

Great Organ at 9, 11,  
11:55  
11:55  
Chimes

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Unsettled

# Crisp October Calls for Different Goods—and Here They Are!

## The Mounted Traffic Officers and Reserve Patrolmen

at the crowded crossings of the city streets are worthy of praise for the good service they are doing every day.

The one hundred and eight on horseback and the two hundred and twenty-five on foot are out in all weathers, quick to see the movements of every kind of vehicle and alert to adjust every condition that arises to facilitate the travel of foot passengers as well as the saving of time of cars and carriages and all kinds of wagons on wheels.

The woman in the car and the man on foot must exercise patience when held up at certain hours of the morning and evening by the overrush of automobiles or of people hurrying to work or to their homes.

It is not the fault of the officers if strangers engage their attention in inquiries. City people and personal friends of officers should not be the cause of detentions for which the traffic men are blamed. Mayor Smith and his chiefs deserve credit for the valuable service of protection from accidents.

Some day the slow and heavy traffic will be diverted to special streets to take the pressure off overcrowded thoroughfares during the congested hours of the day.

(Signed) *John Wanamaker*

Oct. 1, 1919.

## The Finest Wrist Watches We Ever Had for Women

They are in the Jewelry Store at this moment and they are the most exquisite affairs you would want to see—tiny platinum watches, brilliantly set with diamonds and mounted on a black ribbon bracelet.

They come in octagonal, rectangular, round and tonneau shapes and the diamonds have been selected and set under our own supervision.

They have the highest grade American movements, \$560 to \$850. Diamond and platinum watches fitted with fine Swiss movements and mounted on black ribbon, \$700 to \$900.

14-karat gold case watches on black ribbon, American movement watches, \$32 to \$90, with Swiss movements, \$40 to \$80. Also gold-filled American movement watches on black ribbon, \$35, or silver cases, \$40.

(Jewelry Store, Chestnut and Thirteenth)

## Women's Fur-Trimmed Coats at \$85 to \$145

Four new styles, each in dull blue, taupe and brown; each interlined and lined with good peau de cygne.

No. 1 is of silvertone, with three straps in the back, held down by the belt; the collar is of Hudson seal (dyed muskrat). This is \$85.

No. 2 is of velour—one can have black as well as colors in this model. It is rather conservative and good for large women. The cape collar is of Hudson seal (dyed muskrat). Price \$115.

No. 3 is of bolivia with side fullness and smooth back; Hudson seal (dyed muskrat) collar and cuffs. Price \$145.

No. 4 is of velour, with a narrow tie belt, a fancy plaid lining and the same fur as No. 3. Price \$145.

(First Floor, Central)

## Debutantes' Evening Frocks of Extraordinary Loveliness

Now that the world is at peace again, one may think of parties and dances, and debutantes are busy planning Winter festivities. And debutantes mean coming-out parties, and teas and lovely frocks, of course!

The new dresses are bewitching. Soft silk velvets that fall in graceful folds, glistening taffetas and the airiest of nets and laces—all these fill the cases.

Ostrich fronds trim many dresses, glistening metal bands and ribbons trim others, and grapes and fruits are used on more.

Sea greens, delicate pinks and blues, rich, beautiful reds, white and black dresses are all included.

Prices begin at \$40 and go to \$165—and in all the collection there are scarcely two alike.

14 to 20 year sizes.

(Second Floor, Chestnut)

## W. B. Corsets Designed for Full Figures

They are made, not only to give such women the new fashion lines that they should have this season, but also they are comfortable in addition. And every woman knows how much better she feels and looks when the corset she wears is comfortable.

\$4.50—pink coutil, medium bust, long hips, broad front clasp and reinforced over abdomen.

\$6.50—white coutil, heavily boned, full bust, very long over the abdomen, elastic insets at bottom of skirt.

\$10—pink coutil, extremely low bust, heavily boned. Also similar model with low bust and very long skirt.

\$10—pink coutil, medium bust and hip.

(Third Floor, Chestnut)

## Women's Silk Stockings "Seconds" at \$1.50

Full-fashioned hose of black ingrain thread silk. The lowest priced full-fashioned silk stockings that we have in any grade are half again as much as the best you can see the saving.

## THE PRESENTATION OF AUTUMN FASHIONS

Paris gowns and gowns inspired by Paris; rich, quiet-hued suits; fur-trimmed wraps and all of a splendor and luxuriousness unknown while the war lasted.

The gowns especially are nothing short of enchanting in color and fabric—and at the same time they are the most wearable, most practical things imaginable. A great many are beaded most marvelously; several are of black sequins. New ones unpacked for today include a copy of a Callot with a fishtail train and an Empire waist line, altogether a rather mysterious and Sphinx-like affair. Another is a sapphire-blue satin, with draperies of strung black beads; a black satin sash is looped high at the side.

Another black sequin gown is cut to the waist in the back. A copy of a Paris model is of a blue chiffon over silvercloth just warmed with pink; the beading on this is exquisite. A copy of a lovely Lanvin design is in cool, pale shades of green, with green and gold ribbon tied in a stiff little girle. On a black velvet dinner gown the only color is a rosette of beads, with loops of strung beads in brown and rose tones.

There are scores of delightful new things to be seen on the figures in the cases.

(First Floor, Central)



## Camel's Hair Coating for the First Time in Colors

Besides the natural tawny color, of which also there is a new shipment at \$10 and \$12 a yard, there has come a very pretty navy blue at \$10 a yard, and a dark brown at \$12 a yard.

They are all pure camel's hair, the warmest, softest coating imaginable, and they are all 54 inches wide.

Besides being used for entire coats, these new colors offer a suggestion for trimming coats of the natural color camel's hair. They are representative of many other new Winter coatings from \$5 to \$14 a yard.

(First Floor, Chestnut)

## Beautiful Irish Table Cloths and Napkins Just Opened

Heavy, full-bleached goods, some of single, some of double damask. All pure linen of excellent quality, finely finished and in a variety of patterns. Four grades and from four to eight designs in each.

Table cloths, 68x68 inches, at \$6.75 up to 72x108 inches at \$26.50, with a choice at eight different prices and in a large variety of

sizes in between, for instance, 68x68 inches at \$6.75; 72x72 inches at \$10; 72x108 inches at \$15; 72x72 inches at \$12.75; 72x90 inches at \$15.75 and so on.

Napkins, 22x22 inches at \$9.50, \$10.75, \$15.50 and \$22.50 a dozen; also in size 24x24 inches at \$18.75 and in size 25x25 inches at \$22 a dozen.

(First Floor, Chestnut)

## Now an Ironing Machine Joins the Washing Machines

and makes it possible for women to do their entire laundry at home with very little work.

The Horton ironing machine will handle practically anything and do it beautifully, and about 90 per cent of it without any physical labor at all.

The price is \$150, or \$160 on deferred payments.

(Fourth Floor, Central)

No need by this time to enlarge on the virtues of the electric washing machine, for it has leaped into great popularity, and the only question with housewives now is whether they care to pay the price.

The Easy vacuum washing machine, price \$150, or \$160 on time, first payment \$16 and \$12 monthly.

## Dainty Waists of Batiste

From a maker whose work is always refined and finished in detail we have—

A style with beading between its tucks. \$5.

A square-necked type with long shawl collar, a tucked front panel and a good deal of lattice beading. \$5.

One with the tiniest of many tucks. \$7.50.

One with creamy Valenciennes. \$10.75.

(Third Floor, Central)

## Flannellet Pajamas for Women

are so difficult to get that some women are buying them while they are to be had.

Our last little shipment has them of the two-piece variety, in assorted light-colored stripes, and priced at \$2.50, \$2.85, \$3 and \$3.50.

(Third Floor, Central)

## Hundreds of New Blankets Just In

Before their arrival this was a remarkable blanket stock. Since they came it is wonderful—wonderful in extent, in the number of good grades to select from, in the uniform excellence of all grades. Hundreds of new white blankets, from 20 per cent wool to all-wool are priced at \$7.50, \$8.50, \$10, \$12, \$15, \$18 and \$20 a pair.

Hundreds of new plaid blankets, from 25 per cent wool to all-wool are \$10, \$12, \$13.50, \$16, \$18 and \$20 a pair.

A special group of blankets in a grayish, brown color with light gray borders, containing 90 per cent wool, size 60x90 inches, are priced at \$7.50 each, which is 50 per cent less than similar blankets sold for even last year. Each one weighs as much as an ordinary pair of blankets.

## Women's Sports OxforDs

Of tan Russia leather, with full wing tips, perforations and 1 1/4-inch military heels—most excellent shoes for walking and sports generally.

Price \$15, in the Exclusive Little Boot Shop.

(First Floor, Market)

## Hand-Embroidered Collars in the New Circular Shape

Which means that they will fit on the fashionable round-necked gowns.

Some of these dainty net collars have square corners and the effect is very pretty; others are entirely circular. They are all hand-embroidered and trimmed with net or Valenciennes lace. From \$2 to \$7.50 are the prices.

## New Fiction

"A Servant of Reality," by Phyllis Bottome, \$1.75. The action of the story is in green English country, and the chief characters are Kitty, who loved too many, and Anthony, who loved Kitty so well that perhaps he killed her.

"Peggy-Elise," by Frederic Arnold Kummer and Mary Christian, \$1.60. A story of a clever girl and the new era brought about by the war.

"The Messenger," by Elizabeth Robins, \$1.75. A mystery and love story told with fine literary skill.

"The Wild Goose," by Gouverneur Morris, \$1.75. The most important novel Mr. Morris has ever written.

(Main Floor, Thirteenth)

## Women's New Mocha Gloves of Fine Arabian Skins

It is these old-world skins which make the best mocha gloves, and it is Arabian skins you will find in all these—

\$3—gray mochas, pique sewn with combination embroidery and one clasp.

\$3.50—light or dark gray mochas, pique or outseam sewn, in several styles of embroidery, finished with pearl buttons.

\$4.25—gray mochas in strap-wrist length.

\$2.75—fine finished mocha-suede gloves that look and wear like mocha. They come in gray and tan and have one clasp.

(Main Floor, Central)

## Exhibition of Dahlias

Tomorrow, Friday and Saturday in University Hall (Eighth Floor, Market)

This is one of the most splendid collections of dahlias ever seen in this city. The blooms have been grown expressly for John Wanamaker on the Peacock Dahlia Farms; and the greatest dahlia expert of the United States,

Mr. L. K. Peacock will give a talk each day at 2:30 P. M.

describing them. Colored pictures of the various varieties will be shown on the screen during the talk, and after it Mr. Peacock will be glad to answer any questions you choose to ask him concerning dahlias and dahlia growing.

The recent Government restrictions upon the importation of foreign nursery stock mean a serious scarcity of plants the coming season, and flower-lovers consequently are taking a peculiar interest in home-grown plants. For this same reason the Peacocks have opened an experimental station at Fort Myers, Florida, where they are working for the further development of dahlias, and are making a special point of growing them for seed.

Orders for tubers and seeds of the varieties shown will be taken throughout the day, until the Store closes, the tubers to be delivered late in May, 1920.

Please note that orders may be paid or charged, but nothing will be sent C. O. D.

(Eighth Floor, Market)



The dahlia was discovered in Mexico, sent to Spain late in the 18th century and named for Dr. Dahl, a Swedish botanist, who had done much for its improvement. In 1800 seeds and tubers were sent to France and England, and it was hoped the roots could be eaten like potatoes, but their flavor was against them.

It is a far cry from the single little dahlia of those early times to the queenly and magnificent flowers to be seen tomorrow in University Hall.

## When a Man Chooses a New Fall Suit

—it is chiefly up to the man to see that he is getting the best to be had for the price. In the new Fall suits that we are showing he can't very well help finding it. Models of much novelty and individualness for young men; also a good selection of the more settled styles.

All sizes are here in full choice of desirable colors and patterns. Prices \$32 to \$65. They couldn't be lower for the same kind of suits.

(Third Floor, Market)

E.K.W.  
A10

J.I.M.  
A11

GEM  
A12

### Monogram Stationery and Die, \$5 a Box

Under usual circumstances the hand-engraved steel die alone would cost \$5.

F.W.C.  
A13

H.M.  
A15

A.S.  
A14

A.B.  
A16

There are 500 boxes of this paper, each box containing five quires of paper, with envelopes to match.

The die is made to your order and the paper stamped in plain colors in any one of the designs shown here—the total cost being \$5.

(Main Floor, Chestnut)

## Men's Newest Shirts for Autumn

Madras and percale of excellent quality are the materials used. Designs are narrow stripes and small neat figures and checks in black and colors.

These are soft cuff, plain negligee shirts, with the additional feature that each has a starched separate collar to match.

At \$3.50 they are as fine a lot of Fall shirts as any man could wish to choose from.

(Main Floor, Market)

## A Smart New Soft Hat for Men

A shapely hat with good heavy brim and welled edge, so that it can be worn turned up or turned down as a man prefers.

The nap is brushed to give that shaggy appearance which adds somewhat to the individuality of a soft hat.

It may be worn with crease in the center or with the top dented in.

In brown mixtures and green mixtures at \$6, which is a modest price for such an excellent hat.

(Main Floor, Market)

## Men's High Shoes at \$6.40 About Factory Cost

These are all blucher lace shoes with medium and wide toes and heavy double soles.

There are two shapes in smooth black calfskin and three shapes in grain calfskin.

All are very serviceable shoes and only the fact that we contracted for them many months ago enables us to sell them at this low price.

Also several hundred pair of men's dull black calfskin, straight lace shoes on good English lasts at \$6.90 a pair.

(Main Floor, Market)

## Men Who Once Wear French Lisle Half Hose

are spoiled for any other kind, because, in addition to being fine looking, French lisle socks are wonderfully durable.

So we are glad to announce the receipt of a small shipment—Black lisle with figured clocks, \$2.75.

Very fine plain black lisle, \$3.

Black lisle with embroidered figures, \$3.

Black lisle with self vertical stripes, \$3.50.

Fancy silk also, in a variety of colored combinations, \$3.50.

(Main Floor, Market)

## To the Great Exhibition Sale of Oriental Rugs Have Come Rich New Shipments

The chief consignment amongst the new arrivals is a large collection of Mahals in carpet sizes. Along with these have come an attractive lot of Chinese carpet-size pieces.

Both classes of rugs are much in favor with home-furnishers. The Mahals are in a particularly good choice of colors, chiefly red, ecru and blue effects. These are very practical and serviceable carpets. Blue and tan in varying tones; also soft pink shades distinguish the Chinese weaves.

Of special note also are a lot of large India carpets in blue, tan and green shades, these rugs being equally suitable for bedrooms, libraries or living rooms.

Prices in all cases represent an appreciable saving. The choice in smaller-sized rugs continues excellent in Mosul, Chinese, Af-Shiraz and Saruks.

Mahal Carpets		Chinese Carpets	
11.3x7.8 ft., \$285	12.6x9 ft., \$385	12x9 ft., \$487	15x9 ft., \$385
11.6x9.6 ft., \$325	12.6x8.2 ft., \$395	12x9.3 ft., \$485	10.1x8.2 ft., \$325
12x8.6 ft., \$365	12x8.5 ft., \$393	7.11x5.11 ft., \$175	17.5x11.10 ft., \$887
12x8 ft., \$285	12.1x8.11 ft., \$395	12x9.4 ft., \$485	12.2x12.3 ft., \$945
11.6x7.10 ft., \$275	10.8x7 ft., \$245	12.2x9.3 ft., \$490	13.8x10.10 ft., \$925
13.5x8.7 ft., \$287	11.4x8.8 ft., \$395	11.7x9 ft., \$497	14.2x9.3 ft., \$775
13.5x9 ft., \$293	12.6x9.3 ft., \$390	11.5x9.1 ft., \$395	12.11x10.2 ft., \$675
11.7x10 ft., \$235	11.4x8.6 ft., \$387	11.1x10.2 ft., \$485	
11.7x6 ft., \$285	12.3x8.5 ft., \$397	11.8x8.10 ft., \$477	
10.10x8.10 ft., \$398	12.6x8.2 ft., \$386	10x8.3 ft., \$365	
		12.6x10 ft., \$295	
		12.1x9.1 ft., \$475	
		12x9.4 ft., \$479	
		12.2x9 ft., \$480	
		12x9.3 ft., \$485	
		12x9.2 ft., \$455	
		11.10x7.7 ft., \$485	
		10.1x8.5 ft., \$395	

## India Carpets

20.7x12 ft., \$985  
20.4x11.9 ft., \$1166  
18x11 ft., \$845



(Seventh Floor, Central)