

J. W. C. I. Band at 9
Grand Organ at 11, 11:35 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Cloudy

What a Wonderful Pageful of Wonderful News for a Monday!

On Friday Last, in Independence Square, General Pershing Walked

under trees where George Washington, Ben Franklin and Marquis Lafayette a century and a half ago often walked communing together and planning for the new America.

In the ovation to General Pershing, as he moved and spoke as he gazed over the scene blocked in by people that overflowed the square and filled the four streets around it, the great commander's words and manners bore evidence of a special inspiration for the unique occasion in which he stood out and above all others.

His immense physical strength was apparent when he stood with two hands handling a large shovel and his foot upon it to fill it for the bedding of the Pershing tree.

General Pershing planted in Philadelphia a good deal more than one tree.

[Signed] J. W. C. I. Band

Sept. 15, 1919.

New Fall Riding Habits for Women

This is the first time these Fall riding habits have been shown. They are custom made in our own factory and the tailoring and correctness of the styles are thus assured.

There is a choice of several models and a number of colors. Prices from \$42.50 to \$85.

(First Floor, Central)



New Tunics and Flouncings

Copies of French Importations

One changes one's idea of a tunic as soon as one sees these beautiful things, for they are as different as can be from the usual tunics.

There are straight pieces for the front and back fastening over the shoulder and with cords or belts for the waist. They are made of silver or gold net, with stitching and beading to make the required design.

Or they are of black net elaborately embroidered in heavy chenille thread, black silk braid or metal; such tunics with a foundation are a dress in themselves. They are \$37.50 to \$60.

The flouncings, on the same order, are 40 inches (skirt width), and come in black, brown, blue or taupe net, or georgette crepe embroidered in chenille braid or metal thread. They are \$4.75 to \$12.75 a yard.

Bandings, in some cases matching the flouncings and tunics, \$4.90 to \$9.25 a yard.

(Main Floor, Central)

The Great Oriental Rug Event of the Autumn Season

Will Open Here Next Wednesday Morning

This will be the largest and most important sale of Persian, Caucasian and Chinese rugs in a long time.

Oriental rugs continue scarce and high priced, but you will find it hard to believe this when you look around at the magnificent collection which we have assembled for this Sale and at the prices marked on them.

It will be a beautiful exhibition and a sale worth coming many miles to take advantage of.

300 Woman's Silk Umbrellas Special, \$7.50

This is just what the wholesale cost of these umbrellas is today. They have all-silk covers, black, dark blue, green, purple, taupe and handles with bakelite tops or rings.

sterling silver tops or leather trimmed. Many people with the holidays in mind will like to have them for gifts.

(Main Floor, Market)

Forward March, March, March! In the Shoe Sale!

There is still splendid choosing with great savings in the extraordinary sale of more than 30,000 pair of men's high shoes and women's high and low shoes.

The great majority of these shoes are winter shoes, the kind you want to buy right now—the kind you want to buy two or three pair of—for their average half price and there is no telling when such an opportunity will arise again.

Women's high shoes at \$4.40, Women's low shoes at \$4.75 and \$5.40, \$6.75, \$7.75 and \$8.75.

(First Floor, Market)

Men's high shoes, \$4.85, \$5.50, \$6.90 and \$8.40.

(Main Floor, Market)



Ready on Tuesday

The Glorious New Paris Hat and All Fall Millinery

Fashions Recall the Fashions of the Days of Louis the Grand

Harking back to the splendor and magnificence of the fashions of Louis XIV and Louis XV, the new Paris modes recall the beauty and richness of the modes of the eighteenth century. Quite free again to devote herself to creating new fashions, after months and years of the reign of the War God and a consequent somberness of dress, Paris seems to have outdone herself this Autumn.

Here are the very latest hats from Paris—many were lifted from their boxes but a day or so ago. And not only are the newest fashions here—but the fashions are those of the foremost Paris modistes.

Marcelle Demay

11 Rue Royale, Paris

sends a special and exclusive collection of the newest modes for the Winter. These hats are never copied, and are always original and distinctive.

From Other Paris Modistes

come original, daring, unusual and charming new chapeaux—

Maria Guy

Lewis

Marie Lancret

Vassell Vitteard

Helene Julia

Evelyn Varon

Jeanne Duc

Odette

Suzanne Talbot

Louise Narsy

Hats Turn Off the Face— Trimmings Turn Down—

and there you have the new fashion trend for the Winter. Wide brims which flare away from the face—hats with sharply up-turned brims—these are extremely smart.

Feathers, fur, ornaments—these turn down toward the face and away from the hat—and that is another newness you will note. There is VELVET EVERYWHERE—AND MANY FEATHERS. Soft, rich silken velvets in the loveliest colors—feathers stiff and straight and curled (and plenty of ostrich!) are all indicative of the new fashions.

HATS ARE MEDIUM SIZE—AND LARGE—QUITE LARGE—huge, sometimes!

Browns are fashionable in ever so many shades! Nasturtium browns and duller, deeper browns, wood-like browns and shades that suggest the Autumn itself, coppery reds and new blues, gold shades and blues, American Beauty and turquoise—all these you will see in the hats themselves.

(Second Floor, Chestnut)

Tailored Waists for This Time of Year

Which means waists of heavier cottons than women have been wearing, for such weights are more comfortable now than the days are chilly.

\$2.50 for white linen waists with collars which may be worn high or low; soft turn-back cuffs.

\$3 for corded white madras waists, with detachable collar and soft turn-back cuffs.

\$3.40 for a still heavier quality white madras with high or low neck.

\$5.50 for waists of pure white linen, made with high collar, inverted box pleats in front and hemstitching for trimming.

\$5.50 for tailored waists of a fine crepe which we brought all the way from Japan for the purpose. The crepe is in a creamy white, the blouses may be worn high or low in the neck.

(Third Floor, Central)

Women's Fine Initial Handkerchiefs

\$9 a Dozen

Linen of fine quality, spotless and sheer, the tiniest hems, and a dainty embroidered letter in one corner make these handkerchiefs the attractive squares they are.

Brand new and just unpacked—75c apiece, \$9 a dozen.

(Main Floor, Central)

Hosiery and Underwear for Thousands in a Special Sale

This is a Sale of more than 50,000 pieces of underwear and pairs of stockings that are all of "second" quality.

They were sent to us upon our urging by several large factories who knit the best hosiery and underwear in America.

These are goods so slight in their defects that they would be sold in many places as first quality, but such is not our policy.

They are all marked with the yellow ticket, denoting that they are "seconds," and the savings range from one-fourth to one-half.

They are mostly Fall and Winter weights that people are looking for right now.

And for all practical purposes, as if they were first quality, standard merchandise.

Women's Stockings

25c a pair for black cotton stockings, "seconds."
50c for full-fashioned white and colored hosiery, "seconds."
85c for colored Richelieu ribbed silk and black, white and

colored silk and artificial silk mixed; all "seconds."
\$1.50 for full-fashioned black and colored thread silk, "seconds."
\$2.85 for accordion-ribbed boat and all-over thread silk, "seconds."

Women's Underwear

25c for low-neck, sleeveless lisle vests, "seconds."
35c, 3 for \$1, for lace-leg cotton drawers and low-neck sleeveless white lisle vests, extra sizes; all "seconds."
40c for low-neck, sleeveless lisle vests, regular and extra sizes, "seconds."

50c for lace-leg cotton combination suits.
65c for lace and plain leg lisle and cotton combination suits, regular and extra sizes, "seconds."
\$1.35 for glove silk camisoles.
\$3.50 for glove silk envelope chemises.

Men's Half Hose

35c, 3 pair for \$1, for natural merino half hose.

50c for heavy natural woolen half hose.

Men's Underwear

\$1.25 for medium-weight natural merino shirts and drawers, "seconds."
\$1.75 for medium and heavy-weight natural merino shirts and drawers, "seconds."

merino shirts and drawers, "seconds."
\$1.75 for medium and heavy-weight natural merino shirts and drawers, "seconds."

Children's Stockings

25c for black and white ribbed cotton stockings, "seconds."
30c for black and cordovan ribbed cotton.

35c, 3 pairs for \$1, for black and white ribbed mercerized cotton, "seconds."

Those Good Gray Blankets Special at \$6.75

We still have more than one hundred left, but the number is constantly diminishing. These are individual blankets woven from about 65 per cent of wool, in size 62x84 inches, and in an attractive light gray color.

They are very neat and slightly looking blankets of excellent quality, and the price, \$6.75 each, is one-third less than blankets of the same grade generally sold for now.

(Sixth Floor, Central)

The Upholstery Store Starts Its Fall Season Today

Every Man Must Have a Soft Hat for Tomorrow

The straw hat is last year's bird nest. The best thing to do is to get a really good soft hat at the start.

The best thing to do is to get a really good Wanamaker hat, a hat with staying qualities and fashion qualities.

The most carefully selected hats in Philadelphia are ready right now just inside the Market Street Door.

Prices \$5, \$6, \$7 and \$10.

(Main Floor, Market)

Light Cuttings and Inexpensive Glassware at Unusual Savings

Needle etched, lead-blown tumblers, 40c each.

Colonial water tumblers, 75c a dozen.

Plain-blown water tumblers, 75c a dozen.

Light-cut goblets, 30c each.

Light-cut iced tea sets, including spoons and covered jugs, \$4 a set.

Water sets with covered jugs, \$4 a set.

The sale presents a splendid choice of dinner sets, French, English and American, at savings of 10 to 50 per cent.

(Fourth Floor, Chestnut)

New Undermuslins in Larger Sizes

All these undermuslins are well cut and carefully made, and not planned larger in one, but all dimensions, so that they are quite comfortable.

High-neck nightgowns, with plain tuckled and embroidery trimmed yokes, \$2.50 to \$3.50.

Petticoats with plain panel, with scalloped bottom at \$1.85 and others with narrow embroidery ruffles, \$2.50.

Camisoles of china silk in flesh color or white, \$2.50 to \$3.50.

(Third Floor, Central)

The New Fine Coating Made From Camel's Hair

Polo coats were the first to use it, then handsome sports coats, and now it is being trimmed with Hudson seal (dyed muskrat) and beaver, and made into some of the most beautiful Winter coats this far seen.

The color is the much admired tawny shade, and the weave is unusually soft and fine.

54 inches wide and \$10 and \$15 a yard.

(First Floor, Chestnut)

Warm Sleeping Garments for the Children

Muslins and cambrics are not warm enough for little bodies when the nights grow chill.

Canton flannel night drawers, with feet, 2 to 10 years, \$1.75.

Colored flannel night drawers, 2 to 10 years, \$1.50.

White flannel nightgowns, 1 to 3 years, \$1; 6 to 14 years, \$1.60 to \$2.25.

Colored flannel nightgowns, 6 to 14 years, \$1.75 to \$2.25.

(Third Floor, Chestnut)

Choose Here From All of the Eight Great Talking Machines and Phonographs in America

Thomas A. Edison many years ago fastened the blunt point of a needle into the middle of a diaphragm and shouted into the diaphragm receiver and caused the needle to record the vibrations of the shout on a piece of moving tinfoil.

Then he replaced the tinfoil in its original position and jerked it forward so that the indentations passing the needle reproduced the words he had shouted.

That was the marvelous invention of the reproduction of sound. It has become one of the great things of the age.

Other inventions grew from it, until now the talking machine, or phonograph, which ever name you prefer, is the usual thing in every music-loving home.

Every great store in the service of its customers has provided one, or perhaps two, of these musical instruments.

This was all right when there was only one or two of merit. But now people know that there are a number of good instruments and they want to choose from them all. The Wanamaker Store is the first to make this possible. Eight great instruments are ready now—

BRUNSWICK CHENEY PATHE SONORA COLUMBIA EDISON VICTROLA VOCALIAN

The prices of these in their various types range all the way from \$20 to \$6000. This Store is the only store to exhibit and sell them all. Not only that, but a small initial deposit will secure any instrument in the collection with the most reasonable terms for the payment of the rest.

(Second Floor, Central)