



Store Closes at 5:30 P. M.



Store Closes at 5:30 P. M.



WANAMAKER'S IN FULL PANOPLY

Celebrates the Consummation of the Plans of Many Years

THESE TWO great buildings, now completed and furnished, right in the heart of America's Metropolis, combine to produce a mercantile plant that is the marvel of the trade, the public and travelers from home and abroad. Tomorrow, in inaugurating this New Era in the history of Wanamaker Retailing, they will present

Schedule of Today's Events

THE J. W. C. I. (John Wanamaker Commercial Institute) Military Band and Battalion, accompanied by Kendle's First Regiment Band and Beale's Band, will arrive from Philadelphia at 9:15 A. M. They will be joined by the Bugle Corps and Battalion from the New York store, and will form in line at 40th street and Fifth Avenue. The parade down Fifth Avenue will start at ten o'clock. The Bands and Battalions, with police escort, will march down Fifth Avenue to 9th street, and east on 9th street to the Wanamaker buildings, where they will be inspected and reviewed by Gen. George W. Wingate, President of the Public School Boys' Athletic League. After playing between the buildings, the J. W. C. I. Military Band with Beale's Band will enter the Old Stewart Building. Kendle's First Regiment Band will march into the New Building. After marching through the various floors of each building, the bands will take their positions on the Grand Stairway in the Old Building and the Mezzanine Stairway in the New Building, where they will play "The Star Spangled Banner." The Bugle Corps in each building will then sound "Assembly," after which a large chorus in each building, led by the bands, will sing "America." At the sound of "Assembly" customers and salespeople will be requested to stand at attention, and when "America" is sung to join in the singing.

At 10:30 there will be a Grand Concert in the Auditorium, to which the public is invited.

At 2:30 there will be a concert on the Fourth floor of the Old Building by Beale's Band. At the same hour there will be a concert on the Fifth floor, 8th street side, of the New Building, by Kendle's First Regiment Band.

From 3 to 4 o'clock there will be a concert in the Auditorium in the Wanamaker Building by the J. W. C. I. Band, Bugle and Drum Corps.

At 2 o'clock, on the Main floor of the Wanamaker Building, there will be an exhibition drill by the Philadelphia Battalion of the J. W. C. I., presenting

Manual of Arms

Company Movements

Army Calisthenics

The same drill will be given on the Fifth floor of the Old Building at 4 o'clock.

At 5 P. M. in the Auditorium there will be a presentation of colors to the New York Battalion of the J. W. C. I. by the Battalion from Philadelphia.

The public is invited to all of these events.

The Most Elaborate Merchandise Pageant Known to the History of Storekeeping

Up to 1876, the year he died, the business of A. T. Stewart was The National Store. In that same year the old, reconstructed freight station, in Philadelphia, was opened by John Wanamaker, and in a few years the eyes of the Nation were directed to this new channel; and just twenty years after A. Stewart's death his fine old store became part of the Wanamaker organization, and with it came such tremendous public favor as scarcely could have been exceeded if Stewart himself had still been alive and offered to renew his splendid public service.

Today by far the largest retail business in America comes to the Wanamaker Stores. The United States Government is the largest customer. The military posts in the West, ambassadors and consuls the world over, missionaries in China, India, Africa, and travelers everywhere, depend upon Wanamaker's to supply their merchandise needs.

There is no land or clime where the Wanamaker Service does not extend. But the Store's most perfect service is to the millions near our doors. We employ the experts who measure and judge for you the merchandise

products of the whole round world. If a commodity that England or Germany makes is excelled in India, we go there and bring it. If America excels England, France or Germany in another, we proudly tell you so.

Ours to seek and weigh and judge and bring. Ours to supply the knowledge, skill and power, to bring the world's products to your doors, and guarantee the value and goodness of each and every one.

Ours the work of salesmanship that helps mightily to keep busy the Nation's factories, and aid the general prosperity of the country.

TODAY, on this First Day of October, in Nineteen Hundred and Seven, we will celebrate the completion of the magnificent Buildings and their marvelous modern facilities for Public Service.

The members of the Newspaper Press, friends in the Trade and many City, State and National Officials inspected, and marveled at, this unusual institution a week ago. Today, in full readiness, we invite the great public to come and inspect it, and to enjoy the entertainments and exhibitions, which are of an extraordinary and unique character, fitting to this epochal occasion.

The Exhibition of PARIS COSTUMES

The mandate of Fashion is, "Magnificence in Apparel."

Paris—always regal and prodigal in matters of dress—has, this season, gone to the limits of extravagance in choosing her materials—forests of costly plumage in millinery, and rich and almost priceless furs in costumes. Ermine, chinchilla and broadtail are used for jackets and trimmings—some with magnificent embroidery on the fur.

In the three decades that our representatives have been bringing Paris creations in costumes to America, never before has the sumptuous richness of this season's dresses been approached.

The present assemblage of Paris costumes is unique in its beauty, richness and remarkable setting. Many of the

gowns will be shown on living models, just as they were exhibited to us in Paris, and presented in the little shops of our own "Rue de la Paix" and "Rue Taitbout," specially constructed for this October First Exhibition.

The immensity of today's presentation precludes further description of this most magnificent Costume Assemblage. Come and view the splendid spectacle with your own eyes.



The Paris and Wanamaker Millinery

Plumage of the most elaborate and extravagant character is the keynote of millinery fashion this Fall. Ostrich plumes that wave high above the tall-crowned hats. Ostrich draperies that fall from the hat even all the way down to the waist. Dainty plumage of paradise and marabout. Smart wings, in striking arrangements and warm, rich furs.

Picture hats to worthily crown the richness of the season's apparel. We have gathered the most refined, the most beautiful, the most daring—originality in every discoverable form—from all the great modistes of Paris, and the assemblage invites your inspection today.

Millinery Salons, Third floor, Old Building.

The Pageant of Silks and Dress Goods

The entire Broadway side of the Old Building on the second floor is devoted to Silks and Dress Goods. Today it will be a World's Exposition of these feminine fabrics.

Never before have the silk weaves been so richly magnificent, or colors and designs so exquisitely dainty and artistic.

Never before have we so exhaustively presented the sumptuous products from Lyons and other foreign looms.

The assemblage of Dress Goods is equally exhaustive in every plain and novel weave.

The first and last word in every fabric for all occasions is here or nowhere. See the unprecedented exhibition.



The Pure-Flax Linen Exhibition

Snowy, lustrous, elegant linens from the famous looms of Ireland, Scotland, Belgium, France, Germany and Austria. Not a fibre of cotton in any piece of linen at any price in the Wanamaker Linen Store. There are regal table cloths decorated with richest laces and marvellous embroideries. There are magnificent pieces that have no decoration except that given by the loom. There is wonderful variety among the practical linens for every-day use; the table covers and napkins, the towels and all the fancy linens that the artistic housekeeper loves, for the adornment of the home.

The Restaurant and Tea Room

Strangers in the city will find the most pleasing accommodations in these two great Wanamaker eating places. The Restaurant is away up on the Ninth floor of the new building, with a splendid view up and down the city and across the river to Long Island; with splendid service, and a seating capacity for 850 people at once.

The Philadelphia Tea Room

Is on the Fifth floor of the old Stewart Building, and offers all the delicacies of the famous Philadelphia cooking. Practically all dishes made to order, from the cup of tea to the chicken pie. Prices in both places quite moderate.

Some Decorative Features

The Rotunda of the old Stewart Building will present a rare and extraordinary exhibition of the

Flags of All Nations

These banners have been reproduced at very great expense from specimens in museums, private collections and elsewhere where they could be found. There is not another such collection in existence.

In the Rotunda of the New Building is presented an exhibition of

Rare Old Tapestries

containing many magnificent specimens, unique, costly and without duplicate. It is one of the finest collections now in private possession.

On the main floor of the New Building will be seen an exhibition of the

Flags of America

presenting the old Spanish, French, English, Dutch and other emblems, as well as the Colonial and modern Flags that have waved on this Continent since its discovery to the present time.

Other great events, some of which are described at length elsewhere in this announcement, are as follows:

- The Assemblage of Paris Costumes
- The Exhibition of Paris Millinery
- The Magnificent Gathering of Dress Goods
- The Regal Pageant of Fine Silks
- The Great Linen Exhibition
- The Museum of Magnificent Old Laces and Embroideries

Rare and costly pieces made decades ago by the marvelous needleworkers whose guild is now well-nigh extinct. What witchery of imagination, what marvels of needleworking skill they represent. Quiet and forgotten manipulation and patience and thoroughness such as do not exist among needleworkers today.

The Children's Play Ground

in the Toy Store—where visitors may leave their children to enjoy the delightful games provided for them, with attendants to see that they do not get into harm, and a hundred other features which we have not space to list here.

Formerly
A. T. Stewart & Co.

JOHN WANAMAKER

Broadway, Fourth Avenue,
Eighth to Tenth Street.