

Great Organ Plays at 10 and 4.25  
Clock Chimes of Copenhagen City Hall at Noon

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER  
Fair

# An Oriental Rug Event Unprecedented in Magnitude Beauty and Opportunities

**He Who Will Learn of None  
But Himself Hath a Fool  
for a Master**

is a proverb which may be as timely now as it was years ago when it first appeared. The schoolmasters who helped us most were not those who simply "heard our lessons," but those who kindly asked us to think and understand the things that at the first we repeated almost as if we were parrots.

Business or pleasure is not to be found in killing flies. We must go to school as long as we live and make time and save it up for study.

Napoleon made maps of battlefields when a schoolboy and used common pins stuck on the papers for soldiers and their positions in the field; and when he came to power never retained a lazy, negligent or ignorant General.

In this big warship time we must do war work and Liberty Bond work; and if this big merchandise institution of yours and ours is not better somewhere today than it was yesterday, it is somebody's fault. And as for the stocks of merchandise each day must bring in a train of carloads that only a locomotive can pull.

Yours for the Liberty Loan,

[Signed] *Joe Wanamaker*

October 2, 1918.

## Smart Sports Suits for Smart Young Women

Lovely, soft burellas and tweeds are the materials, and the colors are myrtle green, burgundy, purple, Havana brown, tan, taupe, oxford and several shades of blue.

They are in semifitting and mannishly tailored models which are extremely becoming to school and college girls and suitable for dress, sports and country wear, as well as school.

Coats are pleated, gathered and plain and in all the new lengths. All the suits are beautifully tailored and well lined.

Sizes 14 to 20 years.

Prices \$32.50 to \$47.50.

(Second Floor, Chestnut)

## A Thousand Pretty New Autumn Blouses—Special at \$3.85 and \$5

They are of pretty crepes de chine and Georgette in white, the much-liked flesh color and a few darker shades.

Some are embroidered, some beaded, some are in slip-over and others in plain tailored styles, but all are new, pretty and uncommonly attractive for the prices.

(East and West Aisles)

## Hundreds of New Winter Suits for Women—\$37.50 to \$65

For the last day or so we have been quite busy lifting from their wrappings hundreds of smart new Winter suits between \$37.50 and \$65.

There are any number of new and smart models—suits for every occasion when a woman wishes to wear one.

Ever so many novelty styles are here for the woman who wishes something different and out of the ordinary, yet new and fashionable. And there are many plain tailored styles (for these are much in request this Winter), sports suits for country and general wear and many finer suits for dress use.

As to materials, there is wide choice this year, for wool poplin, checked velours and plain velours, chevrets, whipcords, wool burellas and diagonals are only some of the popular weaves. And there are all colors, from the new rust and mahogany to hunter's green, brown shades, oxford, black, navy blue and two-toned mixtures.

\$37.50, \$42.50, \$45, \$47.50, \$50 to \$65.

(First Floor, Central)

## Lovely New Negligees Lately Come

are of crepe de chine, of soft shimmering satins and of albatross for women who want something with a little warmth.

There are ever so many new and pretty styles. Some have the new fringe trimming which is so fashionable now, others are fluffy and dainty with laces, while still others are feather stitched. And some are in slip-on style.

There are delicate, light shades as well as darker colors, and the prices, which start at \$10.50, go on up to \$35.

(Third Floor, Central)

## Women's Finest Gloves Are of French Kidskin

At \$2.25—2 clasp, over-seam sewn, in black, tan, gray, champagne.

At \$2.50—2 clasp, over-seam sewn, in black, tan and gray.

At \$3—3 clasp, over-seam sewn, in black, white, tan, gray and champagne.

At \$3.25—2 clasp, pique sewn, in black, white and colors.

At \$3.50—2 clasp, pique sewn, contrasting welts and embroidered in black with white stitching, and tan and gray.

(Main Floor, Central)



## New Mourning Millinery from Paris

Mangin Maurice  
Lucien Levy  
Hermance

It is these three Parisian modistes who know so well the art of creating distinctive chapeaux for the women who wear black and mourning. It is from them that this newest case of black hats has come—hats that are the last word in millinery, and the last word in mourning fashions.

There are toques and bonnets and small hats—each perfect in its way.

Hats of beautiful silks, of fine faille silks, of heavy corded Bengalines and of soft, lustrous silks, not, however, too lustrous for mourning. There are hats of uncut velvet, too.

Newest of all are the hats of wool and of camel's hair—soft, shaggy black stuffs that drape and make smart hats.

They are trimmed with novel feathers, with jet beads, with bows and with ostrich. And they are exclusive in design and unlike anything you will see elsewhere.

With them are the newest veils of plain crepe and grenadine, and mourning neck-pieces of marabou and ostrich.

(Second Floor, Chestnut)

## RARE LACES FOR THE AUTUMN BRIDE

Duchesse and Duchesse combined with Rose Point, 3/4 inch wide to 9 inches, \$3.75 to \$33.50 a yard.

Carrickmacross flouncings, 27 to 40 inches wide, from \$35 to \$45 a yard.

Rose Point, 7/8 inch to 6 1/2 inches wide, from \$5 to \$40 a yard.

(Main Floor, Central)

## WOMEN'S DAINTY DRESS BOOTS OF FINE MATT KIDSKIN

High lace shoes with plain toes, long vamps and 2-inch Louis heels. Find them in the exclusive Little Boot Shop.

And after all, there is no leather that fits so snugly to the foot as soft kidskin.

Price \$15 the pair.

(First Floor, Market and Thirteenth)

## Christmas Greeting Cards

Engraved with your name and a sentiment in keeping with the Yuletide spirit.

Our specimen cards are now ready in the Stationery Store.

(Main Floor, Chestnut)

## ASSORTED WIRE HAIRPINS AT 65c A BOX

Think of really having all the hairpins you wanted! A box like this would be an everlasting joy and convenience.

Heavy ones both plain and crimped.

Plain invisible ones. 525 in a box.

(Main Floor, Central)

A GLORIOUS vista, incomparably rich in color and soft beauty, it stretches far, spanning the greater part of the way between Market and Chestnut streets on the western side of the seventh floor, and enrobing the spacious area in the loveliness of Oriental weaves from the various rug lands between Peking and the shores of the Red Sea!

A glorious vista flanked on either side by spacious alcoves, each with its own special delights and harmonies and opportunities.

No Oriental rug exhibition of which we have any knowledge has ever covered so extensive an area in such a wealth of beauty!

It is as certain as anything can be that neither as a sale nor as an exhibition is there anything to compare with it in this country; and we don't believe it has a counterpart in any other country.

As a sale it is unique. It is unique in timeliness as well as in economies. It brings an unrivaled feast of good things just when everybody believed there was absolute famine. Well, there was and

is something of a famine, but in the face of it we have managed to gather a harvest rich and plentiful, as you can see with your own eyes.

We have the pick of the Oriental rug market, including the best of such new shipments as have been coming from the Orient—as well as the best of certain warehouse lots already in the country.

**We have many rugs at before-the-war prices.**

All the rugs in the sale are at less than they are likely to be until long after the war has ended.

If you are going to want an Oriental rug within the next year or two, now is your opportunity—and there is no opportunity like it anywhere.

Even if you have no need for an Oriental rug you will like to see what a beautiful, colorful and charming picture they make in this exhibition, and you have our heartiest welcome to enjoy it.

(Seventh Floor, Juniper and Chestnut)



## Save a Fourth to a Third on Fine Domestic Rugs

Here is the opportunity to get the new rugs you need this Fall for somewhere near their old prices.

Here is the opportunity to buy rugs to such advantage that if you buy three or four you practically get one for nothing.

But it is a most unusual opportunity in the present condition of the domestic rug market, and who can say when it will appear again? There may be occasional small lots turn up now and then, but it will be a long while before there is another such sale, with all its splendid assortment:

- Wilton rugs.
- Velvet rugs.
- Axminster rugs.
- Body Brussels rugs.
- Wool fiber rugs.
- Rag rugs.
- Bath rugs.
- Tapestry Brussels rugs.

These are chiefly in room sizes, but there is good selection in small rugs and all are desirable patterns and dependable weaves.

(Seventh Floor, Chestnut)

## ON THE AISLE TOMORROW

Linen Handkerchiefs for Women—  
\$1.50 and \$1.90 a Dozen

Sturdy Irish linen of exceptional quality are these good handkerchiefs, which are new and all in the sensible, plain hem-stitched style that is always in demand.

The \$1.50 a dozen handkerchiefs are sheer linen; the \$1.90 a little heavier linen.

(West Aisle)

## Women's Wool Velour Skirts— A Group of Specials— \$10.75 Each

One of our best skirtmakers used up his odds and ends of wool velour and was able to make about fifty of these attractive skirts. Ordinarily such velour and such making would mean a much higher price!

They are in a good style, with two pockets and a new, deep girdle, finished with smoked pearl buttons. There is black-and-burgundy, black-and-gray, black-and-green, brown-and-black—all pleasing combinations in striped effects.

And there are all sizes in the lot.

(First Floor, Central)

## Women Still Can Buy Any Kind of Shoes They Want

The time is not yet when everybody must wear practically the same kind of footwear.

Our showing of Fall and Winter shoes for women is more complete than ever. Besides plain tan and black calfskin shoes there are many styles, with vamps in various shades of tan and colored tops of buckskin, castor or cloth.

Also patent leather with black or gray cloth or dull kidskin tops, and gray castor or gray leather lace shoes.

Besides a large variety of pumps and oxfords, with spats to wear with them.

In addition to the fashion shoes we have a good selection of women war workers' shoes, sensibly shaped and with Cuban or military heels.

Prices, \$5.50 to \$12.

(First Floor, Market)

## NEW SWEATERS FOR SCHOOL CHILDREN

In fancy and plain weaves and in all the lovely shades that girls like and the darker ones for boys—grays, reds, browns, blues and old rose and khaki. Some with pockets, belts and collars to turn up. Sizes 6 to 16 years and priced from \$4.50 to \$6.50.

(Third Floor, Chestnut)

## BABY'S SLIP-ON SWEATER FOR \$3.50

Woolly and soft, in pink and white and blue and white. Sizes 2 to 6 years.

(Third Floor, Chestnut)

## 60 Men's British Ulsters in The London Shop

First shipment of the Winter overcoats from Kenneth Durward. Not a large lot, but we speak of them early so that men who want to be sure to get these splendid coats can do so. We expect more, but cannot be sure of them.

These are single and double breasted coats of Irish fleece, Scotch cheviot and Saxony cloth. Colors are greens, browns, grays, heather mixtures and a new iron blue. Designs and colorings are better than ever.

Prices \$50 to \$82.50.

(The Tailors, Chestnut)

## Men's New Fall Shirts of Japanese Crepe

Every man who has worn Japanese crepe shirts knows their splendid durability. These are in a good Fall weight and have some warmth to them because of the close weave.

Designs are a new kind of stripes, in addition to the usual narrow stripes, and there is a good selection of solid colors.

All plain negligee with soft cuffs.

Price \$3.

(Main Floor, Market)

## A Wonderful Sock for a Soldier

Of natural-color wool, so heavy that at first glance you'd wonder how a man could get a shoe over it. But that's just what the man in the trenches wants, especially in the cold weather now coming.

Price \$1.25 a pair.

(Main Floor, Market)

## New Fashions in Men's Fall and Winter Shoes

Toes are slightly wider and heels flat and broad, following the military note in footwear.

A great many of the new shoes that will appeal especially to younger men are on English lasts, and there are unusually wide toes for men who look for comfort first.

Leathers are tan calfskin in various shades, black calfskin, Corvovan or soft kidskin.

Prices range from \$5 to \$14, and we call special attention to a group of Corvovan shoes at \$10 that cannot be duplicated at the price.

(Main Floor, Market)

## Beautiful Furniture in a Most Unusual Sale

The art of lacquering, like many another interesting thing, is peculiarly Oriental. It is an old art among the Chinese and Japanese peoples.

Lacquered and decorated furniture is not a rarity in this country, but furniture that is finely lacquered and decorated is by no means plentiful.

What is probably the most beautiful collection of this class of furniture ever seen in a retail store is comprised in the new purchase of which we are now disposing at half the regular prices. The lacquering and decoration on these pieces is the

work of Oriental artists, and it should appeal strongly to lovers of fine furniture and finer things generally.

Among the more notable pieces are certain lacquered cabinets with elaborately carved decorations in high relief, representative of typical Oriental scenes.

There are cabinets and high-tops in this purchase at \$52 to \$400.

In addition to the lacquered pieces there is a very good collection of enameled and decorated furniture in gray, ivory, robin's egg blue and black. In this group are a number of

very charming bedroom suits all at half price, \$278, \$366.50, \$595, \$825 and \$927.

The other items include nests of tables, some in Japanese lacquer, others in American walnut and others enameled and decorated—at \$24 to \$31.50.

Tilt-top tables in the same finishes at \$21 to \$54.

Also console tables at \$21 to \$80.50.

Drop-leaf, fancy and library tables at \$12.25 to \$153.50. Table and floor lamps at \$10.50 to \$63.50.

Please consider that every piece is at half price.

(Fifth Floor, Chestnut)