

Great Organ Plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Probably Rain

Fashions, Flowers and Things Utilitarian—Something Interesting for Everyone

An Old Friend of This City Who Still Stands Very High

said these very words:—

"Love, therefore, labor; if thou shouldest not want it for food, thou mayest for physic; it is wholesome to the body and good for the mind: it prevents the fruit of idleness."



Respectfully passed on by

(Signed) *John Wanamaker*

Philadelphia, Oct. 2, 1919.

Some men are ashamed of labor, especially after they have grown wealthy. One in mind, said his sons should not have to labor as he did, and they were left to paddle as they pleased and came out idlers, purposeless, flabby, floating on the surface like the jellyfish of the Atlantic, of no earthly account, while their parents were strong and full of bone and gristle.

An Italian proverb reads, "He that labors is tempted by one devil—he that is idle by a thousand."

No man on earth is so happy as the man who loves his work and goes home at night with a contented heart because of a good day's work well done.

(Signed) *John Wanamaker*

Oct. 2, 1919.

For Young Women Thinking of New Winter Suits

And to see the fetching new suits in the Young Women's Salons is to do more than think about them—one would like to wear them straight off.
This year's fabrics are so attractive—soft, beautifully finished wools like duvetyne and peachbloom, sturdier weaves like Poiret twills and serges and tricelines, and roughish tweeds and mixtures are all in evidence.
The colors are attractive—the styles are at once smart and youthful and becoming—and there are enough different models to please all types.
The tailoring is a matter of enthusiastic comment on the part of most people; many of the suits are fur trimmed; and there are suits for all needs.
\$40 to \$400—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Most Distinguished Coats for Women Arrive

One is a silk-and-wool duvetyne, taupe colored, with curious side panels of mole fur, with tasseled ornaments, and mole collar and cuffs. The effect is straight, and the price \$385.
Another wrap is of tan and green and black checked tweed, with a massive collar of taupe wool. This is novel and very chic, \$225.
A rich bolivia of a lovely deer brown is a straight coat with a nutria collar. The price is \$250.
No two of these fine coats are alike, but we have enough of them constantly coming in to provide a wide choice for women who delight in fine apparel.



(First Floor, Central)

Whether Miss Philadelphia Chooses Her Winter Coat for Warmth or Beauty—

or both, she can find precisely what she wants here in the Young Women's Salons.
There are great, soft, luxurious wraps of silky, beautiful fabrics, richly lined and finished with lovely furs, coats of the quite fashionable polo cloth, coats of sturdy tweeds and warm velours—coats, in fact, for all needs and all occasions.
There are many browns from the soft tan shades to the deep, dark woody browns; there are blues and greens and all the shades that are fashionable this winter.
\$28.50 to \$400—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Certain Brand-New Skirts in Fall Models—

are just out of their wrappings and are here for the women who find themselves in need of skirts to wear with their fall blouses.
\$9.75 for a good-looking skirt of black poplin, with gathered back, set on yoke, two long pockets and button trimmed.
\$18.75 for an attractive skirt of satin plaid poplin in black or dark blue. It has a set-on yoke and fancy pockets.
\$18.75 for a smart skirt of glistening black Baronet satin or of black taffeta, made with cluster tucks at the sides and a broad panel in front and back; the tucks stitched down. These skirts are in 28 to 40 inch waistbands.

(First Floor, Central)

Announcing a Special Showing of New French Millinery for Mourning Wear

By recent steamer the Gray Salons have just received a distinctive collection of models from

Lucien Levy
Evelyne Varon

There are new models of uncut velvet, hats wholly of ribbon, others of crepe, of grenadine and of faille silk. The correct veils are here also.

Women who wear black will be interested to see these newest French fashions.

(Second Floor, Chestnut)

The Autumn Presentation of Women's Fashions Continues Tomorrow

Paris originals and American adaptations—suits and wraps and gowns—all are shown in an Autumn setting. The richness of color and fabric, the charm of line, the novelty of design and—when all else is said—the wearableness and practicality of the garments, make the collection one to appeal to women of the best taste.

The evening gowns are usually rather short and straight in line; but there are exceptions in the shape of dresses with wired sides and the black taffeta period dress from Lanvin, which suggests the old-time hoop skirts. Beads are everywhere used for decoration—it is a season of beads used in novel ways, and of sequins.

The wraps are magnificent with their embroideries, their velvets and furs; and the suits, while more sober in line and color, are almost equally rich.

Please note that tomorrow will be the last day of the showing.

(First Floor, Central)

THE most delightful riding habits we have seen for a long time are of brown or green velvet—made with jaunty coats and breeches. Price is \$27.50, in the Little Gray Salon devoted to riding clothes.

(First Floor, Central)

Have You Seen the Exhibition of Dahlias in University Hall Eighth Floor, Market?

They were grown expressly for John Wanamaker on the Peacock Dahlia Farms, and are so magnificent in themselves as to be one of the marvels of horticulture.

Mr. L. K. Peacock

who knows more about dahlias than anybody else in the United States

Will Give a Talk Each Day at 2.30 P. M.

illustrated by colored pictures on the screen, and will be glad, after it, to answer any questions anybody wishes to ask regarding dahlias and their growing.

Orders for the tubers and seeds of the varieties shown will be taken in the Hall from 9 A. M. to 5 P. M., the tubers to be delivered in May, 1920.

Orders may be paid or charged, but nothing will be sent C. O. D.

(Eighth Floor, Market)

Pearl Bead Necklaces Are Always in Fashion

Perhaps it is because they are so becoming—perhaps because they look so well with 'most everything.

Pearl bead necklaces (the pearls imitation, of course) in all the fashionable lengths and of different size beads, uniform and graduated, are 50c to \$15.

Extra-length strings are \$1.50 to \$35.

Long pearl chains are \$2 to \$20. (Jewelry Store, Chestnut and Thirteenth)

New Velvet Handbags of Uncommon Beauty

Large, deep bags, each with a tassel at the bottom, and made of fine, rich chiffon velvet. Taupe, brown, navy or black.

Linings are of dainty, delicately colored silks, for the most part.

One style has narrow metal frame, with some etching, and the other has heavy and rather ornate metal frame.

The former is \$10.50; the latter, \$15.

(Main Floor, Chestnut)

Half a Dozen New Books

"Deadham Hard," by Lucas Malet, \$1.90. The author regards this as her most powerful novel since "Sir Richard Calmady." In it she sets forth the moral and emotional history of one Damaris Verity from the age of eighteen.

"Christopher Laird," by Sidney McCall, \$1.60. A Carolina mountain story.

"The World of Wonderful Reality," by E. Temple Thurston, \$1.75. A whimsy of truth and love and idealism.

"The Disturbing Charm," by Bertha Ruck, \$1.60.

"The Ridin' Kid From Powder River," by H. H. Knibbs, \$1.75. A colorful cowboy story.

"Tharon of Lost Valley," by Vingie E. Roe, \$1.60. A Mexican border story.

(Main Floor, Thirteenth)



Men Face to Face With the Question of New Fall Clothes

will find it to their advantage to see the assortment of new suits in our Men's Clothing Store. From first to last these are suits of reliability; they are of the finest fashion and they are as low-priced as they can be, \$32 to \$65. The styles for young men are a remarkable feature of the assortment. They reach the highest point of originality without overstepping the bounds of good taste.

They are priced at \$32 to \$55. Men's Fall overcoats are \$32 to \$50, and they are standard at the prices.

(Third Floor, Market)

Men's Soft Hats in That Good Oxford Gray

Oxford gray is a color that goes admirably with so many suits and overcoats that it is very much in demand. Add to this the fact that it is one of the most difficult of all colors to impart to a soft hat, and you will understand why it is that the demand for oxford gray soft hats is so often greater than the supply.

We are glad to say that we have an excellent assortment of these hats made in a new shape and of fine felt to sell at \$7 each.

(Main Floor, Market)

Shall the Boys' New Fall Clothes Be of the Best Kind?

That is a timely question for you, too, to put to yourself if you have a boy to clothe. Remember that boys' clothing of the good, reliable kind does not cost more than the kind that is unreliable—in the end it costs less.

This season, as in former seasons, our Boys' Clothing Store is ready with ample stocks of boys' suits as fine and reliable as can be had in the country today, and as low-priced as it is possible for suits of the kind to be—\$15 to \$38 in sizes for boys of 8 to 18 years.

We are showing a particular group of suits of re-enforced quality for extra service. The seats and knees of the trousers are made extra strong to stand the hard strain these parts have to bear. In 8 to 18 year sizes at \$16.50, \$18, \$20 and \$22.50.

(Second Floor, Central)

Good Blankets and Quilts Against a Hard Winter

Blankets and blankets!

Quilts and quilts and quilts!

They are here in wonderful supply and in all desirable grades, colors and patterns. And they are of the soundest quality and marked as low as it is possible to sell goods of the same reliability. That is the whole story. It applies to a world of things—white blankets in single-bed size at \$7.50 a pair up to \$32 a pair and in double-bed size from \$8.50 to \$45 a pair.

Plaid blankets at \$10 to \$20 a pair; also school blankets for boys and girls, outdoor sleeping blankets and fancy blankets, Jacquard woven, in pretty colors.

As for quilts, there seems no limit to our assortment, wool-filled from \$10 to \$45, down-filled from \$12 to \$45; and now is the time to get ready for winter.

(Sixth Floor, Central)

Warmer Underwear Feels Mighty Good Now

Chill mornings and evenings have sent people in for medium-weight underwear.

We have it in good assortment, the men's on the Main floor, Market, and the women's and children's on the First floor, Market.

Half Hose Special

35c, three pair for \$1 for men's merino half hose, "seconds," in black, gray and heather mixtures.

(Main Floor, Market)

The Exceptional Choice of Small Pieces in the Exhibition Sale of Oriental Rugs

Great carpets are the framework of the Exhibition Sale of Oriental rugs, and they are a gorgeous-looking sight, rich in color contrasts of a charming and impressive kind. But there is a multitude of smaller weaves, constituting the detail of the great picture. Rugs of this class are now scarcer than they have been since we have been in the business, but as you can see, they are here in goodly choice. In fact, this is the only assortment deserving the name to be found in any store in the country so far as we can understand.

They are no more scarce than they are desirable, and in spite of the general scarcity and the special demand for them, we have been able to keep down our prices in a notable degree.

The pieces offered in this sale are marked at an appreciable saving from today's market values. They include Beluchistans, 2.6x4.6 ft. to 2.6x6 ft., at \$35 to \$55. Mosuls, a special group of about 70 pieces, 3.6x6.6 ft., \$49.

Af-Shiraz, 3x6 ft. to 4x6 ft., \$55, \$65 and \$75.

Chinese, 2x3 ft. to 3x6 ft., \$25 to \$75.

The recent arrival of Mahal and Chinese carpets has meant a handsome addition to the great display.

Together with all the other beautiful carpet pieces they constitute a choice of large-size weaves that is unique in America.

(Second Floor, Central)

Just to Look at These Lovely Radium Silks at \$4 a Yard

is to see at once what possibilities they have for lining fur or cloth coats, for making handsome kimonos or effective lamp shades or charming draperies.

They have that soft, lustrous finish peculiar to radium, and are of firm, good quality. There are light and dark backgrounds and large and small figured effects. And there are any number of conventional or floral or unusual and artistic designs from which one may choose.

\$4 a yard, and 40 inches wide—and new, of course.

(First Floor, Chestnut)

Women's "Tan" High Shoes at \$4.40

Just About Half Price

We have 1000 pair of these splendid, sturdy shoes to sell at this very low price.

They are all made of chrome tanned leather, with stout viscolized soles, and are among the most serviceable shoes made for women.

They are ideal for school or college girls. There are two styles, one straight lace with lining and the other blucher lace, unlined and with soft toe, being much like a man's Army shoe.

Extraordinary value at \$4.40 a pair.

(First Floor, Market)

Ready for Halloween Now—in the Candy Store

And the snapping bonbons and the funny favors and jolly novelties are here, ready to select for your party.

Prices start at 20c for the baskets of salted nuts and go on up to \$10 for the big Jack Horner pies for the center of the table, with 12 favors.

(Down Stairs Store, Chestnut)

New Undermuslins for Large Women

Nightgowns of fine nainsook with low necks, \$2.50 to \$5; of cambric with high necks, \$2.50 to \$3.50.

Petticoats, long, \$1.85 to \$4.75.

Bloomers of white crinkly crepe, \$1.50; of white sateen, \$1.50.

(Third Floor, Central)

Soft-Finish Embroideries Just Here From St. Gall

In time for the Fall sewing.

There are edges and insertions, and many match. All are in strips of 4 1/2 yards each.

Prices begin at \$1.80 and go up to \$5.65 the strip.

(First Floor, Chestnut)

Women's Handkerchiefs

One corner hand-embroidered squares from Ireland.

Of sheer and snowiest flax, they have been hemstitched hems, with just enough hand embroidery in one corner to make them dainty.

35c, 50c, 75c and \$1 apiece.

(V - Aisle)

Black Broadcloth Special at \$3.50 and \$4 a Yard

Broadcloth of light weight and good permanent luster—correct for suits, separate skirts and tailored dresses.

That at \$3.50 is 46 inches wide, and that at \$4 is 54 inches wide, and the prices in both instances are about what we should have to pay for such cloths today.

(First Floor, Chestnut)

Commercial Stationery Has Moved

from its old quarters on the Gallery, Market, to the Third Floor, Market, where the office furniture is.