

Store Closed All Day Today

WANAMAKER'S

Store Open on Monday

WANAMAKER'S

WEATHER
Rain

"Hoe Your Own Road from the Jump"

A Philadelphia business man fifty years ago, John T. Freedly by name, wrote a most helpful book that the young fellows of that time used to read and re-read with profit.

This was his motto—

Self-Dependence and Self-Reliance

This is one of the things he said: "My observations through life satisfy me that at least nine-tenths of those most successful in business start in life without any reliance, except upon their own heads and hands—hoe their own road from the jump."

It is worth keeping to look at once in a while.

To start right is important, but all of us need to be keyed up now and then.

Hardly any business man is more than half what he might be.

Yesterday's achievements are only steps up to fresh endeavors to make each new day outdo our best of the past.

[Signed] *John T. Freedly*

August 31, 1918.

A Little Showing of the New Autumn Millinery

New velvet hats with the fashionable dahlias.
New hats of velvet and hatter's plush effectively combined.
New hats trimmed with velvet flowers in applique effect, or with wheat or grapes.
Ostrich trimmed hats, too—some charming models. Other hats trimmed with wings, quills and other novelties.
And such smart little hats—fencing tricorne, new four-cornered hats and close-fitting turbans.
They are very new and particularly interesting, for they reveal the new Autumn fashion tendencies.
Prices begin at \$18.



(Second Floor, Chestnut)

Women's Distinguished Novelty Gowns of Tricolette

Nothing could be simpler or with straighter lines than they are, and for those two reasons nothing could be more distinguished. Being novelties, there are no two alike.
One very slender black tricolette has black embroidery in a rose pattern, a tiny girle and very deep fringe. \$140.
A navy tricolette with one-sided draped front and the same extremely deep fringed on its curved close tunic; the back shows the fashionable loose panel. \$140.
A tricolette with serge borders has an apron back and front. \$55.
A taupe tricolette is very severe, its heavy cord fringe being the only relief. \$50.
A navy tricolette with round collarless neck relieved with dull red velvet shows the new silk hand-crochet work in pockets, neck and border. \$110.
A gown buttoned in the back has decorative squares of navy and white down each side of the front panel. \$95.
A taupe model fastened with loops, richly raised self-embroidery outlining the tunic. \$125.
A black gown with yoke and tunic insertion of black silk crochet. \$140.
Mahogany and Havana brown appear among the coloring of these gowns as well as navy, black and taupe.

(First Floor, Central)

New Regulation Dresses for Girls

They are all made in our own work-room, and are the practical, good-looking dresses which so many school and college girls want.
Linen regulation suits in white or colors; blouse styles, \$15; Norfolk style, \$18.50.
Blue serge regulation; 25 for blouse style, \$30 for Norfolk style. 14 to 20 year sizes.

(First Floor, Central)

JAPANESE bedroom slippers, of quilted cotton, embroidered, come in lots of colors and are only \$1.50. Slip-ons in cases for travelers, \$2.50. (Fourth Floor, Chestnut.)

PARIS sends a novel lingerie set of handkerchief linen with broad stripes of blue and white, and pale pink ribbons run through it. The French Room has it. (Third Floor, Chestnut.)

PEOPLE like those fine Japanese lamp shades of silk mounted on strong wire foundations. Oblong or square without corners. \$2.50 to \$15. (Fourth Floor, Central.)

AFTER your pet canary moults give him a tonic. "Song Restorer" is 15c a box. Bird blitters and all other bird comforts are also here. (Fourth Floor, Central.)

SEPTOLA is a general household disinfectant which it is well to keep on hand. 25c to \$3. (Fourth Floor, Central.)

LAUNDRY and housecleaning soaps can well be bought by the box. Queen soap is \$7.75 for 100 bars; Pearl soap, \$10.75 for 100 bars, and Oleine \$8.25 for 72 bars. (Fourth Floor, Central.)

ONE quart of liquid bluing can be made from a little 10c bottle. The same bottle makes a half pint of excellent ink. (Fourth Floor, Central.)

A SHOWER bath in cool weather is more invigorating than one in hot. Bath sprays, 65c, 85c, \$1.25, and \$2. (Fourth Floor, Central.)

OVER a dozen novel sweaters in the Sweater Store show the latest ideas of Paris as to sport coats. They are of wool and artificial silk, and cost \$5 to \$25. (First Floor, Market.)

Ready at Wanamaker's Monday With Great HOUSEHOLD SALES

The Goods Are Here and All Other Things Needed to Begin a Greater Than Ever China Sale

By this time, the people have probably heard enough about the difficulties of getting goods. What they will want to know and what we want to tell them is that we have the goods.

Never, either in peace times or in war times, have we had a larger choice or greater quantities of china and glassware at reduced prices.

Over 200 Styles of Dinner Sets Are in the Sale

French, English, Japanese and American

Very fine French sets of 107 pieces at \$135, \$150 and \$175 afford savings of \$25 to \$40. These have encrusted gold borders with coin gold handles.

French sets in a great variety of floral and conventional border patterns, some with white edge and gold handles, some gold edges and handles, are now \$40, \$50, \$65, \$70 and \$85 a set, the savings being \$10 to \$15 on each set.

French sets in dainty floral spray patterns now \$25 are regularly \$15 more.

Twenty of the patterns of the French sets are open stock and can be matched any time.

English dinner sets of 107 pieces, border pattern, gold edges and gold-traced handles, are now \$25, \$30, \$35 and \$37.50, which means a saving of \$10 to \$12.50 a set.

English dinner sets in blue print borders and all-over patterns are now \$25 to \$40, otherwise at savings of \$10 to \$15.

Fine, rich, old patterns in quaint-shaped English sets—some reproductions of museum sets are \$50 to \$75, which means \$10 to \$25 less than regular. 17 of these English sets are "open stock," readily matchable patterns.

The American Dinner Sets are the largest group in the sale. The wares are somewhat better than ever, the shapes more artistic and patterns numerous and varied to suit everybody.

Prices for 107-piece sets are for September—\$13.50, \$17.50, \$20, \$25, \$27.50, \$30, \$35 and \$40, saving \$5 to \$10 on each set. Patterns—spray, borders, plain gold-color lines and flowers.

Japanese China Dinner Sets of 97 and 107 pieces are in the sale at \$20, \$35, \$40 and \$50, the savings being \$7.50 to \$25 a set. The china in these is of a white, well-made character and the shapes copied from the best French and other European types.

Other Dinnerware Opportunities—From jobbers we have secured several patterns of standard goods at "close-out" prices in very large quantity. These are English goods—sets and separate plates, cups and saucer platters, vegetable dishes, etc. They may be had at exactly half price. Prices for sets, \$27.50 and \$35.

We are closing out patterns from our own stocks, plates, cups and saucers, vegetable dishes, platters, etc., at exactly half price.

Thousands of dozens of cups and saucers are offered at 25 to 50 percent reductions; and several hundred pieces of Japanese fancy china are at half price.

3000 Pieces of Cut Glass at 25 to 50 Per Cent Less

If you are likely to want a piece of good cut glass for months to come, buy it now.

Many glass cutters are almost out of good blanks. In some cases cutting shops are planning to discontinue operations—we have secured two large special purchases, offering a great variety at exactly 40 per cent below regular prices. The number of individual pieces in some cases is limited.

Another good lot of cut glass is at 25 per cent less than regular as a concession from the one factory which enjoys the larger part of our all-year-round business. This is a group of standard items—jugs, vases, baskets, etc.

These pieces are to be sold at half the regular prices.

- Berry bowls, \$1.85, \$2.50, \$3, \$4.50 up to \$10 each.
- Low berry dishes, \$1.50, \$1.75, \$2.50, \$2.75, \$3 each.
- Footed berry dishes, \$1.85 each.
- Jugs, \$3, \$3.50, \$4.50, \$6.50 up to \$15 each.
- Compotes, \$1.25, \$1.50, \$1.75, \$2, \$2.25, \$2.75 up to \$20 each.
- Sugar and cream sets, \$2, \$2.50 up to \$5 each.
- Celery trays, \$1.85, \$2.25, \$2.75, \$3, \$3.50, \$5, \$6 each.
- Mayonnaise sets, \$1.50 and \$2.25 a set.
- Spoon trays, \$1.25, \$1.50, \$1.85 each.
- Cologne bottles, \$1.50, \$1.75, \$2, \$3.75 each.
- Vases, \$1, \$1.75, \$2.50, \$3, \$3.50, \$4.50, \$5, \$6 up to \$60 each.
- Punch bowls, \$18.50 to \$50 each.

We also offer a large assortment of light-cut glassware at good savings.

(Fourth Floor, Chestnut)

1400 Waists, All Specially Priced

500 at \$1.50—all of novelty voile, with colored stripes, big buttons and white pique or madras collars, some slip-over style, these last being blue and white plaid only.
900 at \$3.85 to \$5. Georgette and crepe de chine waists, in white and flesh color, chiefly plain tailored styles, and others with embroidery or lace.

(East and West Aisles)

"JOAN OF ARC" By BOUTET DE MONVEL

and with Boutet de Monvel's charming and quaint illustrations is a book for children, but many a grown-up will like to own it. Price \$1.50.

(Main Floor, Thirtieth)



The Great September Sale of Housewares Is Famous Throughout the Countryside

The coming of this September gives us an opportunity to present to our customers what we believe to be the largest and most wonderful collection of household articles ever assembled together in any one place for retail.

Newly brought in and all for sale at reduced prices are more than 100,000 of the best household helps at savings ranging from 10 to 50 per cent, the savings averaging 33 per cent.

Please observe at the outset that the Wanamaker Housewares Sale never includes "seconds," never includes job lots, never includes trash of any description.



There are no left-over or bought-out overpluses of manufacturers.

Everything for sale is made especially for this sale, and the reduced prices are because of the great quantities ordered.

Among other things, it includes:

- Refrigerators (15 sizes, including the \$25 Wanamaker special).
- Rotary Sewing Machines (lock and chain stitch in same machine).
- Enameled Cooking Utensils (coated with pure enamel).
- Aluminum Cooking Utensils (stamped and cast).
- Kitchen Cabinets (white interiors with porcelain steel table tops).
- Woodenware (ladders, ironing boards, pastry boards, spoons, etc.).
- Clothes Wringers (guaranteed for three years).
- Cutlery (carving sets, paring knives, table knives and forks).
- Bathroom Furnishings (all white and nickel plated).
- Vacuum Cleaners (save \$5 on either of two of the regular types).
- Galvanized Ware (heavy ash cans, garbage cans, buckets and tubs).
- Tinware (America's best boilers and white pantry ware).
- Brushes by the thousand.
- Soap (for laundry and housecleaning, three popular brands).
- Chamois and Cleaning Cloths (everybody knows Wanamaker chamois will not harden).
- Ostrich and Turkey Feather Dusters.
- Dustless Mops (the chemical treatment makes the mops pick up dust).
- Lamb's Wool Dusters (washable).
- Serving Trays (decorated and plain).
- Chafing Dishes, Coffee Percolators, Casseroles, Crumb Trays and Scrapers, etc.

(Fourth Floor, Central and Market)

Sale of Lamp Shades and Lamps

500 silk shades at half price—\$4 to \$25. They are the same lots of four manufacturers, and are 12 to 26 inches across and designed for both floor and table lamps. Also they are in almost every conceivable good shape and color, from the dainty French-looking shades to the rich Oriental ones.

50 other 24-inch shades for floor lamps are \$25 each. These are made from kopeck cloth with an inner lining of cretonne, both of extremely fine quality. No two of these are alike.

Lacquer floor lamps at half—\$13.50. From Japan and very attractive.

Small candlesticks of wood at 50c. Complete with paper shade, candle and holder.

(Fourth Floor, Central)

The Little House

Now that people are beginning to think again about homes and their more important decorative furnishings, we should like to remind them that some of the rarest and finest furnishings anywhere in this country are to be found in The Little House.

Oak cabinets of especial beauty.

Mirrors—both antique and reproductions.

Chairs and stools covered with precious needlework.

Hand-wrought lamps and fine shades.

And incidentally a few pieces which have only lately arrived—an English sofa covered with gay parquets on a yellow ground, the whole a modified reproduction of one in a museum; a pair of English armchairs with simple turnings and covering of tent-stitch needlework, alive with color; another pair of high-back chairs, very old in appearance, with fine English needlework; and a dignified old sideboard, very long and as practical in either dining room or hall as it is beautiful.

(Fifth Floor, Chestnut)

Why Not Save \$2 When You Buy a Pair of Shoes?

There are still some thousands of pairs of shoes for men and women in the Summer Sale of Shoes—mostly high shoes now—in a considerable variety, at savings of at least \$2 a pair.

Many foresighted people are buying their shoes for the Fall, next Winter and even for the Spring, not knowing how the prices may be after another season.

- \$2.90 and \$4.90 for women's high shoes in broken sizes.
- \$3.90 and \$4.90 for women's low shoes in broken sizes.
- \$8.75 for women's white kidskin and two-tone gray shoes.
- \$9.75 for women's fine gray kid oxfords.
- \$4.65 and \$5.75 for men's good, stout service shoes.
- \$5.90 for men's shoes of considerable variety.
- Plenty of kinds for dress, comfort and service.

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

Some of the New Corset Models for Autumn Are Here

These are Warner's—and that means rust proof! There are strenuous times in store for women during the coming winter and wise women will fortify themselves with one of these very satisfactory corsets.

- \$15.00—Of coutil, low bust, medium-length hip, broad front steel.
- \$2—Medium low bust model, in white coutil, well boned, long hips.
- \$2.50—A model for full figures, of coutil, well boned, medium high bust and long hips.
- \$4—A Redfern model of dainty white and pink dotted batiste, low bust and cleared hips, for average or slender figures.

(Third Floor, Chestnut)

First Reduction Sale of Men's Sports Coats, Fancy Suits and Motor Dusters in the London Shop

Men who golf and motor and are fond of correct and distinctive apparel for all sports and all occasions had better pay a visit to the Gallery, Chestnut Street, Monday, when this interesting store opens its first reduction sale of fashionable suits and garments for sports, travel and regular wear.

Five distinct groups are offered at very attractive savings. Motor Dusters have been considerably reduced and are now \$1.50 to \$18.50. In these there is a choice of cottons, mohairs, linens, chambrays and Sicilians.

Separate Sports Coats are now \$7.50 to \$18.50, a reduction of

(The Gallery, Chestnut)

about one-third. They come in flannels, covert cloths, tweeds and gabardines; all cut jauntily in the best of fashion and excellently tailored. In green, tan and cream color.

Summer Suits are reduced to \$13.50. These are in Palm Beach cloth, with knickerbocker trousers and made specially for golfing.

Summer Suits now \$12 have been considerably more. In cool worsteds and sporty homespun mixtures with plenty of style to them.

White Flannel and Striped Trousers have been reduced to \$6.50 and \$7.50, which means a good saving on garments of excellence in material and making.

Many a man will find it profitable to secure some of these good things, even to put them away for next year.

ON THE AISLE MONDAY

450 Waists at \$1.65

Lingerie and tailored waists of white voile—hardly two alike.
(West Aisle)

Young Women's Afternoon Dresses for the Autumn

One of the first things the average girl wishes to know about the new fashion is what sort of frocks are to be worn.

Here are some new and delightful dresses to answer that question—Dresses of satin, of crepe de chine, of crepe meteor, of tricolette, of Georgette and novelty silks. They are in deep blue and black, of course, and in taupe and new brown shades, rose and other new Autumn colors.

Quite a few have the new round necks, others have pleats and new belts and different sleeves and beading, braiding and embroidery to make them smart and becoming.

Prices \$32.50 to \$85—and 14 to 20 year sizes.
(Second Floor, Chestnut)

New Ribbons in Harvest Shades

Rich warp-prints in deep purples, blues, greens and gold. For the woman who is wise enough to make her Christmas presents, the exact thing for bags. 9 1/2 inch, \$1.65 a yard.

Lovely brocaded ribbons in beautiful colors, designs outlined in gold silk. 5 1/2 inch, \$1 a yard; 6 3/4 inch, \$1.95 a yard.

There is a delightful assortment of plaid hair ribbons girls love, so to start the school year with one of these gay bows. Different widths, 50c to 95c a yard.
(Main Floor, Central)