

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  
Rain

“that the Visitor Will Remember the Store With Pleasure”

**There Are No Trifles In Business**

Whatever is of interest to any visitor, in a matter of the smallest article, in or out of the Store, is of interest to the Store, and it often deserves strict and prompt notice and attention to link the Store with a small service well done as well as a large one.

The store that is most particular in attending to the smallest affairs will be most likely to be trusted with the largest affairs.

Always bring with you a good basketful of patience because there are a few people who are censorious, but who would be shocked if they did not know it and you told them.

We are not here to see faults in others and we must never say: “Oh, that person is unreasonable”; let some other person tell them. Let it alone yourself!

Some people, without knowing it, carry with them a magnifying glass, with which they see, when they wish, other people's imperfections. Do not point out your own innocences and point out other people's scars.

The current coin of the Store must be that of golden good humor and most pleasing courtesies, that the visitor will remember the Store with pleasure.

[Signed] *Joe Wanamaker*

Sept. 5, 1918.

**Rich New Velveteens Are Here From England**

There is no doubt whatever but that these rich, lovely velveteens will be one of the fashionable fabrics of the Winter for suits and gowns and wraps. In view of this fact, we are very glad to announce the arrival of a most comprehensive shipment of English velveteens.

They are of beautiful quality and of fast dye, and come in different qualities and various widths, from 27 to 42 inches.

In addition to black, there is an excellent assortment of colors, including the taupes and browns which go so well with furs, the pretty new blues—sapphire, Napoleon and midnight, Cossack greens and deep purples.

\$2.50 to \$5 yard.

(First Floor, Chestnut)

**The Furs Are in Their Winter Quarters—**

on the Second Floor, Chestnut street.

There are many rich and beautiful pieces to see, and just now we are making a special showing of the new fur coats for the coming season.

But there are other new furs, too—plenty of them—and you are invited to see them all.

(Second Floor, Chestnut)

**Women's Fall Underwear All the Dangerous Way From Switzerland**

Both Fall and Winter weights are in this shipment so fortunately received. Women who want to make sure of having some of this splendid underwear will get it while they can.

<b>Merino</b> Vests, \$1.85 to \$3. Tights, \$3.25 and \$3.75. Corset covers, \$2.75 and \$3.25. Combination suits, \$4.25 to \$6.	<b>Silk-and-Merino</b> Vests, \$2.50 to \$3.75. Tights, \$4.25 to \$5.25. Combination suits, \$6.25 to \$9.50.
<b>Silk</b> Vests, \$4.50 to \$7.25.	<b>Silk-and-Cotton</b> Vests, \$3 to \$4.50. Tights, \$4.25 and \$4.75. Combination suits, \$6.25 to \$9.25.

(First Floor, Market)

**Blanket Robes for Boarding School Girls**

Nice, warm, serviceable ones that will be so comfortable for cold winter nights.

In dark and light colors and most attractive designs.

\$5, \$6.50, \$7.50, \$8 and \$10.

(Third Floor, Central)

**FALL FASHIONS**

**Fetching Fall Frocks Just Unboxed in the Gray Salons**

Jersey dresses are still in favor and these newest styles are most becoming.

As befits a clinging garment they are straight of line and simple. Some are entirely plain, while others are embroidered in self or contrasting color. Many are collarless and all have sash or girdle.

Colors are navy, black, Copenhagen, taupe, steel, olive drab and brown.

Prices \$28.50 to \$47.50.

Two models in velveteen are charming. One is in taupe, with collar and trimming of nutria fur, and the other is in navy blue, with fringe from waistline almost to hem. They are each \$140.

A dress of wistaria-color silk duvetyne, with silk embroidery in the same shade, is richly beautiful. It is \$150.

(First Floor, Central)

**Young Women's Autumn Sports Suits for the Brisk Days Coming**

Whether it is school, college, war work or business which engrosses her attention just now, the average girl has need for just such a suit as one of these new fall sports models.

They are of soft, roughish-weave woolens in attractive colors—chiefly burella cloths in plain and fancy weaves. Myrtle green, tobacco brown, tan, eggplant or blue are some of the shades.

Jackets are longer than the summer coats, and are made interesting by pockets and belts and pleats and buttons—for trimmings are few and far between. Collars button high. Skirts are cut on new lines.

\$30, \$32.50 and \$43.50—14 to 20 year sizes.

(Second Floor, Chestnut)

**Women Interested in New Coats Will Like These Three, All New**

They look warm enough to defy the coldest blasts and are attractive enough to please the woman in search of new fashions—and surely that is an interesting combination for winter coats!

The first coat is of soft, pretty velour and is \$57.50. It has a deep collar of Hudson seal and is finished with belt and buckles.

The next coat, also of velour, is \$85, and has a long shawl collar of Hudson seal. It is slightly fitted at the waist and has a belt in front.

The third coat is of the pretty silver-tone velour and is a belted affair, with a great, furry collar of beaver. This, too, is \$85.

All three are lined with rich silks to match the fabric, and the collection includes such fashionable shades as purple, deer, oxford, brown, taupe, navy and black.

(First Floor, Central)

**Snakeskin Silk Skirts in New Autumn Colors and Styles**

Till you have seen this soft, clinging silk you've no idea how attractive it is. It is an irregular weave, with an uneven, raised cord of another shade than the silk itself, which gives it its name.

One new model, straight and not too full, has a shirred top and slashed pockets, and comes in the loveliest shades—royal purple, jade, dahlia, russet brown, indigo blue and green, and is \$28.75.

The other style has a satin underskirt, with an apron-like effect, in front and back, of the snakeskin. This is in taupe and jade over black satin, and the price is \$39.75.

Women in quest of new fall fashions will find them most interesting.

(First Floor, Central)



**The Lamp Sale**

brings beautiful silk shades, for floor and table lamps, at half price.

Also Japanese lacquer floor lamps at half. Other shades, other lamps and candlesticks.

(Fourth Floor, Central)



**The China Sale Reserves Are Not Like Hindenburg's**

They are ready to fill any gaps in the stocks that result from active buying. And there have been many calls upon them, for the public has shown its appreciation of the opportunities to save by taking fuller advantage of them than ever.

Tomorrow will find stocks as large as ever. Certain patterns, of course, have been sold out, but others have taken their places.

**Save a Fourth to a Third on These Dinner Sets**

French dinner sets, \$25 to \$175.  
English dinner sets, \$25 to \$75.  
Japanese dinner sets, \$20 to \$50.  
American dinner sets, \$13.50 to \$40.

**Cut Glass Greatly Reduced**

Almost any piece you want, from a bonbon dish at 65c to a cut-glass punch bowl at \$50.

(Fourth Floor, Chestnut)

**ON THE AISLE TOMORROW**

**About 300 Yards of Black Taffeta Silk at \$1.35 a Yard**

This is an excellent quality and usually sells for a half more. By special purchase we are able to make this low price on a limited quantity. The width is 36 inches.

(West Aisle)

**Arrival of Two Smart Waists**

One is of soft Georgette crepe that has allowed silk soutache braid to wind itself in lovely design on the front and on the collar. It comes in white, flesh, navy or black, at \$7.50.

Another model is rather tailored, of heavy, lustrous crepe de chine; tucks are attractively grouped on the front, and the collar is as lovely worn low as it is high. It comes in white or flesh, at \$5.50.

(Third Floor, Central)

**Charming New Handbags of Velvety Mocha**

The minute a woman touches one of these bags she can tell it from the suede that so often masquerades as mocha.

These are in new and distinctive shapes, with covered frames, fancy clasps, silk linings and inner frames. The colors are mouse, light gray and beaver, and each bag has a tassel on the bottom.

Prices \$6 and \$7.50.

(Main Floor, Chestnut)

**Women's Sample Negligees at Sample Prices**

\$4 to \$20 each is the way prices run, and this is just an average quarter less than regular.

This season's samples, so you will know the styles are good. Furthermore, they are in excellent condition.

Crepe de chine, silk-and-cotton fabrics, silk crepes and pretty cottons in different styles and colors.

(East Aisle)

AMARINE frame that is worthy even of the picture of a “Fighting Five” is of silver and gold braid, topped with the attractive Marine insignia. (Main Floor, Chestnut.)

IF YOUR maid is destructive it is some compensation to have the opportunities presented by the September Sale of China and Cut Glass. (Fourth Floor, Chestnut.)

IS ANYTHING more annoying than to have a shoe lace just miss being long enough? We have those nice extra-long ones at 15c a pair. (Main Floor, Market.)

NEW for men is a white silk handkerchief with a gay colored border. \$1. (Main Floor, Market.)

**Final Clearance of Women's Tub Dresses at Half Price**

A wonderful opportunity for the woman who wears little wash dresses in the house during the winter.

A wonderful opportunity to have your mind at rest regarding wash dresses for next summer—these are uncertain times!

And last call at these prices.

All voiles, in the most attractive designs and shades. \$3.85 each.

(Third Floor, Central)

**A New Handkerchief for Women**

The linen is snowy, thin and dainty, but it will wear long and well.

There is a hand-embroidered initial in the corner set in a neat little medallion. \$6 a dozen.

(Main Floor, Central)

**Chocolate Covered Marshmallows 40c Pound**

Chocolate covered marshmallows are not a new sweet, but they are such a well-liked one we are glad to tell you we've a fresh and delicious lot of them in for the week-end. 40c pound.

Sea foam kisses are tempting morsels—they come in chocolate and vanilla flavors, and some have chopped nuts, too. 50c pound.

Assorted caramels, 60c pound—none better in town.

(Down Stairs Store, Chestnut)



**‘I’m Not A-Arguin’ With Ye—I’m Just A-Tellin’ Ye—**

was the way an English workingman emphatically closed a discussion with his mates on some public question.

Well, maybe he was right—right in his facts, and if so, right in feeling that he could stand on that rightness, and that he could safely leave long-winded arguments to the weaker side.

We know that we are right in our facts, and our figures as well, when we say that it is impossible anywhere in Philadelphia if, indeed, anywhere in this country, to duplicate “he

**100,000 Things in the Housewares Sale**

at anywhere near their low prices for equal quality.

Now is the time to get ample supplies against an uncertain Winter of

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|-----------------|-----------------------|
| Nickelware      | Kitchen Cabinets      |
| Aluminum Ware   | Wooden Ware           |
| Tinware         | Refrigerators         |
| Enamelware      | Vacuum Cleaners       |
| Sewing Machines | Brushes and Dusters   |
| Cutlery         | Fireplace Furnishings |
|                 | Bathroom Fittings     |

It is only because of our exceptional facilities for ordering on a large scale that we are able to offer such quantity and quality of goods at such savings.

This means for many of the articles representing the greatest value, “No more when this is gone—”

Not, at all events, at September Sale prices!

(Fourth Floor)

**Fitting Furnishings for the Dearest Baby**

Any baby would be content to play for hours on a thickly padded rug of bright colored linen that has weird animals and dolls appliqued. \$5.

Quilts of soft China silk are warm and light and very suitable for crib or coach. They are embroidered daintily and come in pale pink or blue. \$3.25 to \$7.50.

Machine-made pillow slips are fresh and lovely trimmed with embroidery and imitation flit. 75c to \$1.25.

Hand-made ones are embroidered and trimmed with many kinds of lace, including real Irish. \$1.50 to \$20.

The pillows are of down and hair, covered with satine or silk. \$1.25 and \$2.25.

Little sacques are of capella cloth and cashmere, bound with ribbon, embroidered and scalloped. 85c to \$4.50.

Hand-crocheted sacques in many lovely stitches are from 75c to \$4.50.

And the afghans are from \$3.75 to \$7.50.

(Third Floor, Chestnut)

NOW comes Fall house-cleaning time! The housewife will be glad to know that we have all the necessary things on the Fourth Floor, Central.

TIN boxes for sugar, coffee, cake or tea are hand-painted on the top with dainty girls, all in lovely colors. (Fourth Floor, Market.)

ANEW butter pan that eliminates churning, makes pure, fresh butter and costs \$3. (Fourth Floor, Market.)

KEEP a “World War Record” for the generations to come of that boy in the Service who is making history. We have very complete ones that are easy to keep. (Main Floor, Chestnut.)