at TWENTY CENTS a pound—regularly 30c.

Boxes covered with silk flags at 25c, 35c and 50c each.

# O'NEILL'S

Sixth Avenue, 20th to 21st Street. The Most Popular Department Store in America. Sixth Avenue, 20th to 21st Street.



BIG VALUES AWAIT VISITORS TO NEW YORK during the next few days. By lowering prices upon the choicest of new goods we propose to impress upon every visitor here that THIS STORE IS THE REAL SHOPPING CENTRE OF THE EAST. We discriminate in our announcement to-day in favor of the following departments, where exceptional bargains are offered. There are other, and perhaps greater chances—to you—for money saving in lines not mentioned here, as reductions in prices have been made all along the line.

Out of respect to the memory of Gen. Grant, our store will be closed all day, to-morrow, Tuesday.

### Great Values in DRESS GOODS This Week.



These are some of the Striking Values offered in this department—there are hundreds of others here, equally attractive:

#### 200 Pieces

of this season's best novelties in All Wool and Silk and Wool Grenadines. Silk and Wool Velours, Fancy Mixtures, Hammock and Canvas Cloths, all the latest shades and color combinations, imported to sell at 1.00 to 3.00 yard, will be offered to day at

#### HALF FORMER PRICES.

Also 40-inch Silk and Wool

#### NOVELTY MIXTURES, 50c. yard.

Reduced from 85c. 46-inch All Wool

#### Fancy Mixed Chevots. 65c. yard.

This season's most popular fabric.

#### Black Dress Goods. 50c., 75c. and 98c. yard.

45-inch Plain and Figured Canvas and Etamines, imported to retail at 1.00. SPECIAL 50c. yard.

#### 23-INCH ALL-SILK GRENADINES. 50c., 75c. and 98c. yard.

Plain and fancy. Worth 75c. to 1.00.

#### SILKS. A GREAT CHANCE.

100 Pieces Figured Foulard Silks, 24-inch, new designs and colorings. 50c. yard. Regular Price 1.00.

#### GLOVES. A complete assortment of the latest novelties in Ladies', Men's and Children's Gloves, including a full line of

#### JOUVIN & CIE'S CELEBRATED KID GLOVES.



None genuine without trade mark. A SPECIAL SALE.

Ladies' Four-button Chamolles Gloves, yellow and white. 58c. pair.

Ladies' Four-button Kid Gloves, embroidered. 69c. pair.

#### Ladies' Laundered Shirtwaists.

A complete stock of the latest novelties at exceptionally Low Prices.

These Specials: Fine Lawn or Dimity Waists, Double Pointed Yokes, Plaited Backs, Self or White Detachable Collars, Dainty designs. 98c. each.

Fine Lawn Waists, French Yoke Back, all desirable Patterns, Self-Detachable Collars. 59c. each.

#### TWO RIBBON "SPECIALS."

4-inch Moire Ribbons, all colors. 19c. yard

A large assortment of ribbons particularly suitable for millinery trimming. 25c. yard.

### The Greatest Opportunity of the Season 300 LADIES' FINE COSTUMES AND TAILORED SUITS FOR LESS THAN COST OF MATERIAL.

Let These Remarkable Prices Stand for the Entire Lot:

Costumes of Serge and French Etamines Elegantly Braided and Trimmed, that usually sell for 16.00 to 20.00 9.75

Dresses of French Mixtures, Novelties and Broadcloths, Elaborately Trimmed with Silk Chiffons and Braids, that usually sell at 20.00 to 25.00 11.75

Costumes of Foulard Silks, Henriettas and French Etamines, Novel and Dressy Effects, usually sell for 25.00 to 35.00 16.75

Rich Novelties in Silk Broadcloth and Mixtures, the Most Fashionable of this Season's Style, usually sell for 50.00 to 60.00 24.75

#### 300 Ladies' Jackets

In Covert Cloths and Cheviot Serges, lined with Silk, Usual Price 8.00 to 15.00 4.98 and 7.98.

### TRIMMED MILLINERY. A Special Display This Week.



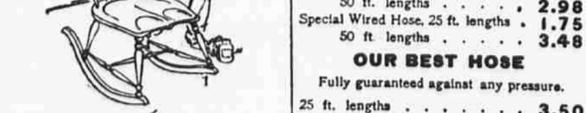
Your attention is directed to an exceptionally Brilliant Exhibit of Imported Trimmed Bonnets and Hats for Spring and Summer wear. Many Beautiful Designs by Famous Paris Milliners will be shown, as well as a large assortment of choice styles from our own workrooms.

#### Popular Prices.

### The Largest and Best Selected Stock of STRAW GOODS IN THE CITY.

All the Popular Shapes and Braids at Special Prices.

### FURNITURE BARGAINS



Here are a few of the many "Specials" we have made for this week's sale. Hundreds of others just like them:

ROCKERS, polished oak and mahogany finish, saddle seat, worth 3.50 2.35

ROYAL DIVANS, with Bessemer Steel Springs, upholstered in Fancy Denim, worth 7.00 4.69

Sideboards, antique oak, carved top, Beveled Plate Mirror, Lined Drawer, worth 12.50 9.98

Dining Tables, polished antique oak, seats eight persons, worth 10.75 8.25

White Enamel Steel Beds, heavy brass rails and mounts, extended footboards, worth 8.75 5.48

Chamber Suits, three pieces, specially designed for summer homes 9.98 and 12.98

#### 100 PURE HAIR MATTRESSES.

40 lbs., best A. C. A. or fancy tick, one or two parts, worth 15.00. For This Sale 12.84.

#### A SPECIAL SALE LACE CURTAINS.

Ecru Irish Point Curtains, reduced from 5.48, 7.98 and 12.98 to 3.95, 5.48 and 8.50 pair.

Tambour Lace Curtains, five patterns, worth 5.48 to 6.25; your choice at 3.78 pair.

Ecru Nottingham Lace Curtains, worth 1.50 and 2.10, 1.00 and 1.40 pair.

### Misses' & Infants' Dept.

SPECIAL VALUES. MISSES' SUITS, tailor made, fine cheviot serge or canvas weave; Reefer, Eton or Blazer effect Jackets, lined throughout with Taffeta Silk, all colors; 14 to 18 year sizes. 9.98.

TAILOR-MADE SUITS of Covert Cloth or fine Cheviot Serge, Reefer effect, entire suit lined with silk, all colors, 14 to 18 year sizes. 11.98.

CHILDREN'S REEFERS in wool materials, large sailor collar, braided, assorted colors, 6 to 14 year sizes. 1.59.

CHILDREN'S DRESSES of Fancy or Plain Materials, elaborately trimmed, 6 to 14 year sizes. 2.98.

Percale or Lawn Dresses, handsomely trimmed with embroidery, 6 to 14 year sizes. 98c.

#### INFANTS' OUTFITTING A SPECIALTY.

#### MEN'S AND BOYS' CLOTHING.



SOME OF THE GREAT VALUES OFFERED THIS WEEK:

MEN'S SUITS of fine all-wool Cheviot, Plain Blue, Black, neat mixtures and handsome Plaids, all well made, stylish and serviceable. 6.75.

MEN'S OVERCOATS of fine Tan, Covert Cloth, and Black Diagonal Chevots, regular value 12.00. 6.75.

MEN'S BICYCLE SUITS (3d floor) of all-wool Cheviot, well made good material. 3.98

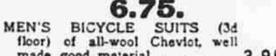
MEN'S GOLF SUITS, Tan Cuff and Pants, very fine plaid Chevots. 4.98

BOYS' DEPT. BOYS' SUITS of all-wool Cheviot, new and desirable patterns, 6 to 16 years 2.98

BOYS' OVERCOATS of Tan Covert Cloth, well made. 3.98

MEN'S and BOYS' SWEATERS at unusually LOW PRICES.

#### BICYCLES!



Our "GOLD STANDARD '97" BICYCLES For Men and Women, AT 44.00,

are catalogued to sell and are sold for 125.00 to people who want the maker's name plus on their wheels.

We back up the maker's guarantee on every particular, and can truthfully say that our wheels are the Lightest, Strongest and Prettiest Bicycles sold by any department store in New York.

#### These Special Prices

BICYCLE SUNDRIES Will Perhaps Interest You

20th Century Lamps 1.98

Aladdin and Perfection Lamps 89c

Nickel Cycle Stands 29c

1,000-Mile Standard Cyclometers 60c

Lacing—24 yards 20c

Trouser Guards 2c

"New Departure" Bells 35c

"Waterbury" Automatic Adjustable Bicycle Wrenches, Nickel Plated 1.90

Visit Our Restaurant. It's the largest and finest of any Department Store in New York. Rich Furnishings, unsurvived Cuisine, excellent Service—you'll find it a pleasant place to spend the dinner hour.

LOW PRICES.

# JOHN WANAMAKER

Formerly A. T. Stewart & Co., Broadway, 4th ave., 9th and 10th sts.