

Great Organ Plays
at 10 and 4.25

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Partly Cloudy

The Easiest Place to Get To in All Philadelphia

This Fresh News Page Every Evening



is an open WINDOW showing that the house is open and the people who live in it are awake and ready to receive its friends and such visitors to the city who are here for only a day or so.

In fact, this whole page is a WINDOW to the entire building through which one looks in, reading the four columns of advertising inviting and welcoming them to enter the Store and saunter through its floors of displays of latest fashions and fabrics and floors of art and furnishings, or take a guide and become acquainted with its high lights and friendliness, and its freedom from embarrassments of being visitors and not purchasers.

[Signed] *Joe Wanamaker*

Sept. 9, 1918.

Here Are More New and Attractive Winter Coats for Women

Both of duvet de laine, here are two new models that have just come. They are good-looking Winter wraps, cut generously full and beautifully made.

The first coat is made with a belt at the waist line and novel pleats, with pockets concealed in the pleats. There are many buttons for trimming and a generous collar that buttons high. It is lined throughout with peau de cygne in self-color.

The second coat has an even larger collar, a novel belt, which is quite broad at the back, has three narrow straps at each side, and a gathered skirt which forms pleats at the side. It has a fancy lining.

Both coats are \$57.50 each—and the color assortment includes navy blue, brown, deer, taupe, Santiago and black.

(First Floor, Central)

The New Ready-to-Wear Hats for Autumn—

and they are the hats women and girls want for shopping, for business and for general knockabout wear—are ready now.

They are of velvet, usually, in black or the good dark colors that are fashionable this Fall.

Becoming shapes and comfortable shapes—simply adorned, all of them, and not expensive, any of them.

(Second Floor, Chestnut)

New Parisienne Corsets Autumn Models

To the many women who know and wear these fine corsets—for the Parisiennes are that—it will be good news to learn that the Autumn models are here.

There are Parisiennes of fancy batiste, of broche and other materials, for general and better wear; also a special model of strong coutil and a short riding corset. These models are topless and very low.

Riding corsets are \$10; other styles in flesh color, \$12.50 to \$35, and a model of coutil at \$12.50.

(Third Floor, Chestnut)

2300 Pair of Girls' Shoes at Today's Factory Cost

Good-looking, serviceable school and dress shoes of patent leather, dull black calfskin and glazed kidskin.

Sizes range from child's 8½ to large girl's 6, but not every size and width in every style.

Among the large girls' shoes the widths are A to D. The smaller shoes are practically all C to E widths, with a few narrower.

On today's wholesale prices these shoes would sell for 50 per cent more than the prices we have marked on them, so if you want to outfit the girls for school at a saving, this is the opportunity.

Prices, \$3 to \$4.75, according to size.

(First Floor, Market)

Crepe de Chine Blouses Lovely and New

Here are two new models, both of that firm, lustrous crepe de chine which makes such practical and good-looking blouses.

One blouse, which is \$6.50, has a new long collar of satin, a group of tiny tucks at the side and an unusual vest of the crepe de chine with rows of fagoting.

The other blouse, \$6.75, has a broad pleat down the front and two tiny, closely pleated ruffles at either side and a frill around the entire collar.

Both styles are in white, flesh color or black.

(Third Floor, Central)

ON THE AISLE TOMORROW

350 Dozen Men's Handkerchiefs
\$5.75 Dozen

This is less than it would cost to land them today! Bought months ago in Ireland, they are of pure flax—every thread is linen, and good linen. Plain hemstitched, with quarter or half inch hems—all fresh and new, for they've just been unboxed. Sold by the dozen and half dozen only. No, it's not a minute too early to get them for gifts!

(West Aisle)

150 Women's New Fall Dresses at \$19.50 to \$35

Interesting prices, are they not? And interesting dresses, you may be sure. You can get dresses for less, but don't expect the style that you will find in this new collection.

There are about twenty-five models, and the fabrics are satin, crepe de chine and Georgette crepe—just the sort of frocks women want now and through the Autumn.

There are plain styles and fanciful ones, and among them are the new Fall shades of brown, plum, taupe, navy and black. Braid, fringe, embroidery and beads are used for trimming, the same ornamentation that you will find on the most expensive costumes.

Prices, \$19.50 to \$35.

(First Floor, Central)

Dainty Underwear for School-Girls

Do you know that this Store is one of the few places in town that makes a specialty of girls' lingerie? This lot has been bought with a thought for the needs of the girls who are going to boarding school. The garments are as sheer and dainty as the girls will wish them and as practical as the mothers desire them.

Medium-weight nightgowns with square necks and three-quarter-length sleeves. Of muslin trimmed with insertion and edgings of embroidery. 6 to 16 years. \$1.75 to \$2.50.

Combinations trimmed with a lovely selection of embroidery insertions and edges and laces. Sizes 32 to 36. \$2.50 to \$3.75.

Envelope chemises trimmed with imitation filet, lace hemstitching and edging, many with the camisole tops. \$1.50 to \$3.75.

Corset covers of pink China silk, with and without a little sleeve, lace and ribbon trimmed—especially nice to wear under a sheer waist. \$1.75 and \$2.

Camisoles of wash satin and crepe de chine, trimmed with imitation filet, Cluny and other laces; some just plain hemstitched. \$1.50 and \$2.25.

(Third Floor, Chestnut)

Women's New Fall Handbags That Are Specially Priced

We call them the "door-top" bag—the kind that has a square top with a mirror in it.

They are of lustrous moire silk in black and navy at \$2.75.

And of chiffon velvet in black, navy, brown and taupe at \$3.50.

All are lined with gay colors and have a small coin purse to match the silk. Finished at the bottom with a full silk tassel.

(Main Floor, Chestnut)

300 Women's Umbrellas Special at \$2.50 Each

The price is not the only thing special about them by any means.

The material is very fine silk and cotton.

The frames are 8 ribbed and steel tempered.

The handles are the "latest," with bakelite and silver tops, leather and silver wrist loops.

(Main Floor, Market)

Queen Mary Jasmine Is a New Scent That Is Popular

You will be delighted with it because of its difference—and it is one of the few perfumes that men like, too!

Toilet water, \$6.

Extract, \$5.

(Main Floor, Chestnut)

Does Your House Need Papering or Painting?

If it does, just let us know and we will be glad to send an estimate for whatever work you wish done.

We have a most comprehensive collection of new wall papers—side wall and ceiling papers, suitable for all needs from the cook's room to the reception room or the guest chamber.

If your house needs painting, inside or out, we will do that, too, and do it well.

We will be very glad to help you with any scheme of decoration you have in mind.

We have skilled workers, the work will be done promptly and well.

(Third Floor, Central)

Four Nations Contributed to This China Sale

France, England, Japan and our own great country are represented by the output of their potteries. And as is befitting a wartime sale, the savings—a fourth to a third—help offset the high prices of other things.

One might think because France and England have been at war so long and have had their industries so badly crippled that their contributions to the sale would not be up to standard. On the contrary, they are as fine and beautiful as ever they were—and a little more so.

We prepared for this sale so far ahead and on such a large scale that in spite of the unprecedented business so far we still are able to keep selection good from our great reserve stocks.

French dinner sets, \$25 to \$150.
English dinner sets, \$25 to \$75.
Japanese dinner sets, \$20 to \$50.
American dinner sets, \$13.50 to \$10.

(Fourth Floor, Chestnut)

Still Some Good Rugs at the Old Low Prices

While these opportunities remain you will be doing your income an injustice if you do not look them over.

Standard Axminster Rugs
6x9 ft., \$22 and \$28.50 8.3x10.6 ft., \$38.50 and \$43
9x12 ft., \$42.50 and \$47.50

Wilton Rugs

9x12 ft., \$66.50, \$97.50 and \$111.
8.3x10.6 ft., \$57, \$95 and \$109.75.
6x9 ft., \$35.50 and \$37.

78 Rugs Newly Priced for Quick Selling

Please bear in mind that these prices are all a third less than regular.

9x12 ft. Wilton rugs, \$68, \$78 and \$87.50.
9x12 ft. Axminster rugs, \$32 and \$37.

(Seventh Floor, Chestnut)

Double Damask Table Cloths Special at \$7.75, \$8.75 and \$9.75

High-grade, full-bleach, double-damask cloths at lower prices than the Irish makers are now asking for single damask at wholesale. But these were bought long ago of one of our best manufacturers in Ireland.

Circular and oval designs, but no napkins to match. 2x2 yards, \$7.75 and \$8.75.
2x2½ yards, \$8.75 and \$9.75.

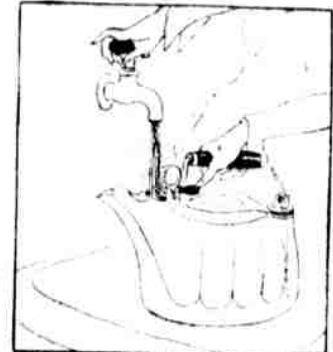
(First Floor, Chestnut)

This Is a Tea Kettle You Can Fill Without Burning the Hand

A fine cast aluminum tea kettle, price \$5, in the September Housefurnishings Sale, and its distinctive feature is a covered opening just in front of the handle, which is opened by a push of the finger, so that it is possible to fill the kettle from the top without the steam going up from the top and scalding the hand.

Every housewife who has ever tried to fill an almost boiled-out tea kettle will appreciate the advantages of this one.

\$5 in the Housefurnishings Sale.



(Fourth Floor, Market)

Women's Pacific Coast Bathing Suits Reduced

To clear away the remainder of the women's Pacific coast bathing suits in the Sporting Goods Store, we have lowered their prices to \$3 to \$7.

(Gallery, Juniper)

Woven Names and Numbers Used by Men in Service—

may be had in the Notion Store. We will take your order for whatever you want, and the prices are most reasonable.

One-line names, in color on white, \$1.25 half gross; \$2 a gross.

Woven numbers (and we have these in stock) are 35c gross; we have numbers 1 to 12, inclusive.

Two-line names, half gross, \$2.50; gross, \$3.75; 2 gross, \$6.50.

(Main Floor, Central)

More Than a Carload of the Finest Galvanized Ironware at One-third Less in the Housefurnishings Sale

Water Pails, extra-heavy galvanized, with wood handles, 12 to 16 quart sizes. Price 95c to \$1.10.

Garbage Cans, extra-heavy, tight-fitting lids, rimmed bottoms, sizes 12x12 inches to 14x20 inches. Price \$1.50 to \$2.85.

Ash Baskets, bushel size, round bottom, side handles. Price \$1.75.

Ash Barrels, size 15x24 inch, \$3.25.
size 18x24 inch, \$3.75.

Extra-heavy re-enforced sides, 15x24 inch, \$4.50.
18x24 inch, \$5.00.

(Fourth Floor, Market and Central)



Men in the Army and Navy Should Visit Wanamaker's Military Shop

Here are ready-to-wear uniforms, boots and shoes and all manner of field and garrison equipment.

For the Army Officer and Aviator

Heavy and medium weight whipcord uniforms, \$45.
Heavy and light weight serge uniforms, \$40 and \$45.
Wool gabardine uniforms, \$35 and \$40.
O. D. cotton gabardine uniforms, \$16.50.
O. D. cotton Burma cloth uniforms, \$15.
Regulation O. D. overcoats, \$50.
O. D. British warmer short overcoat, \$45.
O. D. woolen and gabardine leather reversible coat, \$75 to \$85.
Trench coats, detachable fleece lining, including sleeves, \$52.50.
Regulation slickers and raincoats, \$16.50 to \$45.
Aviators' leather suits, \$100.
Other aviators' 5-length leather coats, \$85.
Aviators' short leather coats, \$55.
Aviators' one-piece khaki suits, \$28.
Aviators' Resistol goggles, approved by U. S. Signal Corps, \$10.
Field boots, natural colored heavy calf, with waterproof soles, \$28.50.
Service lace boots, several styles, \$25 and \$30.
Waterproof trench boots, moccasin shape, \$22.50.
Dress shoes, of oiled calfskin, \$14.50.
Dress cordovan shoes, blucher, \$14.
Field blucher, heavy, trench, real double waterproof sole, \$14.
Aviators' shoes, lined with sheep's wool, \$13.50.
Leather puttees, spring and strap, \$10 to \$18.
Fox imported spiral puttees, \$4.50.

For Naval Officers and Aviators

Officers' finest blue serge uniforms, \$40.
Officers' blue-black melton cloth overcoats, \$67.50.
C. P. O. blue serge uniforms, \$37.50.
C. P. O. blue-black melton cloth overcoats, \$50.
Forestry green gabardine aviators' uniforms, \$45.
Forestry green woolen aviators' overcoats, \$60.
Forestry green cotton duck uniforms, \$12.50.
White buck or canvas overcoats, \$7.50 and \$12.50.
Black dress shoes, \$12.50.
Regulation naval dress sword, morocco belt and gold knot, complete, in case, \$97.50.

Army Equipment, Including Field and Garrison

O. D. flannel shirts, \$1 to \$7.50.
O. D. wool aviators, \$3.50 to \$9.
Kitcheners' hessian hand-knit socks, \$5.50.
O. D. and military gaiters, \$6 to \$12.25.
O. D. puttees, \$7.25.
Camouflage vests, \$2.50.
Leather vests, fleece lined, \$10 and \$12.
All-steel O. D. bladders, \$11 to \$16.50.
Various line of improved waterproof heavy Government duck carrying bags and loading rolls, \$12.50 to \$45.
Improved clothing roll, heavy canvas duck, \$8.50.
Kapeck sleeping bags, \$12.
Kapeck mattress pads, \$7.
Duffle bag, \$3.
Gold medal and telescope case, \$5.
Regulation locker trunks, \$15.
Sam Broome and Liberty belts, \$8.50.
Army sakers, \$14.50.
Camouflage hats, \$7.50 to \$9.50.
Barrel caps, \$1 and \$5.
Official overseas canvas serge and whipcord, \$3 and \$4.
Officers' hat cord, \$1 and \$1.50.
Writing portfolios, \$6 to \$9.
Money belts—canvas, suede, chamois and leather, \$1 to \$3.75.
French mirrors, khaki and leather cases, \$6 to \$8.50.
Full line of military waterproof toilet kits, \$3.50 to \$9.
Military brushes, in khaki case, \$1.50.
Khaki waterproof cigarette cases, \$6 and \$1.
Steelring silver identification tags, for wrist and neck, \$2.50 and \$3.50.
Regulation whistles, \$1 and \$1.25.
Compasses (Chydite), \$3.50.
Mess kit, in case, \$5.50.
Other accessories, including first-aid kits, housewives, penknives, razors, fountain pens, flashlights, comfort cushions, pencils, alarm clocks, match boxes, trench lights, drinking cups, bath towels, soap, shaving soaps and talcum powder, tooth paste and powder, shoe brushes, polish and saddle soap.
Complete collection of insignia and markings for army and navy.

(The Gallery, Chestnut)