EVENING PUBLIC LEDGER-PHILADELPHIA, WEDNESDAY, SEPTEMBER 18, 1918

Great Organ Plays at 10 and 4.25

WANAMAKER'S

WANAMAKER'S Store Opens at 10

Store Closes at 4.30

WANAMAKER'S

WEATHER Showers and Cooler

An Extra Measure of Welcome for Strangers in the City

"Am I Not Fashionably Dressed?" She Said, and

her friend said, "Yes, but the newest fashions are not always suited to everybody."

To simply take a liking to something new another lady wears because she looks well in a new hat or a new coat or dress is often the greatest of mistakes.

Every lady has a different style and a way all her own of carrying herself which makes up an individuality that she wants to keep and please her family and friends. When she is making a selection of what to wear there are many persons in this Store who have studied questions of dress and would be delighted to help her get the best things to suit her. Sometimes they would cost less if she only knew how to find them.

If you are a stranger in the City, ask at the General Office of Shoppers' Assistants and it will cost you nothing for assistance.



the seal and deep skunk collar

Quite novel is a wrap with

an under-jacket of brown nu-

tria with scalloped edge and

an overcape and collar of Hud-

son seal (sheared muskrat).

short coat with a great collar

of Australian opossum that

looks almost like chinchilla

and hasn't a speck of yellow

in it anywhere. It is cape-

like in back and belted in front

A short, full beaver coat has

a long roll collar and deep

cuffs and a furry girdle that

ties in a bow at the side.

and is most attractive.

A fine piece is the nutria

Sept. 18, 1918.

Surely Fur Fashions Were Never More Charming

and cuffs.

FURRIERS this year seem to have thought up so many delightful fashions to show the beauty of the skins and make the furs even more becoming than ever.

Women will find a really remarkable collection of the finer novelty pieces in the Wanamaker Salons. They are unusual and beautiful - here are just a few from a wonderful assortment:

Bewitching little neckpieces of sable-one piece of just one skin; another scarf a clever arrangement of two skins. A handsome Hudson seal

And we have ever so many (sheared muskrat) coatee with more to show you when you long vest and pockets of come in

(Second Floor, Chestnut)

THE NEW millinery for Fall and Winter is now on show and is unusually interesting, particularly the

models from

Marcelle Demay and other famous

modistes. (Second Floor, Central)

Parisian

GOOD GLOVES AT LITTLE PRICES

\$1.50-One clasp, pique sewn, washable leather with doe finish. White only.

\$1.65 - One clasp, outscam sewn, washable leather with doe finish. White only.

sewn, washable capeskin. Pearl white.

sewn, glace. Black, white, tan and brown.

\$2-One button, outseam sewn, washable leather with doe finish.

(Main Floor, Central)

NEW SERVICE

HANDBAGS OF

VELVET WITH



500 Batiste Shirtwaists, \$1.65 Each

Soft, white batiste, with colored trimmings, and striped batiste make the waists, which are quite new, in several good styles, and such waists as ordinarily cost half as much again.

One style is trimmed with green and white voile; another with rose pink and a third with French blue linen. Wise women will buy two or three!

(West Aisle)

A SCARLET promenade stick is a joyous vanity for Fall, and when you have taken a little walk with one you'll understand why the heruffled ladies and gentlemen of the French Court used themthey do give you the most set-up feeling, \$12. (Main Floor, Market.)

WARLIKE little boys will glory in the possession of one of these new wooden tanks. They are just like the real ones that are creeping forward every day. and are the Toy Store's newest piece of armament, 25c. (Serenth Floor, Market.)

 $\mathbf{F}_{\mathbf{n}}^{\mathrm{OR}}$ the lass who loves a lad in the service there is the nicest little wrist locket. It holds two pictures, fastens with /a black ribbon strap and proudly sports a tiny service flag, 50c. (Main Floor, Chestant,)

A PACKAGE of twelve haver-sack letters is a good gift to give a man bound overseas - a few precious scribbled words, a at various prices. (Main Floor, ('hestnut.)

ready to send. 35c a package, (Main Floor, Chestand,) IF EXQUISITE things appeal to you, you will surely want one of these new candy jars.

They are of cut glass, with silver deposit in the dearest designs and hand-painted flowers, giving a touch of French color. (Main Floor, Chestnut.)

THE mysterious fragrance of incense will charm away the cares of these work-filled days, and just to read the names of the sweet adors is to feel rested - Am. bretta, sunset, verbena, orange, rose and sandalwood. \$1 a box. (Main Floor, Chestnut.)

HARKING back to our grandmother's days, tortoise shell

has come into its own again. There are the most charming imitation shell chains, with swinging lockets, the two sides of which slide one over the other and contain a little mirror and a place for a miniature. They come in many shapes and designs

The Daniel Marot Silver Service Takes Its Place Among the Aristocrats of Tableware

XQUISITE in workman-We have also a full line of actail and specially de-signed for us, this Louis XIV ton pattern with hip. correct in every correct period silver, chief charm of Colonial days; the service shows all the grace and Harewood pattern with the elegance that characterized simple dignity of the Adam period; and the Louis XVI dethat period. It is a thing of rare beauty-a royal gift for signs, as beautiful and elabora bride or for a silver anniate as befits those royal days of a great king.

(Main Floor, Chestnut)

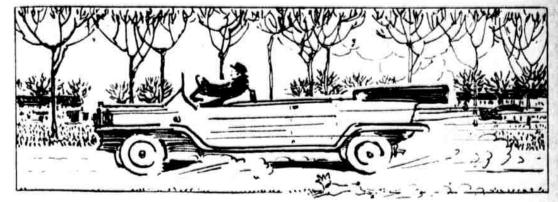
A New Rug Makes a Great

Difference in a Room

Your Boy's New Fall Suit!

roundings, but they bring out the best in the other furnishings.

Not only do its fresh, bright colors add cheerfulness to the sur-



Leather Reversible Coats For Motorists

(In the London Shop)

Overcoats with leather on one side and cloth on the other, and that can be worn with either side out, have leaped into popularity. They are especially suitable for motoring because of their warmth and great durability, and make smart street coats as well.

These are made of a fine tan leather on one side and facings of tweeds, plain tan covert and o. d. Army cloth. The tweeds, which are in the majority, are in brown, green, tan, Shetland mixtures and herringbones.

Double-breasted coats with raglan sleeves and flaring skirts for greater comfort.

Prices \$75 to \$90.

Redleaf London Derbies Got Here Safely

(The Gallery, Chestnut)

So that men who prefer derbies to soft hats, and particularly men who prefer Redleaf to other derbies, may come in now and choose the shape that suits them best. There is a decided style to these Redleaf hats, and you will not find their dupli-

cates elsewhere in Philadelphia. Prices \$5 and \$6.

(Main Floor, Market)

The Question of Quilts

is one of the questions of the hour.

With us quilts, or comforts, as they are also called, are a study, We make all the down quilts that we retail. We make them somewhat better than any other quilts that we know of, and, along with that, they are hygienically above su-picion.

You can pay more for quilts than our quilts cost, but you cannot get better. You cannot pay less and get quilts that are as good as ours. This is true not only of our down-quilts, but also of our lamb's wool

quilts. Our down-filled quilts covered in sateen are priced at \$10 and \$12. Down-filled quilts covered in figured silk with plain Japanese back ate \$20

Down-filled quilts with figured centers and plain borders are \$22.50, and prices range up to \$45 for quilts filled with real eiderduck down covered in fine plain Japanese silk.

Lamb's wool quilts can be had at 86 in silkoline coverings and cambric at \$10, in sateen coverings at \$12, and Japanese silk \$16.50 each.

fold and a lick and the letter is

versary.

Axminster Rugs

6x9 ft., \$16.25, \$22.50 and \$25, \$.3x10.6 ft., \$38.50, \$43 \$49.50.

9x12 ft., 832, \$41.50, \$47.50 and \$54.

T IS natural that you

should want it to be fine,

and as low in price as clothing

never see any that live up to it

kind and have the smart new

handles that are found on the

Those for women have the

short, strap handles, handles with

bracelet tops to swing from the

higher-priced umbrellas.

in the same way.

clothing.

fashionable, well-modeled,

\$1.75 - One clasp, outseam

\$1.75 - Two clasp, overseam

White only,

Charming Fall Fashions in Women's Silk Frocks

them here.

good

ing.

and \$38.50.

tractive!

sizes.

IN ONE Little Gray Salon in the corner near the elevators are some new silk dresses that are well worth seeing. If the prices were not so plainly marked you would think you had read them too small.

Crepe de chine, satin and Georgette crepe are the materials, and the colors are those most suitable for the coming season-chiefly navy and black and a few Copenhagen and taupe.

(First Floor, Central)

Miss Philadelphia's Silk Frock for Autumn

IT MAY be of the quite fashionable and new tricolette, or it may be a soft, beautiful satin, or it may be crepe de chine or crepe Georgette or one of the novelty silks that one sees occasionally

If it is quite in the fashion it will most likely have fringe somewhere, or it may be embroidered or braided. It is apt to be collarless, but it makes

(Second Floor, Chestnut)

New Models of L. R. Corsets Between \$1.50 and \$3.50

All these are new Autumn styles, well made and with the good lines that women have learned to expect in L. R. corsets.

\$1.50 for low-bust corset, lightly boned, for slender figures. \$2 for topless corset with clastic band, of pink coutil.

\$2.50 for flesh-colored corset, low bust, with broad clasp, for average figures.

\$2.50 for sport corset, lightly boned, pink coutil buttons from top nued below waist line.

lored could, with elastic baud.

"SHELL" FRAMES These bags are made of a good

If you like long-waisted

If you prefer a waist line,

Braid, buttons, wide girdles

and colored beads are used for

ornamentation, and the effects

achieved are novel and pleas-

Prices \$32.50, \$33.50, \$35

up for this deficiency by hav-

ing a broad sash or a long one.

be navy blue, but it may be

any of the new soft brown

shades, or the pretty taupes or

lighter blues. They are all at-

As for price, it may be \$35

-or \$125-or any one of a

number of in-between prices.

And there are 14 to 20 year

In color it is quite likely to

dresses there are plenty of

the selection is almost equally

quality chiffon velvet in black only and are lined with taffeta silk.

The frames are of tortoise shell finish celluloid and each bag contains purse and mirror.

> Price \$10.50. (Main Floor, Chestnut)

A GARDEN OF DRESSES FOR LITTLE GIRLS

Colorful, fresh little garments, like the quaint smocks of rural England. They have simple childish lines, some hanging straight from the voke and others sashed across the back. A few have fancy yokes and novel pockets and all are hand smocked, with hand stitching on the collars and

There are white ones smocked in bright colors, with collar and cuffs to match. They come in lawn, pique and rep.

cuffs.

The colored ones are of chambray and Japanese crepe, and are smocked in contrasting colors. Many of these have white collars and cuffs.

2 to 6 years, \$3.75 to \$7.50. (Third Floor, Chestnut)

YOU CAN PRE-SERVE WITHOUT SUGAR

if you use a Mudge patent canner, which retains all the natural juices and will "do up" fruit and vegetables with only water. You need not use sugar or syrups unless you wish to.

Even a novice can get good results with a Mudge canner.

them.

Prices of Mudge canners range to come in and buy it! The cold weather may come very suddenly from \$5 to \$23.75, according to and you'd be unprepared. size, and we shall be glad to Striped dannellet nightgowns

We were able to buy this lot wrist, and the ever-popular bakelite handles. of samples at an extremely low price. They are mostly one of a

Those for men have good. sturdy handles that will give a big-fisted man a good grip. The frames are of paragon steel, and the covers of sturdy.

black union taffeta, with silk selvedge. (Main Floor, Market)

Don't Wait Till You Need a Flannellet Nightgown

(Third Floor, Cantrol)

for women, \$1.50 to \$2,50; white, \$1.50 to \$1.85. Extra size nightgowns, striped effects, \$1.85 to \$2.25; white, \$1.85 to \$2.50.

SOLDIER

"JOHNNY, GET

YOUR GUN." FOR

HUNTING DAYS

ARE NEAR

Goods Store has everything re-quired for hunting and trap shoot-

Winchester trap guns, 876,

Double barrel guns range from

Rifles from \$7.50 up to the fa-

Shells for trap shooting and

Hunting clothing of all descrip-

A BLESSING TO A

mous Newton rifle, which is \$60.

Cartridges, 25c to \$2 a box.

(The Gallery, Juniper)

Parker trap guns, \$85.

Ithaca trap guns, \$85.

hunting, 90c to \$1,25 a box.

\$25 to \$110.

The Wanamaker Sporting

is a good air pillow. It will -often many a cast-iron sleeping place and give him many a refreshing forty winks. This pillow has a stout khaki cover, folds flat and fits into an envelope so small that it can be slipped into his nocket, \$1.75.

(Main Floor, Chestour)

LINEN NAPKINS NEW FROM IRELAND AND EXTRA GOOD AT \$7.50

Direct shipments of linens from Ireland have become so scarce that a new arrival of this kind is something noteworthy.

It is especially noteworthy, considering the excellence of these goods for the price, \$7,50 a dozen.

Good all linen napkins at this price are very scarce today, and we don't know of any that can compare with these for sound. substantial wearing qualities and fineness of finish. They come in size 22x22 inches and in six striped and floral designs.

(First Floor, Chestnut)

The Purchase of a Dinner Set

T SHOULD not be a gamble. It should be and it can be an investment made in the knowledge that one is bound to cet a full return in value and service for the money invested. Anybody who buys a dinner set in this China Sale does so in that knowledge,

There is no uncertainty in

the matter. The dinner sets

are of bona fide standard qual-

ity; the prices are one-third less than market values, the assortment is as large as any one can desire, comprising French, English and American dinner sets in hundreds of styles and decorations.

But please bear in mind that once the September Sale ends you will pay thirty-three and one-third per cent more for any set in the entire collection.

(Fourth Fluor, Chestnut)

You Can Get a Vacuum Cleaner **Right Away**—and Save Money

There are various types of vacuum cleaners among the many things in the

SALE OF HOUSEFURNISHINGS

On one type of electric suction cleaner - a powerful, efficient cleaner with 14-inch nozzle-there is a \$5 saving, the sale price being \$40.

On a second type, with powerful 12-inch nozzle suction, there is a saying of \$10, the sale price being \$30. (Fourth Floor, Central)

Why Pay \$2 or More Extra on Every Pair of Winter Shoes?

That is what you will do if you let this sale go by without sharing in its opportunities.

Here are thousands of pair of Fall and Winter shoes for men, women and boys, all well made and in good styles and all much below regular prices.

Women's Shoes at \$4.40-

Men's Shoes at \$4.65-Tan tan calfskin lace shoes, new and shoes, guaranteed all side fashionable models. leather, blucher lace. Medium Women's Shoes at \$2.50-Butweights for dress and heavy ton and lace shoes in various weights for outdoor wear. styles, sizes incomplete.

Men's Shoes at \$5.75-Stand-Many kinds, at less than half ard U. S. Marine Corps shoes in black at a lower price than the Government pays for them. These are splendid out-of-doors price. Sizes incomplete. and business shoes.

Men's Shoes at \$5.90-A fine lot of black dull leather and glazed kid lace shoes, all in desirable styles.

Women's Shoes at \$6.75-Tan calfskin high-lace shoes with

Women's Shoes at \$6.75-High-cut tan kidskin lace shoes, long vamp and walking heels.

Women's Gray Shoes, \$7.75. Fine high-cut lace shoes in gray leather, some with cloth tops. High Louis heels.

Boys' Shoes at \$3-A spi did lot of dull black int blucher lace shoes in star to 512. Just the shoes to an to school

Women's Shoes at \$5.50-Pat ent leather lace with black cloth tops and black kidskin lace and button, various toe styles.

Women's Shoes at \$5.75-Spe-cial, high-cut lace tan kidskin, with cloth tops. and Boys' shoes, Main Floor. Ma Women's Shoes, Dirat Floor, Marketi

Men's Shoes at \$6.40-Dark

Cuban heels; sizes incomplete.

Blue serger, \$12 to \$28. (Second Floor, Central) 500 Good Sample Umbrellas at \$2.50 Each

Not only are these suits sound in fabric, well-tailored and, well-finished, but they are modeled to fit, and no boys' suits that we know of fit quite so well. Norfolk styles in gray, brown and greenish shades; will answer the same general sizes, S' to 18 years; prices, description, but, somehow, we

ural, too, for any one wanting boys' clothing to come to this boys' Clothing Store, which always sells that kind of boys' The new fall suits that we are showing at \$13.50 to \$30 are certainly fine. Undoubtedly there are boys' suits that

\$13.50 to \$30.

of that kind can be. It is natcan rely upon it now especially.

Wilton Rugs,

(Seventh Floor, Chestnut)

You can always rely upon a

Wanamaker boys' suit as being

a little better than any other

similarly priced suit, but you

5x9 ft. \$12.50 and \$18.50, 8.3x10.6 ft., \$66.50 and \$75.

9x12 ft., \$69.50 and \$77.59.