

Great Organ Plays at 10 and 4.25 <small>St. Anne de Beaupre Chimes at Noon</small>	WANAMAKER'S	Store Opens at 10	WANAMAKER'S	Store Closes at 4:30	WANAMAKER'S	WEATHER <i>Partly Cloudy and Cool</i>
--	--------------------	-------------------	--------------------	----------------------	--------------------	--

"Only Such Goods as Are of Excellence and Dependable"

This Corner Is Like a Porch of the Store Where Friends Sit Down Together

to chat over things of mutual interest. But to talk or write advertisements is not half as good as turning your ears into eyes, if such were only possible, that you might see the Store exactly as it is doing its very best these days, to use all its long experience—58 years of learning trust-worthy fabrics and the places of production; and training people by education to serve you, and providing the most complete stock of merchandise obtainable.

We have our usual assortments (nearly) of wearing apparel, house furniture and furnishings, articles of every kind needed by women and men for their home life and comforts, that they may have the advantage of our knowledge and the facilities to obtain supplies whenever and wherever they may be found.

Please Keep in Mind Always

that this now famous building, specially built for safety and convenience, and our best efforts are at your command, all days and every day, and all days alike.

Note also that we have no hurry-up or exaggerated highly frescoed advertising (to urge you to purchase), most of which aims at nothing and hits it when you carefully dissect it.

We endeavor to have only such goods as are of excellence and to be depended upon, and never put on fancy prices to mark down later on; selling all our goods at moderate prices, keeping a beautiful freshness on them by constant replenishment.

[Signed] *Joe Wanamaker*

Sept. 21, 1918.

THE Children's Store Invites You to See the New Autumn and Winter Clothes for Babies and Little Children.

No matter how soon J. Frost shows his chilly self the Children's Wear Store is ready—for at this minute the new Winter things are here and unboxed and ready for your choosing.

Handsome new coats for children—dear little coats of fine broadcloth, of soft velours, of delicate colored crepes-de chine, of velvets and velveteens, of corduroy and chinchilla are here in sizes to fit little folk of 2 to 6 years. They are beautifully made, and all not only warmly lined, but interlined as well. Ever so many are fur trimmed. And as to colors, expect to see delicate pinks and blues, the pretty beaver and brown shades as well as darker colors and white.

Hats and caps to go with the coats—we've never had prettier! Made by a clever woman who specializes in juvenile millinery, these hats and caps were made just for us and to match the new coats.

New dresses, too—for wee babies, for toddlers and older children; French and American things; many beautifully hand made.

Rompers and creepers also—comfortable, sensible garments for little folk; in new styles.

Whole layettes for new babies—exquisite garments, fine as can be, beautifully made, any number of them entirely hand made.

Nursery furniture, also—for the people outfitting nurseries and who wish the newest and most practical and attractive furnishings for this most important room.

(Third Floor, Chestnut)

New Fashions in Suits for Young Women

Coats and skirts are both longer, the former often having pleats, collars and large pockets. Buttons are much used for trimming.

We have just unboxed some plain tailored and semifitting suits designed for dress, school or college wear. They are in soft, warm burella cloth and velour and the colors are tan, Burgundy, purple, brown and myrtle green.

Sizes 14 to 20 years.
Prices \$32.50 to \$45.

(Second Floor, Chestnut)

Women's Finer Cloth Dresses in Distinctive Styles

The fabrics and the colors of these dresses contribute as much toward their distinction as the styles.

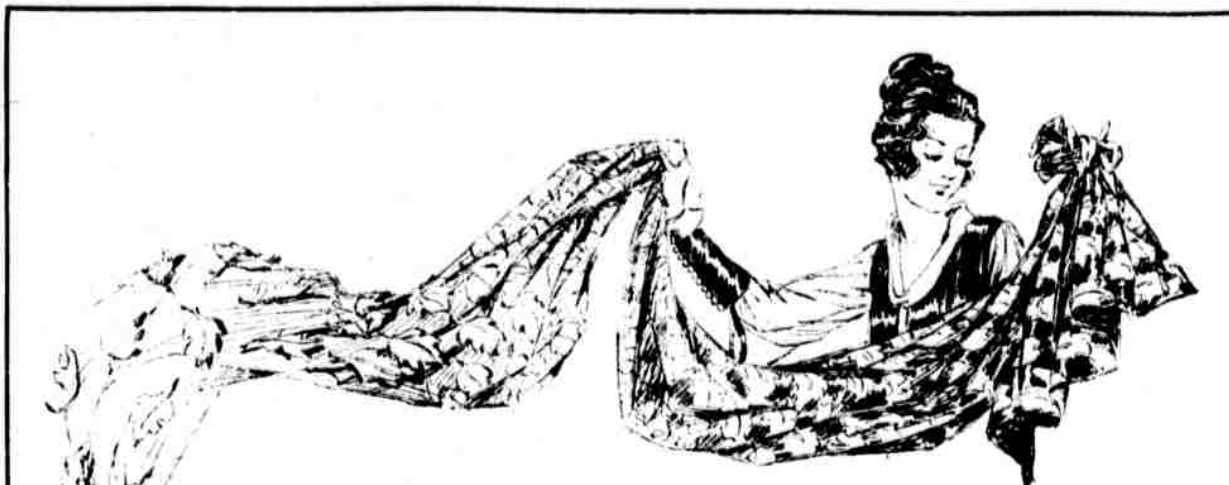
Among the materials are the new glove silk cloth, tricet cloth, duvetyne, wool velour, chiffon broadcloth, wool jersey and wool velour combined with satin.

In such new colors as nutmeg, henna, sapphire blue, taupe, brown, navy and Burgundy.

(First Floor, Central)

These dresses are all designed for street wear, and are chiefly in three-piece novelty styles, with a few plainly tailored. They are mostly one of a kind and are of pronounced individuality. As a rule, they are not profusely trimmed, depending more on originality of design for effect, but many are heavily and richly embroidered or beaded.

Prices \$77.50 to \$150.



Beautiful Silks

In a Formal Autumn Presentation Monday

IN THIS formal Autumn presentation of silks, to which we have the honor to invite you Monday, many months of foresighted presentation are reflected. We believe you will feel that the preparation was worth while.

The entire Silk Salons have taken on a new aspect of color and manifold enrichment. They are glorious in their wealth of lovely weaves, comprising a very large showing of American silks, together with French, Italian, Japanese, Chinese silks in beautiful variety.

Satins are the dominant note, closely followed by plain Georgette crepes. Here it may be well to point out that there is likely to be an exceptional demand for colors this season, because the makers are curtailing the number of shades to be used.

Lovely Colors and Large Assortment

In this exhibition the color assortment is particularly fine, suggesting the glory of early Autumn sunsets and the charm of Autumn woodland.

Colored satins are here in every imaginable shade; Georgette in such a variety as we have never hitherto shown; white silks, satins and brocades in lovely choice; French metal broches, luxurious velvets, chiffon with velvet broche, metal impreme satin, black silks, beautiful printed pussy willow taffetas for lining fur coats and dresses, baronet satins for evening wear and American and Japanese washable silk in the most splendid variety, all exhibited in crystal cases in full daylight for critical inspection and all exclusively confined to the Wanamaker Silk Salons.

While we have not as many high-class novelty silks as in former years, we certainly have a very good collection, and these are marked at prices in no way extravagant.

For the entire assortment the price range goes from \$1.10 to \$30 a yard.

One of the newest groups in the collection is a notable shipment of chiffon velvets to sell for \$7.50 a yard.

For completeness, thoroughness, variety and beauty we believe this formal exhibit is one that will delight all women of taste and discrimination in fine dress fabrics.

(First Floor, Chestnut)

Women's Fine New French Kidskin Gloves in Newest Colors

Seven different tan and brown shades alone. And there are grays, black and white with flat needlepoint stitching and all with two clasps and pique sewn. \$2.75 pair.

Also of fine French kidskin are black gloves with white stitching, and white with black, of the same grade, at \$2.75 pair.

Washable kid gloves, two clasp, pique sewn, needlepoint stitching, in white, \$2.50 pair.

(Main Floor, Central)

And This Special Lot of Gloves on the Aisle

\$1.85 pair for two-clasp kidskins, overseam sewn, Paris point stitching, in white.

\$1.75 pair for washable tan capeskins, overseam sewn in clasp, or washable ivory capeskins, one clasp, pique sewn.

(West Aisle)

A Vogue for Vests for Women

—these new ones of satin and art crepe will lend just the right touch to the Autumn suit.

The severe high neck ones are very smart and others have shawl collars or fancy lapels. They come in the loveliest dull, soft colors and black or white. Some of the black and white ones have contrasting trimmings. \$9.50 to \$12.

(Main Floor, Central)

Brand-New Among the Laces

These newest tunics are a joy, and we don't think there are any more in the city like them. They are of net or Georgette crepe, encrusted with a new embroidery called "Mousse," worked with lovely designs in flat silk braid and deeply fringed with braid. They have sleeve to match and are suitable for afternoon or evening wear. Navy blue, black or taupe. \$21.75 to \$33.75.

This same combination of "Mousse" embroidery, flat silk braid and fringe comes also in flouncing. \$5.25 to \$9.75 a yard.

Another exquisite new flouncing of net is encrusted with heavy silk and metal embroidery in the most artistic designs. It comes in set, in black, navy and taupe and is priced at \$2.50 to \$4.85.

(Main Floor, Central)

Of Plain-Colored All-Wool Dress Goods an Impressive Show

Here is a collection in which any woman endowed with a fine sense of effectiveness in dress for Fall and Winter will be glad to give her fancy free play. The range of colors is ample and all are typical autumn shades—soft, but with a note of richness.

The materials are of excellent texture and particularly suitable for one-piece dresses. There are poplins at \$2 and \$3 a yard; serges at \$2 to \$3.75 a yard; batiste at \$1.35 a yard; crepe poplin at \$3 a yard.

Of course, new supplies of these goods cannot be obtained to sell for the same prices.

(First Floor, Chestnut)

The Little French Salon in the Art Needlework

is showing novelties newly come from Paris. There are cushions fit for a queen, baskets, bags, candelshades and covers, and many more things, all overlaid with silk flowers, ribbons and laces and delicate traceries of gold.

(Second Floor, Central)

Books Straight From the Publishers

"Our Admirable Betty," by Jeffery Far-nol, \$1.60.

"The Heart of Alsace," by Benjamin Vallotton, \$1.50.

"The City of Masks," by George Barr McCutcheon, \$1.50.

"The Zeppelin's Passenger," by E. Phillips Oppenheim, \$1.50.

"The Lady of St. Luke's," by Mark Allerton, \$1.10.

"Miss Ingalls," by Gertrude Hall, \$1.40.

(Main Floor, Central)

Men's Winter Shoes of the Smarter Sort

(In the London Shop)

Fall and Winter styles are here, and a manly looking lot they are. Their distinguishing characteristic is flatness—typical of the man with both feet on the ground, and firmly on it.

Only the finest leathers are used in these shoes, which are all hand welted or hand sewed. High shoes in black and tan and oxfords in white leathers.

There is a great demand this year for Winter oxfords by men who intend to wear low shoes and warm socks, as is so much done in England.

Low shoes, \$11.50 to \$13.50.
High shoes, \$12.50 to \$16.50.

(The Galleries, Chestnut)

Handkerchiefs That the Man in the Service Needs—

All, of course, in that practical khaki color. Plenty of many kinds and in many grades—all the best that the market affords for the price.

Men's service handkerchiefs, \$1.50 to \$21 dozen.
Men's neckerchiefs of silk, \$1.50 apiece.

(Main Floor, Central)

New Body Brussels Rugs—But No More of Them

No more, that is, of this particular weave, which is one of the best. It seems likely, too, that body Brussels rugs will be more restricted in output than any others.

We are able to present this lot now because we contracted for them some time ago. The patterns are unusually good and are suitable for bedrooms, living rooms and dining rooms.

9 x 12 ft., \$92.50. 16 x 7 1/2 ft., \$17.50.
8 1/2 x 10 1/2 ft., \$48.75. 27 x 34 in., \$5.35.
6 x 9 ft., \$31. 22 1/2 x 36 in., \$9.65.

Specially Priced Rugs

9 x 12 ft. Axminster rugs, \$32.50.
9 x 12 ft. Wilton rugs, \$69.50 and \$97.50.

(Seventh Floor, Chestnut)

30,000 Yards of Attractive New Cretonnes from Home and Abroad

That is the Upholstery Store's way of telling you that it is ready for Autumn.

Thousands of yards of handsome new draperies, the best we could find for you, are here, ready for your seeing.

There are many distinctive English and French weaves, as well as thousands of yards of American cretonnes—some copied from the foreign weaves (copied well and inexpensively, too) and others new and original patterns by the foremost American designers.

The selection is an unusually fine and comprehensive one, and home makers who know the wonderful possibilities of these draperies will find much of interest in the collection.

Between 40c and \$1.75 a yard there is a most attractive and varied collection.

(Fifth Floor, Market)

You Can Save a Third on These New Panel Curtains

They are \$2.75, \$3.25, \$4.75, \$1 and \$6 each—which means that the saving is at least a third.

They are made of an importer's surplus stock of Arabian laces, with Marie Antoinette flowers. They were put together in this country under our direction.

36, 45 and 54 inches wide.

(Fifth Floor, Market)

Monday Begins the Last Week of the China and Glassware Sale

That is a statement which means money to everybody who needs china or glassware at this moment or who will be likely to need such goods for a good while to come.

It means money for the simple reason that by buying during this week you save one-third on dinner sets and 25 to 50 per cent on cut glass.

To put off buying until next week means to pay 25 to 50 per cent more for these goods. Is it not quite likely that you are going to need some new

(Fourth Floor, Chestnut)



"What a Difference Music Makes!"

Hundreds of soldiers came swinging up Market street the other day, and several of us went to the window to look at them.

They were a large body, almost a regiment, and as they marched along some pedestrians stopped and watched them, and a few girls waved handkerchiefs from the upper windows of the establishments along the street.

But there wasn't the enthusiasm there should have been; the men themselves didn't march as they might have done. We were wondering what was wrong, when some one remarked:

"What a difference music makes!"

That was it—THEY HAD NO BAND.

Music in Your Home Will Make a Difference, Too

Dull hours will be brightened; low spirits will be lightened.

All the moods that mean depression can be dissolved by melody.

Music lifts one up and cheers one on. It stiffens the backbone and improves the morale. Music in your home tonight will make you a better man or a better woman tomorrow.

If You Want a Piano, Player-Piano or Reproducing Piano

you cannot be more certain of satisfaction than by getting one that bears one of these famous names—

Chickering Knabe
Schmoecker Haines Bros.
Emerson Marshall and Wendell
Lindeman J. C. Campbell

Eight of the most noted makes in America and obtainable in Philadelphia at the Wanamaker Store only. Over fifty different styles at prices ranging from \$275 to \$2700, and any instrument purchasable on convenient terms at its cash price, plus only simple banking interest on the unpaid balance.

Visitors to Egyptian Hall Monday will be entertained by informal concerts on the organ there and on Ampico reproducing pianos.

(Egyptian Hall, Second Floor)

A New \$6000 Shipment of Good Scotch Table Linen

This is one of the goodly purchases secured by our representative while he was in the Scotch market about one year ago.

It comprises table linen by the yard, table cloths both plain and hemstitched, as well as tray covers and napkins, all of good, full-bleached, pure flax, Scotch damask in a large variety of designs and at moderate prices for goods of such reliable quality.

Table linen by the yard, 72 inches wide, \$3.75 yard.
Table cloths, 72 x 70 inches, \$7.50 each.

69 x 69 inches, \$6.50 each.
72 x 87 1/2 inches, \$9 each.
69 x 105 inches, \$9.75 each.

Napkins, 22 x 22 inches, \$7.75 a dozen.
Hemstitched Damask Tea Cloths, 54 x 54 in., \$5 each.

36 x 36 in., \$2.50 and \$2.75 each.

Tray Covers, 18 x 27 inches, 75c each.
(First Floor, Chestnut)

The Lamp Sale Is Still Going on

—and there are so many good things at such little prices.

250 simple silk lamp shades are marked at half price, and they are the loveliest things. There are small ones and large ones, the greatest variety of shapes and colors. There are severely plated ones, frivolous French ones, regal ones stiff with brocade, and the richest Japanese ones. \$4 to \$25.

(Fourth Floor, Central)