

WANAMAKER'S

"ONE TOUCH OF NATURE MAKES THE WHOLE WORLD KIN."



The Christmas touch proves kinship. Holiday merriment all over the store tells that New York has thoroughly caught the free spirit of the Wanamaker store-keeping.

This store of ours has been open but four short weeks. Our Philadelphia store has been going more than twenty years. The feeling and spirit is just the same in each. Don't you see the human kinship?

THE REAL BARGAIN TOUCH

Also proves human kinship. All the world loves a good bargain. Ours to satisfy the world—our manifest destiny to offer good bargains. Because we CAN, we ought to. Because we OUGHT to, we do.

Equally our destiny to offer regular things. Spring is coming—some of the coming Spring Silks are here.

IN FIVE MINUTES

You can read all that follows. Please do it.

THE AMERICAN CHRISTMAS

Illustrated by Seven Tableaux, is on the third floor. Ample space makes easy sight-seeing. Bring the children.

FURNITURE Several hundreds of cobbler seat, imitation mahogany seat, Rockers, are here. They are strong and well finished. They are in the way of other stock, and we prefer their room to their company. They are to go at

TWO DOLLARS, but are worth \$3. New goods.

Some days since we told of some very rich Furniture bought from the executor of the estate of one of the best cabinetmakers in this country. The peculiarity of the purchase enables us to sell the goods at half and less.

Every piece is strictly highest class.

The following are on sale this morning—one piece each. The comparison is with recent real prices:

- Mahogany Inlaid Tables, were \$37.50, \$52.50, \$67.50; now \$17.50, \$30, \$35.
- White mahogany Toilet Table, was \$165; now \$75.
- Gold decorated Tables, were \$20, \$25, \$33, \$37.50, \$45; now \$10, \$12.50, \$15, \$20.
- Gold Parlor Table, \$30; was \$52.50.
- White-and-gold Tea Tables, were \$37.50, \$39; now \$20.
- Cold Curio Cabinet, \$47; was \$75.
- Mahogany Curio Cabinets, were \$67.50, \$75; now \$40, \$45.
- Gold Parlor Cabinet, \$135; was \$275.
- White-and-gold Writing Table, was \$60; now \$30.
- Mahogany Parlor Cabinets, were \$67.50, \$120; now \$40, \$65.
- Gold Parlor Cabinet, \$120; was \$225.
- Mahogany onyx top Table, was \$105; now \$55.

On show to-day—200 Women's Desks. The variety of woods is great—antique oak, curly birch, bird's-eye maple, mahogany and Veris Martin decoration. The prices range from \$5 to \$125

Choosing is easy from so great a range of styles and prices.

- At \$5—Antique oak, polish finish; drop lid; 27 in. wide, 14 in. deep, 41 in. high.
- At \$9—Bird's-eye maple, polish finish; drop lid, carved; 28 in. wide, 15 in. deep, 40 in. high.
- At \$9—Curly birch, polish finish; drop lid; 29 in. wide, 15 in. deep, 40 in. high.
- At \$10—Mahogany, finely polished; drop lid, carved; 29 in. wide, 16 in. deep, 41 in. high. Regular price \$15.
- At \$17.50—Bird's-eye maple, finely polished; drop lid, swell front with 4 drawers; 28 in. wide, 16 in. deep, 41 in. high.

Fourth Floor. Several sorts of Hosiery. **WOMEN'S** cry that are remarkably cheap. At Twenty-five cents:

- Fast black cotton, unbleached feet.
- Fast black, plain lisle thread.
- Fast black, ribbed lisle thread.

All of the foregoing are worth 86c. a pair.

- At Three Pairs for Fifty Cents:
- Fast black cotton, unbleached feet.
- Fast black, ribbed lisle thread.
- Fast black, boot lisle, high, colored tops.

All of the foregoing are worth 25 cents a pair.

HOLIDAY FAIR Laughter and fun are ringing all day round the Berlin mirrors, just beside the Holiday Fair. The Holiday Fair is merely a collection of the cheaper goods for gifts, assembled from the various stocks, for the convenience of buyers.

LUCKY CORNERS are found on every floor. Bargain nooks—the spots that will make your Christmas money count double.

HANDKERCHIEFS If we should state the values and numbers of Handkerchiefs we have sold at retail in a single day you would only believe the statement because we made it.

What we have done elsewhere we propose to repeat here.

The basis of it all is the principle of only Linen or Silk in our Handkerchief stock—no cotton, no union of cotton and linen.



Over 2,000 styles of Handkerchiefs are in our store to-day. From Paris, novelties in Men's Linen Handkerchiefs are just in.

Detail of our popular prices follows:

- Linen Handkerchiefs—women's.
- Fine French sheer linen, beautifully embroidered; half regular prices.
- At \$1.50 doz.—White, hemstitched, hand embroidered.
- At \$2 doz.—All white, hemstitched; equal to the best \$3 Handkerchiefs.

For men.

- At \$1.20 doz.—White, hemstitched; large.
- At \$1.50 doz.—White, hemstitched, neat borders; many styles.
- Silk Handkerchiefs—women's.
- At 12c each.—Plain white Japanese silk, hemstitched and initialed.
- At 25c each.—White, hemstitched, Japanese silk; regularly 35c.
- At 50c each.—All white, Japanese silk, hemstitched and initialed. The initial in open work embroidery; 75c has been their price until now.

Boxed Dress Patterns Full Robe Patterns, ample for complete dress, put up in boxes for Christmas gifts.

All the following are great bargains, and they fall into line with the great movement in merchandise at Bargain prices that marks our present business.

- Box with complete pattern small check Gold Suiting, \$2.
- Box with complete pattern figured chev-facet, with velvet, \$5.
- Box with complete pattern figured basket cheviot, with velvet, \$5.
- Box with complete pattern striped boucle, with velvet, \$5.
- Dress patterns in percales, 10 yds., neatly put up, a choice of dark and light colors, 60c. \$1 and \$1.25.

ARNOLD'S KNIT GOODS The best is none too good for baby. Dressing them in Arnold's Knit Goods improves their health and adds to their comfort. Mothers will find the demonstration of their use, now being made in the Infants' Goods Store, interesting and instructive.

TABLE GLASSWARE Goods perfect, prices cracked—a third off. Very beautiful and clear domestic Glassware. Its rank is next after cut glass. Note the cheapness:

- Tumblers, 65c doz. from \$1.
- Ice Cream Sauces, 50c. doz. from 80c.
- Water Carafes, 40c each from 60c.
- Rose Bowls, 8, 15, 25 and 30c each from 12, 20, 40 and 50c.
- Finger Bowls, \$1.20 doz. from \$1.75.

CHRISTMAS DINNER SETS Three sorts. The cheapness will surprise you much—will surprise China dealers more.

An elegant dinner table no longer demands a fortune. Artists, scientists, mechanics have come together in pottery. Beauty and cheapness follow. Witness these things:

- First—Dinner Sets, 113 pieces. Thin vitrified China that will not crackle nor grow dark in use—glaze warranted. Has the wearing qualities of fine French. Choice of four flower spray decorations. Reduced to-day from \$22.50 to \$17.50.
- Second—Dinner Sets, 113 pieces. Limoges China, graceful shape, 2 decorations, handles heavily gilt. Reduced to-day from \$25 to \$20.
- Third—Dinner Sets, 113 pieces. Haviland China, blue spray decoration, gold handles, just opened. Reduced from \$27 to \$22.50.

We esteem it a privilege to offer so great a value for so little money.

HOUSE GOODS Japanese Square Baskets. Prices are so low that the whole value of the goods will hardly pay for this advertising. Store news is costly. Scrap Baskets, three sizes:

- They were 30, 40, 50c.
- They are 15, 20, 25c.

Reduced this morning.

- Clothes Hampers: They were \$1, \$1.25, \$1.50. They are 50, 63, 75c.
- Chafing Dishes, nickel plated, with iron stands and hot water pan. The price is \$1.90 from \$2.25. Other Chafing Dishes up to \$18.50.
- There is progress in Oil Stoves for heating. We have them to hold a gallon of oil—sufficient for ten hours' service.
- Comfort Heater, at \$3.75 from \$5.
- Miller Heater, at \$4.25 from \$5.50.
- Banner Heater, at \$4.25 from \$5.50.

Some in operation.

FUNNY LITTLE JAPANESE PRICES Real cuts. Goods? Yes. Prices? Yes.

Read of them first—see the goods later. Prices too little to pay much to the printer.

After Dinner Coffee Cups and Saucers, delicate, dainty, various shapes and decorations, worth and ought to be 50c.; the price 25c.

Chocolate Pots, blue and white. Dealers say \$1 retail, but we say 45c.

Screen, 5 1/2 feet high. Gold embroideries on black with cloth half backs. Value \$3.50, but they are going quickly at \$2.50. Not long for here at the price.

JARDINIERS Their value for domestic decoration is attested by the great quantities we are now selling. From our great stock we offer a combined line at the following low prices:

- 11 in., \$2.00 from \$3.25
- 10 in., \$1.75 from \$2.75
- 9 in., \$1.50 from \$2.00
- 8 in., 85c from \$1.25
- 7 in., 70c from \$1.00
- 6 in., 50c from 75c

They are in blue, pink, red and yellow, striped in gilt.

TABLE GLASSWARE Goods perfect, prices cracked—a third off. Very beautiful and clear domestic Glassware. Its rank is next after cut glass. Note the cheapness:

- Tumblers, 65c doz. from \$1.
- Ice Cream Sauces, 50c. doz. from 80c.
- Water Carafes, 40c each from 60c.
- Rose Bowls, 8, 15, 25 and 30c each from 12, 20, 40 and 50c.
- Finger Bowls, \$1.20 doz. from \$1.75.

POPULAR TAPESTRIES Every house needs Tapestry Decorations. Until recently but few have had them—cost too much.

Old Flemish and Gobelins Tapestries were rare and valuable beyond the reach of average purses.

We have costly Tapestries. To-day we tell of cheap ones.

Tasteful Tapestries are now within the reach of all. The power loom and the camera have produced new processes of which you see the results to-day.

We open to-day exclusively a large quantity, four subjects, for screens and wall hangings. The designs are produced from the original works by photography, and are finished by hand in oil painting. The size is 27x47 inches. The price is only

THREE DOLLARS AND A HALF.

Seems queer that we sell Down Pillows from three stocks. We are now writing about such as are in the Upholstery Store.

350 made up in Down Pillows that start at \$1.50 and rise moderately. Coverings are rich and beautiful. Many are Oriental. They will suit library, bedroom, reception room—any sort of room.

Among the rich Upholstery Satins are some beautiful goods in newest colorings that ought to be \$5, but in fact, \$3.50—very real bargains.

Very good values appear in 100 pairs Irish Point Lace Curtains, white and ecru, full size, beautiful patterns; at Five Dollars.

Window Shades, 36x72 in., all colors, bargains at 50c. Fringed, Hartshorn rollers.

PASTEL PICTURES Hand work, no sham, not chromos that pose as paintings; many landscape subjects.

Square gilt frames, 26x36 inches, out-to-out measure, oval openings, very rich.

We own ONE HUNDRED, all now—price at this writing FIVE DOLLARS. They will be sold to-day at

TWO DOLLARS AND A HALF.

Entire stock is to be sold at that price. They'll go quickly. Don't find fault with us if all are gone when you come.

WOMEN'S NECKWEAR It's a study with us. Every day brings new designs—some from Paris, others from our own work-rooms—many of them exclusive. No finer assortment to be found

Real lace Dress Waist Garnitures, \$10.

Fancy Dress Waist Garnitures, \$65.

Chiffon and lace Dress Waist Garnitures, \$15.

Applique Yokes, \$4.50 to \$12. Fancy ribbon and lace Yokes, \$1 to \$5.50. Lace Jabots, \$1.50 to \$3.50. Ruffs, 25 styles, ribbon, chiffon and liberty silk, \$1 to \$12.50.

O'Neill's, Sixth Avenue, 20th to 21st St.

The Most Popular Department Store in America. THIS WEEK'S CHANCES FOR HOLIDAY GIFT SEEKERS.

Every department of this big establishment is crowded with good things for Christmas buyers. Just a hint of the possibilities of this week:

FURS. OUR BIG CLOAK SHOWROOM

is crowded with a throng of eager buyers these holiday times. It needs but a glance at these items to tell you the reason.

- COLLARETTES.** FRENCH PERSIAN, worth 12.00, **6.75**
- CANADA SEAL, worth 14.00, **7.50**
- ASTRACHAN, worth 18.00, **11.75**
- KRIMMER, worth 25.00, **16.50**
- PERSIAN LAMB, worth 30.00, **16.75**
- ALASKA SEAL and PERSIAN, worth 30.00, **14.75**
- MINK, worth 45.00, **29.75**
- RUSSIAN SABLE, worth 175.00, **89.00**

FUR CAPES. FINEST ELECTRIC SEAL CAPES, extra full sweep, **25.00**; worth 45.00. FRENCH PERSIAN CAPES, extra full sweep, various lengths, **19.75 to 29.75**; Worth from 30.00 to 40.00.

CLOTH JACKETS.

Largest Assortment in this city, at prices close to cost.

These Specials: Bonele Persian JACKETS, Silk lined, worth 12.00; **6.75.**

IMPORTED PERSIAN CLOTH JACKETS, lined with heavy Satin, and worth 14.00; **7.98.**

ENGLISH KERSEY JACKETS, lined with fancy Silks, worth 20.00; **11.75.**

HUNDREDS OF FUR and CLOTH GARMENTS, NECK SCARVES, ETC., at EQUALLY LOW PRICES.

HOLIDAY SALE.

1,000 VELOCIPEDES and TRICYCLES for BOYS and GIRLS.

VELOCIPEDES 94c

TRICYCLES 2.48

These machines are not the trashy kind, but are all well made and fitted with adjustable seats.

OPEN EVENINGS UNTIL CHRISTMAS.

All Paid Purchases Delivered Free to any point within 100 miles of New York City.

MAGNIFICENT DISPLAY OF Lamps, Onyx Goods, BRONZES, ORNAMENTS, ETC., FOR THE HOLIDAYS.

This Week's Attractions. DRESDEN BANQUET LAMPS, like cut, Without globes, 24 inches high, and elegant designs, worth 6.00; **4.98.**

Globes for same, 8 and 9 inch. BANQUET LAMPS of cast brass, with onyx column, **2.98.**

IMMENSE ASSORTMENT OF DRESDEN PRINCESS LAMPS AND GLOBES AT SPECIAL PRICES.

A Grand Collection of BRASS and ONYX TABLES AND CABINETS at most attractive prices. Combination Onyx Top Table and Piano Lamp, solid brass, gold plate finish, best burner, **7.00**; worth 10.00.

FRAMED PICTURES. You'll find an immense assortment here, all choice subjects and appropriate for Holiday Gifts. Low Prices Prevail.

THIS WEEK'S SPECIALS. ETCHINGS, with antique oak frame and gilt binding, size 20x30, **1.98**

PASTELS, with 3-inch Florentine frames, gilt mat, size 20x30, **3.98**

UPRIGHT PASTELS, with gilt oval mats, 2-inch Florentine frames, 24x28, **3.33**

DOLLS! DOLLS! The Biggest Assortment in the City. BIG DOLLS, LITTLE DOLLS, DRESSED DOLLS, UN-DRESSED DOLLS, IN FACT ANY KIND OF DOLL YOU CAN CALL FOR IS HERE AND AT THE LOWEST PRICES.

OPEN EVENINGS UNTIL CHRISTMAS. All Paid Purchases Delivered Free to any point within 100 miles of New York City.

5,000 DRESS PATTERNS

FOR CHRISTMAS GIFTS

Embracing all the popular fabrics of the season. Silk and Wool Novelties, Boucles, Scotch Tweeds, Broadcloth, Mohair Brilliantine, and Henriettes.

1.95 TO 6.50 EACH.

HANDKERCHIEFS.

One of these "specials" from our immense stock of Handkerchiefs will perhaps fit your fancy and purse. There are many other values equally tempting.

SPECIAL. LADIES' INDIA LINEN EMBROIDERED, elegant assortment of patterns, **13c**

LADIES' ALL-LINEN EMBROIDERED, very choice, **25c**

LADIES' AND MEN'S ALL-LINEN, HEM-STITCHED HDKFS, Hems of all widths, **15c. to 50c.**

LADIES' AND MEN'S ALL-LINEN INITIAL HDKFS, 1/2 doz. in box **1.45**

MUFFLERS IN ALL THE NEW EFFECTS AT LOWEST PRICES.

GLOVES.

The crowds assembled about our GLOVE section these HOLIDAY times demonstrate plainer than words that the people know where to go to obtain good value.

SPECIAL FOR THIS WEEK. LADIES' 4-BUTTON KID GLOVES, embroidered, also 4-button "Brighton" Pique, **98c.**; worth 1.50.

COMPLETE ASSORTMENT OF Fleece Lined Gloves For Women, Men and Children **AT LOWEST PRICES.**

FLINT'S FINE FURNITURE

"HOW HAPPY COULD I BE WITH EITHER, WERE T'OTHER DEAR CHAIRER AWAY."

One has something of this feeling when gift-choosing—so many are the beautiful things clamoring for attention. We have made your task of selection easy, by gathering on our "Christmas Floor" a host of gift-beautiful suitable for any recipient's appreciation and for any donor's pocketbook. Novelties in small and large pieces of furniture, musical oddities, magnificent rugs from the Empires of the East, lamps, palms, and jardiniere to hold them, cushions and pillows for couch or divan, and many other holiday inspirations. Every article is marked in plain figures for your immediate information and at factory prices, as you

"BUY OF THE MAKER" **Geo. C. Flint Co.** 43, 45 and 47 WEST 23RD ST. NEAR BROADWAY. FACTORY: 154 AND 156 WEST 19TH STREET

ESTABLISHED 1861. **HANKINSON** STEAM CARPET CLEANING WORKS, Altering, Restoring, etc. 10 East 14th St. Telephone call, 1061 in th.

Pianofortes, Organs, &c. **BRADBURY PIANOS.** Extensive alterations in our warehouses demand an immediate disposal of our large and varied stock of pianos, both new and second hand. Pianos of other standard makes all at great reductions.

WISSNER GRAND and UPRIGHT PIANOS. Used by the most eminent artists. Liberal prices and terms.

PEEK & SON. Established 47 years. Reliable house. Largest assortment of pianos, both new and second hand. Repairing and tuning. Pianos, 100 to 150. Terms, 10% down, balance in 3 months.

SHONINGER PIANOS. Before purchasing, see our latest and best illustration and beautiful designs in various styles and locations. Pianos and organs, 100 to 150. Terms, 10% down, balance in 3 months.

BRIGGS PIANOS. Large and varied assortment of pianos, both new and second hand. Repairing and tuning. Pianos, 100 to 150. Terms, 10% down, balance in 3 months.

STECK PIANOS. Warehouse 212 E. 11th St. ESTABLISHED 1861. For assortment of fine pianos, organs, and other musical instruments. A large number of second-hand pianos and organs and a lot of square pianos of various makes and at all prices, for sale on easy terms if desired.

Pianofortes, Organs, &c.

WESSER BROS. FACTORY: 324 W. 14th St. THE GORDON UPRIGHT Piano, New, \$100.00. From \$50.00. Monthly, \$5.00. New, \$100.00. From \$50.00. Monthly, \$5.00. New, \$100.00. From \$50.00. Monthly, \$5.00.

AT THE "PIANO EXCHANGE." 100-102 West 23rd St., Broadway and 10th St. New and used pianos, \$25 up. Free terms, open evenings.

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JOHN WANAMAKER

FORMERLY A. T. STEWART & CO.

BROADWAY, FOURTH AVENUE, NINTH AND TENTH STREETS.