

Great Organ Plays at 10 and 4.25 At Noon—Chorus of St. Paul's Cathedral, London	WANAMAKER'S	Store Opens at 10	WANAMAKER'S	Store Closes at 4.30	WANAMAKER'S	WEATHER Fair
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With All Our Strength for the Liberty Loan
With All Our Resources for Our Country's Sake
With All Our Powers for the Service of the Public

A Well-to-Do Farmer Who Used to Talk About What

he would do if he were rich, became heir to a considerable sum of money and soon after stopped working and set about, as he said, "enjoying his money." He bought, right and left, expensive things for the home, horses and carriages, changed his mode of living and squandered a large part of his unearned wealth—this the writer knows as a fact—giving nothing to the things he talked of giving to if he were rich.

The man who does not learn to give early in life is generally stingy to the end. The boy or girl who wants to begin his life right by learning to give and grow up as a giver can earn something these days and put it into the Red Cross work. He can do errands, carry packages, deliver newspapers, save carfares by walking. If he does not do something at this time of the country's need, he will be a selfish and stingy man, sure and certain.

The boy or man who works and earns what he spends is on a safer track for a happy and useful life than if he is only the heir to what his parents earned and saved.

This applies most particularly to the duty of today, for every one of us, oldest to youngest, richest to poorest, to do our best for the Liberty Loan. Those who haven't the money to lend can give their time and influence, and to make up for any shortage they might double their day's work in doing this.

This store grew out of savings of small coins, worked for.

[Signed] *John Wanamaker*

Sept. 28, 1918.

SO MUCH good all-American news in the paper today—and some of the best of it is in the separate advertisement of our

Down Stairs Store
on page 11.

700 Inexpensive New Fall Dresses for Women to See Today

For the most part, copies of much higher priced models—those clever simple things that men think are becoming, and all women know are inexpensive.

There are gorges with straight long lines and close over tunics, trimmed with lustrous silk braid or a tiny touch of color. There are crepe de chine combined with satin, and plain satins deeply fringed. There are models encrusted with dark braid designs, also the loose panel effect, and rows and rows of hemstitching, and all the brand new fashion features. They are priced from \$18.50 to \$30.
(First Floor, Central)

Young Women's Wool Jersey Dresses Specially Priced at \$27.50 and \$32.50

These frocks are in a variety of styles, with tunics and over-skirts, braid and button-trimmed. And in such good colors as Algerian red, Delft blue, navy, mulberry and heaver. Sizes, 14 to 20 years.
(Second Floor, Chestnut)

New Coats and Dresses for Schoolgirls

For girls of 6 to 14 years we have some specially priced blue serge dresses in regulation and belted models that are suitable for school and everyday wear. Prices are \$7.75 and \$8.75. Coats for the same girls are of soft, warm burella, velour and novelty weaves, in loose box, models with large collars and belts and lined throughout. Some are fur-trimmed. Prices, \$15 to \$25.
(Second Floor, Chestnut)

Two New Velour Coats for Women

Both are in long models in black, navy, tan, deer, purple, plum and taupe, and both are lined with beau de cygne. One, at \$47.50, is full built, with large, square collar. The other, at \$57.50, has yoke back, crushed collar and narrow belt.
(First Floor, Central)

Smart New Black or Blue Skirts

—are here, and suitable for the woman who wants her clothes to look dignified and distinctive. They are brim full of the new fashion features and are the most exclusive designs that we have seen in many a day. Many of them are hand-tailored, and the detail and workmanship are above the average. The materials are all-wool, Panama, wool poplin, fine serge, Poiret twill and gabardine. \$9.75 to \$22.50.
(First Floor, Central)

New Silk Flags Unfurled!

Our own Star-Spangled Banner and the flags of our unvanquished Allies, in heavy silks that are unusually beautiful—to be used, of course, for interior decorating only.

American flag, mounted on staffs, 15c to \$57.50. Allied flags, mounted on staffs, 20c to \$12.
A set of Allied flags, including American, French, British, Belgian and Italy, framed with yellow silk fringe, mounted on staff complete with bracket, \$48.
Flags that are suitable for lodge rooms or churches are made of banner silk, trimmed with gold-colored fringe, cords and tassels, mounted on a 3-foot screw joint pole, surmounted with a brass eagle. \$57.50.
(Seventh Floor, Market)

Charming New Hats for School Girls

There are sober round shapes, saucy sailor shapes, poke shapes, and some soft velvet shapes, ribbon or flower-trimmed. They are of velour, plush and velvet, in almost every color of the rainbow. They are for children from 6 to 14 years, and are priced from \$3 to \$12.
(Second Floor, Chestnut)

A Statement About Silks Important to Read

Every customer of the Wanamaker Store (and of other stores, too) should be informed that the greater part of the American silks now coming on the market are not so high in quality as in former years.

The weaver is not so fine. The dyes are not quite what they used to be. The durability is not so much to be relied on in some cases. We prefer that our customers know this rather than be disappointed in any expectation.

The reasons are these: Men who ran the looms on which the finer silks used to be made have nearly all been called into war work. This was to be expected—they were men more than ordinarily efficient and could be made most useful in munition work.

Workers called in to replace them (where it was possible to replace at all) were mostly untrained women, and they have not yet learned how to get the best work out of complicated and delicate machinery. They cannot yet weave the beautiful smooth textures that we used to get.

American dyes have been produced with amazing success, but the work is new, and there are sometimes mistakes. And, to add to these difficulties, it is so hard and costly to keep the factories going even at half-production that prices are going up almost maddeningly. They go up and go up, and there is no help for it.

This is not intended to discourage the buying of silk—which ought to be bought, because silk is the only fabric not heavily used for war supplies—but to suggest that you buy very carefully, and with a determination to get at least the best that is to be had for your money.

We believe it will be found that in our large stocks there are at this moment:

More of the earlier bought, reliable silks. More of the best selection of the new silks. And lower prices all around.

than in any other establishment. In fact, we can prove all three. Japanese wash silks are still perfectly safe to buy without doubt as to their quality, and we have an abundant stock of these on hand.
(First Floor, Chestnut)

100 Per Cent For the Fourth Liberty Loan

At midnight the Wanamaker Store unfurls the first 100 per cent honor flag.

A Liberty Bond for Every Employee!
Our record is 100 per cent. A Liberty Bond for every employee.

That is our 100 per cent record as the campaign opens this morning.

We are proud of our people, and we believe Philadelphia and all America will be proud of them.

Their honor flag was flown to the breeze at midnight last night, and this morning at 10 o'clock a duplicate flag will be unfurled in the Grand Court with patriotic ceremony by the Store family.

"To Our Utmost"
All of us have pledged ourselves to buy and to sell Liberty Bonds.
Program at 10 A. M.

1. Salute to the Flag. "To the Colors."
2. "Onward, Christian Soldiers." All singing, accompanied by Grand Organ and J. W. C. I. Girls' Band.
3. "The Liberty Loan Drive."
4. Recitation—From "Bill of the U. S. A."
5. "America." All sing.
6. "The Star-Spangled Banner." All sing.
7. "The Star-Spangled Banner." All sing.

We will be ready to take subscriptions today, at the Liberty Bond Sales Bureau, West Aisle.

What Man Will Fail to Step Forth at His Best on This Glorious Day?

Ten, fifteen, twenty years from now the little children will be reading in their histories that on September 28, 1918, Pershing's army carried on its glorious advance, and that on the same day the American people at home began to raise the almost uncountable sum of six billion dollars as a Liberty Loan to make the victory certain.



And the little children will ask, "Do you remember that day, daddy?"

And you will remember that it was a fine Fall day, and that you had just put on your new Fall clothes, and that you were a leader in the enthusiasm in the Liberty pageant.

What splendid old recollections they will be!

"I got that new suit of clothes at Wanamaker's," you'll say.

Of course you did—at Wanamaker's, where there never was any doubt about quality and value.

Plenty of the good Fall suits are here—and not at any 109.36 per cent here, in desirable styles in full selection.
(Third Floor, Market)

advance over four years ago, either, in spite of what the Federal Bureau of Statistics says about the increase in costs. (It may be right about some stores.)

Every model that any man can describe of the good Fall suits are here, in either suits or overcoats, is here—and not at any 109.36 per cent here, in desirable styles in full selection.
(Third Floor, Market)

ON THE AISLE Men's Initial Handkerchiefs at \$3.75 a Dozen

Newly on sale today, and of pure Irish linen, hemstitched and in regular sizes for men. As handkerchief values rule today, these are a very remarkable group at the price—and they are sure to sell accordingly.
(West Aisle)

Individual Styles Among Soft Hats

This showing of soft hats for Fall and Winter is marked by a great many shapes not to be found elsewhere. This is particularly true of the hats from Italy, which are delightfully jaunty and spirited in line. Colors are rich and in good variety. Prices, \$1 and \$5.
(Main Floor, Market)

Fine New Lot of Madras Shirts

If there is any kind of striped design, or any color, that a man cannot find among these shirts, we don't know what it is. The stripes range from very narrow ones to wide ones, and many are in clusters. The colors are numerous. The madras is of an unusually good grade and in Autumn weight, and the shirts are made with soft cuffs. Price, \$2.
(Main Floor, Market)

Men's New Gloves of Many Kinds

One-clasp, out-seam - sewn tan capeskin, \$2.25 and \$2.75. One-button, pique - sewn gray French suede, \$2.50. Strap-wrist tan capeskin, \$3.25. Strap-wrist khaki horsehide, \$3.50. Strap-wrist gloves with tan capeskin palms and khaki cloth backs, fleece lined, \$2.50. One-clasp khaki suede with knit lining, \$3.50.
(Main Floor, Market and Central)

Plenty of Those 65c Neckties

Between 50c and \$2.50 you will find a wonderful assortment of new Fall and Winter neckwear, including a fresh lot of those fine four-in-hands that we sell specially for 65c.
(Main Floor, Market)

Work Gloves and Gauntlets for Ship Builders

Canvas gloves with leather palms, 35c; gauntlets, 50c. Horsehide mittens, \$1.25; gloves, \$1.65; gauntlets, \$1.35.
(Main Floor, Market and Central)

200 Children's Umbrellas at \$1.50 Each

Lucky is the child that the rain rains on if they have one of these umbrellas, because then they can raise it and show to the world that their possession is "extra fine" and it is made of sturdy cotton, with a tape edge and a steel-tempered frame. They are in 16, 18, 20, 22 and 24-inch sizes. The handles are of plain natural and mission woods, and many have fancy tops.
(Main Floor, Market)

The Veil's the Vogue

And most especially the very becoming drape veil, that hangs so alluringly. Charming is its deep border of chiffon, too! In various meshes, in navy, brown, taupe and white. \$1.50 and \$2.
(Main Floor, Central)

Smooth Leather Handbags in Good Colors

One style is round, with the regulation soft fullness. This is \$1.50. The other style is a flat book with top handle and is \$1 and \$1.50. Both come in navy, brown, gray and khaki.
(Main Floor, Chestnut)

Don't Delay Another Minute If You Need Housewares or China

The great September Sales must be brought to a close next Monday evening. Why not buy now and save 10 to 50 per cent on the household utilities that are so much needed?

There are still several thousand articles that can now be had at less than regular prices.

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|---------------------------|------------------------|-----------------------------|
| Enamelware | Serving Trays | Dress Forms |
| Galvanized Ware | Ironware | Bathroom Furnishings |
| Nickel-plated Ware | Woodenware | Cleaning Utensils |
| Vacuum Cleaners | Sewing Machines | Cutlery |

and brushes, mops, cleaning cloths, soaps, household needfuls of all sorts, almost past counting. This is undoubtedly the most extensive and valuable collection of housewares ever offered at below regular prices; and every article in it is of first quality—no trash.
(Fourth Floor, Market and Central)

Once the China Sale Is Over

Every piece of china and glass in this sale will be marked one-fourth to one-half more.

If you are going to need china or glassware between now and Christmas you can save that much by buying them now, that is, either today or Monday, because they cannot be bought afterward for the same low prices. It is a case of buy and pay less, or wait and pay more.

With Christmas comparatively near, wise people will know what to do. French, English and American dinner sets are shown in unstinted choice, and cut glass and inexpensive glassware in ample selection.
(Fourth Floor, Chestnut)



Wash Day Specials in the Housewares Sale

Household soaps, reliable kinds that will actually remove the dirt and will not hurt the hands; usable with hard or soft water. Queen oval, \$6.75 case of 100 large cakes. Flake white, \$8 case of 100 large cakes. Extra heavy wash boilers, with copper bottoms, made of very heavy tin, overlapped seams, riveted and soldered handles, at these prices for the balance of the month only: No. 6, stove size, \$2.50; No. 7, stove size, \$3.75; No. 8, stove size, \$4.00; No. 9, stove size, \$4.50.
(Fourth Floor)