

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 Cooler

Fine Fashions and Fat Savings Make Tomorrow's News So Good

At a Little Conference Meeting a Few Days Ago

a good man brought out a long string of complaints of his troubles.

The Friend presiding said, "I think you must live on Grumbling Street," saying he lived there himself once and found the air bad and everything gloomy, and that he fitted to Thanksgiving Street, and it made a new man of him.

Occasionally we read in the newspapers of the neighbors of a whole street rising against the loud-tongued, bad-tempered quarrelsomeness of a virago or scold and taking him or her before the Magistrate to be bound over to keep the peace.

A surly man in an office changes the good feeling of the whole office by his scowls and growls.

A dyspeptic, up-late woman at a counter disturbs the equanimity and destroys the happiness of the whole section by snappishness and grumbles.

"Measles am contagious," said a good-natured elevator man.

[Signed] J. H. Wanamaker

Sept. 11, 1918.

250 Women's New Fall Dresses at \$18.50 to \$47.50

And at many prices between.

These are just such inexpensive early Autumn frocks as women need before they choose their complete outfits. All are excellent style, and the loose, straight-line models are becoming to every one.

Colors are black, navy and other blues, green, brown, tan, olive drab, purple and other shades. Among them are new shades of green and brown that are unusually rich and pleasing.

Braid trimming is most in evidence, and there is a good showing of the smart fringe trimming so much used on expensive dresses.

The materials are serge, tricotine and jersey, all fabrics which lend themselves particularly well to unelaborate frocks. Prices \$18.50 to \$47.50.

(First Floor, Central)

First Showing of Children's Fall Coats

Many coats for many uses—sturdy coats for school, delightful little models for dress up, the warmest, softest materials and the most bewitching designs.

There are broadcloths, chevots, corduroys, velveteens and chiffon velvets. Some are trimmed with fur, some with velvet and others are strictly tailored.

2 to 6 years, \$6.75 to \$100.

And for these dearest little ones from 1 to 2 years old there are all-white coats. They are simple and charming in design and are of soft cashmere, crepe and corduroy. \$4.50 to \$20.

Washable coat linings to be worn under the coat in severe weather. Cotton, \$2.75; silk, \$5.

(Third Floor, Chestnut)

And Still the New Winter Coats Come to Delight Women

Coat designers have outdone themselves this year—for the new Winter coats and wraps are handsomer than ever.

A beautiful coat of evora—a thick, soft ribbed fabric—is made with just a suggestion of a higher waistline, a straight back and a narrow belt. A generous collar and cuffs of fur give it just the touch it needs. \$145.

Another model is of velour, with a large collar, revers, cuffs and pockets of fur. It is most attractive, is beautifully lined and costs \$150.

Cashmere velour is another Winter coating that makes attractive wraps. It is used in one new coat with a dark nutria collar, cuffs and double border on the sides. It is \$165.

And you will like not only the lovely fabrics and the attractive styles, but the pretty Winter colors as well—for these new coats are in taupe, deep brown, slate, purple, blue, hay and Congo, as well as black.

(First Floor, Central)

Women's New Fall Shoes in Good Selection at \$8

A revelation to the woman who said to a friend in a restaurant the other day: "I can't find a good-looking shoe for less than \$19." This woman should get acquainted with the Wanamaker Shoe Store.

The following shoes are all high lace boots, with various toe shapes:

Patent leather, with black cloth top and Louis heels.

Black glazed kidskin, with Cuban or military heels.

Dark tan calfskin, with Cuban heels.

Black calfskin, with military heels, some with wing tips.

Tan kidskin, with military heels.

Black calfskin, with broad toes and very low heels.

Heavy black grain calfskin, with low heels.

And a patent-leather button shoe, with gray cloth top and Louis

Price, \$8 a pair.

New Winter Clothes—Simple, Sensible and Smart—For School and College Girls

MOST mothers want their daughters to wear simple, well-made clothes that are suitable to their years and practical for their needs. And the girls themselves are quite content to wear simple, girlish clothes, provided they combine good style and smartness along with their simplicity.

That is just what the pretty new Winter clothes in the Girls' Salons have. They are in good taste always, and fashionable, too.

And they are planned for girls of boarding school and college

age—the hard-to-fit juniors who wear 15 and 17 year sizes, as well as older girls of 14 to 20 years. They have been planned with such care and made so well that they fit as they should.

There are new coats for brisk Autumn days as well as the cold weather coming—sturdy coats of sturdy English tweeds; dress coats of finer fabrics and lovely fur-trimmed wraps.

The new dresses are delightful! Practical serges and soft pretty jersey cloths for general wear; dainty afternoon dresses of crepes and silks; fluffy frocks

(Second Floor, Chestnut)

for more formal wear. Regulation dresses, too, for school wear.

She'll need a Winter suit, of course—and there are plenty of the new sports models that girls like so well, severely tailored suits and fine fur-trimmed suits for best.

And there are separate skirts and riding habits, raincoats and capes, too.

Attendants who know girls and their needs, whose business it is to outfit girls for all occasions, will be glad to help you in any way.

Chantilly Laces From France

A shipment of Chantilly laces is a real event these days and arouses a particular interest in the woman who loves exquisite things. These are in black or white and there are three and four widths that match in every design.

Laces such as these have many uses and a touch of old world charm that is essentially French. For blouses, evening gowns, tea gowns and those rare and royal evening wraps these laces are most adaptable and suitable.

In design and workmanship they are well worth your inspection, and you will be agreeably surprised at their little prices.

(Main Floor, Central)

Gay and Pretty New Bits of Jewelry

Set with Imitation Amethysts—

are among the new things to see in the Jewelry Store. The pieces are in the attractive French gray finish, with the imitation amethysts effectively mounted.

There are bar pins of various sizes and different designs, new brooches and pretty necklaces. 50c to \$11.50.

(Jewelry Store, Chestnut and Thirteenth)

Hand-Embroidered Neckwear

A great French modiste once said that nine out of ten smart gowns were spoiled by unsuitable collars or cuffs. This is probably true, and the woman with a little foresight will choose such things now while there is a large selection.

Organdies, nets, voiles and linens are daintily hand-embroidered, trimmed with lace and tiny tucks and hand hemstitching. The designs are of the simplest and are those lovely, wearable things that are so becoming. Collars are priced from 75c to \$5.

Sets are from \$1.50 to \$4.50.

Vestees in net and organdie only are \$1.50 to \$3.50.

(Main Floor, Central)

For the Women Who Prefer American Lady Corsets to All Others

(and there are many women who do) we wish to announce that the new models for Fall are here now and there is excellent choosing between \$2 and \$5. Here are some of the new styles:

At \$2, short model of white coutil, medium bust, also low bust corset, in flesh color, with long hips, for average figures.

At \$3, corset of flesh-colored batiste, lightly boned and very low bust.

At \$3.50, very low top corsets for slender women, with elastic insert, lightweight coutil; or corset for full figures—medium bust, long skirt and broad clasp.

At \$3.50, excellent corset of pink coutil, for tall figures; broad elastic hip gore, medium bust; also a model of striped broche, low bust, for average figures.

At \$5, model of pink broche, low bust and long skirt; good, strong boning.

(Third Floor, Chestnut)

ON THE AISLE TOMORROW

350 Pretty New Shirtwaists Special at \$1.65 Each

All-white waists, fresh and snowy, and voiles, chiefly. Many styles, plain and trimmed—which means you will find lingerie and tailored waists in the collection.

(West Aisle)

Dinner Parties Always Follow the September China Sale

People whose dinner sets have become decimated through careless handling in the kitchen take advantage of this opportunity to buy new sets at savings of a fourth to a half.

You can get a dinner set in this sale for as little as \$13.50, or you can pay \$150 for a superb French china service.

Between these two prices are scores of different sets at other prices, all of them in patterns that are new and in excellent taste.

French dinner sets, \$25 to \$150.

English dinner sets, \$25 to \$75.

Japanese dinner sets, \$20 to \$50.

American dinner sets, \$13.50 to \$40.

(Fourth Floor, Chestnut)

Men Are Buying Soft Hats—Sunday Ends the Straws

The man who wants to be correctly dressed Sunday will wear a felt hat. The straw-hat season is on its last legs.

All this week the buying of felt hats has been going on merrily, and nine men out of ten are choosing soft hats, which will again be most in favor.

We have a splendid selection in shapes to suit all types of men, and in a wide range of colors, including browns, grays, greens and pearl.

Prices are \$4 and \$5.

(Main Floor, Market)

Handsome New Arrivals in the Rug Store

In the better grades you will find beautiful designs and colorings and a wide range of prices.

Wilton Rugs

9x12 ft., \$70, \$77.50, \$111 and \$127.50.

8.3x10.6 ft., \$68.50, \$75, \$100.75 and \$120.

6x9 ft., \$42.50, \$48.50, \$68.50 and \$77.50.

Bigelow-Hartford Saxony Rugs at Factory Prices

9x12 ft., \$87.50

6x9 ft., \$55

8.3x10.6 ft., \$82.50

(Ninth Floor, Chestnut)

Charming English Chintzes At Most Interesting Prices

There aren't any English chintzes coming over these days, so that makes us prize this little collection we have.

There are such attractive weaves—the fabrics firm and of good quality and the designs particularly pleasing. The colors are clear and lovely and the combinations delightful.

We couldn't begin to get these chintzes today at the price—we can't get them at all, and if we could bring them over they'd cost ever so much more!

Between 45c and \$2.75 there is an amazingly attractive variety—there are a score of patterns between 45c and 75c; a dozen patterns between 85c and \$1.25 and so on. Some of the finer ones are hand blocked.

If you have new draperies, cushion covers, chair coverings or such things in mind, do see these!

(Fifth Floor, Market)

\$3 Each for 200 Umbrellas Guaranteed for a Year

They are covered with strong union taffeta and have sturdy frames of paragon steel and are so good that we can guarantee them for a year.

Those for women have slender handles, with colored tops and a convenient silk cord.

Those for men have handles of natural furzwood or of carved hardwood and are the plain, sturdy kind that real men like.

(Third Floor, Market)

New Fancy Linens—Good and Low Priced

The Linen Store is showing a new shipment of the practical, inexpensive kinds of doilies, scarfs, tray covers and centerpieces, all made of good, plain Irish linen, excellently washed on the edges. Prices are decidedly moderate.

Round doilies, 6 to 12 inches in diameter, 12½c to 35c.

Oval doilies, 7 x 11 to 16 x 24 inches, 25c to \$1.

Oblong doilies, 10 x 14 to 18 x 27 inches, 45c to \$1.25.

Round centerpieces, 24 to 36 inches in diameter, \$1.50 to \$2.50.

Scarfs, 18 x 36 to 18 x 63 inches, \$1.35 to \$2.25.

(First Floor, Chestnut)

The Handkerchief Shop Calls Attention to—

a new shipment of Irish handkerchiefs which includes—

Men's plain hemstitched sorts, at \$4.20 dozen—snowy linen, pure flax and the kind that men always need.

Women's one-corner embroidered handkerchiefs, \$2 dozen—and this is a much-liked style that many women use.

(West Aisle)

Silk and Velvet Handbags, \$5 While They Last

Medium size bags in a new oblong shape and with fancy clasps. Lined with taffeta silk and equipped with mirror and purse.

The silk bags are in black and navy moire.

The velvet bags are black, navy, taupe and brown.

A limited lot to sell at \$5 each.

(Main Floor, Chestnut)

School Gloves for Girls and Boys

Now is the time to get them, and remember that a well-fitting glove wears much longer than a poorly fitting one.

65c a pair—One clasp, chamois finished, lisle thread gloves. Natural, white or gray. These are easily washed and kept clean.

\$1.50 and \$1.75—One clasp, pique sewn, washable capeskin gloves. Pearl white and ivory.

\$1.75 and \$2—One clasp, out-seam sewn capeskin gloves. Tan only.

(Main Floor, Central)

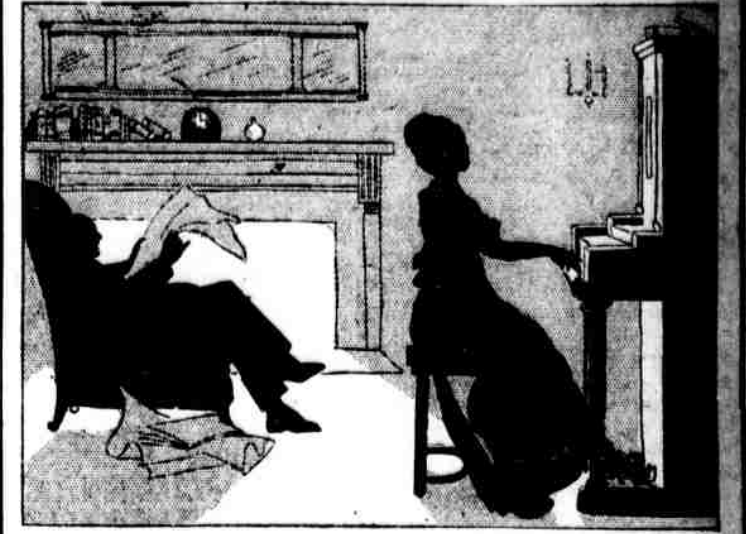
Now That Sugar Is So Scarce

sweets are doubly welcome. There is a real art in making good candies and they are only at their best when they are fresh.

50c a pound—Delicious seafoam kisses.

40c a pound—Chocolate-covered marshmallow.

(Down Stairs Store, Chestnut)



It Is Almost Time for Indoor Evenings—

The Time of Times for a Piano—

Very soon now we will be staying home in the evenings and there will have to be music there.

There will have to be a piano for the delight of the young and old and to help us to bear up our spirits under the weight of the great world crisis.

Every home where there is happiness must have a piano sooner or later. Every home where there is a discriminating love of good music and a careful thought as to a good investment will, in all probability, choose one of the Wanamaker group of pianos—this is the group known as the—

Roll of Honor

Chickering Schomacker

Emerson Lindeman and the celebrated Knabe

These instruments are all standard pianos. Take any one of them into your home, and you will never wish to apologize for it or feel embarrassment for it. Your friends will see it and feel that you have made choice of a sound and dignified instrument, and will compliment your taste and your perception.

You can have your piano sent home at once and can spread out the payments so that you will only have to make a small investment each month.

We suggest that you make early selection, as the demand is rather large and the supply is becoming uncertain.

(Egyptian Hall, Second Floor, Market)

Women's Corduroy Robes for Autumn

At this time of year women like a lounging and bath robe with some weight and that is one reason why the corduroy robe is so popular.

For \$5.50 each there are unlined robes, of lustrous pretty corduroy, in rose, light blue and wistaria.

For \$12.50 the robes are of finer corduroy and lined throughout with silk muslin, and in rose color, Copenhagen and lighter blue.

The robes are made in straight or semi-fitted style, and finished with girle of the corduroy.

(Third Floor, Central)

For Cutlery in the Housefurnishing Sale You Pay Only Just Enough to Keep From Cutting Our Love in Two

You know, of course, that any one must not give or receive a knife or a sharp blade without a price being paid for it—it is unlucky.

In the great September Sale of Housefurnishings we have some thousands of knives and other cutlery articles that are so good that their low prices do seem insignificant considering the great increase seen in goods all round us.

Here are some small groups that are of particular merit—

132 pair Bird & Stead carvers, stag handles, 2 shapes. \$1.50 a pair.

Rubberized handles, 1 shape, \$1.50 pair.

50 steak carvers, 2-piece sets in lined box, silver mountings, \$2.50 a set.

50 full-size beef and turkey carvers, silver mounted, in satin-lined box, \$4.50 set of 3 pieces.

10 gross kitchen knives and forks to match, cocoa-bala handles, metal bolsters, \$2.25 for 6 knives and 6 forks.

10 gross kitchen knives and forks, black ebony handles, metal bolsters, \$2.25 for 6 knives and 6 forks.

1 gross scalloped-edge bread slicing knives, 75c each.

1728 paring knives, various finishes, 15c, 18c, 20c.

144 bolstered spatulas, 5, 6, 7, 8, 9 inch sizes, 35c to 75c.

216 kitchen slicing or bread knives, 35c.

(Fourth Floor, Central)

Housefurnishing Helps

Indoor and outdoor thermometers, easy reading types, 75c and \$1.

Hand-decorated door-knockers, \$1.50.

Tool grinders to set up in the garage and workshop, \$3.75 to \$9.

Peach parers, most useful in preserving time, \$2.

Oyster knives, in two sizes, 35c and 75c.

A bottle opener and cork-screw combined is only 10c.

Glass knives, to use in preparing citrus fruit, 35c.

A good serrated edge bread knife is only 25c.

Many a suburbanite would be glad to cut his own wood. Get a good buck saw for \$1.50 and an ax for \$2.75.

Thousands of children will be wanting roller skates right away. A good, safe kind is \$1.75 and \$3.50 a pair.

(Fourth Floor, Market and Court)