

Organ Plays at 9, 11 and 4.50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

New Fashions! New Fashions Wherever You Turn at Wanamaker's!

**To Play With a Dream
This Store Is Much Like**
A great river rising in obscurity amid mountains of clouds and difficulties, running on, now and then over rocks and shoals, slow and narrow, but ever deepening and widening, finding open country and friends who regard it as a necessity and welcome its usefulness.
Its freshness, power and volume fed by springs unseen and never running dry has been much commented upon.
It has had the privilege of turning many bread mills for sixty years and benefits thousands who live on its shores.
It is steadily going on and on at full pace with promise of good cheer and greater helpfulness for all who look after their interests.
This store in many respects is like a great river.

[Signed] *John Wanamaker*

**Of Course, It Is Well Known
That as Prices Are Lowered**
our customers get the benefit of them as rapidly as the merchandise comes on sale.

[Signed] *John Wanamaker*

**Tomorrow Will Be
the Last Day of
the Presentation
of the New Paris
Fashions in the
Women's Fashion
Salons.**



(First Floor, Central)

**Young Women's Attractive
New Satin Frocks—\$40**
Two fetching new models—both smart and new and youthful.
One has a round neck, a long bodice and new short sleeves with a quaint puff at the elbow. The skirt is in three tiers, with narrow frills. The other frock has a round neck filled in with creamy net, tucked skirt and new sleeves.
They are of lustrous satin and in navy blue, brown, or black, and in 14 to 18 year sizes.

(Second Floor, Chestnut)

**A Fetching New Topcoat
for Young Women—\$63.50**
is of soft wool polo cloth and is a practical, well-tailored winter coat. It comes in dark brown or tan color, is made with raglan sleeves, has large pockets trimmed with buttons, and is lined to the waist with silk.
14 to 20 year sizes.
And it is just the wrap for winter wear.

(Second Floor, Chestnut)

**Fashionable Black Wool Fabrics
for This Coming Winter**
There is a long list of fine new black dress goods already here. These are the heavier all-wool weaves used particularly for suits, wraps and gowns.
Wool velour, \$4 and \$5 a yard.
Plain serges, \$2 to \$8 a yard.
Embroidered serges, \$5.50 to \$10.50 a yard.

(First Floor, Chestnut)

**There is a great call
just now for women's
flannel pajamas, the sort
with white grounds and
light-colored stripes. One-
piece styles at \$4; two-piece
styles, \$5.85.**

(Third Floor, Central)

**New Underruslin
Nansook for a New
Low Price**
Which is \$4.75 for a ten-yard piece, a decided saving over what this same quality has been selling for until now.
It is 36 inches wide and is much used for women's and children's petticoats and other undergarments.

(First Floor, Chestnut)

**6000 Initial Handkerchiefs
for Women—\$5.75 a Dozen**

Look all around this city or any other city—and you'll find it difficult to equal these handkerchiefs at the price.
They are of spotless Irish flax, sheer and fine, and each 'kerchief has a hand-embroidered initial in one corner. The handkerchiefs are daintily hemstitched, have tapes about the hem and are as practical as they are good looking.
Attractively boxed, too.

(West Aisle)

**New Silk-and-
Cotton Covers for
Old Umbrellas, \$3.45**

This is a durable combination and a slightly one, for the silk gives luster and finish and the cotton promises good wear.
The covers are fast black, have silk tape edge, and we'll put them on your old umbrellas—26 and 28 inch sizes—for \$3.45.

(Main Floor, Market)



**Paris Adds Her Contribution
to the New Evening Wraps**

Just landed and most beautiful in their new ideas of fabrics, furs, linings and general fashion features.
One is a delicious shade of pink panne velvet, lined (of all things imaginable) with white shadow lace! Fluffy white fox fur trims it at neck and hem. It is \$750 and would be lovely for a debutante.
Another Paris creation is a gorgeous black brocaded velvet with large designs in silver and a high collar of monkey fur. The lining is an exquisite robin's egg blue panne velvet and where the arm-holes are caught up are huge ornaments and pendants. This, too, is \$750.
You will hardly find the American-designed wraps less beautiful. A lovely soft gray panne velvet, corded around the shoulders, at the waist and above the ankles, is embroidered in gold thread and steel beads and has a huge molar collar and cuffs. It is \$480. The least expensive of the American fur-trimmed wraps is \$275.

(First Floor, Central)

**Some of the Prettiest Practical Suits for
Women Are Priced From \$30 to \$77.50**

The sort that the well-dressed woman chooses for morning, for sports wear, for business and church—suits that are simple, trim and smart in line, and pleasant in color. The materials are the wool jerseys for which every woman has a soft spot, the new basket weaves, tweeds and chevots. The jerseys come in plain and heather colors; some of the chevots are cross-barred, and there are collars of brushed wool and Australian opossum, not to mention broad bindings of self or contrasting colors and other interesting little things of the kind.
The novelties are \$45 to \$77.50; and some of the jerseys are as low as \$30.

(First Floor, Central)

**Furriers Have Worked Wonders
With Nearsal This Winter**

and the new coats, in consequence, are more attractive than ever. The skins seem softer, the black a deeper, richer hue. Nearsal is really dyed honey, but it makes some unusually good-looking coats and wraps that women will like to wear.
Plain Nearsal coats, in the new lengths, begin at \$220 for a smart coat and go on up to \$600 for a wrap of generous cut with a very deep cape collar and the new sleeves.
Other Nearsal coats, trimmed with golden beaver, or the becoming skunk on the collars and cuffs, begin at \$360 and go to \$585.
And the skins are all of fine quality, the coats most carefully made and beautifully lined.

(Second Floor, Chestnut)

**Little Trimming—or None at
All—for These Hats**

They are the soft, silky velvets that are partly trimmed or the pretty hatters' plush hats that need very little to trim them—all new hats that you will find in full assortment, these early Autumn days, in the Millinery Salons.
In black or the fashionable Winter colors, the hats are in large dress shapes, or smaller shapes for tailored or more general wear.
The collection is new and interesting, the hats are those high in fashion, and the prices begin at \$9 and go to \$25.

(Second Floor, Chestnut)

**New Inexpensive Models
in Letitia Corsets**

They are admirably suited to the average size woman and to those somewhat larger. Also there is a short model at \$5.50 intended for women of slender proportions.
All of these new styles are in pretty pink coutil, fancy or striped broche. They have very good hip lines and either low tops or topless. Prices \$5.50 to \$10.

(Third Floor, Chestnut)

Washable Tailored Shirtwaists

A striped all-white madras at \$3.85.
A striped dimity, also all-white, at \$3.85.
White batiste waists, one style with lattice beading and one trimmed with real Irish lace, \$3.85.
Viynella flannel waists, having white grounds with colored stripes—blue, lavender or black—\$7.50.

(Third Floor, Central)

Wool-top Jersey Petticoats

have arrived—among other sorts—and very cozy and warm they are, with messaline flounces, \$8 and \$8.50.
The same style of petticoat in extra sizes, \$8.50 and \$10.
Wool-top jersey with taffeta flounces, extra sizes, \$8.50.

(Third Floor, Central)

**A Glorious Wealth of Oriental Rugs
in a Great Sale at 35 to 50 Per Cent Less
Than Regular Prices**

This is an Oriental Rug Store which seems to make a specialty of doing extraordinary things. The Sale now going on is one of the most extraordinary things it has ever done.
Nowhere else in America will there be found as large, varied and fine a collection of rugs at prices anywhere as low.
After all, that is the substance of it, and what really matters to any one wishing to buy an Oriental rug is that a favorable opportunity should offer.
This Sale presents the opportunity, and it is a wonderful one. It spreads out before you a glorious wealth of Persian, Caucasian, Chinese and Asia Minor weaves at import cost, or thereabout.
It embraces \$200,000 worth of these rugs at 35 to 50 per cent less than regular prices.
The savings are the largest offered on fine Oriental rugs in quantity in at least five years.
The assortments are literally delightful in their diversity and charm of color.

(Seventh Floor, Chestnut)

**Curious New
Necklaces to Please
an Oriental Taste**

Long, waist-length strings of real ivory beads, beautifully grained and polished and others not quite so long with carved ivory pendants. They are unusual and would be most effective on a dark-colored gown, a velvet one, for example. Either of these kinds of necklaces, \$36.
And there are black silk cord necklaces, strung at intervals with carved ivory and jade beads, the pendants being of white jade usually. Quite inexpensively priced at \$12 to \$24.

(Jewelry Store, Chestnut and Thirteenth)

**CHEERFUL-LOOKING
Corduroy bathrobes for
women are to be had for
\$13.50—in cherry, rose,
Copenhagen blue and wis-
taria colors, and all lined
with soft silk muslin.**

(Third Floor, Central)

**Well, Gentlemen,
Here Are the Winter Overcoats**

If there is anything that it pays a man to be particular about, it is a Winter overcoat; because if there is anything that looks meaner on a Winter's day than a mean-looking overcoat on a man, we wonder what it is.
This year as in former years, there are chiefly three kinds of overcoats to be had—good, bad and middling.
We have tried to confine ourselves exclusively to the good kind and to the best of our knowledge we have succeeded.
At any rate we present these Winter overcoats as representing the best that are made in America to sell for the prices—\$50 to \$80—and we guarantee that they come up to that standard just as surely as you read this notice.
Single and double breasted box models, and ulsters, all built on sane lines of good woollens. Many young men's styles included, not freakish, but very attractive.
Men's Fall and Winter suits in beautiful selection also at \$40 to \$95.

(Third Floor, Market)

**Men's Redleaf Dressing
Gowns of Camel's-
Hair Cloth**

London has just sent some of the best-looking dressing gowns for men that we have ever seen. They are of camel's-hair cloth with collar, cuffs and facing all down the front of quilted silk in contrasting colors.
Pleasing to the eye, soft and warm to the touch and sure to give good service.
Price \$35.

(Main Floor, Market)

**Men's Redleaf Neckties
Are Different**

No doubt about it. Customers often express their admiration of the distinctiveness of design of these London ties.
A new importation in Fall and Winter patterns exemplifies this.
Price \$2.

(Main Floor, Market)

**Men Who Want the
Finest Imported
Derby Hats**

have learned that the Wanamaker Store is the place to come for real variety. There is no other collection of foreign derbies in Philadelphia to compare with this.
Here are fine French derby hats for \$10. The famous "Featherlight" derbies for \$12. Lincoln-Bennett London derby hats for \$15. And Lincoln-Bennett "pullover" derbies, the pinnacle of fine hat making, for \$18.

(Main Floor, Market)

**Men's High Shoes for
\$9.75, of Extraordinary
Value**

They are all of good calfskin and there are two colors, black and the mahogany shade which cordovan shoes have made so popular.
There are two styles in each leather, one a round toe blucher and the other a straight lace shoe with narrower toe and blind eyelets all the way up. Both are excellent lasts of the sort favored by well-dressed men.

(Main Floor, Market)

**The Best Tailors We Know
Make These Boys' Overcoats**

and the coats are as good as we can get for the boys who are to wear them.
Just now the collection is full and interesting, for the new Winter stocks have arrived and are here in wide variety. They are of good quality cloths, are all warmly lined with wool linings, and are in that popular style with convertible collar, are double breasted and have belts all the way around.
Overcoats for junior boys of 3 to 10 years, \$21.50 to \$38.
Overcoats in 11 to 18 year sizes, \$25 to \$55.

(Second Floor, Central)

**Imported Lace Window Panels
for One-Third Less**

These beautiful goods are practically all of handmade filet and Cluny laces and all are hand embroidered.
The motifs are very pleasing.
This is just the season for such panels and there is a saving of a third on these new prices—\$14.50, \$15, \$17.50, \$20 and up to \$85.

(Fifth Floor, Market)

**A Magnificent Lot of Upholstered Furniture
at 30 to 50 Per Cent Less**

The choicest group in this particular collection is made up of library, or living-room suits, each a fine, masterfully modeled type of the Italian Renaissance.
These are the product of a man who has no equal in the designing and construction of upholstered furniture in this particular style. Himself an Italian, his work is peculiarly fine and faithful to the Renaissance school.
It is not often that suits of such a superb character are offered at half price, some at one-third less than regular, but tomorrow brings the opportunity.

Italian Renaissance Suits for Libraries or Living Rooms
Suit comprises a 7.6 ft. davenport, large high-back winged arm chair and a large, luxurious easy chair. The pieces have full spring edge seats with removable cushions, soft spring backs and arms, upholstered in high-grade wool tapestry, in damask and some in mohair.

- 3-piece suit in figured brown velour, \$620
- 3-piece suit in fawn velour, \$755
- 3-piece suit in figured velour, \$680
- 3-piece suit in tapestry, \$640
- 3-piece suit in plain blue mohair, \$480
- 3-piece suit in tapestry, \$365
- 3-piece suit in figured velour, \$300
- 3-piece suit in striped silk velour, \$295
- 3-piece suit in figured velour, \$235

Separate davenports, mostly of the overstuffed kind, \$85, \$115, \$125, \$136, \$155, \$210, \$215.
Arm-chairs, \$48, \$55, \$72, \$85 and \$95.
Arm-rockers, \$44, \$56, \$60, \$75 and \$95

Along with these magnificent suits we have a number of other library or living-room suits and single pieces of very fine grade, luxuriously upholstered, mostly of the overstuffed kind and priced 30 per cent less than regular.

(Fifth Floor, Chestnut)

