

J. W. C. I. Band at 9; Organ at 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

# Anyone Can See What a Busy Monday It Will Be at Wanamaker's

## No Aim or a Low Aim Is Next Door to

a crime. Some of us older fellows can tell you of young chaps who graduated from their schools with honors and sat down as if the wars of life and country were over.

To their close friends and relations they confidentially admitted that they had opportunities of this and that, but they had concluded it was better not to undertake anything and "make a failure of it."

Failures are not fatal unless we go to sleep with them. Edison, Marconi, Cyrus W. Field, Abraham Lincoln, Ulysses S. Grant had their failures, but each of them kept on undaunted until he "won out."

Have you noticed that out of the war humanities there has been an evolution of many able business women who can take the places that men have been accustomed to fill? Why not?

*(Signed) J. Wanamaker*

Oct. 4, 1919.

## Distinguished Dresses of Duvetyne, \$140 to \$300

Usually the duvetyne is of the silk sort, and occasionally it is of that glorified variety known as peach-bloom. In every instance it is most lovely in color—whether the color be deep brown, tete de negre, navy or one of the strange new reds so much in vogue.

Nothing could be more charming than one such dull red frock with a lot of eyelet work on its tunic.

Or a navy gown whose tunic is edged with brown beaver—the whole very Russian in effect.

Or a tete de negre affair with ornamentation of tiny jet squares.

Or a deer-brown with wool embroidery over gleaming metal braid.

A gown of American Beauty rose has short sleeves and a tunic entirely of heavy crochet.

A redingote of duvetyne has a satin petticoat and metal-cloth vest.



A great many of these gowns have fringe reaching almost from waist to hem. Prices are \$140 to \$300.

(First Floor, Central)

## Smart New Blue Serge Dresses for Young Women: A Special Group at \$27.50 to \$62.50

These are the prices many girls and young women wish to pay, and so we have an unusually wide assortment of dresses starting at \$27.50 and rising, by easy steps, to \$62.50.

All the serges are firm, well woven and of good quality. They are in a good dark blue—the colors are true. And there are any number of becoming and smart models!

Ever so many dresses are braided.

And tunics, both short and long, are fashionable.

There is plenty of embroidery, usually in black.

Fancy stitching, too, is another popular trimming, and buttons come in for a good share of attention.

There are dresses simple enough for school or business, and others elaborate enough for better wear.

14 to 20 year sizes.

(Second Floor, Chestnut)

## Women's High Shoes at \$4.40—Less Than Factory Cost

About 2500 pair of shoes in just the styles many women are looking for for Fall and Winter.

One is black glazed kidskin lace, with narrow toe and high Cuban heel.

Another is black glazed kidskin lace, with medium round toe and Cuban heel.

The third is dull black calfskin lace, with medium toe and Cuban heel.

(First Floor, Market)

## When She Finds Handkerchiefs Like These at \$2.10 a Dozen—

a woman buys a supply for every day if she is wise. They are of firm, sturdy Irish linen—not a cotton thread in them—and they have narrow hems, neatly hemstitched.

Many quite fastidious women like the plain handkerchiefs with narrow rever hem—they are so dainty and good looking. \$6 a dozen, and of sheer and snowy linen.

P. S.—It is not a minute too soon to be thinking of having embroidery work done—we'll take your order now, if you like.

(Main Floor, Central)

## To the Many Women Who Wear Letitia Corsets—

this advertisement is to say that four new models have just arrived—

At \$8, a Letitia model for full figures, heavily boned and re-reinforced over abdomen and hips, very low, full bust.

At \$9, model of pink coutil, very low top, with elastic section and elastic girth in skirt.

At \$10, Letitia model for average figures, light-weight pink broche, very low bust.

Another at \$10 is a model with very low top, made of beautiful pink broche, strongly boned over hips.

(Third Floor, Chestnut)

## Pathe Phonograph Now at Wanamaker's

A feature of the Pathe phonograph which will recommend it to many people is the fact that it plays with a PERMANENT POINT. Moreover, it does so without appreciable harm to either the records or itself.

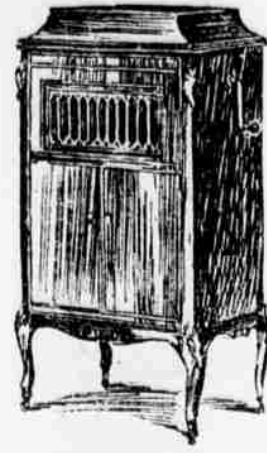
The tone of the Pathe is obtained through its reproducing device, a genuine sapphire with a round, polished surface which fits perfectly into the smooth groove of the record. This gives a uniformly round and rich tone, faithful to the artist who made the record.

Pathe plays all makes of records without attachments.

The Pathe records are here, as well as many other Pathe European records which are available only in this interesting and important catalogue.

We shall be glad to demonstrate the Pathe to any one who would like to hear it.

Prices \$45 to \$400; period styles up to \$500.



(Second Floor, Central)

## Hudson Bay and Russian Sables

Among the Hudson Bay sables there are little single-skin pieces that cost all the way from \$125 to \$225, and two-skin pieces at \$175 to \$350. Other larger neckpieces are a six-skin stole priced at

\$625 and a magnificent cape at \$1375.

The Russian sables are superb—being infinitely soft and dark. Prices are \$350 for a one-skin piece; \$650 for two skins and \$750 for three skins.

(Second Floor, Chestnut)

## Exquisite French Handbags and Fitted Luggage

In one of the Louis XVI cases, just inside the Chestnut street center door, is a collection of handbags and women's fitted luggage that is a joy to see.

We do not know where you would go to find such a showing of Paris handbags. Some silk, some velvet. And such designs and colorings!

Rich, dignified, dark colors and the most vivid of colors combined, as in the Chinese designs. Fancy frames, some with little ivory figures on the clasps.

(Main Floor, Chestnut)

Then there are the beautiful beaded handbags, and some with drop-loop beads, that have the effect of feathers at a distance.

Also some superb brocaded envelope books.

The luggage consists of traveling bags and cases and overnight cases, all of fine black grained leather, silk lined and with sterling silver or amber finish or white celluloid fittings.

As much of an art exhibit as a merchandise display.

## A Season of Great Richness Brings Out Gold Mesh Bags

They are particularly suitable for some of the new gowns with their gold laces, cloth of gold and wonderful gold brocades.

We have just received a new shipment of 10-karat gold mesh

bags in the green gold finish. They are of beautiful workmanship and most reasonable in price.

Five sizes from a 2-inch to a 7-inch frame and from \$30 to \$200.

(Jewelry Store, Chestnut and Thirteenth)

## The New Fur Trimmings for Winter Are Ready Now

Fine furs, carefully selected, they include the pelts which are in fashion now. Each fur is carefully marked with its true name, so that you are always sure of what you buy.

There is Hudson seal (sheared muskrat) and imitation Hudson seal, nutria, dyed and natural

(Main Floor, Central)

skunk, racoon, natural and Australian opossum, ermine, Baum marten, Scotch moleskins, cone and hare, and they come in all the fashionable widths from one to eight inches.

And the prices are always moderate for such grades of fur.

## Many Fine Winter Coatings Are Hurrying In

The list now includes all the most fashionable materials out of which the handsomest coats are being made. They are all-wool and very beautiful.

Among soft finished coating are lovely duvetynes, \$12 and \$14 a yard; bolivias, \$9, \$10 and \$14 a

(First Floor, Chestnut)

yard; plain velour and silvertone velour, \$5 and \$6 a yard, and camel's-hair cloth, \$10 and \$12 a yard.

For sports coats and those for everyday hard wear are heavy twills, \$7.50 a yard, and chevils, \$4 a yard.

(First Floor, Chestnut)

## Hand-Painted Belts Are the Latest From Paris—

Not only are they hand-painted, but each belt is signed—and each is different.

They are of black patent leather, usually, though one or two are of red patent leather, and they have artistic designs in French blue, white, tan or red, painted the length of the belts, from the eyelets to the small buckles which finish them.

Quite novel, in three narrow widths, and useful to add a smart touch to a Winter costume. They range in price from \$2.50 to \$4.50.

(Main Floor, Central)

## Fashion Now Says Dotted Veilings

But there is a decided leeway in the dots, for one may have them from the smallest French dots to the largest sizes, and they are on either hexagon or diamond shaped meshes.

All colors are here, including black and white, \$1 to \$1.75 a yard.

(Main Floor, Central)

## Two-Toned Satin Ribbon

A new shipment brings a good range of colors. It is 6 inches wide and \$3.50 a yard.

(Main Floor, Central)

## Large Silk Squares—\$2.25 Each

These are the silk handkerchiefs which girls like to wear with their middies or their regulation suits. Green, red, old rose, brown, buff, white or light blue, and navy and black of course.

(Handkerchief Store, Main Floor, Central)

## Women's Blanket Robes

150 blanket robes of many different styles and designs. They are all samples at sample prices—\$4.50, \$5 and \$7.50.

(East Aisle)

## Several Hundred Individual Pieces of Excellent Furniture in a Special Turn-out at Prices Reduced One-Third to One-Half

The bulk of the pieces comprised in this event are marked at factory cost. Many are at less, and a comparatively small number at slightly more.

As the furniture situation exists today, the opportunity to choose from this collection at the prices is a very remarkable one, because there is as yet no sign that productive costs are coming down, and these goods are marked at the figure that prevailed before there was any decided advance in the market.

All of this furniture is our own kind of furniture, sound and handsome. The collection consists of the individual pieces originally belonging to sets and larger groups. However desirable these goods may be, it is good stockkeeping not to permit them to accumulate. That is why we let them go at such low prices.

If you need an individual piece, an odd bureau, chiffonier, bed, dressing table, china closet, serving table, or some odd chairs for a bedroom or a dining room, there is no better time to buy than now, and there will not be in some time.

- 35 sewing tables from \$10.50 to \$38.
- 35 china closets from \$18 to \$94.
- 175 dining-room chairs, \$3.75 to \$56.
- 30 toilet tables, \$19 to \$60.



- 20 chiffoniers and chifforobes, \$29 to \$116.
- 28 beds, \$22 to \$131.
- 15 bureaus, \$60 to \$127.
- 35 bedroom chairs, \$6 to \$24.

(Sixth Floor)

## The Great Oriental Rug Event Renews Itself in Beauty and Attractiveness

Where are all the beautiful rugs coming from? That is the question one is prompted to ask when one looks at this fine display and considers that the market has probably never been so stripped of goods. There is no mistaking the fact that the goods are here. They are here because the best of the available lots in the market seem to naturally gravitate here—the rugs come here because the people come here for them.

They will find a beautiful choice here Monday, especially of large pieces. For these there is a special demand and we made special provision against it. We can list only a few groups. There are many others.

### Kermanshah Carpets

- 15.3x11.5 ft., \$945.
- 14x9.6 ft., \$875.
- 16.8x11.2 ft., \$987.
- 13.10x10.8 ft., \$775.
- 16.9x11.4 ft., \$985.
- 15.4x11.8 ft., \$875.
- 12.5x10.7 ft., \$635.
- 13x9 ft., \$695.
- 11.6x9 ft., \$645.
- 10.10x8.6 ft., \$475.
- 10.1x8.1 ft., \$345.
- 13.6x10.3 ft., \$115.
- 12.1x7.10 ft., \$685.
- 11.2x7.4 ft., \$495.
- 12x9 ft., \$750.
- 15.6x11.7 ft., \$975.
- 13.10x10.5 ft., \$750.
- 13.6x10.9 ft., \$775.
- 13.6x10.9 ft., \$825.
- 11.3x7.4 ft., \$635.

- 19.5x13.3 ft., \$1575.
- 23.5x14.7 ft., \$2900.
- 15.1x10.8 ft., \$897.
- 18.2x17.2 ft., \$2775.
- 19.6x14.3 ft., \$2775.
- 17.5x11.10 ft., \$887.
- 15.5x11.3 ft., \$1575.
- 18.2x12.9 ft., \$2150.
- 17.3x11.1 ft., \$1575.
- 23x14.4 ft., \$1875.
- 22.1x14.10 ft., \$1475.
- 18.9x13.5 ft., \$935.
- 14.2x9.3 ft., \$775.
- 12.2x12.3 ft., \$975.
- 12.1x10.2 ft., \$675.
- 20.7x12 ft., \$985.
- 20.4x11.9 ft., \$1165.
- 18x11 ft., \$845.
- 20.3x13.5 ft., \$1045.

### Persian, India and Turkish Weaves in Large Sizes Consisting of Serapi, Mahal, Bidjar, Ispahan and Khorasan Rugs

- 49x12.3 ft., \$1285.
- 14.9x10.5 ft., \$875.

- Kurdistan, Shiraz, Beluchistan and Cabestan, 3x4 ft. to 3.6x6.6 ft., \$45 to \$65.
- Hall strips, antique and modern, 3x11 ft. to 4.2x24.2 ft., \$125 to \$750.
- Mosul Rugs, 3x6 ft. to 3.6x7 ft., \$40 to \$65.
- Of special note are a pair of hall strips of antique Kurdistan, 18.8x3.9 ft., \$825; 18.8x3.4 ft., \$825.



(Seventh Floor, Central)

## 300 Women's Umbrellas Special at \$5

Covers of silk in blue, green, taupe, purple, brown and garnet; handles mostly short, of mission wood, frames 8-rib paragon. Altogether they are most uncommonly good for \$5.

(Main Floor, Market)

## "The River's End" By James Oliver Curwood

A story of the Royal Mounted Police—a story which combines adventure and love. Price \$1.50.

(Main Floor, Thirteenth)

## Winter Nightgowns

We aren't going to have warm weather very much longer, and it isn't a bit too soon to lay in stocks of these good cambric nightgowns. A dozen styles at least are here, with high, V and square necks and embroidery trimmings, prices being \$1.75 to \$5.

(Third Floor, Central)

## Real Lace Is Much Worn by Brides

Nearly always there is some used on a bride's veil in addition to that on her wedding gown. Then her lingerie and her prettiest frocks are trimmed with it.

- Irish Point Veil
- Brussels point
- Duchesse
- Princesse Valenciennes
- Filt
- Cochin-mu-crass

(Main Floor, Central)

## There Are Fall Fashions in Small Boys' Suits, Too!

And now that the new suits are here, mothers of small sons who wear 2 to 5 year sizes will like to see them.

Colored trousers with white blouses are here again, the blouses with frills on the collar and down the front and the cuffs; or perhaps there is a bit of embroidery on the colored pocket—one little suit, disported two baby elephants in yellow embroidery! But there are middy suits and coat styles, and suits with black velvet trousers and white pique waists, and plenty of blues and tans and browns.

\$3 to \$11. (Third Floor, Central)

## To Play a Good Game of Golf

many things are needed, as all devotees of the pastime know.

For instance, patience; also a large assortment of words and expressions that are strong, but not unparliamentary.

These, of course, are essentials which each player must provide for himself.

But he can considerably reduce his need for them by the exercise of care in the selection of his outfit.

That is where our sporting goods store comes in.

All the standard equipment is here.

Standard makes of balls, \$7.20 to \$15 a dozen.

Wood clubs on various models, \$4.50 to \$8.

Irons in large variety, \$4 to \$4.50.

Caddy bags in large assortment, \$1.75 to \$35.

Golf gloves, \$1.50 to \$3.

(Gallery, Chestnut)

## Irish Linen Napkins—Special at \$7.50 and \$9 a Dozen

This welcome shipment of good, full-bleached, pure flax napkins is one of the favorable results of our representative's recent visit to the Belfast market. For such clean, fresh, desirable merchandise the prices are exceptionally moderate, especially when compared with the rates now ruling at wholesale.

There are 300 dozen in the consignment in two sizes and in a choice of five floral patterns—size 22x22 inches at \$7.50 a dozen and 24x24 inches at \$9 a dozen.

(First Floor, Chestnut)

## Now Is the Time to Select Heavier Draperies

The new handsome velour curtains for doors and windows have come. They are in beautiful colors, the door curtains double faced, and you can have them both sides alike or different colors on each side.

Velour door draperies are \$35 a pair and the window draperies, ready to hang, with Colonial and French Valances, are \$10 and \$15 a pair.

Also there have arrived new chenille curtains that closely resemble velour. Like them, they are double faced, and they are \$10 and \$18.50 a pair.

(Fifth Floor, Market)