

Great Organ Plays
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.

Incomparable Is the One Word to Describe This Exhibition and Sale of Oriental Rugs

The Wheels of a Watch

may move as fast when it is going wrong as when it goes right.

It will never be any good until something is done to the inside of it.

Cleaning the crystal or putting a gold case upon it instead of the old, battered silver, will not help it.

It needs the touch of a master hand at the heart of it and to have its speed regulated forward and backward, according to the time of the observatory at Washington.

The motions and emotions of these big business wheels of the guide clock of trade have to be kept unclogged, clean, exact and on running time to a minute and every day, that nothing shall go amiss for the people who depend on us to be accurate in every way.

Yours for the Liberty Loan,

[Signed] *John Wanamaker*

October 3, 1918.

ON THE AISLE TOMORROW

Flat Envelope Handbags at \$3.85
a Little Above Half Price

A limited lot of good-style top handle books in a new shape. Of bright pin seal in black, navy, dark brown, dark green and dark tan, and dull pin seal in black only.

(West Aisle)

Winter Coats for Women— Three New Models to See

The handsomest of the three is a lovely velour coat in quite a new style, with skirt gathered and pleated to the straight top. There are pockets, of course, and a soft, furry collar of taupe nutria by way of finish. It is \$95.

Another beautiful coat is also of velour with a huge collar of Hudson seal (sheared muskrat) in shawl shape. This coat is in

(First Floor, Central)

the fashionable semifitted style, with straight back and belted front. \$85.

And without any fur, but in a very smart model, is a velour coat with a circular collar, belted back and front and panel sides. It is \$57.50.

Black, deer, navy blue, taupe, brown and the rich, deep plum are some of the good colors.

(First Floor, Central)

Young Women's New Coats in Countless Styles

Countless is almost literally true, as far as practical purposes go. New models are coming in every day.

Materials are tweed, silvertone, burella and velour, and colors are brown, burgundy, black, taupe, Oxford and mixtures.

(Second Floor, Chestnut)

These coats have the big collars and new belts and pockets that distinguish this season's fashions.

None of this lot is fur trimmed, as they are designed to wear furs with.

Sizes 14 to 20 years. Prices \$27.50 to \$60.

(Second Floor, Chestnut)

Crepe Georgette Blouses Each With a New Feature

Each is new—and attractive in its own way.

On the \$7.75 blouse it is the piping and the embroidered dots—these last two in Copenhagen blue, or a navy blouse in blue on a gray waist, and in bisque on a brown waist.

There is an \$8.50 waist in blue or black, with collar and narrow vest, piped with the darker color and with buttons, embroidery and beading, too.

At \$15.75 it is the tucked blouse with vest, collar and cuffs of white which are the distinguishing features. And there is embroidery in

(Third Floor, Central)

self color, too. This waist is in blue or black.

On the \$16.50 waist it is the pretty silk embroidery with cut steel beads in new designs with silver thread that is the particular newness. There is a V neck and a vest of lighter colored crepe, and the blouse itself is a lovely affair in black, blue, taupe or brown.

At \$18 there is a beautiful blouse in blue, black or brown, with vest of white which has hand embroidery, squares of hemstitching and tiny pearl buttons. And there are rows of puffing on either side the vest.

(Third Floor, Central)

Women's New Velour Coatings

These fabrics are all of the finest Australian wool and will make beautiful coats. There are a great many colors—almost any one you could ask for.

In plain colors, \$5 a yard.

Silvertone velours, \$6 a yard.

Novelty velours, a nubby basket weave, \$7 a yard.

(First Floor, Chestnut)

A DAINTY vanity is a little box that holds both powder and rouge and is trimmed with tiny roses and lace. Priced at \$1. (Main Floor, Chestnut.)

JUST think of the naps a soldier can have on a train if he owns a pillow that can be blown up, and at other times collapses and fits in his pocket! \$1.75. (Main Floor, Chestnut.)

A VERY decorative candlestick of Moorcroft handmade pottery in dull blue with vivid orange candles is \$3. (Fourth Floor, Chestnut.)

A BOX that will be a real aid has bottles of boric acid, ginger, iodine and ammonia in it, besides many other little things one so often needs in a hurry. \$2. (Main Floor, Chestnut.)

Every Piece of This Beautiful New Furniture Is at Half Price

IT IS a most unusual collection, comprising, among other things, a group of lacquered and decorated pieces of great charm and individuality.

The work on these pieces was done by Oriental artists and all of it bears the unmistakable stamp of Oriental handcraft. A number of lacquered cabinets and highboys are especially ornate, the doors on some of these being very richly carved, depicting Oriental scenes in remarkable detail. These pieces are priced at \$52 to \$400.

Enameled and decorated bedroom suits in gray, ivory, blue and black are in the purchase and priced at \$278 to \$927.

Also there are nests of tables in various finishes at \$24 to \$31.50.

Tilt-top tables at \$21 to \$54.

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.

Every piece in the purchase is at half price.

(Fifth Floor, Chestnut)

250 New Dresses for Women in the Fashionable Wool Jersey Between \$30 and \$50

And in the whole collection a woman will find scores of new styles and all the colors that are fashionable this Autumn.

The jerseys are fine and of good quality and the dresses are made in style to wear immediately and all through the Winter, for the many times when a woman wants an attractive one-piece wool dress.

Dresses with the bodice heavily embroidered in self color and the skirt in pleated style are quite smart.

And there are frocks with surplice bodices and much soutache braiding.

You will notice the apron effect on other dresses, often with much braiding or embroidery.

One stunning frock of deep blue has a vest of silk tricolette in the new mahogany red.

Often two colors are combined—an old blue with chambray color is one pretty combination.

New of line, with new sleeves, with the new short or long-waisted effect, with the fashionable wide or narrow girdles, these dresses are uncommonly attractive.

(First Floor, Central)



And the colors include all the desirable shades, from chartrouse, old gold, beaver and reindeer shades to deep blues and chocolate shades.

(First Floor, Central)

It Is a Sale of Superior Domestic Rugs

Not just the rag-tag and bobtail of the looms, which any store can pick up and exploit as "bargains," but fine and dependable weaves from some of the best mills in America.

To get such floor coverings at a fourth to a third less than regular prices at a time when good rugs are hard to find at any price is as remarkable as it is fortunate.

Wool Fibre Rugs

9x12 ft., \$11 and \$16.50 8.3x10.6 ft., \$10 and \$15
6x9 ft., \$7 and \$10

Rag Rugs

9x12 ft., \$10, \$12 and \$17 7.6x10.6 ft., \$12
6x9 ft., \$5.50 and \$8

Bath Rugs Near Half Price

36x72 in., \$4.25 27x54 in., \$2.50
30x60 in., \$3 24x48 in., \$2
18x36 in., \$1.10

(Seventh Floor, Chestnut)

Heavier Underwear Will Save Your Coal

The Fuel Administration has asked householders to postpone starting their furnaces as long as possible, in order to conserve the coal supply.

By wearing now the underwear that you would be putting on later you can respond nobly to this request at no loss of comfort or jeopardy to health.

We have large stocks of heavier underwear for every one in your family.

(Men's on the Main Floor, Market)

(Women's and Children's on the First Floor, Market)

Excellent Silks at Low Prices

About 1500 yards of blue taffetas at the unusual price of \$1.50 a yard for such good quality.

About 2000 yards of striped wash silks, remarkably good at \$1 a yard.

About 500 yards of black Georgette crepes, 40 inches wide, with Shantung filling, quite unusual at \$1.50 a yard.

(West Aisle)

Here in one magnificent layout is the finest collection of Oriental rugs at retail in America. Here is probably the most beautiful Oriental rug mart in all the world. As an exhibition or a mart it is certainly unmatched in the world—in magnitude, in spectacular loveliness and in low prices.

Probably all this sounds boastful to you. We are sorry if it does. But all of it is true, and we can only hope that you will make it a point to come in and verify every word of it with your own eyes.

Already enough people have seen this wonderful show to know that what we say of it here is true.

Many of them have happy remembrances of our former exhibitions. They have seen for themselves that this one surpasses all former ones in all that goes to make an event of the kind pleasurable to look at and profitable to take advantage of.

A Feast of Color and Opportunity

Viewed from either end, it gives the impression of one broad avenue of delight, a far-stretching vista of soft lights and exquisite colors, a highway of loveliness winged on either side by deep recesses, each with its own individual appeal.

At least one-half the rugs you will see here are new purchases comprising upwards of two thousand pieces, of large and small and medium size, in practically all weaves.

Only those with a knowledge of the Oriental rug market and its difficulties can appreciate what it means for any store under present conditions to be able to offer such a magnificent collection of new pieces at prices as low, in many cases, as they were before the war.

The story of how we secured these rugs is interesting in its way, but the main thing is that the goods are here and that, together with our regular stocks, which are also in the sale, they constitute an assemblage of Eastern rugs unique and incomparable in extent, variety, beauty and low prices. If you are going to need an Oriental rug in a long time, now is your opportunity.

New Books

"The Years for Rachel," by Berta Ruik, the story of a long engagement that wore itself out and a three-day love affair that ended in a perfect marriage. \$1.50.

"Patty-Bride," by Carolyn Wells, another delightful "Patty" book and welcomed with enthusiasm by the readers of the other fifteen. \$1.25.

"The Lure of Music," by Olin Downes, a story of the human side of the art of music; what kind of men the composers were, how they lived and what they felt. \$1.50.

"Fifth Avenue," by Arthur Bartlett Maurice, a book of exceptional charm and fascination of the early days of the Avenue. \$2.50.

"The Flying Yankee," by "Flight," a thrilling story of a hero of the air who hunts the Hun. Of exceptional interest to the boys. \$1.35.

"Richard Baldoek," by Archibald Marshall, a story of England that reads with great charm exactly like life itself, and that will be greeted with enthusiasm by Americans. \$1.50.

(Book Store, Main Floor, Market)

Good New Blankets and Quilts Ready for Emergencies

White blankets, plaid blankets, gray blankets—all good, warm, serviceable blankets—reasonably priced. Stocks have been well filled in.

Altogether we have twenty different grades of white blankets—from those with 20 per cent of wool in the filling to the finest all-wool blankets obtainable. Prices from \$7 to \$45 a pair.

Our own factory keeps us constantly supplied with down-filled comfortables in coverings of the best sateen as well as in various silks and satins at prices ranging from goose-down quilts in sateen coverings at \$10 up to \$45 for the finest eiderdown quilts.

Lamb's wool quilts, \$10 in cambric with sateen border up to \$40 in sateen.

(Sixth Floor, Central)

Men's Clothing for Autumn and Winter

"How shall we tell the news of the new clothing?" is the question that springs up before us as we sit down with blank paper and a pencil.

The only object of Wanamaker advertising is to express the merchandise. And we find it very difficult to make you—so far away from the clothes themselves—realize the goodness of the new clothing at the prices—and choice of scores of colorings and patterns in any size.

Words and clothing are different.

Ordinary fabrics and extraordinary words—little tailoring and much boasting—a minimum of thought and a maximum of words—a lack of good taste and a lot of superlatives—these generally go together. Is it not so?

The only superlatives we know, and like, are the superlatives of EFFORT, THOUGHT, GOOD TASTE. These we have put into our clothing.

The men who plan Wanamaker clothing are men of good taste. They know what successful self-respecting men wish to wear. They are good judges of fabrics, of colors, of weaves, of patterns.

The tailors who make Wanamaker clothing are past masters of their craft. They are picked men—set aside in separate sections in the shops of the best makers of men's clothing in America.

It is an asset to a manufacturer to be able to say—"I make Wanamaker clothing." It brings him business. For—whether YOU know or not—the trade knows how carefully prepared are our specifications, how insistent we are on the proper doing of every little detail.

Most clothing is a compromise.

good fabric with little tailoring—fair tailoring with indifferent fabrics—style without substance—substance without style.

Wanamaker clothing is absolute. It is the national standard. It combines in the highest degree the three essentials of good clothing—GOOD STYLE, GOOD FABRIC, GOOD TAILORING.

If all men KNEW how good Wanamaker clothing is—business suits, evening clothes, overcoats—the demand might embarrass us.

The knowledge is extending, though.

We have prepared for the biggest season in our history.

We shall be happy if you will come in and see the new clothing, and make your selections while the choosing is at its best.

(Third Floor, Market)



Chinese carpet-size rugs—a wonderful choice at \$145 to \$875, in size 8x11 ft. to 15.6x10.4 ft.

Small Chinese rugs—2x3 ft. to 4x7 ft., \$18.50 to \$125.

Persian Herez and Serapi carpets—\$185 to \$975 for sizes 6.10x6.6 ft. to 24.7x15.7 ft.

Persian Kermanshah carpets—\$295 to \$985 for sizes 11.4x7.11 ft. to 15.10x9.9 ft.

Persian Mahal and Savalen carpets—\$150 to \$885 for sizes 11.4x7.11 ft. to 15.10x9.9 ft.

Persian Saruk carpets—\$175 to \$1575 for 12.2x8.4 ft. to 21x14 ft.

Thousands of small rugs comprise Mosuls at \$33.50 to \$95 (size 3x5 ft. to 4.6x4.6 ft.); Shiraz, \$47.50 to \$65 (size 4x5 ft. to 4.6x6.6 ft.); Beluchistans, \$17.75 to \$67 (size 2x4 ft. to 2.6x6 ft.); Kermanshahs, \$27.50 to \$65 (size 3x4.6 ft.); Daghestans and Shirvans, \$35 to \$50 (4x4.6 ft. to 4.6x7 ft.).

Hall strips, \$65 to \$225 (3x11 ft. to 3x18.7 ft.).

Irans and Dozarts, \$65 to \$85 (size 4.6x6.6 ft.).

(Seventh Floor, Central)