WALL STREET BETS. Figures Show That There Were More Wagers on the Election than at the sporting centers. Srokers Xow Handile This Feature of specaNotoriett cas thus be avoidgd.










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Our New Drygoods Department is a Phenomenon. With one leap it bounded into popular favor. It opened on Monday, won its first laurels on Tuesday, commanded general admiration and applause on Wednesday, gained a victory on Thursday, was given an ovation on Friday and scored a triumph on Saturday. What was a mere experiment a week ago is to-day the greatest and most wonderful success in our most successful establishment.

What are the causes which brought about this most glorious and gratifying result? First of all the knowledge and confidence on the part of the Ladies that whatever we do, wE DO RIGHT AND on A big scale, and their quick appreciation of our unquestionably unexampled offerings. Thus, thousands who came "JUST to see" the New Department, turned into purchasers on seeing the goods and prices. The temptation to buy was too great to be resisted even by the closest and most experienced shoppers. The surprise was general and complete. Even ourown salesladies and salesmen were astonished. Nearly all of them have been in the employ of the large Pittsburg and Allegheny Drygoods stores for years, and consequently know what they are talking about when they say that a larger and finer stock than ours was never shown in this section of the country. And as to prices our salespeople tell us that ours are away below those of other concerns. Of course, news like this travels fast. One tells the other, and thus our customers become our best advertisers. Considering these circumstances the wonderful success of our new Drygoods Department is not so much of a wonder after all. It's but the natural consequence of the new men, new merchandise, new methods and maxims brought into Drygoods by our advent into the business. Instead of limited assortments we give you all the market affords; instead of exorbitant prices we give you the very lowest figures consistent with our "large sales and small profts" system; instead of small. dark and dingy quarters we give you the most cheerful, lightest, brightest and largest salesroom in the city. If these facts, together with the most polite attention, en

## - - SOME OF THE MAGNETS WHICH ATTRACT THE CROWOS

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SPECCIIL FORHOUSEKEEPEPSS.

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