

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
Fair

Tomorrow Will Be a Great Day for the Buying of New Fall Clothes

Ambition Is Not a Sin

William Ewart Gladstone, the greatest Englishman of our time, and whose picture is worth having, once said to a boy:—



"If a boy runs, he ought to run as fast as he can, and if he jumps, he ought to jump as far as he can."

Mr. Gladstone lived up to what he said to others.

John Bright, the great English Commoner, once said to a fond mother whose little son had never seen Gladstone, "Take him to see the greatest Englishman he is ever likely to look upon."

Mr. Gladstone's ability seemed to be in thinking ahead of his age. While he was regarded as visionary, he was the first to see great things and initiate the doing of them.

At eighty-five years of age he resigned his seat in the House of Commons with "the whole world indebted to him."

The keynote of Mr. Gladstone's long life was distinctly spoken in his many acts to benefit his fellow-men.

None of us can live a full and useful life and be wholly absorbed in himself.

(Signed) *John Wanamaker*

Oct. 3, 1919.

With All the Prettiest Fashions Here, It Is Easy for Girls to Choose Their Winter Clothes

WHAT to get for the Winter is the clothes problem of most every girl and young woman just at present. The problem may be solved quite simply here in the Young Women's Salons, for all the new and representative fashions of the Winter are ready. The assortment is remarkable for its comprehensiveness, because it includes practically everything she wishes to wear; for the high quality of the garments, which are of excellent materials, most carefully made, and for the moderateness of the prices.

As to the New Suits—

and every wardrobe needs at least one Winter suit—one may choose from the simplest of tailor-mades or richly fur-trimmed suits, or any number of styles between the two extremes. Made of fine duvetynes, peach bloom chevrons cloth, velours, silvertones, tweeds and silver wool, they are in such fashionable colors as the new browns and reds, tan shades, blues and oxfords. \$40 to \$98.50.

And One Must Have a Winter Coat!

And it need not be expensive, either, for there's a remarkably good coat, and it's all wool, too, for \$28.50, and any number of others all the way up to \$75. This includes school and business and

dress coats—coats of silvertones, of velours, of tinsel tones and crystal cords and of all the other popular weaves, in light and dark colors. Some are fur trimmed; some are plain, so that you may wear your own furs. And there are hundreds of styles! 14 to 20 year sizes.

A Blue Serge Dress Is Almost a Necessity

in the eyes of many young women. It is so altogether practical no Winter wardrobe seems complete without one. Blue serge dresses in many models, some braided, some embroidered, many button trimmed, are \$29.50 to \$77.50.

Blue tricot dresses are much liked also—and there are many styles from \$88.50 to \$110. 14 to 20 year sizes.

Afternoon and Better Dresses

Handsome new duvetyne dresses, lovely new satins and silks and crepes in street and afternoon shades are all here. Scarcely two alike, there is a fascinating variety—you'll be tempted to buy two or three at once. \$32.50 to \$135—14 to 20 year sizes.

Riding Habits and Regulation Dresses

for school and college girls are also to be found in the Young Women's Store. They are made in our own workrooms, of excellent materials, and most reasonably priced. 14 to 20 year sizes.



Men and Their New Fall Clothes

This season, as in former seasons, there are various kinds of Fall suits for men.

On the surface it is surprising how much alike they appear, but underneath there are vast differences.

This season, as in former seasons, we have a good choice of men's Fall suits, but all of them are of one kind in the sense that, at the prices, they are the best kind to be had.

We know that similar claims will be made for other suits, perhaps with good reason and perhaps not.

But there is no "perhaps" about the excellence of the suits we offer, because, for our own sake, we would not permit it.

They register 100 per cent in every fundamental, from the selection of the cloths of which they are made to the last touch of the tailor's hand.

In our suits for young men, young men's fashions are at their perfection—so far as it is possible to have them perfect. The more settled styles for older men are shown in attractive choice also.

The man who chooses his new Fall suit from this stock forestalls disappointment—he insures the largest and most satisfactory return for his money.

Prices for suits, \$32 to \$65.
Prices for Fall overcoats, \$32 to \$50.
(Third Floor, Market)

An Exceptionally Good Lot of Men's Fall Shirts

Just come in to sell for \$2.65 each, which is a very moderate price for shirts of this quality.

The material is an excellent weave of madras in a variety of striped designs and in many colors.

All soft-cuff negligee shirts and all well made.

New Fall Neckties at \$1

Large, generous four-inch bands of good firm silk in plain colors, stripes and fancy designs.

(Main Floor, Market)

Yes, Sir, Two Hats Are Better Than One

You'll say so. Even if you have already bought one you will probably want one of these new rough-finish soft hats for overcoat time.

We want to call particular attention to the new and beautiful shaggy beaver hat in a style just appearing this Fall. It is soft and flexible and altogether one of the shapeliest soft hats we have ever seen.

In mixed colors and solid colors, ranging from light to dark, at \$12.

(Main Floor, Market)

Men's Silk Half Hose "Seconds" at \$1.75

900 pair of good, full-fashioned ingrain-thread silk half hose that would be 50c to \$1 a pair more if they were first grade.

By far the best looking lot of silk half hose around this price that we have had in some time.

(West Aisle)

Men's Good Winter Shoes Special at \$5.65

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

They are made of retanned leather in a light shade of tan. Extraordinary value at \$5.65.

There is also good selection in men's blucher lace shoes of smooth black calfskin and grain calfskin, which we are selling specially at \$6.40.

(Main Floor, Market)

Women's Utility Coats

Rather conservative sorts they are,

A silvertone velour with straight back panel, side fullness, and buttons and crow's feet for trimming, price \$67.50.

A bolivia cut rather full and belted, price \$97.50.

Both styles come in navy, brown, green and Pekin blue.

(First Floor, Central)

Women's Low Shoes to Wear With Spats

Tan Russia leather pumps, with long vamps and Louis heels. Patent leather pumps of the same type.

Dull black Russia leather pumps. Each of these three styles is \$14 in the Exclusive Little Boot Shop.

(First Floor, Market)

Shirtwaists for Large Women

A good-sized shipment lately arrived is of waists really large—not all so-called are. These have large sleeves, large armholes, large necks; they have also the necessary length from shoulder to waist.

They are made of white voile, or lawn with a little dainty trimming; and come in sizes 46 to 52. Prices \$4.50 to \$7.75.

(Third Floor, Central)

A Little Lot of the Popular Wool Plaid Skirts, \$13.50

This is an unusual price for such skirts—and especially for brand-new fall models in the desirable colors.

Several good styles, medium and large sizes and many colors, but blue and brown predominate.

The skirts are made in new and attractive styles, usually button trimmed, and all, of course, with pockets.

All regular sizes in the collection, too.

(First Floor, Central)

Silk Petticoats for Young Girls

All jersey; all taffeta; and jersey tops with taffeta flounces.

Colors are dark blue and brown, changeable, rose, taupe, Copenhagen blue, black, purple, green and reseda.

Sizes 32, 34 and 36 inches. Prices \$5.50 to \$10.50.

(Third Floor, Chestnut)

Hundreds of Charming New Autumn Hats—\$10 to \$15

Dress hats—hundreds of them—of fine, silky velvets and gleaming hatters' plush, large and not so large hats; hats trimmed with feathers and with bright flowers and ripe fruits.

Hats to wear with tailored costumes—plenty of those smart little hats of which most every woman needs at least one; hats trimmed with feathers and wings; hats with simple bows or bands.

Hats for general wear—hats of velvet, of furry beaver, of hatters' plush and of fine felts in the fashionable colors and shapes of the season, usually feather trimmed or finished with ribbons or flowers.

\$10 to \$15.

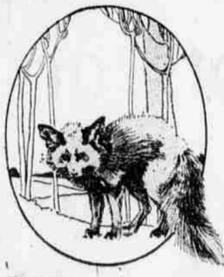
(Second Floor, Chestnut)

Plenty of Fox Furs

have come into the Fur Salon to give everybody who wants them a fair choice. They are all in the shape of the big, simple animal neckpieces, in black, taupe and brown, and of various degrees of beauty.

Prices are \$45, \$60, \$70, \$90, \$100 and \$115.

(Second Floor, Chestnut)



IN SPITE of the fact that there never was such a scarcity of these fabrics, we are prepared with a large and satisfying variety of

New Fall Silks and Satins Including French Novelties

After a careful comparison, we can truthfully say that our variety of these goods is larger and prices more reasonable than any one would expect to find under present conditions.

Some of the most beautiful silks that we have had in a long while are in this showing.

(First Floor, Chestnut)

L. R. Corsets for Autumn

\$2.50—a new pink broche model with short skirt having elastic section in it. For slender and short figures.

\$6.50—flesh-colored broche, topless model, without elastic, free hip, lightly boned and laced below the front steel.

\$8.50—a topless model of pink and white broche, lightly boned and with elastic round the upper edge.

\$7.50—a heavy pink coutil model designed for large women. It has long skirt with wide elastic section, low top with insertion of elastic in waist.

\$8.50—a topless, lavender broche model with long skirt, lightly boned. \$5—a heavily boned model of pink broche with elastic band at bottom of skirt and low bust.

(Third Floor, Chestnut)

New Autumn Gloves at Special Prices

Bought months ago, when prices were lower, these desirable new gloves are at prices much below those of today's market. All are in Autumn weights and styles.

FOR MEN:
\$1.75 a pair for capeskin leather gloves, out-seam sewn, in good tan shades. They are the second selections of much higher grades.

\$2 a pair for cape suede leather in gray, 1 clasp.

FOR WOMEN:
75c a pair for chamouis-finished lisle-thread gloves in white, 2 clasps.

\$1.75 a pair for pearl white washable capeskins, 1 clasp, out-seam sewn; or French lambskins in white, with 2 clasps.

\$2 a pair for fine French kidskins, in white, over-seam sewn, 2 clasps.

\$2.35 a pair for mocha suede gloves, in gray or tan, with Paris point embroidery, 1 clasp.

\$2.75 a pair for genuine mocha gloves, spearpoint embroidery, in gray, 1 clasp.

(West Aisle)

Women's Winter Suits Prices \$62.50 and \$65

Silvertones, velour checks, novelty materials and velours; some of the severely tailored style, some with a good deal of braiding. Of course, there are more navy and black than any other color amongst them, but after these come many browns, a few of the Autumn reds and some mixed colors and checks. And a few actually have tiny animal collars.

Prices \$62.50 and \$65.

(First Floor, Central)

Women's Bloomers

Some of the prettiest yet brought into the Undermuslin Store.

Pink crepe de chine and pink washable satin, lace trimmed—or in one instance—finished with a picot edge; \$3.85 to 5.75.

Dark satin, made ankle length and finished with prettily pleated frills, with points of contrasting color, \$6.75; with plain ruffle, \$5.

(Third Floor, Central)

Corduroy at \$1.50 a Yard

In light shades, such as blue, old rose, pink and white, these being liked for children's coats and anybody's kimonos or negligees.

In neutral shades, like tan and gray.

In sober dark shades, like browns and navy.

In every color, the width of this corduroy is 36 inches.

(First Floor, Chestnut)

The Secret of Many Clear, Lovely Skins—

is a good skin cream which keeps the complexion beautifully clean and preserves its freshness.

Soap and water alone are not sufficient for perfect cleanliness—a good cream, too, is necessary. Queen Mary Cleansing Cream is a great help—50c a jar.

Delicate skin cream will not hurt the most tender skin, 75c a jar. Queen Mary Skin Cream, 50c and \$1.

Youth and Beauty Cream, 50c and \$1.

Queen Mary Face Powders are absolutely pure—we make them in our own laboratories, and know—50c a box for L'Empire, Violet or Ayame scents, in white, flesh or brunette.

(Main Floor, Chestnut)

Tomorrow Will Be Last Day of the Exhibition of Dahlias in University Hall

All flower lovers and growers are cordially invited to visit it and to hear the talk on dahlias given by Mr. L. K. Peacock at 2:30 P. M.

Mr. Peacock will gladly answer any questions anybody wishes to ask him regarding dahlia culture. Orders for tubers and seeds of the varieties of dahlias shown will be taken, both to be delivered late in May, 1920.

Please note that orders may be paid or charged, but we cannot send anything C. O. D.

(Eighth Floor, Market)

Ventilation Means Health

but the problem is how to maintain a circulation of fresh air without drafts.

This is solved by the Continental window ventilator, which is adjustable to all windows in homes, schools and hospitals.

It lets in the air, but keeps out the dirt, rain and snow; and, as the following table of prices indicates, is inexpensive:



No.	Height	Width Closed	Width Extended	Price
93	23 inches	31 inches	49 inches	2.00
94	23 inches	31 inches	49 inches	2.00
95	23 inches	31 inches	49 inches	2.00
153	15 inches	21 inches	39 inches	1.50
154	15 inches	21 inches	39 inches	1.50

(Fourth Floor, Market)

Heavy Luggage for Long Trips

Great big sturdy, hand-sewed, black and tan sole leather suit cases, large enough to hold a complete outfit of clothes and strong enough to go round the world.

Some bellows style and others with division in center. Price \$60 to \$67.

(Main Floor, Chestnut)

Football Gear

Footballs, \$2.50 to \$10 each. Trousers, \$2.50 to \$7.50 a pair. Headgears, \$2.75 to \$9 each. Shoulder, elbow and knee pads, \$1.25 to \$7.50 each.

Shoes, \$6 and \$7.50 a pair. Jerseys, \$3.50 to \$5 each. Sweaters, \$9 to \$15 each. Stockings, \$1.50 a pair.

All of standard quality.

(The Gallery, Juniper)

The Showing of Oriental Rugs Holds an Abiding Interest

One seems never to tire of looking at some things—for instance, Oriental rugs. In their colors there seems always to be something fresh and appealing. We might leave this great, beautiful display as it stands unchanged for years and yet anybody with an eye for color might walk through it daily and find new delights in it. But we have to keep it constantly changed and renewed, because the pieces we sell have to be regularly replaced by others. For that reason, if for no other, it presents new interest almost every day.

There are groups of rugs here that we have not even mentioned as yet; groups, too, of uncommon interest, because of the excellence and desirableness of the pieces and the unusual lowness of the prices.

Notable amongst these are Khiva Bokhara rugs, so much liked for offices, libraries and reception halls. Fields of red in varying shades are decorated with a variety of figure designs in chiefly dark blue, ivory and bottle green.

Khiva Bokhara Rugs
7.5x5.7 ft., \$195.
10x8.2 ft., \$285.
8.10x6.6 ft., \$250.
8.10x6.8 ft., \$250.
6x4 ft., \$125.

Beloochistan Rugs
3x5 ft., \$35 to 3x6 ft., \$75.
Mosuls
3.6x6.6 ft., \$49 to \$65.

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

Chinese
2x3 ft. to 3x6 ft., \$25 to \$75.
(Seventh Floor, Central)