

The Wanamaker Store

Store Closes at 5:30 P. M.

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# Romance and Reality

## Statements: Interesting and Important

**T**HE Wanamaker Building is now open. Everybody is invited to the five lower floors just ready for business. With the Basement, in use for the past few months, six floors are now in retail service.

Another interesting occasion will appear when the readjustment of the Stewart building is complete, and still another when you enter upon the full use of the Wanamaker building.

Of structures for retail business the best past is in the Stewart building, the best future is in the Wanamaker building; the combination is unique, unparalleled, unmatched.

The Subway Station defines the common basic level for the two buildings. The communication is by tunnels. Parallel to the Subway one large thoroughfare is finished. Near Broadway is a temporary tunnel that will soon be absorbed by another, very commodious, now under construction.

Each building has a distinct elevator service. You go from upper floors in either to the other by using elevators both ways and crossing under the street at the Subway level. The system of delivery, accounts, adjustment and cash is common to both buildings. Aisle managers are in attendance at all points for the assistance, guidance and service of visitors.

The occupancy of the Wanamaker building brings the realization of long-deferred hopes for the development of our general business. Long since our stocks of merchandise, the volume of our sales and the needs of the store service outgrew the Stewart building. Only one course was open. We must build. For several years the business has pushed us. Now we are in freer, better shape, and we will push the business. We must tell you of the several floors.

### First Floor

This is given over entirely to the service of Men and Boys. Clothing for Men and Boys occupies the grand central position under the quadrangle and spreading out from it on all sides. A new conception in stockkeeping is displayed here. The whole clothing section is outlined in crystal—plate glass cases mark the great area.

The section for Men's and Boys' Shoes is both commodious and convenient. For the finest shoes a small special store, the echo of the Women's Shoe Store in the Stewart building, is a beautiful feature.

On the Broadway front you will find the best-appointed Men's Furnishing Goods Store in Greater New York. Associated with it is the Hat Store, that is a twin brother.

Stocks of Men's and Boys' Knit Underwear and Gloves complete the collection of outfitting goods for all sorts, conditions and sizes of mankind.

### Second Floor

Both the Public and the Piano trade know something of the Wanamaker Piano and Angelus business. The story of its rise and progress during the few short years of its life has challenged the credulity of piano makers and dealers. The National Piano—the Chickering—and its eight associates make an unrivalled company. The Knabe Angelus, the Emerson Angelus, the Autopiano—a trefail of self-playing pianos. The Angelus, regnant and unapproached, is the eminent leader of all piano-playing attachments.

The goodly company of great-musical instruments is housed in well-merited and beautiful surroundings. How grandly it is all done will only appear when Wanamaker Hall opens its doors to welcome the Wanamaker Public.

Details of the various apartments devoted to the exhibition and sale of Pianos are impossible. Rich marquetry encloses the columns in the Main Salon, small rooms for trying separate pianos are decorated in Venetian, Etruscan, Colonial, and the correct styles of the French periods.

Richness and beauty here make great appeal to your taste. It is all in harmony with the merchandise. Every grade of good pianos at prices that are always right from the point of the retail buyers' interests.

The invitation to view the charms of this Chamber of Elegance is universal. Non-piano buyers and even Philistines are expected.

### Third Floor

Lamps and Electroliers, China and Glass, Marbles and Bronzes are here in number and variety without equal, competitor or follower. Artist, artisan and merchant have united their ingenuity in the plans for the fitting exhibition of this dazzling and delightful combination of form, color and material. Crystals, mirrors and electric lights; mahogany, velvet, plate glass, are skillfully combined in the artistic surroundings of this art merchandise. The scene in the glass alcove rooms is like fairyland.

The influences that make this collection and exhibition have made it not only a museum of delight, but also the special counsel of the prudent and economical housekeeper.

### Fourth Floor

This floor is the joy of the home-decorator. Here comes the housekeeper whose home has been finished by carpenter and plasterer. Our Upholstery Organization takes up the work and makes the home ready to live in, with no labor to you, except to say yes or no to the wall papers and other hangings we submit. We lay hardwood floors, hang wall paper, do all interior decorating, furnish window shades, portieres and lace curtains. If you do not wish to forego the enjoyment of individual selection, here is spread out before you everything that upholstery art has conceived and skill produced for the adornment of the home—portieres, lace curtains, wall paper, window shades, table covers, screens, couch covers and bed sets.

### Fifth Floor

Presents a marvelous array of Carpets and Rugs. Comfortable rooms with chairs are provided to show you the samples of carpets, and here are the products of the best American mills.

The Domestic Rugs are shown in profuse variety. Linoleums and Oil Cloths are provided with unique facilities to aid in making quick selection.

Of Oriental Rugs there is really a wonderful collection, many times greater than we have ever shown before, and new and carefully selected pieces. A large room, artificially lighted, gives wonderful satisfaction for the selecting of the beautiful antique rugs because of the manner in which it brings out the colorings and lustre of these old pieces, just as they would be brought out in the home.

The Carpet Store presents the last word and the best in floor-coverings.

A year since all this would have been romance. Today it is reality. What next?

### FIRST FLOOR

WANAMAKER BUILDING.

#### Men's Suits to Order at \$25

For this inaugural offering we have selected a hundred patterns of new Spring fabrics, such as we regularly make to order at \$30 and \$35. This means, of course, that in other tailoring shops, where work of equal quality is done, they cost still more. The wide variety provides for ample selection to meet every taste. And men may be very sure that, in introducing them to Wanamaker Custom Tailoring, we will permit of no shortcomings in the clothing they order. Fit and satisfaction will be guaranteed, and the suit secured will be an exceptional one at this popular price.

\$25 Made to Your Measure.

Main floor, Wanamaker Building.

#### Men's SUITS and OVERCOATS

Wanamaker Clothing has established its reputation to the immense satisfaction of thousands of New York men, and today it is desired to introduce to thousands of other men the excellence of Wanamaker Clothing in fabrics, fit and tailoring; hence, this inaugural offering:

A collection of one hundred and fifty new Spring Suits, such as we regularly sell at \$20 to \$30, is here for your selection, at \$16.50 a suit.

Styles and fabrics are the most correct and choicest of the present season. Of course, there has to be a limitation to the number of suits that can be offered, and those who come promptly this morning will get the best of the offering.

#### Men's \$22 to \$30 Overcoats at \$17.50

Another offering of like character to the suits. Made of excellent covert cloths, black Oxford mixed and fancy chevots. Made with all the care and style that distinguish John Wanamaker Clothing. In grades that sell regularly at \$22, \$25, \$28 and \$30; today at \$17.50 each. Just one hundred and seventy-five overcoats in the offering.

Main floor, Wanamaker Building.

#### From the BOYS' CLOTHING STORE

Here are two offerings of the finest merchandise ever offered anywhere at the prices. They are not old goods nor reduced stock, but were made up special-new of the most beautiful fabrics, in the handsomest of the present Spring styles, specially for this occasion. Boys who secure the suits will have good reason to remember the opening of the New Wanamaker Store. The items are as follows:

Norfolk Jacket Suits, with bloomer trousers, made of handsome imported chevots and fine worsteds, in sizes for 8 to 16 years. Suits that sell regularly for \$11, \$12 and \$15—TODAY AT \$7.50 A SUIT.

Double-breasted Jacket Suits, with knee trousers, made of handsome mixed chevots, in sizes for 8 to 16 years. Suits that sell regularly for \$7 to \$9—TODAY AT \$5 A SUIT.

Main floor, Wanamaker Building.

#### Men's \$2.50 Derbies at \$1.50 Each

These are handsome, new black Derby Hats, perfect in every detail, and compared with other hats on the market at \$2.50 they would be superior in quality to practically all of them. The hats are in the most correct Spring models, finished in perfect styles, in all sizes from 6 3/4 to 7 1/4. \$1.50 each.

Main floor, Wanamaker Building.

#### Men's Bohemian Shirts at \$1.50 Each

The new Furnishing Store presents the finest offering it could select. It is a collection of shirts that will delight the most particular man in New York City. Many men prefer the Bohemian shirts even to the French, as they come from the hands of the best shirtmakers in the world, barring perhaps the French only. The materials are the most beautiful of the present season. The shirts have handsomely plaited bosoms, and the combinations are effective and characteristic of imported shirts. Nothing with their style and high character is made on this side of the ocean.

Choicest fancy striped madras is used for the bosoms and cuffs. The bodies are of especially woven madras, in plain colors. The plaited bosoms are worked up most effectively to retain the pattern. Cuffs attached.

The values are \$2.50 and \$3; this introductory offering presents them at \$1.50 each.

Main floor, Wanamaker Building.

#### Men's \$5 SHOES at \$3.25 a Pair

These are our own splendid \$5 Shoes—shoes that have a full dollar's worth of betterness when compared with other \$5 shoes on the market. They are in new styles of low shoes, in Blucher Oxford patterns, in patent leather and gun-metal calfskin. They were made for our regular stock, but were placed on sale for this inaugural occasion to give men good reason to remember the Wanamaker Shoe Store. Four different styles to choose from. Of course, if you come late in the day you may find sizes broken. Plenty for those who come early.

At \$3.25 a pair, regularly \$5.

Main floor, Wanamaker Building.

#### Men's Underwear and Socks

Men's French Balbriggan Shirts and Drawers, in Summer weight. Shirts with long or short sleeves; Drawers in two lengths of inseam, in all sizes up to 50 inches. Regularly 75c to \$1, today at 50c a garment.

Men's Half Hose of fine line thread, fast black, with silk embroidered fronts. In various styles. Regularly 25c and 35c, today at 18c a pair.

Main floor, Wanamaker Building.

### FIRST FLOOR

WANAMAKER BUILDING.

#### Men's \$1.50 Gloves at \$1 a Pair

Outseam cape walking gloves in the latest Spring shades of tan—from the palest almost-ecru to deep, rich almost-terra cotta. Fine quality cape leather with satiny finish and a soft, velvety feel to the hand. Shaped in the fashion endorsed by tasteful men; excellently made. Well-fitting. One-clasp.

Brand-new—generously worth \$1.50, at \$1 a pair.

Broadway and Ninth street, Wanamaker Building.

#### The Astor Place Umbrella

This is a man's umbrella of extraordinary quality at its price. It was planned and produced for presentation in our new Men's Store. Sold at a popular price, but presenting very much greater quality than has been possible heretofore at that figure.

Natural wood handles, with all-silk covers which are guaranteed for one year. For this inaugural offering we will mark the Umbrellas with two or three silver initials, as desired, without extra charge. \$3 each, worth \$4.

We also present a group of Men's \$3 Umbrellas at \$2 each. They have natural wood handles, and silk covers which are guaranteed for one year.

Main floor, Wanamaker Building.

### THIRD FLOOR

WANAMAKER BUILDING.

#### CHINA and GLASS

The Third floor is probably the most beautiful section of the new building. There are a hundred different patterns of open stock dinnerware, and forty-two additional patterns in dinner sets for the housekeeper to select from. There is the finest showing of Cut Glass in New York City. The offerings that will make this day famous and remembered for years by housekeepers are as follows:

**\$55 Theo. Haviland Dinner Sets at \$27.50**

101 pieces, including four large meat dishes and soup tureen. Gold stippling on all pieces.

**\$45 Theo. Haviland Dinner Sets at \$22.50**

100 pieces, with soup tureen and three large meat platters, in fine floral design with gold.

**\$42.50 Elite French Dinner Sets at \$30**

102 pieces, with soup tureen and three large meat platters; festooned rose border.

**\$22.50 Austrian China Dinner Sets at \$12**

102 pieces, with soup tureen and three large meat platters, in neat gold border design.

**\$35 G. D. A. Dinner Sets at \$21**

101 pieces of Charles Field Haviland China, with soup tureen and three large platters.

**\$15 American Porcelain Dinner Sets at \$8**

100 pieces, with soup tureen and three large meat platters, floral design and all pieces gilt.

The above prices are lower than we have ever offered even in our semi-annual sales.

**FANCY CHINA at Attractive Reductions**

from original prices not met elsewhere:

Salad Plates, at \$5 a dozen, from \$15.

Fruit Plates, at \$6 a dozen, from \$10.

\$6 Bread-and-Butter Plates, at \$4 a doz.

Teapots, at \$1.25 each, from \$2.25.

Sugars and Creams, at \$1.25 pair, from \$2.

Ice-cream Sets, at \$10 a set, from \$14.

Jugs, at \$2.25 each, from \$3.50.

Salad Bowls, at 60c each, from \$1 and \$1.25.

Chop Dishes, at \$1 and \$1.50 each, from \$1.75 and \$2.50.

Cake Plates, at 50c each, from 75c and \$1.

Cracker Jars, at \$1.25, from \$2 and \$2.25.

Celery Trays, at 75c each, from \$1.25.

Bouddir Sets, at \$3.50 a set, from \$5.50.

Plates and Cups and Saucers, in Austrian china; red ground with figured centers:

Cups and Saucers, were \$1.75 and \$2 each; now at 85c each.

Plates, in similar decorations, were \$2, \$2.50 and \$3 each; now at \$1.50 each.

**Fine English China Plates, Cups, Saucers,**

very richly decorated, at Half Price:

Plates, at \$1, \$1.25, \$1.50, \$2, \$3, \$3.50, \$4, \$5, \$6, up to \$10 each.

After-Dinner Coffee Cups at 50c, 60c, \$1.25, \$2, \$3, \$3.50, up to \$5 each.

Tea and Bouillon Cups and Saucers, at 60c, 75c, \$1.25, \$1.50, \$2, \$2.50, \$3.50, \$6.50, up to \$10 each.

**Cut Glass**

One of our regular cuttings, very rich:

Ice-cream Dishes, at \$12, from \$18.

Ice Tubs, at \$6, from \$10.

Tall Compotes, at \$3.25, \$5, \$10 and \$13.50 each, from \$5, \$8.50, \$14 and \$20.

Flower Centers, at \$5, \$8, \$10, \$14 and \$18.50 each, from \$8, \$12.50, \$16, \$20, \$28.

Bowls, at \$4, \$6 and \$8 each, from \$6, \$8.50 and \$12.

Nappies, at \$3, \$4.50, \$5 and \$6.50 each, from \$4, \$6, \$7.50 and \$10.

Sugars and Creams, at \$4 a pair, from \$6.50.

Spoon Holders, at \$2 each, from \$3.50.

Covered Cheese Dishes, at \$10, from \$15.

Covered Butter Dishes, at \$6.50, from \$10.

**Water Tumblers**

Fifteen hundred dozens of pressed glass Water Tumblers; good clear glass. Regular value, 40c; today 25c a dozen.

Two thousand dozens of thin-blown Water Tumblers, in several neat patterns. Regular value, \$1 and \$1.25; today at 50c a dozen.

**White and Gold Glassware**

Tall Bonbon Dishes, at \$1.50, worth \$2.50.

Almond Dishes, at 50c, 75c and \$1 each; were 75c, \$1 and \$1.25.

Bowls, on three feet; 8-inch, at \$2 and \$3.50 each, from \$3 and \$5; 7-inch, at \$2.50 each, from \$3.75.

**Cut Glass Table Novelties**

Salts and Peppers, sterling silver tops, at 25c, 30c, 50c and 75c, worth 40c, 50c, 80c and \$1.25.

Covered Mustard Pots, at 75c; worth \$1.25.

Oil Bottles, at 85c; worth \$1.50.

Syrup Jugs, at 75c, 85c, \$1 and \$1.25 each, worth \$1.25, \$1.50, \$1.75 and \$2.

Sugars and Creams, at \$1 and \$1.50 a pair, from \$2 and \$2.75.

Third floor, Wanamaker Building.

#### Geisha Lamp Shades at Half Price

The Lamp Store presents a superb offering of beautiful Low-dome Lamp Shades at just half the prices for which they were to be sold. Some are made of rice paper, and some of silk, hand-decorated, with highly polished black frames; some being mounted with black trimmings.

The Rice Paper Shades are priced at 60c, 75c, up to \$4.50; regularly \$1.25 to \$9.

The Silk Shades are priced at \$3, \$4, up to \$5.50, and sold regularly at \$6 to \$11.

We also offer a fine collection of Candle Shades at half price, and less.

Beaded Shades, in two shapes, made of cut beads in assorted colors. Regularly \$2 and \$3; today at \$1 each.

Silk Candle Shades, with glass bead fringe, in styles that sell regularly at 75c, \$1 and \$1.25; today two thousand of them at 40c each.

Third floor, Wanamaker Building.

### FOURTH FLOOR

WANAMAKER BUILDING.

#### Lace Curtains and Portieres

The introductory offerings from the Upholstery Store will be of stirring interest to every housekeeper who is fixing up the home for the Summer:

First is a collection of 3,000 pairs of Lace Curtains which are offered at manufacturer's cost. There is a wide variety of patterns. Priced at 80c, 95c, up to \$2.75, for curtains that sell regularly at \$1.25 to \$4.25.

Five hundred pairs of Irish Point Lace Curtains at \$1.60, \$1.85, \$2.15 and \$2.75, regularly \$2.50 to \$4.25.

One hundred and fifty Ruffled Net Bed Sets, for full-sized beds, at \$2.75, \$3, up to \$11, for Sets selling regularly at \$4.25 to \$16.50.

Two hundred and fifty-six pairs of Mercerized and other Cotton Armure Portieres, in a wide variety of designs and colorings. Some have corded edges, others are fringed top and bottom. At \$2.75, \$3, up to \$7.50, regularly sold for \$4 to \$11.25 a pair.

Also a lot of Silk Novelty Portieres, in floral designs and bright colorings; some with edges finished with edging, others finished with silk cord, at \$6.50 and \$7, regularly \$9.75 and \$16.50.

Fourth floor, Wanamaker Building.

### FIFTH FLOOR

WANAMAKER BUILDING.

#### Carpets, Mattings and Rugs

More than 35,000 yards of Carpets in our own regular grades are presented in today's introductory offering. There is a very wide variety of patterns and colorings to select from, and most of the patterns have borders to match.

**\$2.75 and \$3 Wilton Carpets at \$2**

**\$1.65 Axminster Carpets at \$1 and \$1.25**

**\$1.25 Axminster Carpets at 90c**

**\$1.50 Wilton Velvet Carpets at \$1**

**\$1.10 Velvet Carpets at 75c**

**90c and \$1 Tapestry Carpets, 65c and 75c**

up to the regular 9 x 12-foot size, regularly \$25, today at \$18.50.

Cotton Rugs, in the Dolly Madison, Martha Washington and Peggy Shippen varieties, in Colonial effects now so popular. In eighteen different sizes, from the mat 24 x 36 inches, regularly \$1.35, today at \$1; up to the carpet rug, 12 feet square, regularly \$30, today at \$22.50.

Also two handsome groups of Oriental Rugs very decidedly under-price.

A hundred Kurdish Mosul Rugs, 3 1/2 to 4 1/2 feet wide by 5 to 8 1/2 feet long; worth \$20 to \$30; today at \$15 each.

Another group of Kurdish Mosul Rugs, in similar sizes; regularly \$30 to \$50; today at \$18 to \$25 each.

Fifth floor, Wanamaker Building.

### BASEMENT

WANAMAKER BUILDING.

#### Enamel Ware at Half Price

About two thousand pieces of perfect Enamel Ware for the kitchen.

Tea Kettles, 4 1/2-qt.; were 60c, now 30c.

Rice Boilers, 1 1/2-qt.; were 60c, now 30c.

Pie Plates, 10-in.; were 15c, now 8c.

Preserving Kettles, 4 1/2-qt.; were 22c, now 11c.

Lipped Saucepans, 1-qt.; were 12c, now 6c.

Colanders, 11-in.; were 20c, now 10c.

Tea and Coffee Pots, 2 1/2-qt.; were 28c, now 14c.