

Store Opened at 9 A. M

# THE MARCH OF PROGRESS

DISASTERS ARE OFTIMES FREIGHTED WITH GOOD.

## THE GREAT BROADWAY FIRE

of E. S. Jaffray & Co., made it possible for

# CARROLL, BEADLE & MUDGE.

To bring before the dry goods buyers of the western part of the Empire State, the greatest bargains of the age. The services of a special freight train, the sleepless toil of the management, and the large clerical force in the preparation of a great list of three hundred and thirty-five slightly damaged, modern lines, all combine to make this the dry goods master stroke of the times. The great crowds of intelligent buyers appreciate it.

## Holiday Bazaar.

THE BASEMENT

Bright! New! Cheery! Beautiful!

THE PRESENT SEASON

The Holiday Introduction

-OF-

## Carroll, Beadle & Mudge.

EVERY HOLIDAY ARTICLE AMONG THE THOUSANDS MADE FOR THIS

\* CHRISTMAS TIME. \*

The Choicest Things in Fine China and Bric-a-Brac--Cut Glass and Venetian Ware.

Toys of Wood, Iron and Tin Games, Puzzles, Books, Baskets, Dolls, etc.

Whatever else you miss don't miss the Holiday Bazaar.

18,000 yards unbleached Canton flannel. Jaffray's price, 8c, fire sale price, 3c.

READY—Grandly ready this Saturday morning, the greatest bargain in

### Canton Flannels.

From the Jaffray Fire. 17,000 yards unbleached Canton flannel, not a yard worth less than 10c or a shilling. The imprint of the big fires on them, but not to their wearing detriment. The big lot goes in this big fire sale at 5 1/2c.

### FLANNELS.

From the great Broadway Fire of E. S. Jaffray & Co., opened this morning for the first time.

2,900 yards all wool scarlet dyed flannel—heavy, soft, durable pure cochineal dye. Jaffray's selling price 25c. Damaged by fire only, 2,200 yards at 7 1/2c.

2,500 yards white all wool flannel, slightly damaged. Jaffray's jobbing price 27 1/2c. Fire sale price, 14 1/2c.

1,900 yards cream white all wool flannel, width 30 inches. Jaffray's jobbing price 45c, at 27 1/2c. Baby flannel, light blue only, slightly damaged by smoke and water, value 12 1/2c, at 6 1/2c.

WELLA Corduroy Green and Cardinal only, from the Jaffray fire. Seventy-five cent Corduroy at 49c. 500 Yards Blue Repellant.

This old time Water-proof Cloth, 54 inches wide, good dollar Storm Proof at 49c.

Pillows. 1000 Bed Pillows, size 20x27 worth \$1.25 at 69c each. 2900 Live Geese Feathers Pillows, size 22x28, worth 2.50 at 1.65 each.

Canton Flannels. In Basement.

From the great Broadway fire of E. S. Jaffray & Co.

10,000 yards Bleached Canton Flannel, slightly damaged by water, Jaffray's price 9c, at 8 1/2c

## Colored Dress Goods.

From the Great Broadway Fire of E. S. Jaffray & Co. The great crowds of Monday and Tuesday greatest in the history of this store, rapidly reduced many of the lots, but the big stock can't be depleted in two days.

Stevens' all-wool stockings, in nearly every shade. 122 pieces, width, 4 1/2 inches. Jaffray's jobbing price 27 1/2c, at 12 1/2c. 200 pieces 50 inch broadcloth, the bargain gem of the great fire stock. Jaffray's price \$1.25, fire sale price 59c. 90 pieces left of the all-wool fifty cent Henrietta. Jaffray's jobbing price, 42 1/2c, at 25c. 59-inch all-wool check suitings. Jaffray's price, 75c, at 39c.

## Silks.

From the Great Broadway Fire. The barest facts are sufficient with these unusual silk prices. Black Peau de Soire, heavy, soft and lustrous. Jaffray's price, \$1.00 at 35c. Black Duchess. Jaffray's price, \$1.25, at 59c. 39c China silks at 12c.

## Handkerchiefs.

From the Broadway Fire of E. S. Jaffray & Co. 200 dozen pure linen, hemstitched handkerchiefs. Jaffray's price, \$1.10 dozen, at 5c each. 300 dozen Swiss embroidered, dainty pattern, slightly soiled, at 17c. Unlaundered double H. S. linen handkerchiefs. Jaffray's jobbing price, \$2.50 dozen, at 12 1/2c.

500 dozen embroidered silk handkerchiefs. Jaffray's jobbing price, \$1.00 dozen. Fire sale price, 5c. 350 dozen chiffon handkerchiefs, dainty designs and colorings, slightly damaged by water.

## Holiday Handkerchiefs.

By far the largest and most satisfactory collection this store ever gathered, and at the lowest prices we ever heard of.

## Men's Initial Handkerchiefs.

Pure linen all, at 12 1/2c, 25c, 50c, 75c, \$1.00.

## MUSLIN UNDERWEAR.

Saved from the Broadway Fire. Gowns, skirts, corset covers, chemises and drawers trimmed with embroidery and inserting, are all put on sale at 29c the garment.

CAPEES, JACKETS AND FUR GARMENTS. In connection with the great fire sale.

55 sample garments, no two alike, not a single garment in the entire collection worth less than \$15.00, at \$4.98 and \$6.75. One lot, fur capes, 27 and 30 inches long, Russian, plain and lynx fur, collar of astrakhan and edged with astrakhan, value \$16.50, at \$8.98.

One lot, Rock Marten capes, 27 inches long, 90-inch sweep, satin lined, value \$25, at \$14.98.

## STATIONERY.

Writing paper, envelopes to match, regular 26c goods, at 9c.

## IN THE HOLIDAY BAZAAR—THE BASEMENT.

1,000 kid body jointed dolls, 10, 12, 14 and 15 inches long, not one worth less than 25 cents and upwards, all at 10c.

CHILDREN'S DISHES. 150 sets, value 25c, at 14c. 500 scrap baskets, worth 48c, at 25c.

## CLOAKS.

Saved from the great Broadway Fire. 150 women's and children's \$6 jackets, at \$1. 95 women's and children's \$7.50 garments, at \$2.50. 200 women's \$10 capes and jackets, all colors, at \$5.

## BLACK GOODS.

From the Jaffray Fire. 54-inch cheviot serge, Jaffray's jobbing price, 77 1/2c, fire sale price, 49c.

Gray plaids, all-wool, slightly damaged, Jaffray's price, 75c, at 35c.

## KID GLOVES.



200 dozen Fuster lacing, all size, and shades. Jaffray's jobbing price \$12 a dozen; fire sale price 79c.

70 dozen colored kid gloves, Jaffray's price \$10 a dozen; at 50c.

100 doz. cashmere gloves; at 15c.

## MEN'S SLIPPERS.

For the holidays. In connection with the great fire sale we offer this morning at 9 o'clock 3,000 pairs men's holiday slippers.

In Basement. One lot fine goat, chamoise lined hand-made, in 3 styles, \$2 quality; at \$1.50.

One lot fine goat, hand-made, \$1.76 quality; at \$1.25. One lot fine leather, Everette, \$1.50 quality; \$1.

One lot silk plush chetille embroidered Everette and Harvard, \$1.25 quality, at 85c.

One lot black velvet silk embroidered Everette and Opera, \$1 quality; 65c.

## UMBRELLAS.

1000 silk umbrellas, worth \$2.50 at 1.98.

Whatever you want in umbrellas you're sure to find in the umbrella corner at right of main entrance and at the lowest price ever dreamed of.

## LINENS.

From the great Broadway fire of E. S. Jaffray & Co. 500 doz. large buck towels, all-lined, Jaffray's jobbing price \$2 a dozen, at 11c each.

9 pieces left from the great fire, bleached damask, at 35c. 64-inch cream damask at 39c. 64 cheville spreads, 39c.

## MEN'S UNDERWEAR AND HOSIERY.

From the great fire. Two big tables, a mixed lot, at various prices.

Good shirts and draws at 10c each. This lot of underwear is damaged by smoke and water.

Dollar underwear at 40c. Natural gray shirts and drawers Jaffray's price \$5 a dozen at 25c.

100 doz. cashmere half hose, Jaffray's price \$4.50 a dozen at 19 cents a pair.

## WOMEN'S UNDERWEAR AND HOSIERY.

From the great fire. Two counters of underwear, vests, pants and combination suits, at 5c each and upwards.

65 dozen natural gray Swiss ribbed vests, Jaffray's jobbing price, 3.50 a dozen, fire sale price 15c each.

250 dozen black hose at 5c a pair.

90 dozen black fleeced hose white feet, 25c.

## BOOKS.

Among the greater attraction in the holiday bazaar.

Elsie Densmore handsomely bound in cloth and silver, large new edition, printed from new plates, 27c.



## POPULAR BOOKS.

Bow of Orange Ribbon; Jan Vedder's wife, by Amelia E. Barr; Stories of the Three Burglars, by Frank R. Stockton; all at 21c.

E. P. Koe's Works, in cloth and gold, 79c.

Marmion, by Sir Walter Scott, celluloid and gold covers, at 50c.

## THE NEW TOY GAME.

## AFRICAN DOGGER.



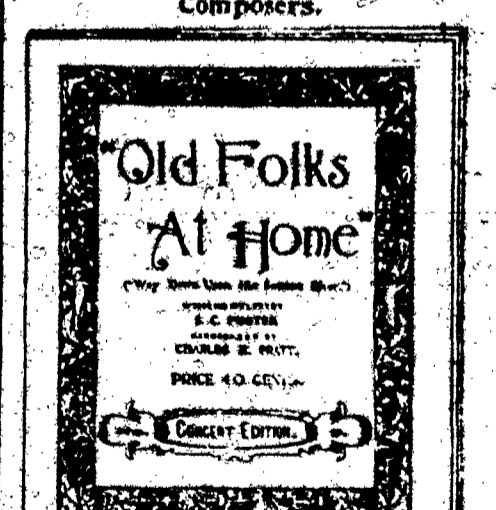
This delightful 75c game at 59c.

## TOILET SOAP.

In Basement. 6 oz. Copco, 2 cakes for 5c.

## Sheet Music For All The World.

Sparkling Musical Gems From the Best Song Writers and Composers.



Every lover of new, bright and sparkling music should have at least part of the music listed below. It is all new, copyrighted music, the average price for such fine music at 10c, having a new, copyrighted accompaniment that delights every pianist. It is printed from new plates, on the best of paper, with engraved title. Price 4c each, except where noted.

- 1. After the Storm
- 2. The Looking Glass
- 3. The Little Girl
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All the above selections published at 40c on sale at 7c.