

The Wanamaker Store.

New Century CLOTHES for Men




WANAMAKER'S will step over the new century line in the forefront of suppliers of clothes for men—eminently fitted for the advanced position that will continue to be held.

The Wanamaker Store possesses a corps of style students who are in constant touch with every center of dress in Europe and America. They know what is worn everywhere, and what is being conceived for to-morrow. There is no broader information extant than is theirs. Their life study has been dress for men and the practical application of beauty in fabric and style. They are not arbitrators who *dictate* style—never! But *arbiters*—those who witness—that see all, and with fullest knowledge, speak, not with despotic authority, but with the authority of the *connoisseur*—one who knows, by travel, by study, by experience.

There is no risk ever, that styles at Wanamaker's have any superiors, or are ever other than the latest, best and most correct. Usually they are in advance. "First shown in America," is a trite truism at Wanamaker's—now expected and looked for by good dressers—both men and women.

The choosing of woollens is a most important feature of providing fine and practical clothes for men. It was *the* feature that many years ago blazed out full and strong to men of America, the name of JOHN WANAMAKER with the idea of good clothes. How we had to fight the persistent presence of cotton in "woolens"! How fine and beautiful the make-believes looked! And men bought them freely, and thought Wanamaker clothes dear, because pure wool—every thread wool—cost more than the cotton mixture that looked just as good. But truth conquered—honest fabrics had to win out, because men learned by dear experience that faded, shrunken clothes were a costly bargain. And yet the battle for *pure wool* is still being fought, only that to-day more men know the value of the Wanamaker standard.

The cotton mixtures still far outnumber the all-wool goods; and they are more beautiful to the eye, more temptingly deceptive than ever before. But the Wanamaker buying power is greater, and to-day *pure wool* clothing at Wanamaker's costs almost as little as the cotton mixtures in other stores. To-day it doesn't pay to run the risk, for absolute surety needs no premium to pay for it.

Fresh, handsome styles add their value to Wanamaker clothing. There is a smartness to the tailoring, a fine graceful touch to the finish, that shows the expert workmanship that made the clothing. Men who employ skilled labor will know part of the reason when they know that those who make Wanamaker clothing are paid by the week—not by piece-work.

Good work is our demand—no hurrying and skimping in order to make a dollar or two more on the week's wages.

Then Wanamaker clothing is made in a clean, well lighted, well ventilated factory. What a satisfaction it is to know that! What a contrast from the usual birth-place of ready-made clothing!

Do you wonder that honesty, skill, best facilities, health and happiness can make better clothes than craft, cheap labor and sweat shops?

The Wanamaker merchandising and vast distribution bring prices down to an unmatched basis, so that

The Best Clothing that is Made is Also in Every True Sense, THE CHEAPEST

Every sort of clothing is here ready-made, and in sizes to fit all men; from the business suit to the most perfect full-dress, that no man can distinguish from custom-made. The price-range is suggested:

Men's business suits, \$8.50 to \$30.
Men's cutaway frock suits, in dressy fabrics, \$12 to \$30.
Men's Prince Albert coats and vests, \$20 to \$35.

Men's Full Dress suits, \$30 to \$45.
Men's heavy-weight overcoats, \$8.50 to \$55.
Men's pure worsted trousers, \$3.50 to \$8.

Then Clothing for Boys:

Boys' long trouser suits, 15 to 19 years, \$8.50 to \$18.
Boys' Winter overcoats, 15 to 19 years, \$10 to \$20.
Boys' trousers, \$2.50 to \$4.50.
Boys' double-breasted jacket suits, 8 to 16 years, in blue and fancy cheviots, \$3.75 to \$12.

Boys' three-piece suits, 9 to 16 years, in blue and fancy cheviots, \$5 to \$12.
Boys' sailor suits, 3 to 12 years, of blue serges and cheviots, \$3.50 to \$12.
Boys' Winter overcoats, 4 to 16 years, of all-wool friezes and cheviots, in Oxford mixtures, \$5 to \$16.50.

JOHN WANAMAKER

NEW YORK