

Great Organ Plays
at 10 and 4.25
By Chimes at Noon

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Rain and Warmer

Ready Tomorrow Morning—Thousands of Pairs of Shoes for Men and Women in a Special Sale at New Low Prices

"Are You Looking for Somebody?"

It was an oldish man standing in the Courtyard of the Store, where the big eagle stands guard over the great organ, and he was gazing up to the galleries and staring with wondering eyes at the immensity of everything about him, when one of the floormen said to him politely: "Are you looking for somebody?" And this was his reply: "No, I am just looking around about and thinking what a fine place it is and how we, who worked in the old Grand Depot, helped to make it."

Continuing, he said: "I have great pride in it," and with tears in his eyes, added, "I was one of the first boys who worked here forty years ago, and I am glad to think how hard we all worked to make a great thing like this for Philadelphia."

It is with great thankfulness that many, still living, who worked for us come in to enjoy what has been wrought out by so many who have been faithful to the principles we sought to establish.

[Signed] *Joe Wanamaker*

September 12, 1918.

Inexpensive Gifts in Sterling Silver for the September Bride

As a bridal gift, silver is always acceptable and always in the best of taste, especially useful odd pieces.

| | |
|---------------------------------|----------------------------------|
| Cake knives, \$5 to \$5.50. | Berry spoons, \$7 to \$8. |
| Cold meat forks, \$5.50 to \$8. | Sugar spoons, \$2.50 to \$3.25. |
| Gravy ladles, \$6 to \$8.50. | Butter knives, \$3.75 to \$4.50. |
| Cream ladies, \$2.50 to \$3.50. | Sugar tongs, \$2.25 to \$5. |

(Main Floor, Chestnut)

For Brisk Autumn Days—Women's Soft Wool Blouses

They have just enough weight and warmth to make them comfortable these chilly Autumn days.

These are brand new and all of light weight, pretty woollens. There are white grounds, with colored stripes—combination stripes and cluster effects.

The pink and blue striped woollens are particularly pretty. All are simply made, with new collars.

\$5.50 each.

(Third Floor, Central)

Beautiful Two-Tone Six-Inch Satin Ribbons at \$2 a Yard

Some of the loveliest things that the Fall season has brought into the Ribbon Store, all in contrasting colors; light and dark combinations. Delightful for sashes and girdles.

(Main Floor, Central)

Fine Fancy Ribbons Special at \$1

These are various lengths of fine ribbons, 7/8 to 9 inches wide, and at \$1 a yard they average half price.

Mostly dark, fancy warps, brocades and metal effects, suitable for bags and fancy work.

(Main Floor, Central)

Some Rather Remarkable Handbags

These are large, roomy bags of velvet or silk, some with tassels, others without.

The silk bags are in black and navy and the velvet bags in these same colors, besides taupe and brown.

The remarkable feature of the bags is the frames, which are of a metal resembling silver, and are excellent imitations of the heavy sterling silver frames on expensive handbags.

The price on these bags is \$12.50 each, and only an expert can tell them from silver frame models several times that price.

(Main Floor, Chestnut)

The Dearest Suits for Little Boys

Manly suits that are boyish enough to please the small wearer and picturesque enough to delight his mother's heart.

They are charmingly designed, many of them copies of suits the old masters used in their portraits, and others cut along the lines of the French artist and peasant smocks. And for little lads whose fancies are soaring there are sailor suits and middies.

They come in pique, rep and chambray, and the Lord Fanciful models have little velvet trousers and jackets.

\$2 to \$5 each, \$9 to \$12.

(Third Floor, Chestnut)

FASHION NEWS

Charming New Millinery Around the \$10 Mark

She is a singular woman these days who is not greatly interested in the question of a new hat! Whether it is a hat to wear with her new tailored suit, a hat for business or one for wear ever day or for war work, she wants to find the one that is the smartest and the most becoming and the most reasonably priced for the purpose she has in mind.

The workrooms have been buzzing, and needles flying—here's a whole new collection of fetching new Winter hats—and not one is over \$10!

There are new broad-brimmed dark velvets, poke shapes and mushroom brims, with lighter silk facings and demure and simple bows for trimming.

There are new dress hats in new shapes—a rich purple panne velvet with a draped crown, a picturesque brim and a pretty edge of fluffy ostrich in purple.

Plenty of small velvet hats—some trimmed with chenille and beads; some with flowers; others with ostrich effectively arranged.

Hats for young women, for older women and for matrons—hats in black, in purple, in blue and other good colors. And an amazingly varied and attractive collection of new Winter styles.

(Second Floor, Chestnut)

Hundreds of New Fall Suits for Women

Every day sees new lots unboxed and the racks are groaning under them.

Women passing through the city on their way from the shore to homes beyond Philadelphia are buying them and wearing them away. They are just the sort of thing a woman wants for traveling, being inexpensive, yet good style.

Plain-tailored and belted styles of a variety of fabrics, including velours, poplin, burella, duvetyn, broadcloth and so on.

Colors are black, brown, navy, gray, plum and mixtures of various kinds.

Prices, \$42.50 to \$60.

(First Floor, Central)

Warm New Topcoats and Smart New Dresses for Young Women

One accompanies the other this Winter.

At this time of year the average girl wants a fetching new frock of serge or of the soft wool jersey. It may be simple enough for business or war work or smart enough for better wear—it may be for both! The new dresses are so attractive—for with fringes, new round necks, much embroidery, fascinating sashes and braids and buttons they are as becoming and new as can be. \$30 to \$75—and in taupe, blue, brown and other fashionable shades.

Silvertones, broadcloths, Bolivias and velours are the fabrics most used for the new coats, which are in newer and more varied styles than ever. There are cape coats, fur-trimmed coats, belted coats and straight coats, in the new beaver shades, reindeer, new blue tones and other colors that are popular this Winter. They are well made, beautifully lined throughout and range all the way from \$27.50 to \$175.

Both coats and dresses are in 14 to 20 year sizes.

(Second Floor, Chestnut)

Ruffled Organdie Sets Special at \$1

This special price is due to the fact that it is a little lot, and that there are only a few colors. These are nearly all in white.

Each set consists of collar and cuffs, and there are plenty of good styles.

(Main Floor, Central)

Figured Mesh Veils, Ribbon Bordered, at \$1

A special price for beautifully made veils that come in black, navy, brown and taupe.

You cannot find the like of them elsewhere at the price.

(Main Floor, Central)

The Autumn Chill Brings Women's Flannellet Nightgowns

Their soft warmth is most acceptable these chilly nights.

Plain white flannellet gowns, \$1.50 and \$1.85.

Striped flannellet gowns, \$1.50 to \$3.

Extra-size nightgowns—striped effects \$2 to \$2.25; white \$1.85 to \$2.50.

And there are collarless as well as high-neck gowns.

(Third Floor, Central)

New Outfits for Maids

Here is a new shipment of the practical mohair dresses which so many maids and mistresses like.

Black or gray mohairs—simple but well made, and of good quality mohair, \$5.50 each.

(Third Floor, Chestnut)

We bought in some large, new lots at a purchase months ago under most advantageous conditions and reduced some of the lots in our own stock so that people coming in on Friday for their shoes will find ample choice of splendid Winter shoes at lower prices undoubtedly than equal qualities can be found for elsewhere.

On every pair of shoes advertised here for men and women there is a saving of at least \$2, and there are also excellent savings on shoes for girls and boys.

Men's Shoes at \$6.90—a new lot—fine, genuine Cordovan shoes, straight lace and Blucher.

Men's Shoes at \$5.75—a new lot of standard U. S. Marine Corps shoes in black at a lower price than the Government pays for them. These are splendid out-of-doors and business shoes.

Men's Shoes at \$4.65—brand-new lot—1500 pair of tan shoes guaranteed all side leather, Blucher lace. Medium weights for dress and heavy weights for outdoor wear.

Women's Shoes at \$2.50—1500 pair button and lace shoes, various styles, sizes incomplete.

Women's Shoes at \$4.40—800 pair of shoes,

nearly all kinds at less than half price. All sizes in one kind or another.

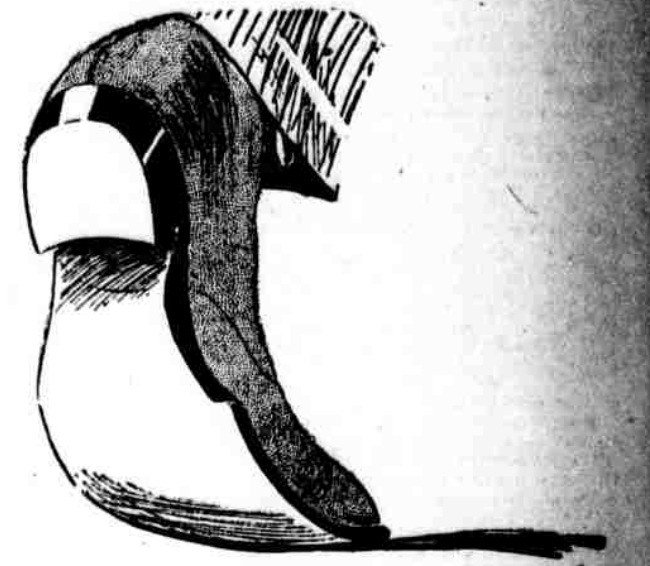
Women's Shoes at \$6.75—a few pair of tan, calfskin, high lace shoes with Cuban heels, sizes incomplete.

Women's Shoes at \$5.50—several thousand pair of new shoes just in—patent leather, lace, with black cloth top and black kidskin, lace and button, various toe styles.

Women's Gray Shoes, \$7.75—a brand-new lot—fine, high-cut lace shoes in gray leather, some with cloth tops. High Louis heels.

Women's Shoes at \$6.75—brand-new lot of high-cut tan kidskin lace shoes, long vamp and walking heels.

(Men's and Boys' Shoes, Main Floor, Market)
(Women's Shoes, First Floor, Market)



Women's Shoes at \$5.75—special high-cut lace tan kidskin with cloth tops.

Boys' Shoes at \$3—a splendid lot of boys' dull black leather Blucher lace shoes in sizes 2 1/2 to 5 1/2. Just the shoes to wear to school.

ORANGE incense cones, burnt in houses that have been closed for the Summer, will banish the musty smell and leave the air fresh and fragrant. 25c a box. (Main Floor, Chestnut)

SILVER tops for milady's handbag are one of Autumn's smartest fashion notes. Really lovely reproductions of old Dutch silver ones are eight and ten inches wide, with quaint scenes and heavy hand chains. \$35 to \$41. (Main Floor, Chestnut)

AN exquisite gift for a bride or for the only girl is a tiny hand mirror of silver gilt, with a lovely little bouquet of roses hand painted on the back. \$40. (Main Floor, Chestnut)

Thousands of Fresh Handkerchiefs—and Read the Prices!

New shipments of kinds that people want for use not only now, but all the year round, so you'll be wise to stock up for months to come—

Men's Handkerchiefs

\$1.50 for six; and \$2 for six; for men's initial handkerchiefs—good, firm linen, pure linen, too, and with a clear, easily read letter in one corner. These are exceptional today for these prices.

\$5.75 dozen for men's plain hemstitched handkerchiefs of pure, snowy linen of unusual quality; quarter and half inch hems.

Women's Handkerchiefs

\$5 dozen for tape border handkerchiefs, also plain hemstitched—all with tiny, daintily done hems.

(East and West Aisles)

A New Counter in the Glove Department

At which can be found such gloves as are particularly suitable for Fall and unusual in price.

\$1.50—one clasp, outseam-sewn capeskin; tan only. One clasp, pique sewn, washable leather, with doe finish; white only.

\$1.65—one clasp, outseam sewn, washable leather, with doe finish; white, with black stitching.

\$1.75—one clasp, outseam-sewn capeskin; tan only. One clasp, pique sewn, washable capeskin; ivory.

Two clasp, overseam sewn, glace; black, white, tan or brown.

\$1.85—one clasp, pique sewn, washable capeskin; cordovan or ivory.

\$2—two clasp, overseam-sewn kid; black, white, tan, brown, gray, black with white stitching and white with black stitching.

One button, washable capeskin, outseam sewn; ivory.

One button, overseam sewn, washable leather with doe finish; white only.

(Main Floor, Central)

The Sweet-Toothed Members of the Family

will appreciate a box of fresh, delicious caramels, 60c a pound, or assorted chocolates, mostly with nut centers, at \$1 a pound.

(Down Stairs Store, Chestnut)

20 Good Reasons for Participating in the September Sale of Housefurnishings

It is the Greatest of all Sales of Housewares providing hundreds of opportunities for savings upon articles of daily utility, such as—

- \$10 on a kitchen cabinet.
- \$10 on electric vacuum cleaners.
- \$10 on a Wansmaker-standard sewing machine.
- One-fourth on refrigerators.
- \$1.25 on a case of soap.
- One-third on bathroom furnishings.
- One-fourth on table and kitchen cutlery.
- One-fourth on soft, fluffy feather dusters.

- One-fourth on old-fashioned iron frying pans and griddles.
- One-fourth on dustless brushes and cloths.
- One-fourth on aluminum cooking utensils.
- One-fourth on pure-coated enamelware utensils.
- \$1.25 on a clothes wringer with a three-year guarantee for service.
- One-fourth on white pantry ware.
- One-fourth on household brushes.

(Fourth Floor, Central and Market)

- One-fourth on copper-bottom wash boilers.
- One-fourth on coffee percolators, chafing dishes and 5 o'clock tea kettles.
- One-fourth on pie and pudding dishes for baking and serving.
- One-fourth on the finest woodenware—ironing boards, pastry boards, butter paddles, spoons, etc.
- One-third on heavy galvanized ash cans, garbage cans and wash tubs.

MEN'S NEWS

Men's Fine Percalé Shirts, \$1.50 Near Present Wholesale Cost

It is a fact that we have just bought some percale shirts of the same quality which cost us almost as much as we are selling these to you for.

The fabric in these shirts is 80-square percale, which is very different from the ordinary percale. The Government is taking almost all the 80-square percale because of its great durability—what seems a pretty good reason why men who want to make their money go farthest should wear shirts of this material. Particularly as they are such handsome shirts.

Neglige shirts with starched cuffs, some attached, others separate.

About 110 dozen at \$1.50.

Plenty of Those Unusual 65c Ties

These 65c neckties of ours are becoming famous. Men who get them can see that they are the same sort of ties that are being sold about town for half again as much. A splendid new assortment in for today.

(Main Floor, Market)

6000 Pair of Men's Merino Half Hose "Seconds" at 50c Pair

It does not seem likely that there will be much wool hosiery for civilians this year; so much of it is needed for our soldiers.

These 6000 pair are the half hose rejected by Uncle Sam as not quite up to specifications, but the slight flaws in them are not of a kind to interfere with their wearing qualities.

Merino is part wool and part cotton, and these will make splendid Winter socks to men who work or play outdoors. Some people will buy them to give to relatives and friends going "across."

50c a pair for 6000 pair.

(Main Floor, Market)

Men's Fall Soft Hats From Our Italian Allies

Men who like light-weight soft hats will appreciate these that have just come over from Italy.

They are in jaunty shapes and the colors are tan, brown, black and green.

Price \$4.

N. B. Sunday is the last day for straw hats!

(Main Floor, Market)