

Great Organ Plays at 10 and 4.25
Ely Chimes at Noon.

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4:30

WANAMAKER'S

WEATHER
Fair and Warmer

Tomorrow Comes an Unusual and Important Sale of Toilet Articles

Those Undaunted, Lion-Hearted American Boys

of ours in the long battle lines, how splendid they have been!

What tremendous courage!

Where and when did the young fellows get it?

Was it bedded in them when they left us? Did they inherit it from their fathers from away back?

Did the Liberty Bell and the City history have something to do with it?

Was there ever a war in all time where so many boys took part?

How full of patriotism and intrepidity our fellows are, having gone off at the first moment full of powder and shot, flaming out with such tremendous force and carrying the day! All honor and praise be theirs—every one of them—from every State in the Union!

Their brains, nerves, muscles, consciences and all-pervading spirit are doing the winning work of shortening the war.

It is fine for a young fellow to begin his life so early with such a magnificent beginning.

There is great-mindedness even in silent boys who walk our streets and work in these stores, from which over eleven hundred have gone to the front.

I am proud of you, lads!

[Signed] *Joe Wanamaker*

September 10, 1918.

The Prettiest New Crepe Blouses to Go With the New Suits—

are here now in the Waist Salons and dainty enough to please the most fastidious woman. All are of fine crepe Georgette.

There is a dear little blouse at \$6.75, in white or flesh color, with hand embroidery and a group of tucks down the middle of the front.

On the \$7.50 blouse it is soutache braiding which makes it pretty; this, too, is in white or flesh color.

And for \$8.50 there is a white or flesh-color waist with novel braiding on the collar, and this is in tan, too, with blue braiding.

Of beautiful simplicity is the \$10.75 waist, which is in white, with hand-embroidered dots and high collar with a band of black satin.

At \$12.50 is a white crepe blouse with tucks, hemstitching and a feminine frill.

Quite lovely is another blouse at \$18, which is embroidered beautifully and has collar to be worn high or low. In white or flesh.

And the last blouse, \$20, is quite elaborate, with much embroidery and insets of real Venise lace. It is in white or flesh color.

(Third Floor, Central)

Madame Lyra Corsets—New Autumn Models

Here are six new and good models—perhaps just the corset which fits your needs in this group:

At \$4; flesh-colored coutil corset, with low bust, long skirt and elastic hip gore, or a topless corset with insertion of elastic in waist.

At \$5; model of coutil; heavily boned for full figures, medium-bust, elastic hip gore and broad clasp.

At \$5.50; dainty corset of pink satin, topless, with elastic at waist line.

At \$6.50; pink broche model, very low top and long over abdomen and hips.

At \$6.50; topless model of fancy broche, light weight, elastic at waist; for slender figures.

At \$7.50; model for tall figures; pink broche with low bust and long skirt.

At \$10; beautiful pink broche corset, heavily boned, low bust.

(Third Floor, Chestnut)

Now It Is the Veil With the Chiffon Border—

which the well-gowned woman drapes over her new hat.

There are hexagon meshes with velvet dots, plain hexagon meshes and figures—all quite new and smart. All are finished with borders of chiffon and ribbon to match the veil itself.

There is black, brown, navy blue or taupe, and the prices start at \$1 and go up to \$4.

And this little lot of veils is brand-new and just out of the wrappings.

(Main Floor, Central)

New Shopping Bags of Beautiful Suede

These are in large, round shapes that are exceedingly smart. Colors are gray or dark tan and linings are harmonizing tints in moire silk. Each bag has an inner frame and mirror.

Price \$6.

(Main Floor, Chestnut)

Women's Irish Linen Handkerchiefs \$3.50 a Dozen

Good sturdy handkerchiefs with 1/4 to 1/2 inch hem, medium weight and of excellent quality—just the thing for everyday wear.

(Main Floor, Chestnut)

HANDSOME AND UNUSUAL NEW WINTER WRAPS FOR WOMEN

THIS Winter it is the fascinating combination of beautiful fabrics, soft furs and utterly charming styles which make the new coats and wraps the delightful things they are.

At \$100 each, for instance, there is a little group of fine coats—one of looping in a lovely color, with a deep collar of nearseal which ties in the front; another of cashmere velour in a soft gray brown, cut cape effect with deep collar and belt in front; and still another of velour, in one of the new brown shades with a fur collar that ties in front and much handsome braiding on front and back.

(First Floor, Central)

In a deep, royal purple is a beautiful coat of zenobia, one of the thick, soft Winter fabrics. This has a deep collar of lustrous black nearseal and nearseal pockets. \$175.

Another beauty is a cape of velour with one of the new cape collars and a trimming of taupe squirrel. \$300.

A beaver collar, deep and furry, which comes 'round and forms a vest in front, is on one of the new duvetyne coats at \$350.

One of the novelties is a short coat with cape in back of Bolivia in French blue. It has a Hudson seal (died muskrat) collar and border; the sleeves are quite new and the coat is extremely smart. It is \$350.

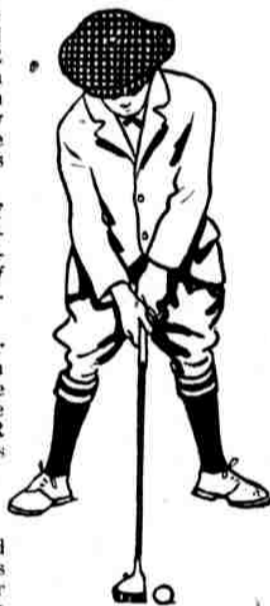
3600 SILVER KING Golf Balls, 75c Each

Bramble Markings Only

The WANAMAKER Stores are the exclusive distributors in the United States of the famous British SILVER KING golf balls, the balls used in every British Open Championship from 1909 to the beginning of the war by the majority of entrants, including the winners. It is considered by many as the greatest of all dollar balls.

We are selling them by the scores of dozens daily. Golfers from every section of the country call for them, because they are the best-covered golf balls made, true in flight and very durable.

We have noticed decided popular preference for SILVER KINGS with the mesh marking. This is because they travel further than the bramble marked balls. So our bramble SILVER KINGS haven't moved as quickly as the mesh marked. Hence this sale.



The Fact Is—

a bramble marked ball is considered the best by the experts, because it is more controllable. It takes the iron or mashie cut better. The shorter drive is more than offset by a better approach to the hole.

Two Weights—29 and 31 dwt.

Perfect in all respects

Get all you need for the week-end holiday—for all Autumn. There are only 300 dozen in the sale. And golf balls, like most other merchandise, are feeling the effect of increased costs of raw materials and labor. There is no prospect of lessening regular prices. Nor any surplus.

(The Gallery, Chestnut)

The New Fur Trimmings Are Ready—

and so if you are planning a fur-trimmed gown or suit or coat, you will find here just the fur you have in mind and the width you would like to use.

The furs have been selected with much care, each is marked with its real name, and the qualities are the best we could find at the prices.

There is soft pretty beaver, opossum, moleskin, Hudson seal (which is dyed muskrat), mouflon, ermine, and many others.

And there are bands from one to ten inches wide.

(Main Floor, Central)

Philippine Night-gowns, Hand Embroidered

New and charming ones are coming in all the time and every shipment seems lovelier than the last. These are scalloped, flowered and trimmed with fine drawn work and ribbon run. They are priced from \$2.50 to \$25.

(Third Floor, Central)

Women's Washable Capeskin Gloves

Smart and suitable for Fall wear; and since good gloves are scarcer than ever the wise woman will avail herself of this opportunity.

\$1.50 to \$1.75—One clasp, out-seam sewn, tan only.

\$1.85—One clasp, pique sewn, Cordovan or ivory.

\$2—One clasp, outseam sewn, putty.

\$2.25—One clasp, pique sewn, tan, gray, putty, brown, Newport, pearl or white.

(Main Floor, Central)

New Scrims and Marquisettes for Curtains and Draperies

They are somewhat of an innovation for window decorations, but are most attractive.

Copied from chintzes, the scrims and marquisettes are in gay and pleasing colorings and unusual new designs.

Use them for draperies and for windows.

Thirty-six inches wide—45c and 50c yard.

(Fifth Floor, Market)

Men's and Women's Shoes at Important Savings

The women's shoes are high-lace style with fancy buckskin tops and light and dark tan calfskin vamps and Cuban or low heels.

At \$10.75 a pair they are \$5.25 less than regularly.

(First Floor, Market)

The men's are lace and Blucher styles in dark tan and black calfskin and black kidskin in various toe shapes.

On the \$5.90 shoes you save \$2.60 and on the \$6.40 shoes you save \$2.10.

(Main Floor, Market)

Here are things needed in every household every day—there are comforts and necessities for the bath and the toilet; there are imitation ivory pieces for the dressing table and the bureau, and the prices on all the articles in the sale are way below usual.

The imitation ivory pieces include all the wanted pieces and in all sizes. They are seconds, but such good seconds and with such slight flaws that you will be surprised that they are not perfect.

They include—

Hair brushes, 60c to \$2.75.
Mirrors, \$1 to \$2.50.
Combs, 10c, 15c, 20c.
Hat brushes, 60c to \$1.10.
Bonnet brushes, 35c.
Trays, 20c to \$1.60.
Puff boxes, 35c to 85c.
Hair receivers, 35c to 85c.

Military brushes, \$2.35 pair to \$4.25 pair.

Also shoe horns, tooth-brush cases, soap boxes, talcum boxes, nail polishers, glove stretchers, pin boxes, hat-pin holders.

Honfleur Goods

These come from our own laboratories and are so well known to thousands of men and women that it is unnecessary to say a word about their high standing and low prices.

Toilet waters, violet and l'Empire, 45c and 85c.
Talcum powders, violet, rose and l'Empire, 10c.
Face powders, violet, rose and l'Empire, 25c.
Skin cream, 35c a jar.
Cleansing cream, 35c a jar.

Youth and Beauty cream, 35c a jar.

Extracts in violet, rose and l'Empire, 35c and 60c.
Susanne toilet water, 25c.
Hair tonic, \$1.
Bay rum, 50c and 75c.

Other Toilet Articles at Special Prices Are—

Witch hazel, 35c pint; 65c quart.

Violet ammonia, 20c pint; 35c quart.

Hair tonic, 50c.

Liquid soap, 50c quart bottle.

Lilac vegetal, 65c.

Wistaria vegetal, 65c.

Wanamaker's shaving cream, 18c.

Ozo (deodorant), 20c.

Oter depilatory powder, 25c.

Epsom salts, 15c.

Bicarbonate soda, 15c.

Chalk and oris, 25c.

Boric acid, 35c.

Compressed rouge, 20c.

Peroxide, 32c.

Toilet Soaps:

Wanamaker vegetable oil soap, a new size, 8c cake; made from pure vegetable oils and an unusually good soap.

(West Aisle)

Light Cut Glassware in the China and Glass Sale

These pieces are made from our own good designs and are not to be duplicated elsewhere either in pattern or in value.

Water sets, \$2.50, \$3.50, \$4 up to \$10.

Ice tea sets, \$3.75, \$4, \$5, \$7.50.

Sandwich trays, 75c, \$1.50, \$1.75, \$2.

Cracker and cheese dishes, \$1.75, \$2.

Candy jars, \$1, \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$3, \$4.50.

Sugar and cream sets, 65c, \$1, \$1.50.

Vases, 20c, 25c, 35c, 40c, 50c, 75c, \$1, \$1.50 up to \$4.50.

Olive or bonbon dishes, 50c.

Berry bowls, \$1, \$1.25, \$1.50.

Water tumblers, 12c each.

Sherbets, 20c and 25c each.

Flower baskets, 20c to \$2 each.

(Fourth Floor, Chestnut)



When you are looking for a little gift for a child just remember those attractive little boxes of French chocolates in the Camee Shop. The boxes are pretty enough to keep when the goodies are gone, and the chocolates are pure and will not hurt even a weeny youngster. 35c, 40c and up to 75c box.

Raspberry, chocolate, vanilla and coffee are some of the flavors in those delicious Cameecaramels. They are fresh every day, and the best in town for the price—80c pound.

(Main Floor, Chestnut)

We Have a Splendid Showing of Men's New Fall Suits

The prices go from \$25 to \$60, and the suits are worth every dollar, every penny of the price.

There has been no skimping.

No lessening of the quality.

No break-away from the standard of all-wool.

No relaxation from the strict hand tailoring that has always put the Wanamaker kind of clothing above all other kinds.

When you want your new Winter suit, remember which store it is that has always given the largest dollar's worth.

The new suits are beautiful in their rich Autumn colorings and are splendidly made up. Practically the only style change is an accentuation of the military cut.

(Third Floor, Market)

Enamelware Is a Great Thing For Cooking, if—

If it is free from impurities. If it doesn't crack off tiny particles of glass that become mixed in the food. If it is perfect and unblemished—smooth everywhere and with no rough spots indicating "scale-off" to come.

In the Housewares Sale,

we have \$2750 worth of fine grade of gray enamelware, every piece perfect and pure and without a blemish anywhere.

And all to be sold at 25 per cent reduction

It is for the protection of our customers that we never sell second-quality enamelware.

Cooking Kettles With Lid

2 1/2 quarts—60c

3 1/2 quarts—70c

6 quarts—85c

Lipped Saucepans

4 quarts—50c

5 quarts—55c

Tea Kettles

4 quarts—\$1.05

5 quarts—\$1.15

7 quarts—\$1.35

8 quarts—\$1.60

Preserving Kettles

6 quarts—60c

8 quarts—75c

10 quarts—85c

12 quarts—\$1

14 quarts—\$1.20

18 quarts—\$1.80

Double Boilers

1 quart—\$1

2 quarts—\$1.10

3 quarts—\$1.35

4 quarts—\$1.80

Pitchers

2 quarts—85c

3 quarts—95c

4 quarts—\$1.40

Tea Kettles

1 quart—55c

2 quarts—75c

Coffee Pots

1 quart—55c

2 quarts—70c

3 quarts—75c

Round Saucepans, With Lid and Long Handles

2 1/2 quarts—60c

3 1/2 quarts—70c

6 quarts—85c

Large Cooking Boilers

9 quarts—\$1.35

14 quarts—\$1.80

18 quarts—\$2.25

(Fourth Floor, Central and Market)

