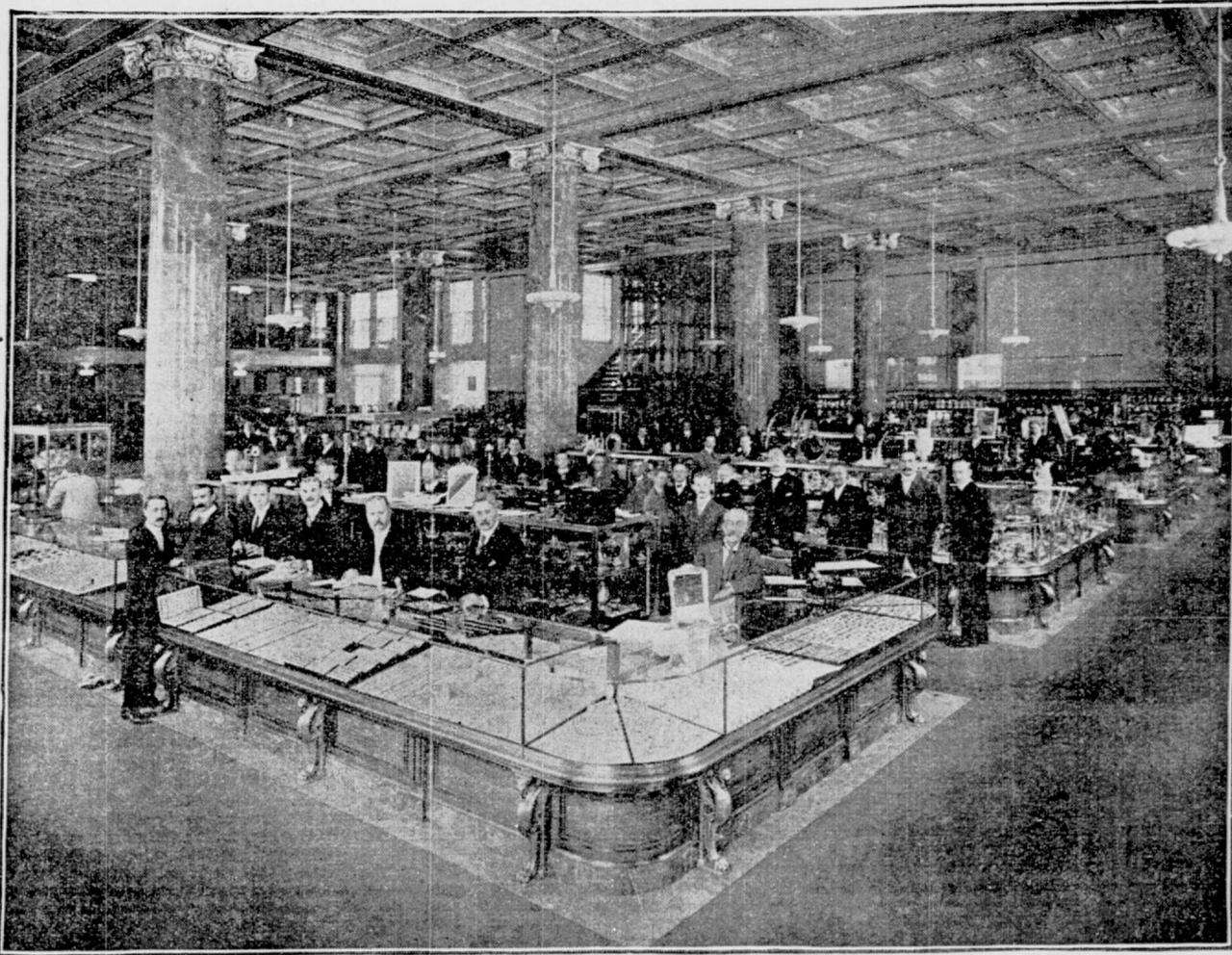


WANAMAKER'S
Thirty-one and a half acres of floor space are
cover the two city blocks between Broadw



INTERIOR VIEW OF THE NEW TIFFANY STORE.

On the great main floor of Tiffany's the gem collections represent vast wealth. The diamonds to be seen here are alone worth \$3,000,000. The room is built to harmonize with its costly contents, the woodwork being of teak, the pillars, stairs and walls of marble of different colors, and much of the metal of solid silver.

(Photograph by Pach Bros.)

Luxury Provided for Customers.

Itself involves as many responsibilities as the management of a small army. Not only does the Gorham firm have a great manufacturing plant in Providence, where it employs 2,000 men, but it has devoted the two top floors of its eight story building to factory purposes. For the Providence workmen the firm has established art schools of its own, where they may study as if in some European studio. The precious metal that passes through the factory in one year is equal to the annual product of the richest mine in the United States.

A contrast between the sales made at Tiffany's the first three days that its first store was opened in 1837 at No. 259 Broadway and the first three minutes of business in its fifth and latest house is also illustrative of how much faster money is spent now than then. In the three days that Charles Lewis Tiffany and John B. Young sold goods to New-Yorkers they took in just \$4.98. When the new Tiffany building was opened a few mornings ago an impatient crowd of patrons, each anxious to be the first purchaser, surged in, and after a three minute parley with a clerk one woman bought two diamond corsage ornaments for \$9,575.

The stock of the new Tiffany store when all ready for the holiday trade will represent the sum of \$10,000,000, or enough to present every man, woman and child in this city with a \$2.50 gift. The pneumatic tube system alone cost \$10,000.

On the upper floors of Tiffany's are manu-

facturing departments, each one of which turns out a veritable fortune in a day. Just the dust which falls in one day from the buffs of the machines for polishing silverware for example is worth \$10. This is swept up from the floor and saved by burning the lint in which it is embedded. Tiffany also has a separate factory in New-Jersey and various mines for obtaining gems and precious metals.

When the Tiffany store was first known to New-Yorkers its customers took home what they bought. Now the packages, no matter how small or how great, are delivered by automobiles, which are so operated that their contents are distributed on an average throughout the day at the rate of two parcels a minute. They are loaded in the basement, run on a huge elevator built especially for them, and then lifted to the private carriage way at the street level in the rear of the building. From there they roll out into the street and speed away to their destination. The Tiffany automobile garage, a four story structure at No. 140 East 41st-st., is itself as handsome and costly as the average modern town house of the same size.

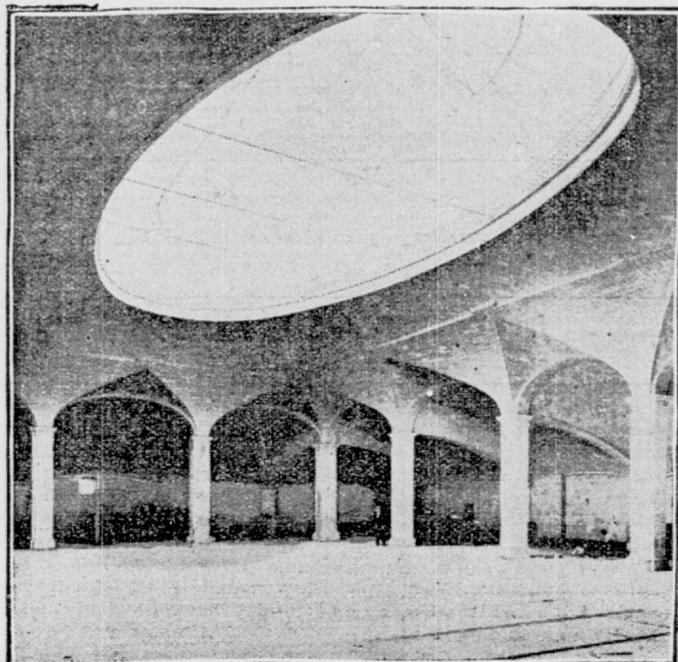
Although the Wanamaker stores in New-York are smaller than Wanamaker's Philadelphia establishment will be when completed, yet they form a city in themselves. The old store, built by A. T. Stewart, in its day ranked as the largest in this country, yet it is only one-third as great as the new structure alongside of it. Filling the whole block between 8th and 9th sts.

and Broadway and 4th-ave., the new store will contain a little more than 1,000,000 square feet of floor space. The old store has 379,000 square feet, which, in addition, makes a total equivalent to the whole of Broadway, sidewalks and all, from 34th-st. to 42d-st. If piled one on the other the two stores would have a height of twenty-four stories, eight in the old and sixteen in the new. Much of the store's activity is, however, well below ground. The crowds that pass from one store to another will use two tunnels under 9th-st., and when the Brooklyn extension of the subway and the Jersey City tunnel, in 8th-st., are completed, customers may reach the store from The Bronx, Brooklyn and New-Jersey without going above ground, by stepping from the trains directly into the store's basement.

When the new building is stocked with goods the total inventory of the two stores will show a value of \$12,000,000, yet this will be constantly changing, as it is estimated that on an average

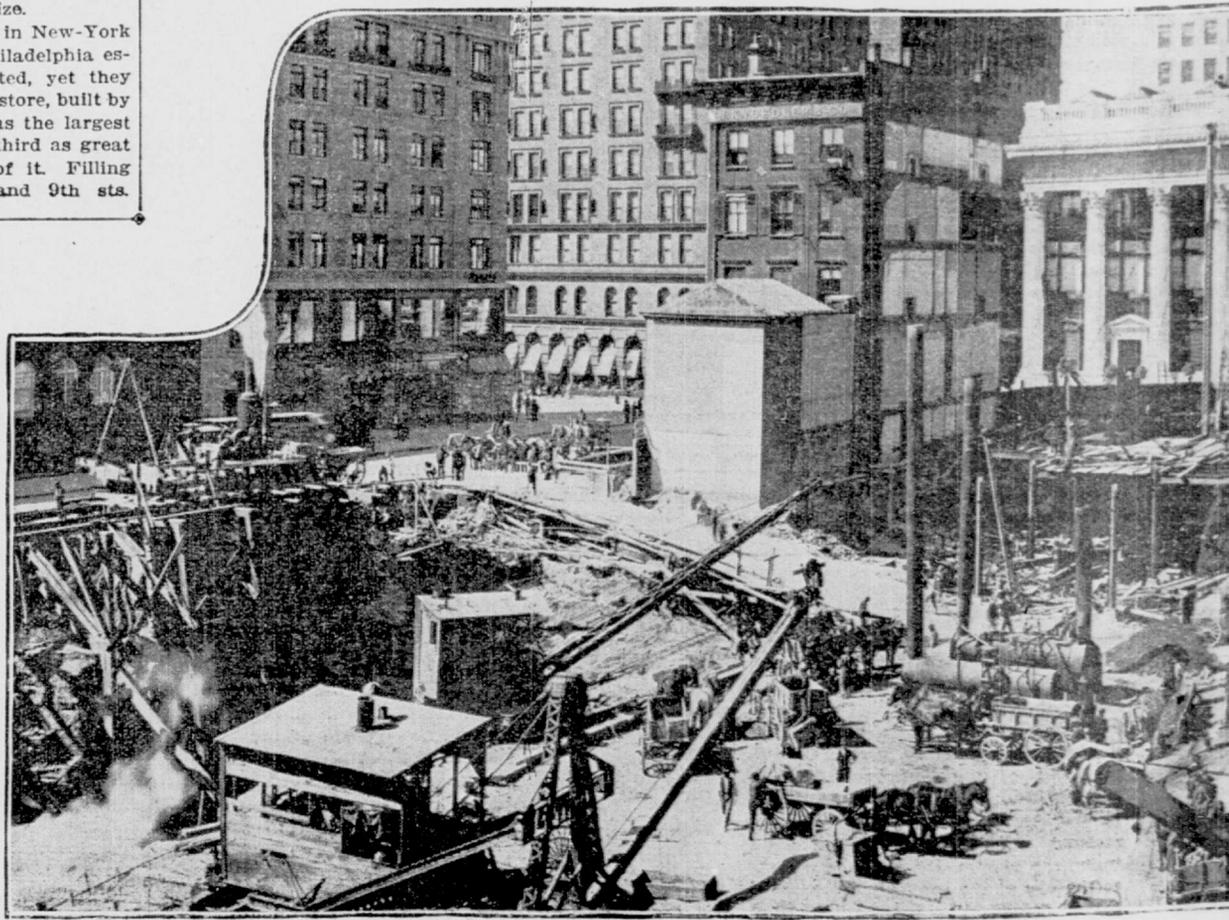


START OF THE NEW-YORK
A. T. Stewart's first shop in Broadway, near
shop has developed into Wanamaker



TIFFANY'S "ATTIC."

The Seventh floor, under the roof, has been converted into a replica of a guildhall of medieval times, to be used for art exhibitions.



SITE OF THE NEW
The costliest plot ever bought for a department store, occupying the block front in Fifth-ave., be-
going on