

The Great Organ Will Play Today at 9, 11 and 11:55 The Organ and Band at 4:45

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

Now Is Surely the Time to Buy All Your Winter Shoes

"At Their Head Was Pershing"

When New York Went Wild upon Wednesday's Reception to the Great American General

John J. Pershing

Two millions of people thronged the streets then, and today it is estimated that the entire country of Philadelphia, with Delaware, Montgomery and Bucks in part, will flock together to do honor to

Pershing the Great Commander

familiarly known among

The Soldier Boys as "Jack"

"At their head was Pershing," read the New York newspapers in telling of the marvelous pageant.

Pershing's war record says wherever there was duty, danger or a desperate undertaking, Pershing headed the column.

Big soldiers, like General Grant, do not talk much; they simply do things.

When Pershing visited Lafayette's tomb in Paris on his birthday to put a wreath upon it, he simply said:

"Lafayette, we are here"

With the city full of our Knights Templar guests, we will open store at 9, our usual time, and close it at 10:30, when General Pershing reaches Independence Hall, and reopen again at 12 noon, after the ceremonies are over.

On the route of march on Market Street passing the Store the J. W. C. I. Girls' and Boys' Regiments will, by request of the Mayor, be in line on the street and present to General Pershing the flag of the City of Philadelphia.

The Grand Organ will have a special program of patriotic selections during the period that the Store is closed.

(Signed) *John J. Pershing*

Sept. 12, 1919.

Hundreds of the Newest, Prettiest Autumn Hats Between \$10 and \$15

Brand-new—so you will have the newest fashions. Scores of styles—so that it will be easy to find one which just suits you. Velvet hats aplenty—lustrous, gleaming velvets in the fashionable colors—and in small and large shapes. Hats of hatter's plush, too, and the new braided hats. Dress hats and hats for wear with your new Autumn suit—hats trimmed with the popular feathers, softly draped hats, hats embroidered in colors, hats trimmed with chenille and ribbons. \$10 to \$15. (Second Floor, Chestnut)

Small Furs for Early Fall

It is such attractive small, separate furs as these which smart women like to wear with cloth dresses and Autumn tailormades—small furs which add just the distinctive touch which the Autumn costume needs. Fox scarfs are becoming to young women and matrons alike, and one may have the pretty brown or taupe or gray or black fox scarfs. \$55 to \$150. Wolf scarfs are effective, good looking and not so expensive as the fox—\$35 to \$75. Little animal scarfs of one or two skins are extremely smart and much worn. Of mink, stone or Japanese dyed marten, they range from \$40 to \$135. But the Fur Salons are full of new beauties and lovely new furs! (Second Floor, Chestnut)

Latest to Arrive Among the Fall Skirts

Plaid worsteds, slightly gathered at the waist line and having gun-shaped pockets. There are such charming color combinations as green-and-blue, blue-and-gold, purple-and-green, tan-and-brown. They are useful skirts to wear with coats, for they will go with anything. The price is \$18.50. Black faille silk skirts are intended more for house wear, with a pretty blouse as an addition. They are gathered and below the knee is a wide band of the embroidery done in black silk. These are \$11.50. (First Floor, Central)

500 Women's Silk Umbrellas Special, \$5 Each

"You are almost giving them away," said an umbrella manufacturer who saw them. The covers are all-silk in black and all the popular colors, including plenty of blues. The handles are plain mission wood with colored tips to match the silk, and either rings or silk loop cords. (Main Floor, Market)

Some Women Have Said Fine Suits Are High This Fall

But there have just arrived a number of really beautiful models, and they are in some of the most fashionable fabrics of the season. The prices begin as far down as \$40 and only go to \$65. One may have the new lovely duvet, plain velour, pretty checked velours, tailored gabardines with many rows of shiny buttons and new ideas in braiding, silver-tones in the most fascinating colors, mixed suitings in sports style and many others. Nearly all have high collars, but in many cases these same collars may be worn low. None have fur trimmings, for the entire value of these new suits is in the good materials and the tailoring. (First Floor, Central)

Time for Warmer Coats for the Children

The very little tots of one and two years will wear the new white coats—coats of soft, velvety corduroy, of serge or of cashmere. Simply made, usually they are warmly lined and interlined. \$5.50 to \$20. Colored coats, for older children of 2 to 6 years, are of broadcloth, of corduroy, of velveteen and other materials, in browns, light and dark blues, American Beauty and other colors. The styles are charming, many coats are fur trimmed, all are daintily lined. \$15 to \$25. (Third Floor, Chestnut)

New Gloves for Little Hands

Here are comfortable, sturdy gloves for the children—85c a pair for chamois-finished lisle in white or gray, 1 clasp. \$1.15 a pair for duplex lisle gloves, 1 clasp, in white, brown or gray. \$1.50 and \$1.75 a pair for 1-clasp tan capeskin gloves; \$2.25 for slip-on style. \$2.25 a pair for gray mocha suede gloves, 1 clasp, outseam sewn. (Main Floor, Central)

Pins for Her New Fall Hat

All sorts of gay, new pins are here to hold her hat firm when brisk Autumn winds blow. There are many new designs and different color combinations and effects. Pins with settings of imitation pearl, 50c. Imitation pearl pins, combined with colored stones, \$1.25 to \$2. Enamel hat pins, 50c to \$1.50. Gold-plated hat pins, plain and jeweled, 25c to \$1. Jet hat pins, 25c to \$1 each. (Jewelry Store, Chestnut and Thirtieth)

Lovely New Lingerie Blouses

All are of that fine white voile which lends itself so admirably to lingerie blouses. \$13.75 for a blouse of voile with tucked collar, cuffs front and back—in fact, tucked everywhere but the sleeves. Real fillet lace down the front and pearl buttons for trimming. \$15 for a charming style with tucked collar and cuffs and hand-drawn work and embroidery on the front, and insertion of real fillet lace. \$15.75 for the last blouse, which has square neck, shawl collar, fillet lace collar and cuffs and hand embroidery for its final, dainty touch. (Third Floor, Chestnut)

La Fere—A Delicious Bouquet Scent

You will catch a whiff of many sweet-scented blossoms in La Fere, for it is a bouquet scent—the combined fragrance of many flowers. La Fere extract, \$1.75. Toilet water, \$1.50. Face powder, 50c. Talcum powder, 50c. Sachet powder, 50c. (Main Floor, Chestnut)

When Thousands of Pair for Men and Women Are Average Half Price in a Sale

We cannot regulate prices of the entire shoe market, but we have done the next best thing.

We have made it possible for thousands of men and women to buy all the shoes they will need for this Winter—or even for next Summer—at average half of regular prices.

High and low shoes in many styles and all good leathers.

All Wanamaker standard footwear—mostly reduced from our own regular stocks.

Women's Shoes

Low white shoes at \$2.75, \$4.75 and \$6.75—incomplete sizes of evening pumps, street, dress and sports shoes. High shoes at \$4.40—heavy tan grain lace boots, black calfskin lace boots and two shapes of black glazed kidskin shoes. Low shoes at \$4.75—street oxfords and pumps, sizes broken. High golf shoes at \$4.75—bluchers, with perforated straight tips. High shoes at \$6.75—black and tan lace shoes. Low shoes at \$6.75—fine black and tan oxfords and pumps of calfskin and patent leather; sizes incomplete. High shoes at \$7.75—fine black and tan shoes with various shapes of toes and heights of heels. High shoes at \$8.75—combination lace boots in black and tan and patent leather. (First Floor, Market)

Men's Shoes

High shoes at \$4.85—good, substantial Winter shoes in black and tan, some with fiber soles. High shoes at \$5.90—about half of them are extra-heavy black or tan grain calfskin. High shoes at \$8.40—fine black and tan calfskin shoes made on smart English lasts. Low shoes at \$8.40—black and tan, in various toe shapes. High shoes at \$9.75—extra-fine custom-style shoes in various models but incomplete as to sizes. Low shoes at \$9.75—extra-fine custom-style shoes in white buckskin and black and tan calfskin. Sizes incomplete. Also a large quantity at 75c to \$1.75, according to size. These are newly reduced, but the values are extraordinary. (Main Floor, Market)

"It's Time I Thought of My New Clothes!" Says Miss Philadelphia

It's growing a little late for Summer clothes; last season's things are shabby, of course, and first off she'll need

Some Smart New Winter Dresses

Serge dresses to wear to school or to business, to wear on the street without a coat during the Fall, and under a coat all through the Winter. Blue serge is best liked, many dresses are embroidered, skirts are in tunic effect, pleated and gathered, buttons appear in whole rows, sashes are high in fashion and there are so many becoming dresses it would be an unusual girl who couldn't find one or more to suit her. \$32.50 to \$77.50. Tricoulette dresses are extremely fashionable, come in deep blue, taupe, brown or black, and go all the way from \$63.50 to \$105. Satin and silk dresses are needed for afternoon and dress occasions, and come in numbers of fetching new models. \$32.50 to \$87.50.

The New Winter Suits Are of Many Kinds

Practical, simply tailored or handsome with braiding. There are roughish tweeds and sports suits, soft velour and duvetyne suits, broadcloths and any number of the novelty wool fabrics that are the fashion. Coats are longer, linings are plain and fancy, good tailoring distinguishes all our suits, and there are colors enough to please everybody. Styles are different too—there are many models that you'll find nowhere else in town. \$40 to \$85.

Warm Winter Coats Are Necessities

If one would make preparations for the coming Winter. Simple, well-tailored coats of wool velours start at \$35 and go on up to \$300 for a handsome coat, lavishly trimmed with fur and beautifully lined. There are coats for all occasions, from sports wear to evening use, there are light and dark colors, and prices to suit all purses. All the garments are in 14 to 20 year sizes. (Second Floor, Chestnut)

Truly Magnificent Lamps Are in the Sale

Many people think of sales as accumulations of odds and ends. That is not the kind of sales Wanamaker's holds, and it is notably untrue of this Lamp Sale. We are selling this month, at reductions of 25 per cent or more, some of the most beautiful lamps in America. Among them are table lamps, desk lamps, davenport lamps, candlesticks and torchieres, many of them real works of art. They are chiefly of metal, in various fine finishes, and prices range from \$20 to \$175. (Fourth Floor, Central)

Good Quality Is the Mark of These Boys' New Fall Suits

We insist upon good quality in our boys' suits and we get it. The one thing a poorly made suit will not do is to hold its shape after a real boy has worn it for a month or two.

The work has not been put into it. The reason Wanamaker boys' suits hold their shape under stress of service is because the work has been put into them.

The new Fall suits that we are now showing are Wanamaker suits. They will stand up under hard wear, because they have been tailored to hold their shape.

We are showing a large selection in Norfolk models, in a choice of gray, brown and fancy mixed goods and blue serges.

Prices \$15 to \$85 for suits in 8 to 12 year sizes. (Fourth Floor, Central)

Men's Good Wallets Special at \$2.50

At this low price a man may choose from black leather hip-size wallets in three grainings. Some have tucks in center, others notebook section, and all have bill pockets in back. (Main Floor, Chestnut)

Great, Fat Vanilla Marshmallows—50c a Pound

Luscious, fresh marshmallows, delicately flavored with vanilla—in pound packages, ready for the week-end, 50c a pound. Cream-covered caramels, many flavors, 80c a pound. Assorted chocolates and bonbons, \$1 a pound. French chocolates, good for children and liked by grown-ups, too—\$1 a pound. (Down Stairs Store, Chestnut)

Every Dinner Set in Our Possession at a Reduced Price in the September Sale

This includes over 100 open-stock patterns, which means that you can replace broken pieces at any time. The savings average about 25 per cent and they have not been accomplished at a sacrifice of quality. Every dinner set in this Sale is a real set in the number, size and character of the pieces. All are well-selected qualities. The French sets are the best we have had in some years. The English are a notable, good collection, and the showing of American sets is especially good. As a collection, the entire assortment offers everything that any one needing a standard set of dinnerware can desire—variety, quality, desirability and actual economy. French china dinner sets are \$32.50 to \$300. English semi-porcelain dinner sets, \$22.50 to \$45. American sets, \$32.50 to \$45. American semi-porcelain dinner sets, \$15 to \$40. Radiant Cut Glass at Savings of 25 to 50 Per Cent All of these pieces are of standard crystal, not the dull kind. Probably you know the difference, although a lot of people do not. (Fourth Floor, Chestnut)



Advance Showing of Men's Fall Suits

The tendency toward novelties and niceties of tailoring and style so noticeable of late years is still much in evidence, conspicuously, of course, in suits for younger men. They will like these double-breasted two-button-cut styles, cut a shade longer and with high waist and trim lines. There are full-belted and semi-belted models, the belts on the full-belted styles buttoning on the outside on some and on the side of others. Blue, brown and gray are chiefly noticeable in this advance showing, which, while not extensive, is interpretative of all that is best in fashion and quality. \$35 to \$65. (Third Floor, Market)

Straw Hats Off!

Monday is the day for the straw hat gun. Men who don't wait for hints will get their felt hats tomorrow. And men who know fashions will come to Wanamaker's, where assortments are largest in—Soft hats at \$5, \$6, \$7 and \$10. Derby hats at \$5, \$6 and \$8. Tweed hats at \$4 and \$6. (Main Floor, Market)

Fall Fashions in Men's Shirts and Ties

Autumn stocks in fine assortment in the Men's Wear Store. Madras shirts in new designs at \$2.15 to \$4, some with separate soft collars to match. Silk shirts, in good weights and rich colors, \$6.50 to \$12. Of neckties there is a great variety, starting as low as 50c and going to \$4 for the finest imported silk. All new Fall patterns. (Main Floor, Market)

Men's Gloves for Autumn

These are kinds particular men want this Fall—Tan or brown capeskins, \$2.75 and \$3 a pair, outseam sewn, 1 clasp. Gray mochas, 1 clasp, with plain or embroidered backs; pique or outseam sewn, \$4.75 a pair. (Main Floor, Central)

Men's Handkerchiefs \$6 a Dozen

Plain hemstitched handkerchiefs, which are the kind most men like best. Of good size and of snowy, firm linen, they have 3/4 and 1/2 inch hems, and were made especially for us and ordered not months, but years, ago, which is the "why" of their moderate price. (West Aisle)

Men's Self-Clocked Socks of Fine French Lisle

Because of an extra hard twist in the weave, French lisle has wonderful durability. It makes the most serviceable half hose we know and is very pleasing to the eye. In black, gray, tan, navy and cadet blue, with self-clocks. \$2 a pair. (Main Floor, Market)

Best Underwear News of Many Months for Men

Second-grade merino underwear at a little more than half the price of first-grade goods. \$1.35 a garment for light-weight natural merino shirts, with long or short sleeves and ankle drawers in two lengths. \$1.75 a garment for medium-weight natural merino shirts and drawers in the same style. These goods are from one of our best mills. The imperfections in them are slight and well mended. They will give substantially the same service as first-grade goods. (Main Floor, Market)

The Fish Are Biting Fine

If you need anything in the tackle line, here it is: Fly rods, \$5 to \$27.50. Bait casting rods, \$5.50 to \$15. Sea rods, \$4.50 to \$25. Fresh-water reels, \$1 to \$30. Salt-water reels, \$2 to \$30. Lines of all kinds, 30c to \$5.50. Hooks of all sizes, 50c to \$1 a dozen. Flies, 10c to 25c each. And all other accessories, including clothing. (The Gallery, Juniper)

Fine Safe Enamelware in the Housefurnishing Sale at Special Prices

There are a great many kinds of enamelware in the market—that is, metal ware covered over with a glazed enamel. The glazing is really glass and glass is one of the most brittle substances known. It is a very nice operation to put enamel on metal with just the right temperature and at just the right composition so that the glazed enamel and the metal will expand evenly together. When this is not accomplished perfectly the ware is marked at a lower price and from this sort of enamelware fine particles of glass may find their way into the food. For this reason it is a dangerous business to buy any sort of cheap enamelware. In our Housefurnishing Store we never permit enamelware except such as is tested for its qualities of heat endurance and also tested as to its chemical composition. Good enamelware costs more at the outset than cheap, imperfect enamelware, but like many other standard things, it is less expensive in the long run. In the Housefurnishing Sale there are several thousand articles of good, practical gray enamelware at reductions of 15 to 20 per cent. (Fourth Floor, Market)