The Wanamaker Store — Store Closes at 5:30 P. M. — The Wanamaker Store

AMERICAN DAY at WANAMAKER'S

THE foundation of every great national institution is patriotism. Love of country is simply the outgrowth, the enlargement of the Golden Rule—"Love thy Neighbor." The principle of honest merchandising demands that every transaction shall benefit both parties to the contract. When we become sufficiently civilized and enlightened to realize this fundamental truth, no chief magistrate of a nation will need to give his life for the equal rights of humanity; nor engage his energies in compelling corporations to be honest.

Today, Monday, October 21, is American Day in the Wanamaker Celebration. The exercises in the Auditorium will include a Patriotic Concert, and a Lecture, "From Plymouth Rock to the Golden Gate," illustrated by magnificent lantern slides, by Dr. J. K. Dixon.

The afternoon occasion will be especially marked by the unveiling of The LINCOLN MEMORIAL TABLET, containing the famous Gettysburg Address, as officially adopted by the G. A. R. The unveiling will be done by delegated members of the Grand Army, and all members of the G. A. R. who can be present are invited to the Afternoon Concert at 2 o'clock.

Dr. Dixon will tell the soul-stirring story of this marvellous speech, written on a piece of brown paper, on the railroad train, and which Lincoln thought was a failure, after which the unveiling will occur.

The text of this gem of the literature of the ages, now embossed in bronze, and which should be hung on the walls wherever American people assemble, is here reproduced—for the words cannot be read too often:

Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting place for those who here gave their lives that that nation might live.

It is altogether fitting and proper that we should do this. But, in a large sense, we cannot dedicate, we cannot consecrate, we cannot hallow, this ground. The brave men, living and dead, who struggled here have consecrated it, far above our poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here. It is for us, the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great work remaining before us; that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.

ABRAHAM LINCOLN.

Gettysburg, November 19, 1863.

The Entire Auditorium Program Follows:

MRS. WIOLA WATERHOUSE....*Soprano* MR. PAUL DUFAULT.....*Tenor*
MRS. ETTA HOBBES.....*Contralto* MR. ANDREAS SCHNEIDER...*Baritone*

Assisted by the following selected Chorus:
Sopranos—MISS LASELLE, MRS. WHEELER.
Contraltos—MISS SUMMER, MRS. TURRENTINO.
Tenors—MR. PHILP, MR. WHEELER.
Bassos—MR. JAHN, MR. DIESENTHAL.

Together with McKee's Brass Quintette of Soloists: F. W. McKee, F. Chiafarelli, P. Capediferro, Cornetists; H. G. Simon, C. Marshall, Trombonists.

Assisted by Bugle, Fife and Drums.

MR. ARTHUR DEPEW, *Conductor.* MR. H. J. REPP, *Organist.*
MR. J. W. CASEY, *at the Piano.*

1. "Assembly," Bugler, W. S. Wiest.
2. Organ Introduction—"American Fantasie".....
3. "Columbia, the Gem of the Ocean".....
4. "Marching Through Georgia".....
Audience Will Join in the Singing of the Chorus.
5. Tenor Solo—"Let Me Like a Soldier Fall".....
6. Chorus—"America".....
Audience Will Join in the Singing of This Number.
7. Lecture by Dr. J. K. Dixon.

Subject—"From Plymouth Rock to the Golden Gate."

Unveiling and dedication Lincoln Memorial Tablet, in the rear of the Auditorium, on which is inscribed Lincoln's famous Gettysburg address.

8. Fife and Drums—"The Girl I Left Behind Me" and "The Star Spangled Banner."
The audience will rise and join in the singing of our National Anthem.
9. Bugle Corps and Manual of Arms by the J. W. C. I.
10. Taps.

The J. W. C. I. is the John Wanamaker Commercial Institute of the Wanamaker Store, whereby the boys employed acquire a commercial and military training while earning their livelihood.

The program as above will be rendered at 2 o'clock in the afternoon. The morning program will be the same throughout with the exception of the unveiling ceremonies.

All-Silk Umbrellas $2 and $2.75

This is a considerable quantity of brand-new, handsome all-silk umbrellas for Men and Women, to sell at a third below value, or close to it.

The Umbrellas at $2 regularly worth $3. 26-inch, for women; 28-inch, for men. Extra quality tape edge, pure silk; with a variety of natural wood handles.

The Umbrellas at $2.75, regularly $4. 26-inch, for women only. Extra quality tape edge all-silk, with a new assortment of handsome fancy handles; Silver caps, gun-metal, pearl-and-silver, cape horn with silver bands, and natural wood, silver-trimmed—an unusually attractive collection.

Isn't there a possible Christmas hint for you in the above?

Main floor, Old Building, and Sub-Station Store.

The American Public is the best dressed people in the world. The American home is the best furnished. The American Payroll, as Secretary Cortelyou said, is the envy of the world.

Good stores are needed to serve this prosperous public—to furnish these comfortable and artistic homes—to provide right apparel for these well-dressed millions.

These two great buildings, here at Astor Place, have been equipped to give the most perfect service that modern storekeeping science knows. The best we know today, is here. We hope to be better tomorrow, and still better as every tomorrow approaches. We'll be glad to have you tell us how the store's service might be more helpful and satisfying to YOU.

But do you know what we are doing to-day? Come and see.

Fine Oriental Carpets

Kermanshah, Meshed and Other High-Grade Pieces

At Decisive Price-Savings

The basis of valuation of an Oriental Rug is just as positive and fixed as that of any other commodity unless the dealer seeks to deliberately deceive the purchaser.

We have just been reading the announcement of a sale in another distant store, where is offered an $800 rug for $395. This is the grade we sell usually for $4 a square foot; and the rug advertised contained about a hundred square feet—a $400 rug by the regular valuation, but called an $800 value, and at only five dollars below the regular price.

That is ONE way to do the Oriental Rug business; and the success of it almost leads one to believe that the public likes to be humbugged.

If you multiply our rug valuations by two, you will not exaggerate the figures that some stores would print. But the values we quote below are THE ACTUAL PRICES that these rugs bore, until last Saturday night; and at those prices they were the best regular values in New York City.

Today's reductions are POSITIVE. On a $400 rug, reduced to $300, you absolutely save a full hundred dollars; for you get quality which you cannot regularly buy anywhere else for less than $400, and which the store told of above would call $800 value.

Some specimen sizes and values, of the three special groups, are printed below:

Persian Rugs

Twenty fine Kermanshah and extra heavy grade Meshed Rugs. Colorings from dainty light effects to the darker, heavier tones.

14 ft. 11 in. x 11 ft. 4 in., reduced from $735 to **$550.**
13 ft. 7 in. x 10 ft. 10 in., reduced from $675 to **$510.**
15 ft. 1 in. x 9 ft. 1 in., reduced from $600 to **$450.**
12 ft. x 9 ft. 4 in., reduced from $625 to **$465.**
12 ft. 5 in. x 9 ft. 3 in., reduced from $400 to **$300.**
14 ft. 7 in. x 8 ft. 9 in., reduced from $490 to **$365.**
14 ft. 6 in. x 10 ft. 8 in., reduced from $525 to **$395.**
13 ft. x 10 ft. 5 in., reduced from $270 to **$195.**
14 ft. 3 in. x 8 ft. 11 in., reduced from $250 to **$190.**
14 ft. 5 in. x 10 ft. 2 in., reduced from $510 to **$385.**

Twenty-five Goravan and Mahal Rugs

13 ft. 7 in. x 10 ft. 4 in., reduced from $290 to **$215.**
13 ft. 9 in. x 10 ft. 2 in., reduced from $255 to **$190.**
12 ft. 10 in. x 10 ft. 2 in., reduced from $195 to **$150.**
12 ft. 4 in. x 9 ft., reduced from $165 to **$125.**
12 ft. x 10 ft. 8 in., reduced from $315 to **$235.**
14 ft. 10 in. x 10 ft. 9 in., reduced from $415 to **$310.**
13 ft. x 10 ft. 2 in., reduced from $335 to **$250.**
10 ft. 4 in. x 9 ft. 5 in., reduced from $155 to **$110.**
11 ft. 11 in. x 10 ft. 4 in., reduced from $290 to **$215.**
13 ft. 7 in. x 9 ft. 4 in., reduced from $415 to **$310.**
17 ft. x 11 ft. 8 in., reduced from $375 to **$165.**
14 ft. 11 in. x 11 ft. 8 in., reduced from $290 to **$215.**

And This Special Lot of Forty-seven India Rugs

12 ft. 8 in. x 10 ft. 1 in., reduced from $100 to **$75.**
11 ft. 10 in. x 9 ft. 2 in., reduced from $90 to **$68.**
14 ft. 5 in. x 10 ft. 2 in., reduced from $225 to **$145.**
10 ft. x 8 ft. 1 in., reduced from $70 to **$52.**
12 ft. x 9 ft. 3 in., reduced from $85 to **$62.**
13 ft. x 10 ft. 1 in., reduced from $250 to **$135.**
13 ft. 5 in. x 10 ft. 1 in., reduced from $100 to **$75.**
10 ft. 2 in. x 7 ft. 2 in., reduced from $60 to **$44.**
12 ft. 3 in. x 9 ft. 3 in., reduced from $110 to **$85.**
11 ft. 3 in. x 8 ft. 2 in., reduced from $72 to **$55.**
12 ft. x 9 ft. 3 in., reduced from $110 to **$85.**
12 ft. 3 in. x 9 ft. 2 in., reduced from $90 to **$68.**
11 ft. x 8 ft. 1 in., reduced from $70 to **$52.**
10 ft. x 7 ft., reduced from $58 to **$42.**

Fifth floor, New Building.

Sixteen Thousand Yards of Fine Dress and Lining Silks Much Reduced

This is the brief statement of the most important piece of Silk news of the season. It affects directly every woman who has dresses to make, waists, heavy wraps or petticoats to line or make foundations for. It provides fine, perfect silks of the best quality at prices that in many cases are less than the raw silk would bring today.

Every yard of the sixteen thousand comes right out of our own stocks—lines that we are dropping, patterns or colors that have become broken. Values given are in all cases the prices at which we have sold these silks over our counters. So that you can not only rely on the qualities, but be sure of exactly what saving you are making.

The particulars—main aisle tables hold the showing:

$4 Black Chiffon Velour, $2.75 Yard

Forty-four inches wide, superb, rich quality. Imported.

$5 Black Satin Brocade, $2.50 Yard

Heavy black satin brocades, in handsome patterns, for coat and garment linings; 36 inches wide.

$2.50 Ivory Satin Brocade, $1.50 Yard

These are 27 inches wide, in effective designs and substantial weight, for cloth and fur garment linings.

$2 Silk Voiles, $1.25 a Yard

Forty-two inch imported Silk Voiles, in plain colored barred effects, in old rose, tan, gray, navy blue, Alice blue, brown, silver, pink, champagne, ciel, white and taupe; charming shades; for party dresses.

$1.75 Burlingham Silks, 85c Yard

These are the stylish rough silks that are so effective for whole suits and coats, in browns, navy and cadet blue, and reseda—all desirable shades. 27 inches wide.

$1.25 Black Taffeta Silks, $1 Yard
$1.50 and $1.75 Black Taffeta Silks, $1.25 Yard

Two splendid qualities of black taffeta for lining and dress purposes. 36 in. wide, and guaranteed for wear.

85c Black Taffeta Silk, 58c Yard

19 inches wide, imported, soft, lustrous quality at an absurdly low price.

$1.25 Novelty Crepe de Chine, 65c Yard

Attractive white printings on colored grounds—taupe, navy blue, light gray, wine, black, myrtle, reseda and tan—suitable for street or evening dresses; 24 inches wide.

75c and 85c White Taffeta Silks, 55c and 65c Yard

19 inches wide, imported; for lining purposes.

85c Domestic Pongee at 58c Yard

Washable pongee silk, in the natural color; excellent quality.

$2 Chefoo Shantung Pongee, 50c Yard

Genuine hand-made Chefoo Shantung Pongees, in brown, old rose and cadet blue—a superb, long-wearing quality; 19 inches wide.

$1.50 Printed Shantung Pongees, 50c Yard

An attractive collection of Lyons printed Shantung Pongees, in polka dots and stripes; 25 and 27 inches wide; splendid for house garments.

75c and $1 Printed Foulard Silks, 50c Yard

23 and 24 inch Foulard Silks, in polka dots and figures, in a good color assortment.

Main Aisle, Old Building.

Introducing the New Wanamaker FUR MILLINERY

Today we display the new Fur models in Women's Winter Hats. Paris has set this luxurious fashion, and the effects produced are rich and beautiful.

These are a few of the strikingly original and artistic models:

The Fur-Feather Hat
The Postillion Turban
The Watteau Turban
The Louis XVI. Hat
The Marie Antoinette

And a score of other styles, in all the fashionable furs. On view in the Grand Salon today.

Third floor, Old Building.

Remarkable Sale of WAISTS At $3.75, $5 and $6

Over a thousand fresh, pretty, brand-new waists are concerned in this important and most attractive offering—the Fall clearance of a large manufacturer's stock. They are in most desirable materials—net, taffeta and messaline, and in dozens of charming, dressy models.

The waists come to us at far below their regular values, and you will realize the exceptional chance when you see them. Three groups, ready this morning.

AT $3.75—Waists of Figured Net, or Taffeta, lace-trimmed, with short sleeves.

AT $5—Waists of Net, trimmed with Cluny lace; of Messaline, lace-trimmed, or of Taffeta, embroidered.

AT $6—Waists of Messaline, with yoke of Cluny or Valenciennes lace insertion.

Fourth floor, Old Building.

Formerly A. T. Stewart & Co.

JOHN WANAMAKER

Broadway, Fourth Avenue, Eighth to Tenth Street.