

# O'Neill's.

Sixth Ave., 20th to 21st St.

## PHENOMENAL VALUES

### Ladies' Suits, Coats & Skirts.

**\$9.98**—TAILORED FALL SUITS, of fine serge, new fly front walking coat, latest sleeves, black taffeta lined, skirts new paquin flounce percale lined and neatly finished, phenomenal value **\$9.98**

**\$20.00**—FOR SWELL MEN TAILORED SUITS, of fine handsome plaids, new shaped jacket, flounce skirt, all lined throughout with taffeta, splendid values..... **\$20.00**  
Other grand groups, \$9.98 to \$275.00.

**\$4.98**—FOR FALL AND WINTER JACKETS, fine chevots, open notched collar, side pockets, lined throughout with satin Rhadame, **\$4.98**

**\$10.00**—FOR STYLISH JACKETS of fine chevots, new dip front style, lined with satin Rhadame, reefers and fronts faced with satin, handsome pearl buttons, phenomenally cheap..... **\$10.00**  
Other jackets \$3.98 to \$55.00.

**\$2.98**—FOR NEW FALL SKIRTS, of wool chevots, blacks, browns, greens, full 4 yards wide, percaline lined, velveteen bound, splendid value..... **\$2.98**

**\$3.98**—FOR NEW SWELL SKIRTS, of Sicilian, full width, percale lined, velveteen bound..... **\$3.98**

### Millinery Supremacy.

Great and growing are the two words that fully describe our Millinery sections. Unusual trade conditions make necessary very exceptional pricing on 100 beautiful conceptions in exclusive headwear to-day.



Some exquisite models of brown and tan velvet, trimmed with shaded plumes, facing of tan shirred velvet, jet bonnets, trimmed with white velvet alsaian. Paris model of shaded green velvet, binding of wide shaded beads, trimmed with aigrettes and ornaments in the face to finish feather. Usual prices \$15 to \$40 **\$11 to \$30**

### Amazing Dress Goods Values.

- Plain stuffs in all the wanted shades.
- 50 in. Broadcloths, 50 in. Venetians, 50 in. Whipcords, 50 in. Broadcloths, per yard, 44 in. French Poplins, per yard, 48 in. Camel's Hair Zibelines, 46 in. Cravenette Chevots, 50 in. Broadcloth, **\$1.00**
- 48 in. French Poplins, 48 in. Imported Diagonals, 48 in. Bayadere Poplins, **\$1.15**

**SPECIAL**—2,000 yards all-wool satin-faced Venetian Cloth, eleven beautiful Fall shades, per yard... **79c**

### In That Great Basement.

#### Dinner Sets.

Haviland Dinner Sets, complete, new spray and stipple gold decorations, 114 pieces, special..... **\$38.25**

112 pieces Dinner Sets, with green spray decoration, real gold stippled, exclusive pattern, a rich bargain... **\$53.65**

English Porcelain Dinner Sets, in a very pretty green decoration, gold traced, 115 pieces, special..... **\$16.42**

#### Cut Glass.

Special importation of new cuttings and shapes.

- Water Bottles in deep cutting... **\$2.63**
- Tumblers to match... **\$2.65**
- 8-inch Bowls... **\$4.66**
- Celery Trays... **\$4.48**
- Syrup Cups... **59c**
- Oil Bottles... **89c**
- Nappies, 6 inch... **\$2.48**
- Nappies, 5 inch... **98c**
- Sugar and Cream Sets... **\$3.98**
- Spoon Trays... **\$3.37**

#### Specials.

- Umbrella Stands in delft, special... **\$1.69**
- 25 pieces of large size Ewers, handsomely painted, value \$1.99... **98c**
- Fancy Scrap Baskets, great assortment... **48c to \$1.98**
- Tin Boilers, heaviest blocked, only kept here, made with copper bottom, 7 in., 8 in., 9 in., **\$1.33, \$1.50, \$1.82.**
- Galvanized Can, special... **57c**
- Extra large size Galvanized Can... **98c**
- Galvanized Water Pots... **20c**

#### Oil Stoves.

- The Enterprise Oil Stove, 1 burner... **62c**
- 2 burners... **88c**
- Oil Heaters... **\$2.48**

## H. O'NEILL & CO.

### Dirt Disease Use Pearline

NEW YORK JOURNAL AND ADVERTISER.  
W. R. HEARST.  
Published Every Day in the Year. Daily Edition in Greater New York and Jersey City, and on Saturdays in New York and Jersey City, and on Sundays in New York and Jersey City. One Cent.

**Lost, Found and Rewards.**  
Per line (8 ordinary words), 25c.

**LIBERAL REWARD** paid for return of package marked Ludwig Brock, lost Saturday on University place, between 9th and 10th sts. S. 101 Mercer st.

### AMUSEMENTS THIS EVENING.

- ACADEMY OF MUSIC... Sporting Life
- AMERICAN... The Little Cornet
- BIJOU... Margot of Michigan
- BROADWAY... The Little Cornet
- COLUMBUS... As You Like It
- DALY'S... A Runaway Girl
- EDEN MUSEUM... Wax Groups, Concerts
- EMPIRE... The Liars
- FIFTH AVENUE... The Liars
- 14TH STREET... The Sign of the Cross
- GARDEN THEATRE... Richard Mansfield
- GARIBOLDI... A Day and a Night
- GRAND OP. HOUSE... Yankee Doodle Dandy
- HARLEM... The Sign of the Cross
- HARLEM MUSIC HALL... Vaudeville
- HERALD SQUARE... Hotel Topsy Turvy
- KNICKEBOCKER... The Christian
- LYCEUM... Adventure of Lady Ussula
- MADISON SQUARE... On and Off
- MADISON SQUARE... The Turtle
- METROPOLIS... Land and Sea
- PEOPLE'S... Down on the Farm
- PLAZA PALACE... Vaudeville
- PROCTOR'S... Two Little Vagrants
- STAR... The Sign of the Cross
- THE DEWEY... The Sign of the Cross
- THIRD AVENUE... The Sign of the Cross
- TONY PASTOR... Vaudeville
- WALLACK'S... The Sign of the Cross
- WEBER & FIELDS... The Sign of the Cross

### Amusements.

- PLEASURE CONTINUOUS... 1.30, 5th St.
- PALACE PERFORMANCES... P. M. 3d Ave.
- DEBUT OF JANUSCHKE!
- JOHN W. RANSOME, MILTON & DOLLY NOBLE... Review Comedy 4, Third Street, Broadway, New York
- PROCTOR'S... Continuous Performance, 23d St. 20c, 30c, 12.30 to 10.15 P. M.
- ANOTHER PHENOMENAL BILL!
- ROBERT HILLIARD... Debut of AMELIA SUMMERVILLE
- GEORGE FITZGERALD, CHAS. WILLIARD, BARTON HILL & CO... THREE VILONA SISTERS
- MADISON SQUARE GARDEN... Open 10.30 A. M. to 10.30 P. M.

### Food Show

Mrs. Lemcke's Cooking Lectures 2:10 P. M.

### LYCEUM OF NATURAL SCIENCE

- THE ADVENTURE OF LADY USSULA... Monday, Oct. 31, Mr. Sothman will present his new play
- THE OLD LOVE AND THE NEW... By Abby S. Richardson and Grace L. Furness
- NOV. 2—THE LYCEUM STOCK COMPANY
- SAM T. JACK'S THEATRE... The Home of Burlesque
- THE MOCK TURTLE... A Warm Reception

### KEITH'S

Continued Performances. 25c, 30c, 75c, \$1.00.

### PASTOR'S CONTINUOUS

12 NOON TO 11 P. M. SEATS 20 & 30 CENTS.

### THE SIGN OF THE CROSS

CHAS. DALTON and original production.

### DEWEY DISROBING ACT.

HARLEM OPERA BY AT 8.20.

### WORLD IN WAX

EDEN MUSEUM.

### BIJOU

AMERICAN... The Little Cornet

### ACADEMY OF MUSIC

SPORTING LIFE.

### COLUMBUS

AS YOU LIKE IT.

### GRAND OPERA HOUSE

Yankee Doodle Dandy.

### METROPOLIS

"ON LAND AND SEA."

### FOOT NOTES

by ROGERS, PEET & Co., Monday, Oct. 17. All the first-rate shoemakers are producing the same style of shoe; and yet there was not a single ready-made dealer who had the styles, so we chose it. Nothing radical about it; not a cure for mis-shapen feet; merely a gentleman's shoe—good form in both the sense of shape and meaning of style. A shoe that these first-rate shoemakers sell for \$12 and \$14; we charge but \$5, and not one of you can tell the difference, either when first putting it on or when through with it.

Of course, you won't all like it, so we have ready all the other good styles, from the comparatively narrow to the decidedly broad toe.

The best "foot rule" is to go to the store where you get the most for your money. Your money back if you want it here.

ROGERS, PEET & Co.

Price and Broadway, Warren and Broadway, Third, Second and Broadway.

### Amusements.

- EMPIRE THEATRE... B'way and 40th St.
- CHARLES FROHMAN... JOHN DREW'S GREATEST TRIUMPH
- MR. JOHN DREW... THE LIARS
- AMERICAN... CASTLE SQ. OPERA CO. 67th AVE.
- POSITIVELY LAST WEEK OF SING IN ENGLISH BY AMERICANS.
- AIDA... 201 PEOPLE.
- DALY'S... A RUNAWAY GIRL.
- BROADWAY THEATRE... 5th St. Sat. Mat. 2.
- FRANCIS WILSON and Company... THE LITTLE CORPORA.
- 5th Ave... THEATRE, B'way & 28th St.
- JOSEPH JEFFERSON... COMEDY COMPANY IN THE RIVALRY.
- GARRICK THEATRE... 20th St. near B'way.
- 50TH PERE... WEDNESDAY EVENING.
- MANHATTAN THEATRE... 35d & B'way.
- 50TH TIME... THE TUR-SOUV'S.
- MADISON SQUARE... THEATRE, 24th St. near B'way.
- KNICKERBOCKER... THEATRE, B'way & 38th St.
- VIOLA ALLEN... THE CHRISTIAN.
- WALLACK'S... THEATRE, 4th St. near B'way.
- ALICE NEILSEN... THE FORTUNE TELLER.
- KOSTER & BIAL'S... TO-NIGHT—NEW BURLESQUE.
- HERALD SQUARE... THEATRE, 35th St. near B'way.
- THIRD AVENUE... FIRE PATROL.
- CASINO... ROYAL ITALIAN.
- MURRAY HILL... MATINEE EVERY DAY.
- WEBER & FIELDS... MUSIC 30th St. & B'way.
- GARDEN THEATRE... 27th St. & Madison Ave.
- MR. RICHARD... MANSFIELD CYRANO DE BERGERAC.
- THE GREAT HIT... THE LILIPUTIANS.
- STAR... Two Little Vagrants.

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LOST—Small black and tan dog, with bones and red ribbon; reward \$100 at 5th Ave. and 11th St. DREYFUS, 380 East 111th St.

LOST—Gentleman's gold pocket watch; initials "J. S." on face; portrait inside; reward \$1. STRAUSS, 205 East 79th St.

WHITE for ferret; marks, on black spots on back; reward. 157 1/2 East 1st St.

# The Wanamaker Store

## Wanamaker Profit and Loss in Silks Excursions

"Happy is he who hath learned to profit by the misfortunes of others." So runs the ancient Eastern proverb. It is a cynical bit of truth, and the aged sage who first uttered it had probably never heard of the phrase "bargain-giving;" yet it is accurately apt to bargains in general and these silk bargains in particular. You might be surprised if you knew how often your gain was some one else's loss. Now somebody has made a loss on these silks, and a heavy loss. They are excellent silks,—rich and heavy and lustrous, and in colors and patterns that you like. They will be sold at prices that will not cover the cost of the raw silk and the labor of weaving.

OUR critics are always thoroughly dependable, and jealousy repeats the antiphons of criticism. To all such we bow in silence. Faithful friends who in kindness tell us of our store-faults are not wanting. To them we are sincerely grateful. These combined influences keep us humble. But we hear, and frequently, of suburban residents coming to New York for "A Day at Wanamaker's." This news is pleasant, and shows that some at least appreciate the plan upon which we keep store.

Great business enterprises are great public teachers. The Pennsylvania and New York Central Railways are powerful educators. University extension is practised in Wanamaker's. Great principles underlie our modern methods in storekeeping. University extension is simply modern retailing in education. Without cant or shame we keep store to make money. Many ways of storekeeping are open to us. Our way is to put such a spirit into retailing as will give the lie to the sneer that touches retailing with contempt. What other enterprise employs so many of the mechanic arts, touches so many social questions, requires equal command of capital, exacts so great industry, courage, foresight, originality?

All this being so, it is a great satisfaction to discern the presence of appreciation. Our all-day visitors find out the many comforts of the store. Among them: The Bureau of Information: It includes the Telephone, Parcel and Post Offices, and the Department of Inquiry, where questions are answered, complaints heard and difficulties adjusted. The Picture Gallery with The Conquerors, by Friet. Last Appeal, by Van der Ouderaa. Columbus at Salamanca, by Diamond. The Rescue of the Colors, by Grolleron. The White Lady, by Rongier. Many other important pictures are shown, of which more than one-half have received medals of honorable mention at the Paris Salon. Intense interest is being expressed in Robert H. Logan's Elaine, that commanded so much attention in the Salon of 1896. "Then rose the dumb old server, and the dead, O'ud' by the dumb went upward with the flood." At last this remarkable picture is exposed under such conditions of light as do the work justice. The Orchestration and the collection of Photographs and Photo-gravures of important pictures and sculptures in the last Salon, divide attention with the pictures; while near by them the Japanese Caricols and Objects of Art, claim attention.

The all-day critic discovers the finely appointed and well-served Restaurant, takes lessons in house decoration in the Furnished Apartment, finds repose in the Oriental Room, enjoys the cabinets provided for purchasers of costumes, lingers happily in the Brio-a-brac Art Room. A sense of freedom and right of possession makes the store hospitality complete to the visitor, and thus one great aim of our store-keeping is secured.

We believe the INTERNATIONAL LIBRARY OF FAMOUS LITERATURE is a work that should be in every home where books are read. By joining the Wanamaker Literature Club before its membership is filled, you receive a set at one-half the publisher's lowest price, and on little monthly payments. You risk nothing in sending us the membership fee (which is only \$1), because within ten days after receiving your set you may return it, if you choose, and have your dollar refunded. In fact, where our wagons run we not only deliver free, but call for the books if you drop us a postal card. Obviously, we couldn't afford to do this unless this Library were pleasing and profitable to every man, woman and child that comes to read and to know. So pleasing and profitable, in short, that few are willing to give up the books after becoming familiar with them. In ten days' use of \$1 too much to pay for satisfying your curiosity about these 20 handsome volumes? The Club price is only one-half the publisher's lowest price. The entire set—twenty magnificent octavo volumes in any style binding—is delivered complete to Club members who pay ONE DOLLAR, membership fee, and for 15 months thereafter pay monthly: \$2 for cloth binding, \$3 for half morocco (which we especially recommend), or \$4 for sumptuous three-quarter levant. A member may return the set within 10 days and have his money back. Specimen pages and full information mailed free, but we advise examining the books themselves. The Book Store, Ninth street.

Here's a lot of trunks from the hands of a good maker, who is making a change in his business and isn't going to make these styles of trunks any more. So we took all he had of them and you can have them at half their value. \$33 kinds at \$16.50 \$23 kinds at \$11.50 \$30 kinds at \$15.25 \$24 kinds at \$12 \$29 kinds at \$14.50 \$21 kinds at \$10.50 \$27, 50 kinds at \$13.75 \$22, 50 kinds at \$11.25 And so on down to \$7.50 kinds at \$3.75.

These figures are about one-sixth of the prices at which the books were made to sell. Told you about the books in sets a few days ago. They're gone—only a very few left. Now for the single volumes. Extra cloth binding, fine quality paper, well printed, and published to sell at \$1.25 and \$1.50. Only room for a partial list: At 15c. each. By Ways and Bird Notes. Maurice Thompson. A Sentimental Journey. Laurence Sterne. Charles Lamb's (omnibus) Works. The Woman's Club. Olive Thorne Miller. Dreams. Olive Schreiner. Tom Cringle's Log. Michael Scott. At 18c. each. Found Gully. Frank Barrett. Seats and Saddles. Francis Dwyer. When a Soldier. J. M. Barrie. Type. Herman Melville. Sator, Rosarius, etc. Thomas Carlyle. Griffin, Gault. Charles Keble. Goldsmith and the Dissipated. Bulwer Lytton. David Rindhead. George MacDonald. Mammals of Unrighteousness. Hixlar H. Borsini. Told Tales. Nathaniel Hawthorne. At 25c. each. Saddle and Saddle. Winona Gilman. Beyond Steps of Seventy Years. Giles R. Stebbins. Redde Galber. Henrik Ibsen. The Book Store, Ninth street.

## JOHN WANAMAKER

Formerly A. T. Stewart & Co., Broadway, Fourth Avenue, Ninth and Tenth Streets. NEW YORK JOURNAL BRANCH OFFICES: BROADWAY: 1267, near Thirty-second Street. HARLEM: 250 West 125th Street. BROOKLYN: 311 Washington Street. Don't Put Up with It. If your furnished room is not as neat and comfortable as it should be get another. A select list in the Journal's "Want" pages this morning.