

Great Organ Plays at 10 and 4.25
Whittington Chimes at noon

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Unsettled

NOW THE HOUSEHOLDER'S INTEREST CENTRES IN THE GREAT SEPTEMBER SALE

The Quickest Mail Service Now to Washington

Postmaster Thornton has overcome many serious difficulties in getting

The Aeroplane Mail Service

up to its present efficiency.

It is sometimes of great importance to get to Washington more quickly than by railroad trains, which are not always sure of clear tracks.

This city has so much to do with Washington these days that the enterprise of its capable Postmaster and his chiefs and staff should be encouraged.

The hardest task we have ever had as storekeepers is

To Meet Our Increasing Business

volume, in quantity and dollars, with so many new people taking the places of those who have gone to war and others in war work at home.

[Signed] *John Wanamaker*

September 3, 1918.

Three Autumn Waists That Speak for Themselves

The new Fall suit would consider these waists very pleasant companions indeed. Because of their individuality in style and their loveliness of materials they are leaders in their little world.

One model of heavy striped satin, in either black or navy blue, is topped with an organdie collar that may be detached when soiled and can be worn either high or low. Gay steel buttons on the front announce that even waists can be military. Price \$12.

Another, of crepe de chine, wishes to prove that plainness can be lovely, because it is hemstitched only with squares, which almost, but not quite, form a vest. It can be had in flesh, white or black, for \$12.

A Georgette crepe of navy blue or black dispels its gloom with a white vest which is embroidered and hemstitched and a collar and cuffs of white. It is lined with white chiffon. Price \$18.

(Third Floor, Central)

Brand-New Skirts in Rich Autumn Plaids

Picture beautiful wool plaids, combined with the new Autumn fashions, and you have some idea how attractive the new skirts are.

Plaid skirts, so the early fashion whisperers say, are to be quite the vogue this coming season. These skirts are not only very new, but come from one of the best makers we know.

They are of wool velours, worsteds and prunella cloths, in new pleated and flare models. All have novelties in the way of new belts, unusual pockets and fancy buttons for trimming, and all are well tailored.

Rose and green, blue and green, white and green, blue and green and purple—these are just a few of the many attractive combinations.

\$16.75 to \$29.50 each.

(First Floor, Central)

New Fall Coatings of Soft Velours

Plain velours at \$5 a yard and silvertone velours at \$6 a yard.

In both groups colors are about the same—navy and other blues, brown, taupe, tan and beaver.

The demand for these goods is unusually keen for this time of year.

(First Floor, Chestnut)

Velvet Handbags in a New Shape

A large, flattish, oval shape that is very good-looking and roomy without being cumbersome.

Of soft chiffon velvet in black, navy, taupe and brown, with linings of light-color taffeta silk.

Price \$6.

(Main Floor, Chestnut)



Women's Fine Serge Street Gowns for Autumn

Every day or so now the doors of the Salons of Women's Dress are opened to receive some of the charming new things which come in to show us how attractive the Winter fashions are.

Some of the latest to arrive are the dresses of blue serge or of fine Poiret twill. Some are quite simple and others are very handsome, with their elaborate braiding and beading and embroidery.

There is an amazing amount of embroidery used this Fall—as the new dresses will show. Usually it is in black, and rich and handsome. Sometimes drawnwork is used, too. And there are rows and rows of beads, sometimes a touch of gold cloth to lighten the sombreness, very often broad sashes of satin, and here and there you will see a gown with a long panel of cloth, which hangs straight and most effective from the shoulder.

There are at least a hundred new gowns from which to choose—many are the sort a woman will like to put on at once (and wear all Winter) and the prices, which start at \$45, go on to \$175.

(First Floor, Central)

Underwear and Hosiery for School Boys and Girls

Next thing in order is to get the boys and girls ready for school and college.

It is important to see that they have a good supply of the right kind of underwear and hosiery. Garments in Fall and Winter weights and with good service in them.

Underwear, 35c a garment to \$6.50 for a combination suit.

Stockings, 30c to \$3 a pair.

(First Floor, Market)

Women's New Fall Shoes That Predicate Short Skirts

Women's shoes that are being made now and that will be made hereafter during the war must in all cases be less than 8 inches in height, and in the case of button shoes, 7 inches.

All the shoes for Fall, 1918, were, as everybody knows, either cut or made some months ago before the wartime restriction went into effect.

Therefore, women can, at least for one more season, wear high shoes to their hearts' content without violence to any feeling of patriotism.

The new shoes are very fine—and possibly for the last time also—highly fashionable, and toes are even narrower than ever, vamps are long and Louis heels are as high as ever they dared to be.

There are also shoes of a more moderate character with Cuban and low heels.

Most fashionable seem to be dark-tan lace shoes, followed in order by patent leather, kid-skin and dull calfskin.

Prices are low, comparatively speaking, lower certainly than shoes of equal grade will be found elsewhere—

\$5.50 to \$11 for black shoes, \$6 to \$11 for tan shoes.

(Women's Shoe Store, First Floor, Market)

Lamps

If the Lamp Makes the Light the Shade Makes the Lamp

Nowadays, anyway. See them and you'll agree with us.

In the half-price sale of fine silk lamp shades, all hand made, and many of them imported, are sizes from 12 to 26 inches across.

No two are alike. Some have tall domes or minarets, others wide flares. Some are in plain colors—warm hues of rose, cool greens and blues; cheerful yellows suggestive of Cinderella's pumpkin, sedate dull golds suggestive of the first French Empire.

Then there are demure flower designs, rich Oriental embroideries used with telling effect; delicate flutings; fussy flounces, splendid fringes, winsome tassels.

The glowing variety of a flower garden!

(Fourth Floor, Central)

ON THE AISLE TOMORROW

A Very Special Lot of Capeskin Gloves for Men and Women

They are "seconds"—but only because some of the skins are not quite as clear as they might be; they will wear as usual.

Women's 1-clasp, washable gloves, outseam sewn with stitched and embroidered backs. In ivory and tan. \$1.85.

Men's 1-clasp gloves, outseam sewn, in tan, with plain and spear-point backs. \$1.65.

(West Aisle, Main Floor)

For Wardrobe-Planning Girls Going to School and College—

The Young Women's Salons of Dress have correct new fashions in top coats, suits and dresses.

There are warm new coats for school and better wear—simple and practical, or more elaborate; smart and simple new serge and silk dresses, as well as dainty afternoon dresses, and handsome new tailored suits for Winter.

There are styles and models suitable to junior girls who wear shoe-top length skirts and wear 15 to 17 year sizes, as well as other fashions and models for girls who wear 14 to 20 year sizes.

The styles are quite new, many are exclusive, and the prices are reasonable.

(Second Floor, Chestnut)

That the Wee Baby May Be Dainty

There are short dresses of sheer nainsook and soft batiste. They are smocked in white and in colors. Some have embroidered yokes and others are a mass of tiny tucks. All the work is hand-work and the designs all new. Prices \$2.25 to \$6.

There are some little wash slippers that are new, of quite heavy materials, trimmed only with a bit of hand embroidery and finished with dear little bows. \$2 a pair.

(Third Floor, Chestnut)

Sheer New Handkerchiefs of Linen for Women

They have an eighth-inch hem, and the hemstitching is so neatly done that it will please the most fastidious of women. Fresh, dainty, durable handkerchiefs they are.

35c each, \$4.20 a dozen.

(Main Floor, Central)

L. R. Corsets in Laced-in-Front Models

Dress certainly was meant to adorn more than to cover, at least in the Summertime—warmth being more of a necessity in cold weather. And being meant to adorn, it must have the right foundation—in other words, the right corset.

For a certain number of women the right foundation is an L. R. laced-in-front corset. Here are some of the new models for Summer: \$3.50—a topless style of flesh-colored batiste, ventilated back, elastic band around the top.

China

Ten New Casks of French China Dinner Sets Float Into the Sale

They just arrived from a port of France to add to the interest of the opening days.

Beautiful pieces in six different border patterns, with gold edges and clouded gold handles.

The price is \$47.50 a set, which means a saving of \$17.50.

Other French dinner sets, at \$25 to \$175, bring savings of \$15 to \$40.

English dinner sets, at \$28 to \$75, include some delightfully quaint shapes and reproductions of old museum sets. The savings are \$10 to \$25.

Japanese dinner sets, at \$20 to \$50, are a new and interesting feature. Savings on these are \$7.50 to \$25.

American dinner sets are in unusually good assortment at \$13.50 to \$40, a saving of \$5 to \$10.

Fine cut glass at a fourth to a half less

About 3000 pieces of almost every conceivable kind, from a bonbon dish at 65c to a punch bowl at \$50.

(Fourth Floor, Chestnut)

A Thousand Pair of Net Curtains at \$1.50 to \$3.25 Pair

are a third less than the present-day price for such curtains. Ordered a year ago, they are of unusual quality and in attractive designs.

White or ecru, and two and a half yards long.

\$1.50, \$1.75, \$2.25, \$2.50 and \$3.25 pair.

(Fifth Floor, Market)

We Can Supply Men Fall Suits in All Wool, Hand Tailored

That it is still possible to wear good, sound, all-wool suits in full concurrence with the Government's war policy is proved by the new Fall stock we have just opened up for the men of Philadelphia.

It contains an abundance of good and durable clothing, most of which are cheviots, of good workmanship.

The fashion is much like that of last season, with something of a note of moderation.

Colors are good and in keeping with Fall ideas—grays, browns, dark greens and bronze shades.

Prices of these Suits go from \$30 to \$38.

(Third Floor, Market)



There seems to be no let-up in the popularity of these pretty hand-painted tin boxes to hold candies. The only thing is that new designs keep coming in—seemingly prettier than the last, each time. The newest are in pale blue, flat and round, and have pretty mother-and-baby designs, or military figures, or attractive groups. \$3.50 each.

And to fill them there are delicious Camee caramels in many flavors, 80c pound, or Camee chocolates, \$1.25 pound.

(Main Floor, Chestnut)

500 Women's Umbrellas of Excellence at \$2 Each

The material is of silk and cotton, durable and attractive looking.

The frames are steel-tempered, strong and lasting.

Edges are of silk tape.

Handles are of mission wood, plain and carved.

All finished with silk loop cords.

(Main Floor, Market)

Housewares



More Than 100,000 Household Necessity Articles at Reduced Prices

The great September Sale of Household furnishings has had a good start and is going ahead in full power.

Whatever you want in tinware, hardware, aluminum ware, enamel ware, sewing machines, fireplace furnishings, refrigerators—wooden ware or clean utensils—whatever you need in kitchen or household—now is your time to take a long supply at prices that will certainly not be available again for many months.

Whatever you buy in this Household Necessity Sale is a first-grade article, without superior in the country at its price. There are no seconds, no broken 1-cents trash—only good, sound, durable merchandise that will carry a full degree of satisfaction.

(Fourth Floor, Market and Central)

Real Madeira Line of Special Note

A handsome lot of Madeira handkerchiefs, including linen tea napkins and luncheon sets, specially purchased from an importer, priced a third less than goods of the same quality regularly sell for.

The napkins are all 14x14 inches and \$8.75 a dozen.

The luncheon sets have thirteen pieces and are \$6.75.

Also some babies' beautiful pillowcases, hand embroidered and hand scalloped linen, at \$2.50.

(First Floor, Chestnut)

Couch Hammocks and Umbrellas Are Reduced

This is our annual clearance sale to make room for other stock.

There are still plenty of days to enjoy our lawns and porches, and it will be a pleasant thought through the winter that you are prepared for the lazy days of Summer.

Couch hammocks, \$9.75 to \$28.

Umbrellas for the lawn, \$19 to \$24.50. All about a fourth less.

(Seventh Floor, Market)