

Great Organ Plays at 10 and 4.25
Ely Chimes at Noon

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4:30

WANAMAKER'S

WEATHER
Unsettled

PARIS AND PHILADELPHIA JOIN HANDS AT WANAMAKER'S TOMORROW IN PRESENTING THE NEW AND CORRECT FASHIONS IN MILLINERY FOR WINTER

Just Out of Their Wrappings Come the New and Lovely Hats for Autumn and Winter

Trust Paris to reflect a newer, gayer note, if there is one to reflect! If you do not believe Paris feels more cheerful, more buoyant, come see the new hats—and they will tell you. There is still a suggestion of the military—still a charming simplicity—but the hats are brighter, gayer than they have been for a long time.

And there are hats from the foremost modistes, too, to tell you what Paris has decreed for the Autumn and Winter. There are charming and unusual models from

*Jeanne Lanvin
Lewis
Marie Louise
Marie Lancret* *Suzanne Talbot
Maria Guy
Evelyn Varon
Georgette*

Among the More Important Fashions—

you will notice—

Much of the new rust color—Suzanne Talbot uses it in piquant small hat, with fluffy feathers in the same shade.

And feathers—you will see them everywhere! Ostrich, curled and uncurled, and the new burnt ostrich that so many of the new French hats show. Little stiff feathers, too, and wings—and another Paris hat (it comes from Maria Guy) is almost wholly of stiff feathers in a lovely creamy brown shade, which matches the velvet tam it adorns.

Colors are bright and gay and cheerful—a new blue that is lovely, a daring, vivid red, rich, royal purples, browns that suggest the woods in October—these are some of the hues you will see.

Hats entirely of duvetyne—that is another most distinctive feature of the new millinery fashions. They are charming, and are designed to accompany the new suits and wraps.

Much tinsel you will see, and beautiful embroidery, and lovely flowers and ripe fruits in the glowing Autumn colors.

Chenille for trimming, ribbons cleverly laced together, felt braids interlaced, bands of gleaming jet, ribbons softly fringed and very furry looking—all these Paris approves and uses.

Marcelle DeMay

11 Rue Royale, Paris

Has Sent an Exclusive Collection of Hats

designed expressly for the Wanamaker Salons. They are distinctive and beautiful, as Marcelle DeMay hats always are, and you will not find them duplicated elsewhere in America.

These are a very late importation, just landed in time for this showing.

(Second Floor, Chestnut)



Beautiful Hats From Our Own Workrooms

will show you how close American designers are to Paris—and what clever ideas they have, too!

There are handsome new hats for day and more formal use—models of much charm and beauty.

It will be a pleasure to see (and wear!) this new and delightful millinery. You are cordially invited to the formal showing tomorrow.

Most Minds Increase in Strength as They Use What They Possess

This is an actual fact, as many students and busy people know.

It applies also to business.

Going steadily on and ever learning by study and experience, new ideas are impregnated into the business and add to its efficiency.

This is not an hour for standing still. What we are doing from many points of view adds greatly to the pleasure and happiness of all the people who have to do with it.

If you are not well acquainted with what is going on here, you will be pleased to know the Store better.

[Signed] *John Wanamaker*

Sept. 16, 1918.

ON THE AISLE TOMORROW

All-Over Beaded Handbags for \$7.75—About Wholesale Cost

Two styles of bags in six different floral designs on a dark blue background. All silk lined and with purse and mirror on chain.

At \$7.75 they are about usual factory cost.

(West Aisle)

WOMEN'S Winter Coats New and Interesting

One is of velour, with a belt and buttons for trimming and a generous collar that may be buttoned high when the wintry winds blow. It is lined throughout with peau de cygne. \$47.50.

Another coat of velour has the new crush collar that is so attractive, a circular yoke and a belt too. It is \$57.50.

Evora is a new Winter fabric with a silky finish that many women will like. It is used in the third coat, which has several new features—pockets in new style, hanging panels in back, a high roll collar and a belt. \$57.50.

The colors are those in fashion this Winter—green, taupe, deer, brown shades, purple and deep blue.

(First Floor, Central)

A Bonny New Shipment of Anderson Gingham

Plaids, checks, stripes and plain colors in a most excellent assortment. For school girls' frocks there is no fabric more suitable and few as pleasing in color and design.

The gingham of David and John Anderson are so famous that women will gladly pay \$1.15 and \$1.25 a yard for them.

(First Floor, Chestnut)

New Styles in Satin and Crepe de Chine Chemises

Ever so many styles and you may choose them as simple or as elaborate as you please, for we have all sorts.

Satin chemises are \$3.85 to \$5.50.

Crepe de chine chemises, \$3.75 to \$17.50.

And they come in white and the much-liked flesh color.

(Third Floor, Central)

NEW Rompers for Little Tots

These are delightful little garments, in all the gay colors, with white collars and cuffs. Some are plain, others are smocked and all have convenient pockets. The materials are Japanese crepe and chambray, and they are priced from \$3 to \$5.50. Sizes, 1 and 2 years.

(Third Floor, Chestnut)

QUEEN MARY Bath Tablets 10c Each

This soap is especially well milled—which means that it is finely ground and closely pressed, and will make a soft, thick lather and last well. The scents are violet, rose, cold cream and verbena.

(Main Floor, Chestnut)



The Beautiful New Furs Are Ready for the Lovely Ladies

Beautiful is just the word which describes the furs this year, for the pelts themselves are lovely and fur fashions were never more charming.

And so many furs are in fashion! Plenty of gray—the moleskin and much natural squirrel, kolinsky and sable, skunk, long haired and deep hued, ermine and ever so many more.

One of the novelties is a smart little jacket of natural squirrel; it has a great, broad high collar and fastens in unusual fashion at the side. Quite military looking it is and you're not surprised that a drum muff accompanies it! \$300 for the jacket and \$75 for the muff.

An exquisite set all in gray with a glint of old blue is a wondrous scarf and muff of mole and squirrel with bands of blue chiffon. \$215 for the set.

Then there's a mole set that suggests Paris with its long purple tassels, which look very rich against the gray fur. A chic little turban, a new scarf and a muff complete the set. \$220.

The coats and wraps are the most luxurious things! There's a squirrel and mole wrap with a wondrous green and gold lining that is worth coming specially to the Fur Salons to see! It is \$650.

But come see them all!

(Second Floor, Chestnut)

NEW Ideas in Artistic Needlework

Particularly handsome are some new scarfs and squares for library use, and as that room is the one most used in many homes these days these pieces are of special interest.

Not only the designs, but the materials and colors are new in these pieces—all are clearly stamped for embroidering, of course.

Library scarfs of French gray rep, to be embroidered with artificial silk in old rose, gold and gray, 18 x 66 inches, \$1.65; table covers, 36 inches square, \$1.85.

Square table cover of gold color art satin, embroidered with artificial silk in shades of blue, black, green and gendarme, 33 inches square, \$2.25; scarfs 16 x 66 inches, \$2.50.

Library scarf of brown cotton rep to be embroidered in shades of brown, old blue and greens, 18 x 54 inches, \$1.50; pillow covers, \$1.35; table covers, 36 inches square, \$1.85.

(Second Floor, Central)

TWO Charming New Blouses to Accompany Fall Suits

A new blouse of crepe Georgette, which comes in navy blue and white or black and white, has embroidery, hand done, down the front, a tiny vest and little round buttons. \$8.50.

Of firm and lustrous crepe de chine, the second blouse is rather simpler in style, but extremely good looking. It has much hemstitching, which forms the only trimming on the collar and down the front. The collar may be worn high or low. \$12. It is in white, black or flesh color.

(Third Floor, Central)

BRAND-NEW Silk Umbrellas for Women

There are fashions in umbrellas as well as in other things, and these are particularly smart. They are short enough to swing from the arm, neat enough to carry as a stick and gay enough to dispel the gloom of the rainiest day.

They come in black and all the popular colors; some have wood sticks, others have steel rods and all have bakelite handles, with fancy transparent, colorful trimmings. The ferrule tips and trimming match. \$5 to \$12.

(Main Floor, Market)

THE Wanamaker Standard Rotary Sewing Machine Is Reduced for September

No use wasting words to tell you what you know—that scarcity of wood, metal and skilled factory operatives is sending sewing machines to the skies in prices. We, having ordered these machines before the latest ascension, are able to and are going to place as many as we now have in American homes at the price (for September only) of \$37.50 for hand-lift, \$40 for automatic lift.

The Wanamaker Rotary is a splendid, labor-saving, swift-working machine. If you don't want to take our word for it, you're welcome to

Kneel Down and Squint

under the plate of a Rotary at that busy little wheel, always on the job, and then under the plate of even a good shuttle, whatever its hurry, must perforce go and come back, go and come back—if you want to assure yourself that the continuous rotary motion is smoother and swifter than any other motion.

You know the Wanamaker Rotary makes both lock and chain stitch, and has the central needle, with treadle at left, which eliminates the tiresome sidewise twist of the spine.

Oak cases and four drawers.

Easy arrangements may be made for purchase.

(Fourth Floor)

Another Shipment of French Dinner Sets for the Sale

This new lot consists of 107-piece sets in dainty floral spray patterns with clouded gold handles. At \$27.50 they are much below the regular price for sets of this quality.

We should also like to call attention to the Japanese dinner sets of 107 pieces at \$50. They are in Dresden border effects and have coin-gold handles.

(Fourth Floor, Chestnut)

NEW Autumn Gloves for Women—Note Specially the Prices!

Bought some time ago—we couldn't get them now to sell for such sums.

They are of excellent quality and in the very styles that women want for this Fall.

At \$1.75 pair—washable capeskin gloves, 1 clasp, outseam sewn, in tan, and 1 clasp, half pique sewn-in ivory, with combination stitching. These are very smart—and easily freshened, too.

At \$1.85 pair—Fine French kidskins, in white, with Paris point stitching; 2 clasps, overseam sewn.

(West Aisle)

The Men's Clothing Store Is Sounding Its Drum Beat

calling on all good men and true to come in now to see the new Fall and Winter suits.

There have been most extraordinary difficulties to overcome in order to get all-wool hand-tailored clothing for this season.

But we have not been in the clothing business for 57 years for nothing.

We have relations with manufacturers grown out of many years' association that are better than the usual clothier's relations, and in many instances they will take pains for us that they will not take for others.

You may say that Wanamaker's has the first pick of the best from the men's clothing market.

So you will see that our customers have the best pick of our best pick.

Good, sound, all-wool hand-tailored Fall and Winter suits are ready now in ample variety at \$25 to \$60.

There are indications of a scarcity later, and it is exceedingly unlikely that prices a few months from now will be as low as they are at present.

(Third Floor, Market)

Uncle Sam's Sea Dogs Like Our Uniforms

The addition to our Military Shop of ready-to-wear uniforms for naval officers was a good move. We should have made it before, but we were looking for the very best-fitting and best-tailored uniforms we could find. They tell us we found them.

A fine showing of ready-to-wear uniforms of

serge and broadcloth, regulation overcoats, caps and insignia for naval officers.

Officers' uniforms, \$40 to \$45.

Chief petty officers' uniforms, \$37.50.

Officers' overcoats, \$67.50.

Chief petty officers' overcoats, \$50.

(The Gallery, Chestnut)

BEST Rug Choosing Where the Most Rugs Are

Assortments are so large in the Wanamaker Rug Store, and so carefully chosen, that any one looking for floor coverings should not fail to see these stocks.

Only dependable weaves are shown here, but the variety in those is very satisfying.

9 x 12 ft. Wilton rugs, \$69.50 to \$127.50.

9 x 12 ft. Axminster rugs, \$32 to \$54.

9 x 12 ft. velvet rugs, \$41.50.

9 x 12 ft. tapestry rugs, \$24.50 to \$33.50.

(Seventh Floor, Chestnut)

TAPESTRY Couch Covers

in nine good qualities are here for the women who want good-wearing as well as good-looking couch covers for their homes. The designs good and the colors attractive.

\$2, \$2.75, \$4.25, \$4.50, \$5, \$6, \$7.50, \$8 and \$9 each.

(Fifth Floor, Market)

NOW, when the variety is large, is an excellent time to complete the sterling silver boudoir set, or to get that extra piece that you have wanted so long. The hand engraving and the designs are charming.

(Main Floor, Chestnut)

IT IS the Quality of This Cut Glass That Makes the Savings So Good

Plenty of commonplace cut glass at low prices, but this that we are selling in the September Sale is of the finest quality. If you need any cut glass now or in the near future you should not miss this opportunity to get it.

Bonbon dishes, 50c, 75c, 85c, \$1 to \$1.75.

Berry bowls, \$2.50, \$3 to \$10.

Jugs, \$3.25, \$3.75, \$4 to \$15.

Celery trays, \$2, \$2.50 to \$6.

Sugar and cream sets, \$2.50, \$3 to \$6.

Comports, \$1.25, \$1.75 to \$30.

Flower vases, \$1, \$1.25, \$1.50 to \$60.

Nut bowls, \$2, \$2.50 to \$3.50.

Punch bowls, \$18.50, \$20 to \$50.

(Fourth Floor, Chestnut)

Now Is the Golden Hour to Buy New Winter Shoes at Less Than Winter Prices

We are holding a sale of several thousand pair of shoes specially purchased several months ago, but that have just come in now, and to these we have added several thousand pair from our own stocks.

On men's and women's shoes in the sale there is a saving of at least \$2 a pair.

And all the shoes are good; no trashy or "job" lots or undesirable things in a Wanamaker sale.

Men's Shoes at \$6.99—A new lot, fine genuine Cordovan shoes, straight lace and blucher.

Men's Shoes at \$5.75—A new lot of standard U. S. marine corps shoes in black, at a lower price than the Government pays for them. These are splendid out-of-doors and business shoes.

Men's Shoes at \$4.65—Brand-new lot—1500 pair tan shoes, guaranteed all side leather, blucher lace. Me-

dium weights for dress and heavy weights for outdoor wear.

Women's Shoes at \$2.50—1500 pair button and lace shoes in various styles, sizes badly broken.

Women's Shoes at \$4.40—800 pair, many kinds, at less than half price. Sizes incomplete.

Women's Shoes at \$6.75—A few hundred pair of tan,

(Men's and Boys' Shoes, Main Floor, Market)

(Women's Shoes, First Floor, Market)

calfskin high lace shoes with Cuban heels, sizes incomplete.

Women's Shoes at \$5.50—Several thousand pair of new shoes just in, patent leather lace with black cloth top and black kidskin, lace-and button, various toe styles.

Women's Gray Shoes, \$7.75—A brand-new lot—fine high-cut lace shoes in gray leather, some with cloth tops. High Louis heels.

Women's Shoes at \$6.75—Brand-new lot of high-cut tan kidskin lace shoes, long vamp and walking heels.

Women's Shoes at \$5.75—Special, high-cut lace tan kidskin, with cloth tops.

Boys' Shoes at \$3—A splendid lot of dull black leather blucher lace shoes in sizes 2½ to 6½. Just the shoes to wear to school.