

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
Cloudy

"Fresh and Certified Qualities of Goods at Their True Values"

Some Storekeepers Think That the Best Way to Please the People

is to offer what they have to sell at reductions in prices, as if Philadelphians were built upon a scale that required merchandise to be trimmed up with "peacock gaudery" of some kind, and that the people of Philadelphia must be caught as fish with some kind of a bait.

It is an old jog-trot beaten track apparently hard to get out of.

It is one of the left-over remnants of the old film-flam game, an "open-and-shut" trick.

The man puts on an article a high price, and then draws a pen or pencil through and writes a lower figure, which in a large majority of cases is a price it should have been marked at first and the same at which others in the same city had always sold it.

It is a great pleasure for this Store to have made a

New Kind of Store

where people get fresh and certified qualities of goods at their true value without the necessity of being disturbed by doubts in any way whatever.

[Signed] *John Wanamaker*

Sept. 26, 1918.

Women's Fine Coats and Capes—But None Fur Trimmed

So many women wish to wear their own pretty furs that they ask us for wraps without trimming, and this particular collection will answer all such requests.

They are new as can be, delightful in style and as handsome as fine fabrics, soft rich colors, expert workmanship and rich linings can make them.

Duvelynes, everahs, Bolivias and velours are the fashionable fabrics which make them—and they are lovely weaves, every one, and of exceptional quality.

The coats are new in cut, with the fashionable collars that fasten high—and you've no idea what a fascinating thing a collar can be till you have seen these! Some of the capes have the deep shoulder yokes and shawl collars. And though the coats are full and generously cut, they are not bulky looking, but have the straight, fashionable lines.

Reindeer, beaver shades, taupe, lovely blues, deep beautiful purples—these are some of the smart colors.

\$67.50 to \$150 each.

(First Floor, Central)

CONCERNING CERTAIN NEW NIGHTGOWNS WITH HIGH OR LOW NECKS

At this time of year many foresighted women like to see that they are well stocked with undermuslins for the Winter.

Women will like this new lot of gowns, for not only are they made with unusual care and daintiness, but they are of particularly good nainsooks, firm and snowy.

At \$2.50 each are two good styles, one with tiny tucks, French knots and ribbon run, the other with embroidery, lace and insertion.

At \$2.75 is a dainty gown with scallops around the neck and on the sleeves; or another style with high neck, tucked yoke with embroidery and long sleeves.

And at \$3.50 a pretty style, with good embroidery for trimming.

(Third Floor, Central)

ARABE SCENT IS DELIGHTFULLY DIFFERENT

We feel that it suggests the Orient, because of a sort of mysterious sweetness that is very foreign to us and vividly pictures in our minds almond and cherry trees in full bloom.

Extract, \$1.

Toilet water, \$1.
Face powder, 50c.
Sachet, 50c.

(Main Floor, Chestnut)

ENGLAND CONTRIBUTES CHARMING NEEDLE CASES

They are of grain leather and calfskin, in red, black and purple, flat or rolled with two and three folders, with every imaginable kind of needle; some have scissors, little knives and piercers. 45c to \$1.8.

Others in silk of gay plaids are 90c and \$1. Little ones of colored poplins are 85c.

(Main Floor, Market)

Three Days More to Save Money on Two Famous Sewing Machines Priced for September, \$37.50 and \$40

The \$37.50 machine is hand-lift type, the \$40 machine is automatic lift.

These machines will do fine work and are especially well adapted to the needs of home sewing when economy and help are so hard to procure.

Noiseless and easy sewing, lock or chain stitch. Easy payments.

(Fourth Floor, Central)

ON THE AISLE TOMORROW

French Kid Gloves of Excellence at \$1.90 a Pair

A saving of a dollar on every pair!
Of soft, beautiful kidskin imported from France.
Two-class, pique sewn, embroidered, plain white and black on white.

(West Aisle)

The Loveliest Metal Cloth From Paris

is in a collection of new dress trimmings just landed. It is richly beautiful, this new metal cloth, and is a shimmering, glistening fabric of silver and gold, of wondrous weave. It is in an altogether new striped effect and will make panels or draperies, or whole gowns, or scarfs, as you like. It is quite supple and very handsome and is \$15 yard.

Just as new as the cloth are some jet dress trimmings—bands and ornaments and garnitures of gleaming richness and new designs. Sometimes colored beads are introduced and the effect is unusually pleasing.

Dainty flower trimmings—exquisite little blossoms, made as only the French makers know how, came in the same shipment. Useful for gown trimmings, for negligees, fancy work and bags.

(Dress Trimmings Store, Main Floor, Central)

New Fall Silks in All Their Glory

All that is beautiful in this Autumn display has a background of practical advantage to the woman looking for a fine dress fabric.

The richness and the color are fine things, but the best feature of the display is its helpfulness to the customer.

The helpfulness of this assemblage lies in the fact that it represents what we believe to be the largest and best chosen collection of silks to be found in this city.

Price for price and grade for grade, they would certainly be hard to equal and they cannot be surpassed.

The best new silks of five nations are here in a variety that includes everything that any woman of discriminating taste can desire at \$1.10 to \$30 a yard.

Between these prices there is an assortment that is nothing short of marvelous, taking in wonderful satins, Georgette crepes, shimmering brocades, French metal broches, superb velvets, white silks, satins and brocades and dainty chiffons, and many other fashionable and desirable weaves to satisfy every purpose for which silks are required.

(First Floor, Chestnut)

New Top Coats Every Day for Young Women

All made of lovely, soft, warm fabrics, pleated and gathered. They have large convertible collars and the new-style belts and pockets.

Both plain and fancy tailored coats, many beautifully lined and some fur trimmed.

Materials are velour, silvertone, burella and novelty weaves, in such good colors as brown, Burgundy, green, oxford, blue and tan.

Sizes 14 to 20 years.
Prices \$28.50 to \$30.

(Second Floor, Chestnut)

Winter Coats for Children Are Here in All Their Glory

Mothers have been asking us so constantly when they would arrive that we are glad at last to have them—and a wonderful array there is, too!

They are of broadcloths, corduroys, velvets and chinchillas, in tans, green, black, white and cinnamon brown.

Trimmed with fur and self-covered buttons. Beautifully lined with plain and brocaded silks. Round, square and monk-shaped collars.

Sizes 2 to 6 years.
Prices \$6 to \$100.

There is also a large variety of hats and bonnets made up in materials to match the coats at \$5 to \$25.

(Third Floor, Chestnut)

Special Prices on All the Shoes You Will Need This Winter

That is what this Shoe Sale means to men, women and boys. And that is why every one who needs new shoes this winter and to whom the saving of a couple of dollars a pair means anything should not fail to take advantage of these opportunities while they are here.

The Sale has been running for some time now and, naturally, selections and sizes are narrowing down.

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.

(Fifth Floor, Market)



Philadelphia, Sept. 26.

Dear Mama:

It was only yesterday that I wrote you about the kitchen things I bought at Wanamaker's, but I must tell you what I did afterward.

The more I thought of what I had saved on those things, the more sensible it seemed to buy what china I needed before next month came around and brought higher prices. You see, the September sales include china, cut glass and lamps as well as housewares.

And you should see the perfectly lovely French china dinner set I got for \$47.50! It has 107 pieces, with four sizes of plates, three platters and four vegetable dishes. There is the darlingest floral border, with gold edges and coin gold handles. I know this set would cost \$20 more at any other time or any other place.

I also bought some odd pieces of china that I needed and several beautiful pieces of cut glass. The least I saved was 25 per cent and some things were half price.

The lamps are just beyond the elevators from the china and I thought I'd see what was offered there. I'm glad I did, for I got a stunning floor lamp and a charming little table lamp for about two-thirds what they should be, and a very good-looking shade for half price.

While we were waiting to get a house put in the time looking around, and got a pretty fair idea of values. Do you know that I saved about a hundred dollars in the last few days by taking advantage of these sales at Wanamaker's. If I'd waited till next Tuesday it would have been too late.

Love to Father and yourself from

HENRIETTA.

P. S.—Henry says the latest at the office is that the Kaiser has a sore tooth, but won't have it pulled because he is afraid of the yanks.

300 GUARANTEED UMBRELLAS AT \$2.50 EACH

For both men and women. Of silk and cotton, with wide silk tape bindings and made on steel-tempered frames.

Smart handles of plain or carved mission wood, white bakelite tops and other attractive hard woods.

All guaranteed for one year!

(Main Floor, Market)

DELECTABLE FRESH FRUIT JELLIES, \$1 LB.

They have the delicate, delicious flavor of fresh raspberries, limes and apricots, and the jelly wafers are among the most tempting tidbits the Candy Store offers. \$1 a pound.

Cream-covered caramels—fresh every day—80c pound.

Chocolate-covered nuts, \$1.25 pound.

(Down Stairs Store, Chestnut)

REMINDER TO BOY AND GIRL SCOUTS

Boys and girls, the big loan drive is about to start, and every one of you is anxious to make it a real success.

Your uniforms and equipment will need to be fresh and complete for all emergencies.

This is to keep before your mind that we are official outfitters of boy and girl scouts.

In our Boys' Clothing Store we have a section specially devoted to scout goods, with a regular competent Scout Master in charge, who will fit you in the right uniform and help you choose the proper equipment.

We are specially prepared with all scout equipments to serve you now.

(Second Floor, Central)

"The Man Who Is Contented Is No Longer of Much Use to Me"

said one of the greatest business executives in America a few days ago.

For fifty-eight years this Men's Clothing Store has never been contented.

It has taken a reasonable pride in its advancement and a satisfaction in its ability always to furnish better clothing at lower prices than other stores can furnish.

It is always dreaming of better things, better clothing, better methods and a greater business.

Fifty-eight years of this sort of discontent have therefore been fifty-eight years of continued advancement.

Therefore, in spite of all unfavorable conditions and scarcities, we can, this season, offer to men first-class and unblemished stocks of fine Fall and Winter suits, strictly all-wool and hand tailored.

The collection is at its best right now; prices \$25 to \$60.

(Third Floor, Market)

One of the Most Popular Union Suits for Men

has just been received in large numbers and in a good fall weight.

The great popularity of this particular garment lies in its good fit and supreme comfort.

White ribbed cotton, \$1.50.
Unbleached cotton, \$2.25.
Natural merino, \$5.

(Main Floor, Market)

Men's Handkerchiefs—A Notable Kind at \$5 a Dozen

A new lot of Irish linen hemstitched handkerchiefs of a remarkably good kind at the price, \$5 a dozen.

A sure sign of their excellence is the constancy with which they sell—they are coming in and going out all the time.

(West Aisle)

Men's Warm House Gowns of Japanese Quilted Silk

Light in weight, but warm as toast and mighty good things to have these cool mornings and evenings before the furnace fire is lighted.

Solid colors in brown, blue and black, some with linings of another color.
Price \$25.

(Main Floor, Market)

"BLUE DEVIL TAMS" IN SIX COLORS

Big, floppy, wool felt tam o'shaners in the shape made famous by the French "Blue Devils."

We had them made in the correct blue, another shade of blue, white, brown, scarlet and cardinal.

Find them in the Men's Hat Store, for \$3.

(Main Floor, Market)

BOYS' FALL SUITS—THE BEST THAT MONEY CAN BUY

Boys' clothing is one of the things about which we are most particular.

Rather than knowingly sell inferior clothing for boys, we would sell none at all.

We may have said this before, but anyway it is worth repeating.

It is also well to remind mothers and fathers who have boys to clothe that the best grades of boys' ready-to-wear clothing cost no more at Wanamaker's than inferior grades cost in other places. In your own interest we have a right to ask why should you pay the price of the best kind of boys' clothing for a less desirable kind?

The best boys' ready-to-wear Fall suits to be found anywhere will be found here.

That is not only true as regards the woolen fabrics and the extra careful tailoring, but it is especially true and especially noticeable as regards the fit and style of every garment. The prices are not any higher than are asked for suits that are not nearly so good—\$13.50 to \$30, for Norfolk styles in sizes for boys of 8 to 18 years.

(Second Floor, Central)

Books Just Off the Press

In these very busy times, when one is about worked to the limit, there is nothing like a new book to wipe the cobwebs out of the mind and give that tired brain a new lease on life.

"Home Fires in France," by Dorothy Canfield, who spent a year in France working among the blind. She knows her subject well and has given us another delightful book. \$1.35.

"The Mirthful Lyre," by Arthur Guiterman, a collection of poems which will prove a pure joy to every one who delights in fine workmanship. \$1.25.

"The Near East From Within," Anonymous, a story of the underhand machinations of the Kaiser with regard to the Balkans, Turkey and Egypt, told by one familiar with the innermost secrets of German diplomacy. \$5.

"What Is Love?" by Isaac Newton Stevens, the life story and interesting love affairs of a young American. \$1.35.

"Yesterdays," by Candace Wheeler, the life story of the author, who lived a full and unusual life among celebrities. \$3.

(Main Floor, Thirteenth)

A Striking New Kit Bag at a Special Price

A handsome, high, narrow bag of heavy black cowhide with bellows ends and collapsible bottom. Folds flat or extends to accommodate a great deal, the length being 22 inches.

This bag has double handles, solid brass trimmings and plaid lining.

At \$26.50 it is much below the fair price.

(Main Floor, Chestnut)

Gift Seekers, Note These New Decorative Linens

The Linen Store is just blooming with holiday and wedding-gift pieces.

Anybody looking for a gift for an October bride will be glad to see this new lot of linen luncheon sets, tea napkins and scarfs, all scalloped-edged, the embroidery on the edges being lock-stitched in the buttonhole style so that the thread cannot ravel or pull out. The thread itself is of a good quality and will not turn yellow in the laundry. The linen is of good, pure flax grade.

Luncheon sets of 13 pieces are \$3.75 and \$4.50 a set.

Tea napkins, \$4.75 a dozen.

Scarfs, 18x36 inches, \$1.50; 18x45 inches, \$2; 18x54 inches, \$2.50 each.

(First Floor, Chestnut)

There is a Glowing Mountain of Nickelware in the Housewares Sale

Nickelware is everywhere in the modern kitchen and dining room. It has the peculiar advantage of being the one ware that can go straight from the stove to the table.

In the September Sale of Housewares there are hundreds of pieces of nickel-plated cooking utensils at less than regular prices.

Nickel-plated casseroles—for \$1.75, 7-inch size, in nickel frame, raised feet, side handles and cover. One-quart capacity.

High-grade casseroles—fireproof Pyrex or ovenware, glass cover and bowl, 7 and 8 inch sizes, with etched glass or nickel-plated cover, \$4 and \$4.50.

Nickel-plated casseroles—especially good value for \$2.50. Has oven glass, fireproof bowl with cover, one-quart capacity.

Pie plates with nickel frames—oven glass dish, 9 inch, \$2.25; pottery dish, 9 inch, \$1.50; 10 inch, \$1.75.

Nickel-plated chafing dishes—modern design, three-pint capacity, hot-water pan, alcohol lamp, complete for \$7.50.

Nickel-plated trivets—(extension platter stands), 14 inch, \$2.45 and \$3.85.

Also in the Housewares Sale—Mahogany—finished serving trays, wood frames, glass-covered center, brass handles, 11x17 inches, \$1.25; 13x19 inches, \$1.75.

Solid mahogany serving trays, rubbed finish, 23 1/4 inches long, solid brass handles, with rim, not affected by water, inlaid center of light wood, \$6.25.

5 o'clock tea kettles—this kettle is attractive, complete with stand and lamp, \$6.85.

Hot-water plates—decorated china bowl, 6 inch, \$1.60; 7 inch, \$1.65; 8 inch, \$1.75.

