

# The China Sale Is Very Strong in the Two Main Things

**Today When You Unlock the Door of Your City Home**

to make ready to bring the family home and get the children outfitted for school, please be free to call upon us for any service you need and we will do our best to be prompt, quick, careful and useful to you.

Wishing you a happy new September.

[Signed] *John Wanamaker*

September 2, 1918.

## The New Sports Millinery Is Unusually Attractive This Autumn

And you will think so, too, when you see the hats.

A new velvet hat in deep blue, for instance, with a novel braiding of gold colored chenille and a great tassel of chenille hanging from the top of the crown.

Or a furry beaver hat with velvet brim—in two rich brown shades.

Or one of the new felts, in an unusual color and a new shape.

These are just a few—there are moulton hats and hats of velvet, hats of all-chenille and hats of the lustrous hatters' plush.

Shapes and colors are both becoming—and the hats most comfortable for outing and sports wear.

Prices begin at \$12.

(Second Floor, Chestnut)



## New Fall Suits Are Ready for Women Passing Through

Fresh wool velours and silvertone burella cloths in extremely good browns, navies and purplish mixed tones, and all very simple and very practical. For those who would like to know the details we mention that—

Coats are apt to be knee-length; some are loose and belted and some closely fitted in the body; one model even has rippled sides. Yoke backs are frequent; so are pleats. Trimmings range from the severest buttons to fur collars and cuffs or even broken fur borders.

Prices are \$37.50 to \$67.50.

(First Floor, Central)

## Women's War-Work Uniforms Made to Order

Orders will be taken in the Little Gray Salon, where the School and College Girls' Bureau also has its headquarters, on the First Floor, Central.

## Here Are the New Blue Serge Dresses for Girls

With blue serge and the new fashions for inspiration, the designers have sent us some of the most attractive dresses for girls of eight to fourteen years. Simple, practical one-piece dresses for school wear and still better ones for afternoon and better wear.

Some of the dresses are embroidered, some are in straight line effect, some have wide belts, some have side kilts and all are attractive. \$7.75 to \$23.75.

For junior girls, who wear 15 and 17 year sizes, there are other new dresses, some in plain colors, others in plaids; some are embroidered and others are braided. \$18.50 to \$32.50.

(Second Floor, Chestnut)

## Exquisite Baby Dresses

Just two models—but as dear as they can be! Of soft white material. One has an embroidered and scalloped bottom, and there is beautiful work on the yokes of both.

Both long and short.

\$2.75 and \$4.50.

(Third Floor, Chestnut)

## Sterling Silver Is a Gift de Luxe

With autumn comes a gay galaxy of brides—and has not silver ever been the wedding gift? It's a very short time until Christmas, too.

|                                     |                                    |
|-------------------------------------|------------------------------------|
| Ten sets—5 pieces—\$235 to \$1200.  | Bread trays—\$16.50 to \$105.      |
| Coffee sets—3 pieces—\$80 to \$275. | Vegetable dishes—\$100 to \$220.   |
| Water pitchers—\$52 to \$190.       | Meat platters—\$105 to \$440.      |
| Salad bowls—\$58 to \$110.          | Candlesticks—\$22 to \$125 a pair. |
|                                     | Sandwich trays—\$25 to \$90.       |

(Main Floor, Chestnut)

## With Hundreds of New Waists—All Specially Priced—to Choose From—

the woman who needs a new supply of shirtwaists will find something to please her purse and her taste in this collection—

At \$1.50—Novelty voile waists, with colored stripes and collars of white pique or madras; some in slip-over style.

At \$3.85 and \$5—Crepe de chine and Georgette waists in white or flesh color; tailored and fancy styles.

(East and West Aisles)

## Women's Silk and Chamois Lisle Gloves—Easy to Clean

There are still several months during which one can wear these light-weight gloves. Almost everybody knows them already; women who don't, need only try them to discover their merits.

In silk, 2 clasp, double finger tipped, in black and white. \$1 and \$1.25.  
In chamois finished lisle, white, 2 clasp. 85c.  
In black, white, natural, mode, gray and brown. \$1.  
Natural color, strap wrist. \$1.25.  
Natural color, 12-button length. \$1.50.

(Main Floor, Central)

## Women's New Umbrellas of Unusual Attractiveness

A man who bought three of these at a clip said: "I hear there's going to be a tax on all these things that will make them pretty expensive, so I will take mine now; they will make stunning Christmas presents!"

The silk is very fine and durable.

The colors seem to be endless in variety.

The handles are all novel and new, mostly of bakelite and silver, beautiful imitations of jade and ivory.

Prices—\$5 to \$12.

(Main Floor, Market)

## Lovely New Silks in Autumn Stripes and Plaids

occupy a whole counter in the Silk Salon. There are many designs and a great many colors—and the color combinations are most attractive.

Not only that, but the silks are of unusual quality, the weave firm and all silk, and the finish lustrous.

One yard wide—\$2 yard—and useful for separate skirts, blouses and children's dresses.

(First Floor, Chestnut)

## New Unbaling of Oriental Rugs

More new Beluchistans, more new Kermanshahs.

The Beluchistans just came in time to replenish the special lot shown in the recent Oriental rug sale.

They are pieces of much interest and charm in their deep, rich red shades, some with backgrounds of old tan characteristic of the best old-time weaves. Sizes 3x5 to 3x6.6 ft. at \$35 to \$50.

New Kermanshahs are in size 3x5 ft. and have the delicate charm characteristic of their tribe. In dainty pink, blue and ecru colorings, with life-tree, palm and other Persian emblems. Prices \$37.50 to \$55.

(Seventh Floor, Chestnut)

## Fashion Never Tires of Blue Serges—Here Are New Ones

There is every good weave and every fashionable weave, for we have a remarkable collection of this ever-fashionable fabric—all wool.

There are many shades of blue, and there are the right weights for suits, dresses, coats and children's garments in the assortment.

Prices start at \$2 and go on up to \$5 yard.

(First Floor, Chestnut)

## Some of the Daintiest Gold Mesh Bags

are in the much-liked green gold (gold plated) and in most attractive shapes. The meshes are very fine and the bags are square, oblong and otherwise shaped, with frames which are sometimes inset with imitation colored stones and sometimes hand-painted designs.

Mesh bags, \$17.50 to \$43.  
Purses, \$5 to \$12.75.

(Jewelry Store, Chestnut and 13th)

## Dinner Sets and Cut Glass

More than two hundred different styles of dinner services—French, English, Japanese and American—are in the sale at reduced prices.

Approximately 3000 pieces of fine cut glass are offered at 25 to 50 per cent less than the regular rates.

There has never been a larger choice either of dinner sets or of cut glass at such large savings in any sale.

French dinner sets begin at \$25 and go up to \$175. The savings are \$15 to \$40.

English dinner sets at \$28 to \$40 offer savings of \$10 to \$15.

English dinner sets of a finer kind, in delightfully quaint shapes, some reproductions of old museum sets, are \$50 to \$75, the savings being \$10 to \$25.

American dinner sets are in wonderfully large choice at \$13.50 to \$40, a saving of \$5 to \$10 a set.

Japanese dinner sets are an interesting feature of the sale at \$20 to \$50, which means \$7.50 to \$25 less than regular.

Several patterns of standard English dinnerware are being closed out at half price—both sets and separate pieces.

Twenty patterns of the French sets and seventeen of the English are "open stock," which means that they are readily matchable at any time.

**There is a good choice of cut glass at half price, but the number of pieces of a kind is limited.**

The choice at 25 to 33 1-3 per cent less than regular is practically unlimited, and anybody likely to need cut glass

(Fourth Floor, Chestnut)



for a long time to come would do well to buy it now. Production is diminishing and prices likely to go high.

Every piece imaginable is in this sale, from a dish at 65c to a punch bowl at \$50.

## 2000 Yards of Linen Tea Toweling

22c, 28c and 30c a Yard

Of heavy Scotch pure linen, mostly with colored borders. Some all white.

So far as we know there is no all-linen crash toweling as low priced as 22c a yard in the market today.

These goods are part of a purchase made one year ago, consequently the prices are much less than they would be if we had to buy them now.

All are 17 inches wide.

(First Floor, Chestnut)

## NOTES

"Perils of a Private," humorous sketches of camp life—is by Ted Stanley, and has many a laugh between its covers. Find it in the Book Store.

(Main Floor, Thirteenth)

Women returning from their Summer vacations and wishing special care for hair, hands and complexion should save a little time for the Salon de Beauté.

(Third Floor, Chestnut)

One of the Chestnut Street windows has in it a very military-looking blouse of gray squirrel with a drum muff; a set of mole and natural squirrel mounted on royal blue chiffon; and a set of Hudson seal with turban to match.

(Chestnut Street)

The classes in lamp-shade making are filling up again in the Art Needlework Store.

(Second Floor, Central)

## The Sale of Lamp Shades and Lamps Goes Merrily On

with hundreds of fine silk shades at half price—\$4 to \$25. Sizes are 12 to 26 inches, and the styles run all the way from dainty French-looking shades to large ones of Oriental richness.

Koepke cloth shades at \$25 each are for floor lamps and very splendid in appearance.

Also here are lacquered lamps at half—\$13.50; and little wooden candlesticks complete with paper shades, candles and holder for 50c.

(Fourth Floor, Central)

## New Books—Serious and Otherwise

"National Self Government" by Ramsay Muir, Professor of Modern History, University of Manchester. A book of deep interest for thoughtful people. \$2.75.

"Lovers of Louisiana" by George W. Cable. A romance with two old New Orleans families for a background. \$1.50.

"The War Eagle" by W. J. Dawson. A record of the first year of the war, but also a dramatic story. \$1.50.

"The Money Maker" by Irving R. Allen is the romance of a ruthless man. \$1.50.

(Main Floor, Thirteenth)

"The Banker at the Boarding House" by Montgomery Rollins. \$1.50.

"On Furlough" by Florence Olmstead. A war story with its love affair in the South. \$1.50.

"Strayed Revellers" by Allan Updegraff. A Greenwich villager, some members of an artist community, a young aviator and others make up the characters. \$1.50.

"You're Only Young Once" by Margaret Widdemer. A book that comes like a sunny day in the gray of war time. \$1.50.

## The Advance Guard of the Men's Suits Is Here

The Fall season is reflected in their colors—and browns, dark greens and bronzy shades.

They are as full of style as any young man's desire, but the element of style is not overdone.

Sports coats are in evidence, but all of the best. In general, styles follow the lines of the season, with something of a note of moderation. Tactical or half-moon pocket is seen in many coats, but the plain and sports variety.

The fabrics are soft, attractive chevrets, with care and thoroughness.

Prices \$30 to \$38.

(Third Floor, Market)

## Men's Linen Handkerchiefs

Really satisfactory—and most men are pretty fussy about their handkerchiefs, you know. These are all nice and big, of Irish linen with the attractive tape border, in three different patterns.

Price 65c each.

(Main Floor, Central)

## Very Unusual Clothes for Little Folk

The minute you see these attractive little things you will realize that here is something "different," but at the same old prices! They have been made especially for us according to our own ideas.

There are two models in cotton crepe for little girls, in lovely shades of yellow, rose, green and blue. One that is smocked has a wide sash of white lawn and the other has a fichu of the lawn with a dainty bit of hand-embroidery on the front. At \$5 and \$5.50.

The little suits for boys are of pique, chambray and cotton crepe—there are Russian blouses and French smocks and Copperfield models. \$6 to \$7.50.

And there are creepers for those from 1 to 2 years of white cotton crepe with collars and cuffs in colors. At \$4.50 and \$4.50.

(Third Floor, Chestnut)

## 1500 Pair of Silk Hosiery at \$1.00

They are ingrain and may black, white

(West)

## Velvet and Mod

The Autumn be incomparable bag, and they are the best

The mofon velvet

The framed signed models

The lining The color brown, taupe

The price The end of silk tassel

(Main)

# Housewares Sale Suggestions

## Ware That Wears

The consignment of gray enamel-ware cooking utensils offered in this Sale is here because we believe it to represent the maximum of wear at the minimum of price.

It represents also the maximum of purity in the quality of the enamel. Your food could come in contact with nothing cleaner, smoother, safer.

Thousands of pots, kettles, pans and other utensils, all priced reasonably. Examples are a 6-quart tea-kettle, \$1.15; a four-quart saucepan, with cover, 60c. A 3-quart double boiler is \$1.35.

## For Busy Home Dressmakers

"Make-overs" in clothes, like other economies, are fashionable this year.

### Dress Forms, \$10

are a special feature of the home-furnishing sale. These forms are of a famous make, and usually sell for a much higher price. They come in 12 sections, each section adjustable, and in two sizes. Size No. 1 is adaptable to 32 to 43 bust measure, size No. 2 to 35 to 48 bust measure. Surely a boon in a family where there are several women.

### The Wanamaker Standard Rotary Sewing Machine

also is priced especially for the sale. This machine, you know, makes both lock and chain stitch, and has the central needle, with treadle at left, which eliminates the tiresome sidewise twist of the spine. Oak cases and four drawers. Complete with all attachments, in two styles; automatic lift, \$40; hand lift, \$37.50.

Easy arrangements may be made for purchase.

(Fourth Floor, Market)

## Kitchen Cabinets—White—Enamel Lined—

and with light oak exteriors—"Finished like a piece of furniture," said some one, admiringly.

Well, goodness gracious, AREN'T they pieces of furniture—among the most important pieces in the house?

It's the INTERIOR that makes them important. Equipped with every space-conserving, time-saving, labor-reducing device that has been invented, the service they render is almost human.

Special sale prices, \$47.50 to \$54.50.

## Cold Facts

The White Mountain and the Puritan are two of the best refrigerators that we know of.

These two splendid refrigerators are in the Sale at special September prices, considerably below those for which they sell at ordinary seasons.

The Wanamaker Special White Mountain Refrigerator, made exclusively for the customers of this Store, is a three-door refrigerator, 35 inches wide, 22 inches deep, and 50 inches high, with 125 lbs. ice capacity. White lined throughout. September price, \$25.

Other styles White Mountain refrigerators up to \$46. Puritan refrigerators, \$17 to \$33.

