

Great Organ Plays at 10 and 4.25 At Noon—Chimes of St. Paul's Cathedral, London	<b>WANAMAKER'S</b>	Store Opens at 10	<b>WANAMAKER'S</b>	Store Closes at 4:30	<b>WANAMAKER'S</b>	<b>WEATHER</b> Fair
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# The Dawn of a New Season Is Always Interesting Here

**Some Architects Have Said That They Have Walked**

around this building of ours often as an act of worship for the purity and simplicity and truth of its lines of construction.

That may be all well and good from an architectural point of view, but the fact is that it was built not to be looked at, but to be looked through with safety and pleasure and to be used as a telescope for looking through the entire known world for merchandise that steadily flows into it, in the ordinary course of things.

Its natural growth must add more and more honor to our entire city.

*[Signed] John Wanamaker*

Sept. 25, 1918.

**The Little Hat Which She Wears Everyday**

—to market, or in the machine, or to the Red Cross, is very apt to be one of those comfortable, practical affairs which the Millinery Salon calls a ready-to-wear hat.

It may be quite in the newest style and of lustrous velvet in black or a shade to match her frock or suit, but it will be quite simply trimmed and comfortable and practical and becoming all at once—which not every hat is!

There is a whole new collection of these ready-to-wear hats, suitable for young as well as older women, and the prices will surprise you by their moderateness.

(Second Floor, Chestnut)



**New Winter Coats Are Ready Now for Women**

Every twenty-four hours brings something new and interesting to the Women's Coat Salons, and here are some practical and attractive new models for which we have been waiting for several days.

There is one model planned especially for the woman who wishes to wear her own furs and consequently wants her coat untrimmed. It is of soft wool burella in a good model, with panels and hanging pockets at the side, a belt and a new high collar. It is lined throughout with lustrous peau de cygne and is \$37.50.

If she wants a fur-trimmed coat, then a new model of soft wool velour may be just what she'd like. It is made with a lustrous Hudson seal collar (sheared muskrat), has a double belt and is silk lined throughout. It is \$57.50.

Of the lovely silvertone velour is another coat, which is a handsome affair, cut generously full, with wide belt and a great, furry collar of beaver. This, too, is lined with peau de cygne and is \$85.

The coats are in the fashionable Winter shades, including the new taupe and deer shades, browns, black and navy blue.

(First Floor, Central)

**A Group of Women's New Rocks All in New Fashions—\$47.50 Each**

They are new, and each one has some fashion feature to make it unusual and attractive. And they are such dresses as women want right now.

A deep blue serge is cleverly combined with tricolette in French blue, the lines are rather straight, there are many plaits and a loose belt.

Blue serge with black satin is another good combination. There are many plaits at the side, and a huge girde by way of distinction.

Old gold stockinet dress has the new round neck and is heavily bordered on the bodice and tunic with black.

Blue serge with innumerable tiny loops of black soutache braid makes an effective dress, which has a round collar, bound with tricolette in French blue.

An apron effect, back and front, with much braiding, is the thing you'll notice on another dark blue serge dress.

Another blue serge dress has a wide girde with wool embroidery in French blue, a glint of sparkling jet and two kinds of braiding.

Usually the serge dresses are in blue or black and the wool stockinets in brighter colors.

(First Floor, Central)

**Women's Tan Sports Oxfords and Spats For Them**

The exclusive Little Boot Shop is showing a smart new oxford for women. It is of tan Norwegian calfskin, with wing tip and perforations and a 1 1/4-inch military heel. The price is \$10 a pair.

Tan spats to be worn with these oxfords are \$3 and \$5 a pair.

(First Floor, Market and Juniper)

**ON THE AISLE TOMORROW**

**Hundreds of Pretty Shirtwaists \$3.50 and \$5**

For \$3.50 each there are crepe de chine waists with cluster tucks in front and high or low necks. In flesh color or white.

And for \$5 each there are crepe Georgette waists in two new and good styles—one fastening on shoulder; both in the new suit shades.

(West Aisle)

**New Furs Are Coming Every Day Now**

AND here are some that I have just arrived—

A new short jacket of soft nutria fur, with a belt and a high collar and novelty buttons which fasten at the side. \$225.

A handsome broadtail Persian coat, with a deep shawl collar and cuffs of dark, rich skunk. \$675.

A wonderful wrap of Hudson seal (sheared muskrat) with a shoulder yoke and a high, up-standing collar of soft taupe squirrel. The lining is exquisite—a deep blue with a starry flower here and there, and a veiled border of taupe chiffon. \$650.

A full-length coat of taupe nutria has collar and cuffs of brown beaver and is \$365.

And the last, a Hudson seal coat (dyed muskrat) with deep border, collar and cuffs of skunk, is \$500.

(Second Floor, Chestnut)

**A Glorious Showing of New Autumn Silks**

There is something regal about silk. It is an aristocrat among fabrics. To realize this one has to visit an exhibit such as we are now holding.

Here is silk in all its richness, in all its fineness, in all its glory and opulence of color!

We have been preparing for this formal presentation a long time. Only by doing so could we show you a stock so varied, comprehensive, so desirable from every viewpoint of the woman of fashionable taste and true discrimination in the selection of beautiful dress fabrics.

It is an international gathering, in which are represented the finest silks from the looms of America, France, Italy, Japan and China, all of them being fresh, new goods, marked at moderate prices to suit the needs of everybody, the range being from \$1.10 all the way up to \$30 a yard.

(First Floor, Chestnut)

**New Blue Serge Dresses For Young Women**

Every girl needs a blue serge dress in her wardrobe. It is such a practical garment and has so many uses.

We have just unboxed a new lot that are in a variety of good styles and all in the long, loose lines so becoming to younger women.

There are long-waisted and high-waisted effects, and skirts are shirred, gathered, pleated or have tunics or overskirts.

Buttons, braid and embroidery are used for trimmings, and the new collars and sleeves are much in evidence.

Sizes 14 to 20 years. Prices \$25 to \$39.75.

(Second Floor, Chestnut)

**Filipino Night-gowns Are Here**

New nightgowns have come, so that now we have a wonderful assortment of these pretty, hand-made garments. There are great, snowy piles of nightgowns alone, and ever so many styles.

All are daintily made, and the embroidery is beautifully done. \$3, \$3.50, \$3.85 and up to \$25 each.

And women like these Filipino nightgowns not only because they are so attractively made, but because the materials are always firm and of such good quality.

(Third Floor, Central)

**Some Specially Good Silks on the Aisle**

Of exceptional interest are four groups of silks to be shown tomorrow on the West Aisle at very attractive prices for such good grades.

American Habutai, \$1.50 a yard.

Chinese Shantung, \$1.50 a yard.

Striped Japanese Satins, \$1 a yard.

Striped Wash Silks, \$1 a yard.

Fancy Plaid Silks, \$1 a yard.

(West Aisle)

**You Cannot Fairly Complain About High Prices of Shoes**

so long as you can take advantage of this sale of Winter shoes. If you really want to save money on your footwear, the opportunity is here.

Men and women can get all the shoes they need for Fall and Winter at savings of at least \$2 a pair.

Boys' shoes for school and dress wear are also underpriced. 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)



**Dear Mamma:**

Wait till you see my kitchen! Henry says I'd better put a cot in it so as not to be separated from my beloved pots and pans, but secretly he admires it too. Henry is what in olden times would have been called a "good trencherman," and he may be glad I am what is known as a "old-fashioned wife," just so long as nobody says I look the part on the street.

Fortunately for us, there are several big sales going on at Wanamaker's just at the time we are looking for things for the house. One of them is the Housewares Sale, and if we had been a week later getting a home I'd have missed it.

The "Housewares Store," as they call it, occupies about two-thirds of the Fourth Floor, and you never in your life saw such an array of kitchen and other household utensils. They are continually getting in the newest labor-saving devices and improvements on old methods. The fundamentals of housekeeping may be the same as they used to be, but the equipment has certainly changed.

I bought a kitchen cabinet, for example, that is really a beautiful piece of furniture and that will save me countless steps.

The refrigerator I got is a veritable "ice palace," compared to the one you had when I was a girl.

Then I laid in a supply of aluminum cooking utensils and brushes and what not. I thought I'd better get everything I needed while the prices were down. You see, during September you can get housewares for from 10 to 50 per cent less than they will be next month, and when you have a lot of things to get, as I did, the saving amounts to something.

As soon as we are fixed I want you and Father to visit us. I'm afraid you'll be dissatisfied with your own kitchen, though, after seeing mine.

Your loving daughter,  
HENRIETTA.

P. S.—I see they say the Kaiser is going crazy. He had a good running start.

**Excellent Handkerchiefs New From Ireland**

Only a good handkerchief is ever good enough for a particular person.

These are particular people's handkerchiefs—not in the sense of being costly, but in the sense of being excellent in quality and exceptionally good for the price.

They are new arrivals from Ireland, all of them hemstitched, fine in yarn and weave and finish.

For men—initial handkerchiefs at \$6 a dozen and plain ones at the same price.

For men—also, a very fine group of handkerchiefs at 65c each.

For women—very good handkerchiefs, taped, hemstitched. \$2.25 a dozen.

And, remember, the holiday season is not far off!

(Main Floor, Central)

**Two New Gloves for Smart Women**

Women that consider carefully their toilet, consider carefully their gloves, and choose them with discrimination.

A 2-clasp, glove, over-seam sewn, in white, black, black with white stitching and tan, \$1.75.

Of kidskin, 2 clasp, over-seam sewn, black, white, tan, gray, black with white stitching and white with black stitching. \$2.

(Main Floor, Central)

**Lace-Trimmed Scarfs Just Come In**

New lots of fancy, or decorative, laces are coming to the Linen Store with notable frequency, and the approach of the gift season gives them special interest.

Shown for the first time tomorrow are two groups of linen scarfs in sizes for bureaus, chiffoniers and dressing tables. All have plain linen centers and a deep trimming of lace.

**Scarfs**

18x36 inches, \$1.25 and \$2 each.  
18x54 inches, \$1.50 and \$2.25 each.  
18x54 inches, \$1.75 and \$2.50 each.

(First Floor, Chestnut)

**Some New White Dresses for Little Girls**

One especially dainty one is of sheer lawn, with green collar and cuffs and beautifully smocked in green.

Another in lawn is attractively smocked and embroidered in colors and finished with delightful little pockets.

Still another has a pique skirt and little blouse of nainsook. \$2.25 to \$6.

(Third Floor, Chestnut)

**New Suits for Men to Wear to the Liberty Loan Meeting**

Every up and alert man not in the army is going to be enlisted in the next few days as a Liberty Loan worker, is going to have to answer a call that cannot be resisted.

He is going to be called on for committee work and for stump speaking and for house-to-house canvassing; he is going to be called to be an enthusiast, an example of the typical American at full speed.

He has got to have a new suit of clothes for it. He ought to have the best suit of clothes that his purse can afford, for there never was a time when clothing counted for more than it does today.

We can sell you a good all-wool, hand-tailored suit for \$25, and a better one for \$30 and on up to \$60.

You cannot get better clothing anywhere. We doubt if within ninety miles you will find men's clothing so uniformly good and absolutely up to standard at prices so low as they are here.

Come to the Wanamaker Store for your clothing as your fathers did before you.

(Third Floor, Market)

**Makes a Man Think of Sweaters**

Especially if he tried playing golf last week-end without one.

We have a good assortment of coat and pull-over sweaters in various colors and at prices ranging from \$5, for one of plain wool, to \$25, for a beauty of Scotch wool.

Also some nice, warm, lightweight wool vests at \$8.50.

(Main Floor, Market)

**Men's Redleaf Derby Hats From London**

New Fall shapes in Redleaf derbies are here—and here only in Philadelphia.

Since we introduced these handsome hats to this city a good many men will wear no other derby.

Prices \$5 and \$6.

(Main Floor, Market)

**A Remarkable Wind-up to the September Sale of Lamps**

**225 Floor and Table Lamps at a Third Less**

We expected these some time ago, but—better late than never, and here they are in all their loveliness; not a very large collection, but a very unusual one.

Nothing sets off a room to better advantage than does an artistic, well-chosen lamp—and now that Christmas is drawing near, what could make a more charming gift?

The floor lamps are in carved gold or mahogany, mahogany combined with velour, Spanish gold combined with black. They are straight and slender, square, round or fluted, ivory and delicate colors, polychrome, iron and wood and ivory and velour. All two light.

Table lamps with one and two lights, in gold and mahogany, metal and gold, ivory and blue, silver and blue, gold combined with velours in all colors, graceful, slender shapes and urn shapes. \$4 to \$100.

Twenty-five Japanese floor lamps at half price are beautifully lacquered and painted with unusual designs. \$13.50.

We still have about 250 very handsome shades from \$4 to \$25—just half price.

(Fourth Floor, Central)

**Silver Boudoir Sets for Young Girls' Toilet Tables**

These pieces are of a small size and must have been especially made for the small toilet table of that very fortunate young girl whom you happen to know and who loves these things and whom you especially wish to please.

Mirror, \$7.50.  
Hair brush, \$5.50.  
Comb, \$3.25.  
Nail file, \$1.50.  
Button-hook, \$1.50.  
Scissors, \$3.

Nail polisher, \$3.25.  
Velvet brush, \$3.75.  
Tooth-brush holder, \$3.  
Hairpin box, \$6.50.  
Soap box, \$7.50.  
Cream jars, \$7.50.

(Jewelry Store, Main Floor, Chestnut)

**An Ingenious New Type of Traveling Bag**

It is a high, deep shape, with bellows ends and collapsible bottom, which permit it to fold flat when not in use and at no time need it extend wider than its contents demand. At the same time, it will accommodate a lot of things when extended to 44s limit.

In black patent leather the price is \$13, \$14 and \$15 for 14, 15 and 16 inch lengths, while an 18-inch length, with kit frame and very finely made, is \$25.50.

An 18-inch bag of dull black long-grain seal, with kit frame, is \$35, and an extremely smart piece of luggage.

All these bags are silk lined.

(Main Floor, Chestnut)

**We Have The Right Suits For The Boys**

No doubt about them. We have the suits—plenty of them—and they are right and reliable all the way through from the choosing of the wool fabrics to the final finishing touch of the tailor's hand. They are notably good in fit and modeling. As a matter of fact, we don't believe there are any boys' ready-to-wear suits in Philadelphia that fit like them—and the fit of his suit makes a great difference in a boy.

But there is no difference between the prices of these excellent fitting, finely tailored suits and the prices of suits that don't fit half as well and that are not nearly so well tailored.

If you want your boy to wear a suit of quality, this is where you are sure to find it.

Norfolk styles, \$13.50 to \$30; ages 8 to 18 years.

(Second Floor, Central)

**Tomorrow and Three More Days of the China and Glassware Sale**

Between now and the holidays there are many things here that you will probably require. By buying during these last four days you will save 25 to 50 per cent on the price. After Monday next, September 30th, the price of every article in the sale will be 25 to 50 per cent more than it is now.

After Monday next there is no telling when you will have another such opportunity of choosing from the same fine assortment of wares at the same low prices.

Varieties today are practically as good as they were at the opening of the sale. This is particularly true of dinner sets, of which the selection is fine, commencing with American sets at \$13.50 and going up to the fine encrusted gold sets at \$175, savings averaging one-third.

Cut glass is in ample variety at prices one-third to one-half less than regular.

(Fourth Floor, Chestnut)