

Great Organ Plays at 10 and 4.25
Clark Church of Copenhagen City Hall at Noon

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Fair

Surely It Is a Royal Spread-Out of Color and Opportunity

This Exhibition and Sale of Oriental Rugs

Weigh the Facts in the Scales of Unbiased Judgment

To many, a Pathfinder is always a riddle. For two years puzzled people doubted the wisdom of striking out upon an unbroken path—but not so ourselves. Our endeavors to explain brought upon us ridicule and bored some of our readers, but nine-tenths of the people are now expressing their keen interest in what we have to say, and the majority of them, by their financial support, testify their approval.

It seems almost a new miracle that this store should be here and that its inception had its beginning seven years before any other stores of the city, then small but now large, were ever heard of.

With all of us at work and with both feet now in the stirrups, we are going forward by leaps and bounds to fulfill our destiny—seeing the way better than ever before and distinctly able to grapple with the war situation and ready to give every service to the people that is humanly possible.

Yours for the Liberty Loan,

[Signed] *Joe Wanamaker*

October 4, 1918.

Beautiful New Millinery at Moderate Prices

New hats have been coming fast and furiously—and for the week-end there are hundreds of charming new Winter hats in the new Winter fashions.

A Special Group of \$10 and \$12 Hats

is of lustrous velvets of unusual quality. They are in black and the fashionable suit colors, and are such hats as many women want for dress occasions. Some are trimmed with ostrich, others with wings and flowers and bows; all are attractive and quite new.

Matrons' Hats, \$10

Close-fitting hats and turbans of silky velvets, chiefly in black, and trimmed with clusters of ostrich tips, fluffy feathers and novelties. The styles are becoming and good.

A Special Collection of Moderate-Price Hats None Over \$10

is also of velvets in black and good colors. New shapes, many faced with lighter colors; some trimmed with flowers, others with fluffy ostrich, others with wings and colored ribbons. They are wonderfully attractive for the prices.

Girls' Hats, \$3.50 to \$15

are hats of velour and velvet for school and better wear.

(Second Floor, Chestnut)

When It Comes to Practical Use There's Nothing Like a Serge Frock

Women will find 75 new styles here between \$18.50 and \$28.50

For general all-around Winter wear every woman knows that the serge frock is in a class alone. It looks well at all times, is in good taste, may be worn without a coat on sunny Autumn days and with a coat when chill winds blow—and is comfortable at all times.

Several hundred new dresses that have just been unboxed include at least seventy-five distinct new Winter styles. Ever so many are embroidered; many are braided on bodice and skirt. Some are in the new apron effect, others are combined with satin; many have the new youthful round necks and others are pocketed and belted and finished in all sorts of attractive ways.

This group of frocks is made of serge of unusually good quality—much better quality than we will be able to offer a little later on. And in addition to navy blue, there are black, brown and green.

\$18.50, \$19.50, \$22.50 and \$28.50 each.

(First Floor, Central)

Saturday Is the Day When the Whole Family Buys Shoes

And Wanamaker's is the store where satisfaction is surest because of large assortments and moderate prices.

Men's Shoes

are in various shades of tan calfskin, black calfskin, glazed kidskin and Cordovan, in all sorts of toe shapes and many with military tendencies.

Prices \$5 to \$14.

Women's Shoes

are in various shades of tan calfskin, black calfskin, brown, black and bronze kidskin, gray leather and patent leather. Some are in plain leather, others have colored tops of buckskin, castor and cloth. Heels are Louis, Cuban, military and very low.

Prices \$5 to \$12.

Children's Shoes

Good looking, serviceable shoes for school or dress wear. And tomorrow the children can come in themselves and be properly fitted.

Prices according to size and quality.

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

(Women's and Children's Shoes, First Floor, Market)

Ribbons Special at 45c a Yard

Of soft satin taffeta that is so lovely for hair ribbons and sashes. In the dainty shades of pinks and blues and yellows so attractive for evening wear, and also in Alice blue, old rose, black or white. All 6 inches wide.

(Main Floor, Central)

AN ENTHUSIAS-
TIC Frenchman
has said:

"Were a man to live as long as Methuselah he would never cease to find fresh beauties in a Persian carpet."

It is only when one visits a display such as we are now holding that one can appreciate the truth of these words. The more one looks into the depths of color and curious intricacies of figuration in these carpets, the more their beauties seem to multiply.

What is the secret of all this?

What is it that gives a fine Persian rug a character, an individuality that have appealed to connoisseurs

and painters in all ages?

Probably there are many answers to this question. To our minds the real secret of it is that the makers of these fine Eastern pieces have remained close to nature.

"True art is nature to advantage dressed," to paraphrase the poet.

The Eastern weavers, wild as they are, have a strong sense "of splendor in the grass, of glory in the flower," they have not forgotten that Nature is the grand alchemist, and for centuries and centuries they have manifested their sense of color and decoration, as applied to rugs, by infusing into their work

some of this same "splendor" and "glory" of the plants and the flowers.

They have done this literally, for not only have their decorative details been inspired by nature, and their finest dyes have been extracted from plants and vegetables.

You can understand why goods of this character deserve to be shown off in a fine way.

An Exhibition Unmatched

We are glad to have here on the Seventh Floor the most extensive and superb exhibition of Oriental rugs to be found in any retail store in the world, the

largest and finest that we have ever held.

We are glad to be able to offer this magnificent choice of pieces at the lowest prices for which rugs of the kind can be obtained anywhere. Many are at before-the-war prices. All are at less than prevailing retail prices.

There is an unparalleled choice, comprising Persian, Caucasian and Chinese weaves in an extraordinary assortment of colors and sizes.

The display has transformed the greater part of the Seventh Floor on the western side into a glorious perspective of color, soft lights, warmth and loveliness.



(Seventh Floor, Chestnut and Juniper)

ON THE AISLE TOMORROW

Linen Squares, \$1.75 to \$5.25
Linen Scarfs, \$1.50 to \$2.50

Of pure Irish linen, most of them trimmed with Cluny or other linen laces.

An odd lot, soiled and mused, but at remarkably low prices. (West Aisle)

A Lot of New and Some Specially Priced Garments for Girls and Young Women

The first Saturday in October should be a memorable day in the Young Women's Salons, both because of its place in the calendar and the new fashions we have assembled.

Young Women's Dresses, \$25 to \$32.50

Serge, wool jersey, velvet, silk and serge and silk combined are the materials used in these pretty frocks. Colors are burgundy, navy, black, brown, taupe and sand.

Many, many styles among them—long, loose-line models, surplice styles, short-waisted effects and jackets. Panels and tunics are among their new features. Sizes 14 to 20 years.

Young Women's Topcoats, \$28.50 to \$50

Coats of burella, velour, silvertone and novelty materials in the new Fall colors. Belts, gathers, pleats and button trimming are effectively used, and you will find the new large cuffs and collars. Some of the coats are fur trimmed. Sizes 14 to 20 years.

Coats for Young and Junior Girls

Hundreds of new models of burella, silvertone, velour, corduroy and mixtures, plain and fancy tailored, some fur trimmed.

These have the same fashion features that distinguish the young women's coats in the foregoing group.

Six to fourteen-year sizes, \$15 to \$25.
Fifteen to seventeen-year sizes, \$23.50 to \$42.50.

Young Girls' Wash Dresses, Half Price

At \$7.75 each we are disposing of a little lot of colored linen wash frocks in coat style and suspender models, all with detachable white waists. Slightly mused and soiled, but a tubbing will make them good as new. Sizes 10 to 17 years.

(Second Floor, Chestnut)



THE Bloomer is a Most Popular Undergarment—

and the number of women who wear bloomers seems to be increasing.

Dainty pink or white bloomers of soft, fine nainsook, 85c to \$1.25.
Silk bloomers in white or flesh color, some trimmed, but usually just with narrow ruffles. \$2.50 to \$4.50.

Black satin bloomers, \$3.50, \$4.50 and \$4.75 a pair.

(Third Floor, Central)

NEW Neckwear Is Sheer and Hand-Embroidered

and will enliven a dark costume as only a fresh, dainty collar can.

The materials are soft Georgette crepe, crisp organdie and fine net.

Trimmed with embroidery of rare beauty, hemstitching, tiny ruffles and various laces.

In all the becoming, popular shapes and priced from 50c to \$20.

(Main Floor, Central)

Extra Size Rugs in the Domestic Rug Sale

Many homes have large rooms that require larger rugs than the usual 9x12 ft. size. For them the Rug Sale has a splendid selection of extra size pieces.

Wilton Rugs

9x15 ft., \$95
10.6x12 ft., \$95
10.6x13.6 ft., \$70

Axminster Rugs

11.3x12 ft., \$42.50
12x15 ft., \$95

Body Brussels Rugs

11.3x12 ft., \$72.50
11.3x15 ft., \$85

Tapestry Brussels Rugs

11.3x12 ft., \$29.50 and \$39.50

(Seventh Floor, Chestnut)

SEVEN New C.B. Corsets for Autumn—Between \$2 and \$6.50

The C.B. is one of the corsets which combine good lines, comfort and long service at a moderate price. And any corset which does that in these days of economy-practicing is worth investigating!

\$2—C.B. model of strong white coutil, heavily boned, medium bust.

\$2—model of flesh-colored coutil, very low bust, elastic insert in hips.

\$2—topless model of pink coutil, elastic band at waist, lightly boned, free hip.

\$2.50—pink coutil model, heavily boned, low bust, for average figures.

\$3.50—C. B. model with double boning, low bust, long below the waist, elastic inserted over hips, flesh color.

\$3.50—topless model for slender figures, elastic waistband, flesh color.

\$4.50—heavily boned corset with broad elastic band over hips, of strong coutil.

\$6.50—a new model of pink broche, heavily boned over hip in black with broad elastic band.

(Third Floor, Chestnut)

OFFICERS' Kit Bags in Handsome Array

If there is anything smarter or more satisfactory in men's luggage than kit bags we don't know it.

Designed originally for British army officers, these bags have come into general use because of their good style, capacity and durability.

We have them in several shapes and many sizes, chiefly in tan cowhide; a few in black. All finely made throughout.

A new shape is narrow at the top and has collapsible bottom so it can be folded up and put into a trunk empty.

Prices \$26.50 to \$55.

(Main Floor, Chestnut)

SOME New and Fashionable Locketts—

are copied from the huge, old-fashioned lockets our grandmothers and great-aunts wore. They are round and oval and square and oblong in shape, rather flat, and when opened (and they simply slide open) show space for a picture and have a mirror on the reverse side.

They are of imitation shell or in colors—coral, green, gray, black or blue. Some are in solid colors, others have delicate gold tracery. They have large linked chains of goodly length and are really much lighter in weight than they look.

Locketts and chains, \$7 to \$11.50.

Separate lockets, \$3.50 to \$5.

(Jewelry Store, Chestnut and 13th)



Did You Ever in Your Life See Men So Alert?

Did you ever see them going about their daily affairs with a step so springy, with head so high?

Did you ever see such a look of triumphant Americanism as every man wears?

Did you ever see such enthusiasm, such determination?

Shouldn't These Fine, Alert American Men Have Good Clothes?

We believe so.

And we will see that every man who comes for clothes to Wanamaker's gets good clothes.

No shabby, skimpy, half-cotton, half-tailored suits—no trash.

But the very best, hand-tailored, all-wool suits to be had in America.

We have them ready, \$28 to \$60.

(Third Floor, Market)

Men's New Percalé Shirts at Today's Wholesale Cost

The price is \$1.50, and if we went into the market today to buy these shirts we should have to pay that much for them at wholesale.

They are an excellent quality of percalé, made plain negligée style, with starched cuffs attached or separate.

Designs are chiefly stripes, but there are a few checks. Price \$1.50.

More of Those 65c Neckties

We try to have a fresh lot of these ties in each Saturday, for word of them has gone abroad and there is a great demand. You'd pay half as much again elsewhere.

(Main Floor, Market)

Of Course a Man Wants a Clean, New Soft Hat

As much for the freshness of it as for the newer style. The hat that did duty last Fall and Winter is scarcely fit to wear this season. New leather and new ribbon won't fix it. The discoloration is in the felt.

This comprehensive showing of men's soft hats includes some not to be found elsewhere in Philadelphia—

Our own Wanamaker soft hats at \$5.

Italian soft hats at \$4.

(Main Floor, Market)

Men's Gloves for Early Fall

One-clasp, double finger-tipped silk in gray, \$1.25; gray and khaki, \$1.50.

One-clasp gray mocha, outseam sewn, with spearpoint and combination self and black embroidery, \$4.

(Main Floor, Market and Central)

These Handkerchiefs for Men—

are new, just what men want, and all exceptional values for low prices.

Plain or initialed handkerchiefs, \$5 dozen—of pure Irish linen, generous size and well made.

Linen khaki handkerchiefs, 50c apiece, \$6 dozen—these, too, an unusually good grade.

(West Aisle)

Any Man Can Find His Fall Union Suit Here

And can count on it for comfort and good service. Medium-weight cotton, long or short sleeves, \$1.50 and \$2.25. White mercerized, long or short sleeves, \$2.50.

Natural merino, short sleeves, \$3.50.

Natural merino, long sleeves, \$4.

Winter weight white lisle, Swiss ribbed, \$5.

Medium weight white mercerized lisle, Swiss ribbed, \$5.50.

Natural merino, Swiss ribbed, \$7.

(Main Floor, Market)