

Great Organ Plays at 10 and 4.25  
At Noon—Chimes of St. Paul's Cathedral, London

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER  
Fair and Warmer

# THIS IS THE TIME WHEN PEOPLE AND STORES MUST DO A LITTLE BETTER THAN THEIR BEST

## While the Great Organ Last Saturday

sang softly "Bonny Banks of Loch Lomond" and thundered "Lead, Kindly Light," at the request of an old Scotch friend (Professor Robertson, of the University of Glasgow), the writer was nearby, conversing with the master builder of the organ, who planned it, fifteen years ago, for the St. Louis Exhibition of 1904. He said that it was now in its most perfect condition, and that it kept three men busy all the time to keep the organ in good voice and perfect tone.

### Big Things Require Big Work

to be in proper order and in proper tune. Under the pressure of the United States Government to cut down the numbers of employees, that the war work may have the service of our intelligent and well-trained workers, we have spared many of our best men and women.

### But This Is a Big Place

in which big things are to be done, and it requires at this time 5590 persons, which is less than our full complement.

We have even more business these shorter-hour days—for our patrons seem to have so much Red Cross, Emergency Aid and Liberty Loan work to do that they economize time and shop more quickly.

It is also true that our salespeople and clerks understand the situation and acquit themselves more quickly and with no less politeness and courtesy.

### The Life Story of This Store Is to Always Do Better

and like the magazine stories, it is (to be continued)

[Signed] *John Wanamaker*

Sept. 23, 1918.

## Women's Lovely New Dresses of Warm Stockinette

The woman who is looking for a frock that she can wear for a while without a coat will be interested in these delightful and inexpensive dresses of stockinette.

There is such a diversity of styles among these dresses that any one can find one that seems almost to have been made for her. A great many are tailored, some with long, straight lines and others in short-waisted effect. There are round necks and square necks and some have high collars. Some styles have tunics.

Wool and silk embroidery, soutache braid embroidery and buttons are used for trimming and there are wide and narrow sashes.

One of the most interesting styles has the new Japanese sleeve with drop sleeve, or long cuff, underneath.

Colors are chamois, old blue, peacock blue, nutmeg, black, navy, mulberry, Havana brown and various soft tans. Prices \$30 to \$47.50.

(First Floor, Central)

## We Make Regulation Dresses for Girls in Our Own Workrooms

And make them so well that mothers and their daughters come back for them year after year.

Not only school and college and boarding school girls like them, but all girls who want a comfortable, practical dress like the regulation dress, find it admirable for their everyday needs.

Sturdy blue serge regulations, in blouse style, \$25; in Norfolk style, \$30.

In blue linen or white or colored linen, in blouse style, \$15; Norfolk style, \$16.50.

All in 14 to 20 year sizes.

(Second Floor, Chestnut)

## Note the Prices of These Two Special Skirts for Women

and then come see how attractive are the skirts! At \$5.75 is a black silk-and-cotton poplin skirt that is made on a full gathered waist and has a deep yoke effect. It is button trimmed and especially good for the price.

At \$9.75 is a little group of silk skirts—pretty silks that we have had in a much more expensive skirt. Chiefly blue and green effects—all made with full gathered waist, large pockets and new girdles.

(East Aisle)

### Phytalia Hair Tonic

This is just the season when your hair needs the most care. Its winter crop is starting, and it needs a good tonic to encourage it and keep it healthy. All that Nature wants is a fair chance to grow hair, and a good, safe tonic is her best aid.

(Main Floor, Chestnut)

## Young Women's New Plaid Skirts

These Fall plaid skirts are particularly popular, and we have a number of unusually attractive models that have just come in.

One, at \$19.75, is of a fine wool, in a pleasing combination of colors, and is accordion and box pleated in a style that is both new and pretty.

Other separate striped and plaid skirts, in new and good styles, \$10 and \$18.75.

34 to 37 inch lengths.

(Second Floor, Chestnut)



## Abbreviated but Very Smart Are the New Fur Coats for Women

INCLINED to fullness and often rather box-like, mere printer's ink does not begin to tell you how attractive and how smart these new short coats are. The new length—and it is quite new this winter—is from thirty to thirty-six inches.

Here is a little group of these coats—the skins of wonderful softness and beauty and the coats made as only expert furriers know how. Sometimes they are of one fur, sometimes delightful combinations of two furs—but you will like them all.

One coat, of fine Hudson seal (sheared muskrat) is made in a clever fashion that a border of its own seal. The border forms the new pockets, and there is a deep collar. \$275.

There is a great square collar of seal and a flaring cut to distinguish another handsome Hudson seal coat. \$250.

Hudson seal in a novel scalloped border effect and a large square collar are things you will notice on the \$325 coat.

Picture Hudson seal and Australian opossum together—then you'll have some idea of the attractiveness of a novel coat with a large shawl collar, which is \$325.

Another combination is the coat of taupe nutria with Hudson seal. It has a large collar, deep cuffs, pockets and buckled belt to make it more attractive, and is \$350.

A fine nutria coat with large square collar, deep cuffs and of a generous cut, is \$225.

One of the handsomest is a short wrap of nutria and Australian opossum, with a cape effect in back, a belted jacket in front and a large and luxurious collar of the opossum. It is \$300.

And for the woman who wants a beaver coat, there is a beauty, with a large collar, but otherwise quite simply made, at \$450.

(Second Floor, Chestnut)

## A Wonderful Show of New Fall Silks

Newness, comprehensiveness, beauty—these are three very pronounced characteristics of this formal Autumn presentation of new silks. The silks are fresh, new goods, the variety wonderfully comprehensive and the displays beautiful.

American silks form a large and notable feature of the assortment.

Along with them are French, Italian, Japanese and Chinese silks in fascinating choice.

Satins in many rich and striking shades are in brilliant assemblage, both by themselves and in combination with Georgette crepe they strike the dominant note of the displays, in which you will also find a wonderfully handsome and complete collection of white silks, satins and brocades, French metal broches, rich velvets, chiffons with velvet broche, black silks, delightful pussy willow taffetas and many other fabrics at a range of prices going all the way from \$1.10 to \$30 a yard.

It is a display that answers all that anybody can possibly expect in completeness, attractiveness and practical helpfulness.

(First Floor, Chestnut)

## You Can Pay High for Shoes—or You Can Buy Wisely

There doesn't seem to be any limit to the price you can pay for a pair of shoes nowadays if you are willing to pay it. But in most cases there is no necessity for it.

For example, here are eleven groups of good Fall and Winter footwear for men, women and boys; four groups of men's shoes, six groups of women's shoes and one group of boys' shoes. They include all the different kinds of shoes needed until next Spring, and every pair is at a substantial saving.

If you really want to keep shoe expenses down you can do it. Men's shoes, \$4.65, \$5.75, \$5.90 and \$6.40. Boys' shoes, \$3.

(Main Floor, Market)

Women's shoes, \$2.50, \$4.40, \$5.50, \$5.75, \$6.75 and \$7.75.

(First Floor, Market)

## THESE ARE THE Days for Challis Shirtwaists—

And there will be many days like these through October and November when a woman will be grateful for the warmth of a soft challis shirtwaist.

Several good styles in pretty striped effects are among the newcomers this fall. There are cluster stripes on white grounds and two-tone stripes that are quite attractive. And one new style is an unusual checked effect—navy blue and white or Copenhagen and white.

\$5.50 each. (Third Floor, Central)

## APRONS and Caps for Women Doing War Work

There are Red Cross aprons and caps for all branches of war service, and women who are devoting their time and activities so patriotically will be interested in these—

Aprons, \$1.85 to \$2.50.

Caps, 50c to 85c.

Blue canteen aprons with white collar and cuffs, \$3.75.

Clerical aprons, gray, with white collar and cuffs, \$3.75.

\$5.50 each. (Third Floor, Central)

## ON THE AISLE TOMORROW

Women's Washable Capeskin Gloves at \$1.35 a Pair

These are the second selection of much higher-priced merchandise, and are exceptional. They have a mark, here and there on the skins, but their wear is in no way affected by this. One clasp, half pique sewn, pearl and ivory.

(West Aisle)

## New Books

"The Life and Letters of Joel Chandler Harris," by Julia Collier Harris. A biography of the author of "Uncle Remus." \$3.50.

"The Kaiser as I Know Him," by Arthur N. Davis, who was for fourteen years the Kaiser's personal dentist. \$2.

"Battles Royal Down North," by Norman Duncan. A stirring tale of the cruelty of the sea and the rigor of the frozen North. \$1.35.

"Whispering Wires," by Henry Leverage. An engrossing detective story that centers around a telephone message and a munitions maker. \$1.50.

"The Call of the Offshore Wind," by Ralph D. Paine. A tale of mutiny, shipwreck and undaunted spirit of the American merchant sailor. \$1.50.

"Living the Creative Life," by Joseph H. Appel. \$1.50. (Main Floor, Central)

NOW is a good time to lay in your supply of household soap. Prices are at their lowest during the September Sale, and every one knows that soap bought in case lots hardens and lasts longer. (Fourth Floor, Market)

THERE is no place more delightful than one's own fire-side, and we have a full assortment of everything for the fireplace. (Fourth Floor, Central)

SHIPS' clocks, whose musical bells strike the hours and half hours, are particularly appropriate to have in your homes in these war times. Mahogany and solid brass cases, \$55 to \$117. (Main Floor, Chestnut)

YOU surely need a good rake to gather up the leaves—ones that won't tear up the sod. 75c. (Fourth Floor, Market)

A GOOD clean corn broom at a September price is only \$1.10. (Fourth Floor, Market)

LITTLE seagoing lads will puff with pride at owning one of these wooden battleships, propelled by foot and with a ship's wheel to steer with. It has guns and looks very formidable. \$5.50. (Seventh Floor, Market)



### Dear Mamma:

At last we have a house, and you have no idea how hard it was to get one. Hundreds of families like us have suddenly migrated to Philadelphia and the city is growing so fast the builders can't keep up with it.

Henry is too busy for words. My respect for the Atlantic Ocean will increase if it can float all the ships they are turning out here.

This is a very pleasant city, as far as I have seen. It has the most beautiful suburbs of any city in the world, I believe, and there is something so substantial and "homey" about it. Domestic folks like Henry and me will love it, I'm sure.

Guess where I have been spending most of my time. At Wanamaker's. You remember how we always enjoyed visiting it on our way to and from Atlantic City? I always said I'd like to come and stay in the store for a week and see it all. Well, I've been in Philadelphia for three weeks now and in Wanamaker's almost every day, and am just beginning to realize what a wonderful place it is.

During the time we were hunting for a home I used to amuse myself by furnishing an imaginary one and have been prowling all over the store poking into the furniture and rugs and upholstery and so on.

Lately I have been wobbling in my domestic interests though, for the fashion shows have started. I wish you could enjoy them with me. Will tell you more later about the things I see here.

Love to Father and yourself. Your affectionate daughter, HENRIETTA.

P. S.—Isn't the news from the front glorious these days?

## FITTING Frames For the Fighting Man's Photograph

are of imitation ivory, with a band of gold braided along the inside edge. The band shows down its center the colors of the various branches of the service, and those for the navy are plain. \$4 to \$13.50.

(Main Floor, Chestnut)

## FLAT Handbags in New Fall and Winter Styles

Black pin seal and auto leather are used in these pocketbook handbags, which are all carefully made and lined with silk. Almost every woman wants one of these compact little books, no matter how many other handbags she may have. Price \$2 to \$5.

(Main Floor, Chestnut)

THE Camera Store has moved from its position adjoining the postoffice to the Chestnut and Juniper streets corner of the Street floor.

## Reproductions of Rare Old Holland Silverware

—are newly come from the hands of the American silversmiths, and are worthy copies of the best of the quaint Dutch designs. Many of the designs are taken from the paintings of the old Dutch masters, and the cunning hands of the new silversmiths have etched with the surety and skill of the Old World.

Those who seek rare and lovely gifts will find many things of interest here—platters, candy jars, baskets, candlesticks and other odd pieces for the table. Sterling or silver plated ware.

(Main Floor, Chestnut)

## Regarding China and Glassware

the question for you is, will you pay one-fourth to one-half less for these goods this week, or wait and pay one-fourth to one-half more afterward?

That is the choice which this last week of the China Sale presents to you. Once the sale is over the price of everything in it will be 25 to 33-1-3 per cent higher, and the tendency of the market is to go higher still.

Between now and Christmas Eve you are likely to have need for some new dishes or new cut glassware, but you are by no means likely to have the opportunity that you now have of buying them at a saving of one-fourth to one-half. In fact, it is almost certain that it will be a long time again before the same fine choice of wares will be offered at such remarkable savings.

American, French and English dinner sets are shown in as good an assortment as at the beginning of the sale. Practically all of these are one-third less than regular prices, but glass and inexpensive glassware are here in ample choice at one-fourth to one-half less than these goods will be marked after September 30.

Your choice is to pay less now or more later. (Fourth Floor, Chestnut)

## An Unusually Good Lot of Small Rugs

These little pieces, for use in doorways, bay windows and odd corners, are in pleasing patterns and well-known weaves.

### Wilton Rugs

22½ x 36 in., \$4.25, \$5.50 and \$7.50.  
27 x 54 in., \$5.75, \$6.35, \$8 and \$11.50.  
36 x 63 in., \$12, \$14.50, \$17.50, \$18.75 and \$21.  
46 x 76 ft., \$21, \$26.50, \$33.50 and \$38.

### Axminster Rugs

18 x 36 in., \$2.25.  
27 x 54 in., \$2.75, \$3.50, \$4.25 and \$5.25.  
27 x 60 in., \$4.15.  
36 x 70 in., \$6, \$7.25 and \$9.  
46 x 66 ft., \$11.50, \$13.50 and \$14.

### 95 Wilton Rugs at Less Than Half Price

A fine grade in various plain colors with band borders.  
27 x 54 in., \$5.75. 36 x 63 in., \$6.75. (Seventh Floor, Chestnut)

## About Children's New Rompers

The Children's Store can show you—

Creeper rompers for tots from 1 to 2 years—sturdy, roomy little garments, hand smocked and trimmed with pink or blue chambray, and unusually good for their prices. They are of poplin, Japanese crepe and a heavy-weight dimity. \$3 to \$5.50.

Interesting rompers for children from 2 to 6 years—blue, pink and yellow chambray, some striped and all trimmed with white. One especially charming one has a little white tucked vest. Those for boys have straight legs, and those for girls have bloomers. \$1.75 to \$3.50.

(Third Floor, Chestnut)

## Napoleon Is Said to Have Said

that constant repetition can beat the finest eloquence.

Whether he was right or not, is a question, but some things, at least, deserve to be repeated, and repeated emphatically.

One of these is that

## You Should Buy Your Blankets as Soon as Possible

There is hardly any need to emphasize the reasons for this. Everybody of intelligence knows them.

But it may be well to emphasize the fact that our stocks of standard blankets are ample; but, like all other stocks, they are not unlimited.

We have to meet all demands that will be made upon us, and we believe we shall, but the one way to make sure of having all the blankets you will need, when you do need them, is to buy them while we have such large assortments to offer. You will observe that we refer to standard blankets, by which we mean blankets of a quality aboveboard, some part-wool, others all-wool, at the lowest prices for which such reliable kinds can be obtained—\$7 to \$45 a pair.

We show more than 1000 pair of camp or military blankets, part-wool and all-wool, in five grades, in gray, brown and khaki, three, four and five pounds in weight, sizes 62x82, 66x84 and 60x90 inches, at \$5, \$7.50, \$10 and \$12 each.

(Sixth Floor, Central)

