

Great Organ Plays at 10 and 4.25
At Noon—Chimes of St. Paul's Cathedral, London

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Fair

Tomorrow Comes the Most Extraordinary Sale of Oriental and Domestic Rugs

"Boiling Water" Was the Name Given by a Tribe of

Mohawk Indians in the revolutionary period, who took a fancy to him, to a Welshman by the name of Charles Lee; and they had made him a son, according to a custom, and allowed him to be recognized as a kind of chief.

His energy seemed to them to have the character of boiling water, hot and restless. He tarried among the Indians until near the close of the French and Indian War, in 1762.

When the Continental Army was organized, in 1775, he accompanied Washington to Cambridge, being appointed as one of the four Major Generals on his staff.

Subsequently, Lossing says, he came to Philadelphia, and took lodgings in a house that belonged to William Penn. It is said his remains lie in the burial ground of Christ Church, Philadelphia.

A "boiling-water" man conveys the idea of irascibility, scalding tongue and temper, hot-headed and, in some respects, dangerous.

It is not a character to be coveted or copied.

A careless way of losing yourself and boiling over in bad temper and hasty action is deplorable and to be wrestled with until conquered.

Boiling over with enthusiasm for your country or with the love of your profession or business and devotion to it is quite another matter.

This Store never goes off half cocked!

Yours for the Liberty Loan,

[Signed] Joe Wanamaker

September 30, 1918.

2000 New Shirtwaists Specially Priced—\$3.85 to \$8.50

At \$3.85, \$5, \$6.85 to \$8.50

—are pretty blouses of crepe Georgette, crepe de chine or satin. They are delightfully new and attractive, are in recent styles and usually in light colors, though there are a few in dark colors. Ordinarily such waists would cost much more than these prices.

At \$1.65 Each

—are cotton waists, mostly samples, and in lingerie or tailored styles.

What an opportunity for a woman to get all her Winter waists!

(East and West Aisles)

CONCERNING the New Small Furs

By small furs we mean those fashionable stoles and scarfs and ties and neckpieces that women like to wear at once—all through the Winter.

Of Hudson seal (dyed muskrat) neckpieces alone there are between forty and fifty styles! What clever fashions the furriers have thought up and developed with this lustrous, soft fur you will best appreciate when you see these.

Lovely mole neckpieces, too, these in many smart styles.

And there are wolf scarfs and the deep, rich brown skunk, luxurious sables (you should see the new two-skin tie) and stone martens that are being revived by Dame Fashion, soft pretty beaver, Kolinsky and natural squirrel, and some mink.

Many women will like to get their neckpieces now, and if they choose seal or mole, for instance, match them up with muffs later.

(Second Floor, Chestnut)

A NEW Lot of High-Grade Irish Table Cloths and Napkins at a Saving of One-Third

These are a small but very attractive lot of fine, double satin damask cloths and napkins of particularly good make, which have come to us to sell at one-third less than such excellent quality goods are value for today.

They are richly patterned and in a beautiful, lustrous finish.

The cloths are in all sizes from a 2x2-yard for \$12.50 to 2½x5 yards at \$37.50, with ten sizes between.

The napkins are in two sizes, 25x25 inches, \$16.50 a dozen, and 27x27 inches at \$20 a dozen.

(First Floor, Chestnut)



Richly Beautiful Are the New Fall and Winter Fashions for Women—Which Have Their Formal Showing Tomorrow

Lovely Gowns and Distinguished Suits and Wraps—Copies and Adaptations of Paris Creations

SOME of the original models reached America on the latest French steamer to dock at an American port. And quite a few of the garments reached Philadelphia only in time to be lifted from their boxes for us to tell you of their beauty and newness. Know then, that they are the very latest fashions to come out of Paris, and therefore the most authentic.

There Are Gowns of Rare Beauty

Evening gowns of splendor and richness, handsome dinner gowns, afternoon and street dresses—dresses of such loveliness as will delight every beauty-loving woman.

There are many black dresses—but black dresses that gleam and sparkle with much jet; black nets and black satins; black silks combined with the new overseas blue.

But not all are black! Copied from Callot is a wonderful grape gown—a glistening spangled affair of iridescent splendor. The whole gown is a mass of gleaming spangles, but on the very straight bodice (and the lines are very straight from the shoulder straps to the hem) and down the front are embroidered great bunches of luscious, purple grapes with their green leaves. There are even two bunches of grapes on the new, long train, which hangs from the waist line, instead of the shoulder as you first suspect.

Bullock uses the new long waist line, as you'll see in a rich gown of black jet over fringed gold cloth. And there is a new scalloped train that is unusual.

All black is a jet and velvet gown—this a Jenny inspiration.

And there are many other lovely evening gowns—one of crepe in rainbow layers, another of shell pink with gold-tipped ruffles; and others of the gorgeous brocades and metal cloths that make such wonderful gowns.

Street and Afternoon Dresses

Of exquisite fabrics, such as the new and silky glove cloth, new duvetynes and fine wool tricettes and silk tricettes.

Paprika is one of the very new colors—you

(First Floor, Central)

will see it in a crepe gown, embroidered with bronze beads.

Circular sleeves are as graceful and pretty as they are new—ever so many afternoon dresses show them.

Lines are long—often the waist line is barely defined.

Wool gowns are much braided or embroidered in chenille—like the navy and henna-colored gown, a Cheruit inspiration.

Winter Suits Are Handsome

There is a collection of most distinctive new models—many with the very long coats; others with the shorter coats which some women find more becoming. Mahogany, chamois, henna, overseas blue—these with the darker colors are the shades you will notice in the new suits, which quite often are finished with wide bands of fur, with great, upstanding collars of fur or fur cuffs.

Luxurious, Indeed, Are the New Coats—

Coats, coat-capes or capes—these are the fashionable wraps for the Winter of 1918. They are of such soft, thick and fine fabrics as eozoras and velours, duvetynes and Bolivias, with a few handsome wraps of velvet or satin.

They were never more beautiful than they are this Winter with their fur trimmings, their rich linings and their quiet, beautiful embroideries of chenille or silk.

New Skirts, Too

are of snakeskin silk over satin, with heavy fringe of faille silk, of embroidered Georgette and of rich satins, as well as the more practical velours and wool plaids and other weaves. And they are delightfully new and smart.

Setting The Public Right On The Shoe Question

There have been many misleading statements regarding regulations that the War Industries Board was supposed to have put into effect, or was to put into effect, on shoes. The facts are these:

No restrictions of any kind have yet been put on the buying or selling of shoes at retail.

You may buy any and all shoes that you find on sale.

The more you buy the better for all concerned, as the distribution of stocks now on sale releases capital and saves man-power.

All regulations begin at the source, which in this case is the tanner; and do not affect the consumer until they pass through the manufacturer and the distributor. Our stocks of Fall and Winter shoes are more complete than ever.

Men's shoes, \$5 to \$14.

Women's shoes, \$5.50 to \$12.

(Men's Shoes, Main Floor, Market)
(Women's Shoes, First Floor, Market)

Several Thousand Pieces, Representing the Richest Weaves of the East and Some of the Most Desirable Products of American Looms

Rich in Opportunity and Glorious in Color Is the Great Oriental Rug Sale

As if by magic the entire Central Section of the Seventh Floor, West, has been transformed into a wonderful scene of color and beauty. It has been made rich, warm and captivating by the happy interplay of a thousand shades.

For tomorrow will open an Oriental Rug Sale which should stand out in our annals as perhaps the greatest, certainly the most remarkable, we have ever had.

Bearing in mind the immediate past, the actual present and the probable future of the Oriental rug market, we may tell you candidly that if ever your home is to be beautified with Oriental Rugs, now is your opportunity.

Now is your opportunity to buy Oriental rugs of dependable weave and authentic caste at prices as low, in many cases, as they were before the war began.

Now is your opportunity to choose from what is indisputably the largest and best selected stock of Persian, Caucasian and Chinese rugs in America at prices that cannot be equaled, weave for weave and quality for quality.

It is an opportunity which in the very nature of things can hardly come again until the last gun of victory has been fired in the present war—or, in fact, for many a day afterward.

\$250,000 Worth of Dependable Oriental Rugs Are in the Sale

At least one-half of this wonderful collection are new purchases specially secured at favorable intervals within the past several months to make this an occasion to be remembered.

All the other pieces have been taken from our regular stock and marked at special prices.

Small rugs, generally so scarce, are here in thousands, in all desired sizes, colors and weaves, Mosuls, Dozarts, Irans, Kermanshahs, Shirvaz, Daghestans and Shirvans.

There are at least 1200 carpet-size pieces, both Persian and Chinese, in the sale at unequaled prices.

Two Express Elevators Will Run to the Rug Sale

one at the Market Street, the other at the Chestnut Street end of the Store; but the sale can be reached by any one of the regular passenger elevators.

Chinese Rugs—Carpet Sizes

3 x 6 ft.	\$145	7 x 8 1/2 ft.	\$125
12 x 17 ft.	157	12 x 9 ft.	185
10 x 14 ft.	175	10 x 11 1/2 ft.	189
11 1/2 x 8 1/2 ft.	245	10 1/2 x 8 ft.	225
11 1/2 x 8 1/2 ft.	267	12 x 9 ft.	265
12 x 10 1/2 ft.	325	12 x 9 1/2 ft.	247
11 1/2 x 8 1/2 ft.	327	10 x 9 ft.	260
11 1/2 x 9 ft.	345	10 x 8 ft.	215
12 x 9 ft.	349	15 x 8 1/2 ft.	325
12 x 9 1/2 ft.	375	12 1/2 x 10 1/2 ft.	545
15 x 10 1/2 ft.	\$875		

Small Chinese Mats, 2x3 ft. \$18.50 to \$25

Small Chinese Mats, 3x5 ft. 45 to 55

Small Chinese Mats, 3x6 ft. 55 to 75

Small Chinese Mats, 4x7 ft. 67 to 125

Persian Herez and Serapi Carpets

11-10x10 1/2 ft.	\$225	11 x 8 1/2 ft.	\$245
11 x 8 1/2 ft.	288	11 1/2 x 8 1/2 ft.	294
12 x 8 1/2 ft.	395	10 1/2 x 8 1/2 ft.	359
6-10x 6 1/2 ft.	383	12 1/2 x 8 1/2 ft.	397
12 x 8 1/2 ft.	425	12 1/2 x 9 1/2 ft.	486
13 1/2 x 9 1/2 ft.	487	12 1/2 x 8 1/2 ft.	389
11 1/2 x 8 1/2 ft.	329	11 1/2 x 8 1/2 ft.	265
11 1/2 x 8 1/2 ft.	366	11 1/2 x 8 1/2 ft.	357
11 1/2 x 8 1/2 ft.	390	12 1/2 x 10 1/2 ft.	495
12 x 8 1/2 ft.	483	11 1/2 x 8 1/2 ft.	347
12 x 8 1/2 ft.	525	12 1/2 x 11 1/2 ft.	635
12 x 8 1/2 ft.	575	12 1/2 x 11 1/2 ft.	635
12 x 8 1/2 ft.	575	12 1/2 x 11 1/2 ft.	635

Irans and Dozarts, 4 x 6 1/2 to 7 ft. \$65 to \$85

Persian Kermanshah Rugs—Carpet Sizes

11 1/2 x 7 1/2 ft.	\$155	11 1/2 x 7 1/2 ft.	\$175
12 x 9 1/2 ft.	205	10 1/2 x 7 1/2 ft.	200
11 1/2 x 8 1/2 ft.	255	12 1/2 x 8 1/2 ft.	289
12 x 8 1/2 ft.	315	11 1/2 x 8 1/2 ft.	284
12 x 8 1/2 ft.	375	12 1/2 x 9 1/2 ft.	454
11 1/2 x 8 1/2 ft.	425	11 1/2 x 8 1/2 ft.	387
12 x 8 1/2 ft.	483	11 1/2 x 8 1/2 ft.	389
12 x 8 1/2 ft.	525	15 1/2 x 9 1/2 ft.	945
15 1/2 x 10 1/2 ft.	\$975		

Small Kermanshahs, 3x4 1/2 ft. \$25 to \$45

Kermanshah Mats, 3x2 1/2 ft. 45 to 60

Persian Mahal and Savalon Rugs—Carpet Sizes

11 x 8 ft.	\$195	8 1/2 x 7 1/2 ft.	\$120
8 1/2 x 7 1/2 ft.	150	12 1/2 x 8 1/2 ft.	285
12 x 8 1/2 ft.	245	12 1/2 x 9 1/2 ft.	265
11 1/2 x 8 1/2 ft.	385	11 1/2 x 9 1/2 ft.	395
12 x 8 1/2 ft.	415	12 1/2 x 10 1/2 ft.	515
12 x 8 1/2 ft.	465	16 1/2 x 9 1/2 ft.	515
14 x 11 ft.	465	14 1/2 x 10 1/2 ft.	545
11 1/2 x 8 1/2 ft.	245	12 1/2 x 8 1/2 ft.	275
11 1/2 x 8 1/2 ft.	275	12 1/2 x 8 1/2 ft.	289
12 1/2 x 8 1/2 ft.	279	12 1/2 x 8 1/2 ft.	282
12 1/2 x 8 1/2 ft.	355	12 1/2 x 8 1/2 ft.	357
11 1/2 x 8 1/2 ft.	377	12 1/2 x 8 1/2 ft.	347
11 1/2 x 8 1/2 ft.	385		

Persian Saruk Rugs—Carpet Sizes

12 1/2 x 8 1/2 ft.	\$475	12 x 9 1/2 ft.	\$545
12 1/2 x 8 1/2 ft.	547	15 1/2 x 8 1/2 ft.	512
12 1/2 x 8 1/2 ft.	585	12 1/2 x 9 1/2 ft.	569
12 1/2 x 8 1/2 ft.	635	12 1/2 x 9 1/2 ft.	535
12 1/2 x 8 1/2 ft.	576	11 1/2 x 8 1/2 ft.	583
11 1/2 x 8 1/2 ft.	589	11 1/2 x 8 1/2 ft.	567
12 1/2 x 8 1/2 ft.	555	12 1/2 x 8 1/2 ft.	575
11 1/2 x 8 1/2 ft.	545	12 1/2 x 8 1/2 ft.	605

Persian Rugs—Small Sizes

Mosula, 2x5 to 3, 5x5 1/2 ft.	\$32.50 to \$45
Mosul, 2, 5x7 to 5x7 ft.	49 to 55
Shiraz, 4, 6x4 1/2 to 4x5 ft.	47.50 to 65
Rejoohistans, 2x4 to 2, 6 x 6 ft.	17.75 to 47
Daghestans & Shirvans, 4x4 1/2 to 4 1/2 to 7 ft.	25 to 50
Hall Strips, 2x11 to 2x13 1/2 ft.	65 to 225

(Seventh Floor, Central, Juniper Street)

More Than 1500 Domestic Rugs in a Sale When Need of Them is Greatest

Every one knows that good domestic rugs cost from 50 to 100 per cent more today than they did a few years ago. And even at that they are not easy to procure.

As in so many other cases, raw materials are being appropriated by the Government and labor is hard to get.

But by exerting all our influence with our manufacturers we have been able to procure several large lots of rugs which we can sell at

A Fourth to a Third Less Than Regular Prices

To enlarge the opportunity thus presented we have taken quantities of rugs from our own stocks and reduced their prices.

- The sale comprises—
- 553 Wilton, Velvet and Axminster Rugs
 - 262 Wool-Fiber Rugs
 - 218 Rag Rugs
 - 333 Bath Rugs
 - 80 Tapestry Rugs

These are chiefly in room sizes, but there is good selection in small rugs, and all are desirable patterns and dependable weaves.

High-Grade Wilton Rugs
9x12 ft., \$65, \$75 and \$87.50.
8.3x10.6 ft., \$82.50 and \$85.
6x9 ft., \$42.50 and \$55.
9x15 ft., \$85.

Standard Wilton Rugs
9x12 ft., \$64.50 and \$69.50.
8.3x10.6 ft., \$63 and \$66.50.
6x9 ft., \$34.50.

Axminster Rugs
9x12 ft., \$28.50 and \$39.50.
8.3x10.6 ft., \$26.50 and \$35.
6x9 ft., \$21.50.

Body Brussels Rugs
10.6x13.6 ft., \$70.
11.3x15 ft., \$85.

Tapestry Brussels Rugs
9x12 ft., \$31.50. 8.3x10.6 ft., \$25.
7x9 ft., \$17.50.

Wool-Fiber Rugs
9x12 ft., \$11 and \$16.50.
8.3x10.6 ft., \$10 and \$15.
6x9 ft., \$7 and \$10.

Fiber Rugs
9x12 ft., \$11.25. 8.3x10.6 ft., \$10.
6x9 ft., \$8.50.

Rag Rugs
9x12 ft., \$10, \$12 and \$17.
7.6x10.6 ft., \$12.
6x9 ft., \$5.50 and \$8.

Bath Rugs
(Reversible and washable)
36x72 in., \$4.25 27x54 in., \$2.50
30x60 in., \$3 24x48 in., \$2
18x26 in., \$1.10

Small Rugs
Wiltons Axminsters
36x63 in., \$12.25 and \$17.50. 27x60 in., \$3.25
27x54 in., \$5 and \$7.50 36x70 in., \$5.50
(Seventh Floor, Chestnut)

