

Great Organ Plays at 10 and 4.25 <small>St. Anne de Beaupre Chimes at Noon</small>	WANAMAKER'S	Store Opens at 10	WANAMAKER'S	Store Closes at 4:30	WANAMAKER'S	WEATHER <i>Rain and Cooler</i>
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A Warm Welcome at the Wanamaker Store Tomorrow

We Are in Full Dress Today in Autumn's
first installments of fashion in fabric.

It costs nothing to see the new things, and it is easy and pleasant walking where there is so much to see.

The faces of our good clerks will tell you that it is no trouble to show goods. They are not permitted to solicit your attention, but they will be only too happy to respond to your least wish and show you everything and answer questions, even if you tell them afterward that you have only come to look.

This is a Store that people can be at home in all the time, whether they are in it to purchase or not. You are the one to choose your own time to come and go and buy at your own time here or elsewhere. You are welcome at all times.

[Signed] *John Wanamaker*

Sept. 20, 1918.

Inexpensive Silk Dresses of Unusual Charm
(For Women)

These early Autumn days a woman can pick up a wonderfully pretty little frock for an inconsequential sum if she keep her eyes about her.

Tomorrow brings such an opportunity with this group of dainty silk dresses in the newest styles.

Crepe de chine, Georgette crepe and satin and crepe combined are the materials used, and the colors are those most in demand just now—wistaria, old blue, navy, black, taupe and brown.

Embroidered satins, colored embroidery and fringe are much used for ornamentation, and the effects are in much better taste than you will usually find in dresses at such modest prices.

Several of the most striking models show such fashions as loose panel back, waist line with huge girdle and coat dress effect with long tunic.

Prices are \$19.50 to \$27.50.

(First Floor, Central)

Skirts Have Borrowed Rich Autumn Tints From Mother Nature

These are new plaid skirts and they have all the gay and pretty colors of September and October—as well as a few more!

Of soft velours and prunella cloths and worsteds, the skirts are of fine wool fabrics in unusually attractive colors and combinations. There are rose, blues, green, violet, gray, brown and black-and-white effects, and it will be easy to match them up with the fashionable sweaters.

Many are full box pleated, others are in cluster pleats; all have attractive girdles, usually quite deep.

\$16.75 to \$27.50—and as the manufacturers will no longer take orders at these prices (and in some instances it is impossible to duplicate the fine materials) it is only fair to tell any woman intending purchasing a plaid skirt to do so soon!

(First Floor, Central)

New Winter Dresses and Coats for School Girls and Juniors

At \$8.75 there is a particularly good regulation dress of dark blue serge, for girls of 6 to 14 years. It is well made and attractive and especially useful for school and everyday use.

Coats for girls of 6 to 14 years are here in new Winter styles and of good wool chevots and burella cloth, \$15 to \$25.

Coats for older girls, who wear 15 and 17 year sizes, are of warm, heavy Winter fabrics in brown, blue and green, and are \$25 to \$35.

Serge dresses for Junior girls are made in many new and pretty Winter styles, are in 15 and 17 year sizes and range from \$10 to \$18.75.

(Second Floor, Chestnut)

The Loveliest Ribbons!

Warp-print ribbons, in dark and light shades, and the richest combinations are new and especially adaptable for workbags, fancy pillows and many other things that clever needlewomen use ribbons for. 38c to 50c a yard.

Picot ribbons in all the rare millinery shades are very chic for hat trimmings. 3/4-inch to 2 1/2-inch width, 35c to 90c.

(Main Floor, Central)

Lightning Silver Cleaner Special for September, 85c

Removes tarnish from silver perfectly without the aid of a brush or any powders.

Place cleaner in a pan of water with solution of bicarbonate of soda and presto! Silver is not harmed.

(Fourth Floor, Market)

Diamond Sautoirs
Of More Than Ordinary Beauty

They are delicate, lovely things, encrusted with diamonds, and will please the woman of the most exquisite taste. Only gems of the highest character have been used, and the workmanship is peerless. \$275 to \$600.

(Main Floor, Chestnut)

Real Filet Neckwear Specially Priced

Real filet has a distinction that adds a charm to the plainest dress, and it is always in the best of taste.

Collars, in the shawl shape, \$6.

Sets, with shawl collars, \$10.

(Main Floor, Central)

Silver-Toned Velour Coatings—A Handsome Showing at \$6 a Yard

These are amongst the finest coating fabrics of the season, and we show them in twenty different shades.

They are woven of a particularly fine wool which carries warmth without weight and are delicately flaked with silk of a silver-tone.

Fabrics of this class are becoming so scarce that early selection will be wise, because, while we show an adequate assortment, there is no likelihood that we shall be able to replace them for selling at the same price—\$6 a yard.

(First Floor, Chestnut)

For the Woman Who Likes Frilly, White Waists—

(but not too frilly) there are two uncommonly pretty new blouses that arrived just in time to get themselves in today's news.

Both are of soft white batiste, and the first waist has a tucked and lace edged collar which comes around in somewhat surplice fashion and crosses in front. \$6.85.

The other waist has a deep shawl collar of fine embroidery, with many tiny tucks and a touch of black moire ribbon. It is \$7.75.

You will want one of each!

(Third Floor, Central)

The Flannellet Pajama Season Is Not Coming—It's Here!

At least so you'd think from the numbers of women who have been here to get them.

These pajamas are brand-new, well made and of good flannellet.

White flannellet pajamas, \$2.75 and \$3.

Striped flannellet pajamas, \$3.75 pair.

(Third Floor, Central)

A New Special Lot of Velvet Handbags

Black, navy and taupe are the colors, and the linings are silk, chiefly changeable silk, in contrasting light colors.

The frames, which are tortoise shell-finish celluloid, are in a new, squarish shape, and the bags are deep and roomy and have purse attached.

Special at \$7.50.

(Main Floor, Chestnut)

Violette des Valles—

So many women prefer violet to any other scent, and this particular one has a certain "woody" fragrance.

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

(Main Floor, Chestnut)



A DISTINCTIVE COLLECTION OF LOVELY NEW WINTER HATS FOR WOMEN
—\$10 to \$25

NOW that the Paris and American milliners have settled the new modes for Winter, all a woman has to do is come in and choose the hat which suits her best!

Here is a collection of brand-new hats—some just off the needle—and all as interesting and smart and new as any woman could wish. They show many of the fashion newnesses and in the group there are—

Large dress hats of velvet, often of black velvet, faced with blue or pink panne velvet and decorated with the lovely ostrich feathers that are so much in fashion again.

Maline and velvet and ostrich is another modish combination—the brim a combination of the black maline and velvet, in a novel scalloped effect, the crown high and the feathers picturesquely curled over the brim.

Many small hats, too, with perky wings and upstanding wings and spreading wings—ever so many of these!

Hats of hatter's plush and velvet—often trimmed with the smart burnt goose feathers.

Often there's a dashing bit of color used—like the flat fruits and flowers, of velvet, against the black.

It's a fascinating collection—and there are hats for young women as well as matrons.

(Second Floor, Chestnut)

Choosing the Right Suit for Your Boy

is largely a matter of common sense.

Common sense will tell you that you are most likely to get the right suit in the store that puts rightness and reliability of quality above all other things.

We have a very good stock of boys' Fall suits here now, but there is only one reason why any one of these suits is here.

That is because we have made sure that it is as right and reliable as it can possibly be in all the things that go to make quality, service, style and value in a boy's suit of clothes, and among these are woolen fabrics, correctness of modeling, careful tailoring, painstaking finish and uncommon excellence in the fit of each garment.

Norfolk styles at \$13.50 to \$30, for boys of 8 to 18 years.

(Second Floor, Central)

Cut Glass One-third to One-half Less—A Bright Particular Feature of the China Sale

Anybody likely to need a piece of cut glass between now and Christmas Eve will be wise in taking advantage of the opportunities presented in this September sale, which brings an ample choice of good quality pieces at one-third to one-half less than the regular prices.

Two very unusual items, both at half-price, are a footed nut-bowl, 8-inch size, at \$3.50, and an 8-inch fern dish at \$3.25.

Also there are:—

Bonbon dishes, 50c, 65c, 85c, \$1 up to \$3 each.	Sugar and Cream Sets, \$2.50, \$3.75 up to \$12 each.
Low berry dishes, \$1.75, \$2.50, \$3, \$4.50 up to \$12 each.	Spoon Trays, \$1.25, \$1.50, \$1.85 and \$2.50 each.
Jugs, \$3.25, \$4, \$4.75 up to \$15 each.	Candy Baskets, \$2 each.
Celery Trays, \$2, \$2.50, \$2.75, \$3, \$3.50, \$4 up to \$10 each.	Vases, \$1, \$1.50, \$1.75, \$2, \$2.50, \$2.75, \$3 up to \$60 each.
Compotes, \$1, \$1.35, \$1.75.	Punch Bowls, \$15, \$18.50, \$20, \$25, \$27.50 up to \$50 each.

(Fourth Floor, Chestnut)

Who Knows How Long You Can Save Money On Shoes?

Certainly everything points to higher and fixed prices, with not much of an assortment at that.

It is decidedly the wise thing to buy, in this Sale, all the Winter footwear you or your family will need.

Men's Shoes at \$4.65 —Tan shoes, guaranteed all side leather, blucher lace. Medium weights for dress and heavy weights for outdoor wear.	Men's Shoes at \$6.40 —Dark tan calfskin lace shoes, new and fashionable models.	Women's Shoes at \$6.75 —Tan calfskin high-lace shoes with Cuban heels. Sizes incomplete.
Men's Shoes at \$5.75 —Standard U. S. Marine Corps Shoes in black at a lower price than the Government pays for them. These are splendid out-of-doors and business shoes.	Women's Shoes at \$2.50 —Button and lace shoes in various styles. Sizes incomplete.	Women's Shoes at \$6.75 —High-cut tan kidskin lace shoes, long vamp and walking heels.
Men's Shoes at \$5.90 —A fine lot of black dull leather and glazed kid lace shoes, all in desirable styles.	Women's Shoes at \$4.40 —Many kinds, at less than half-price. Sizes incomplete.	Women's Gray Shoes, \$7.75 —Fine high-cut lace shoes in gray leather, some with cloth tops. High Louis heels.
	Women's Shoes at \$5.50 —Patent leather lace with black cloth tops and black kidskin lace and button. Various toe styles.	Boys' Shoes at \$3 —A splendid lot of dull black leather blucher lace shoes in sizes 2 1/2 to 5 1/2. Just the shoes to wear to school.

(Men's and Boys' Shoes, Main Floor, Market)
(Women's Shoes, First Floor, Market)

Have You All the Blankets You Will Need?

If so, you are fortunate. If not, you should at once secure all you are likely to want.

We have good stocks of standard wool and wool-and-cotton blankets, but not one pair more than we shall need.

Market supplies are dwindling, production has been curtailed and prices are rising.

All these are good reasons why you should buy your winter's supply of blankets and quilts while the buying is so good.

You have nothing to gain by delay and much to lose.

You will find our bed clothing store ready with the goods you want if you want goods of quality—blankets and comforts of the kind that one never regrets buying, all at the lowest market prices.

(Sixth Floor, Central)

100 Pretty Lunch Sets of Linen Damask, \$2.25

For such new and dainty sets, so desirable for gifts, \$2.25 is a moderate price to pay.

Thirteen pieces in each set—a centrepiece, six plate doilies and six tumbler doilies, all neatly scalloped on the edge and rose, spot and fleur de lys patterns.

(First Floor, Chestnut)

New Everyday Coats for Small Boys and Girls

Mothers will be specially well pleased with these warm, practical coats. They are made for hard wear, and are just the things for little "Kiddies" 2 to 6 years old.

There are the nicest chin-chillas, some severely tailored, and others with snug fur collars. \$12.50 to \$20.

Corduroy, than which no cloth wears better, makes many more, some tailored and some fur trimmed. \$6 to \$20.

And there are a few khaki military models that turn a little lad into a dashing soldier. \$12 to \$18.

Hats to go with these coats come in felt, cloth, velour and corduroy, in all the dark colors. \$2.50 to \$7.

(Third Floor, Chestnut)

A Sweet Reminder

Swiss milk-covered chocolates, 60c pound.

Alakuma bars (and they're delicious), 10c bar.

Assorted chocolates and bonbons, \$1 pound.

Cream-covered caramels, 80c pound.

Salted nuts, \$1.50 pound.

(Down Stairs Store, Chestnut)

Odd Pieces of Imitation Filet

for household use, all at 15 to 25 per cent less than the original prices.

There are quaint pieces for the arms and backs of chairs, tray covers, doilies and centerpieces. 15c to \$1.50.

(West Aisle)



War Workers, New Comers to Philadelphia and Production Men of Every Sort—

you steady and powerful men who build ships and locomotives and guns, who make shells, who "do the big job at home," you have mighty little time to go hunting all over town to see where is the best place to buy your new Winter clothing.

Why not take the word of old Philadelphians for it?

Why not accept the judgment that has been justified for over half a century?

Why not do as the most careful and prudent men of Philadelphia do, and

Get Your New Clothes at Wanamaker's?

For the Wanamaker Clothing Store is the one place sure. It is the Store that in spite of every adverse condition still "obstinately refuses to sell cotton-mixed or steam-tailored clothing."

All Wool and Hand Tailored!

We don't believe you will find as good clothing elsewhere as the collection you will find ready here tomorrow for your choosing.

Fine and serviceable new Fall suits, \$25 to \$60.

(Third Floor, Market)

Fine, Fresh, Fall Fashions in Men's Shirts and Ties

Cast your eyes, you men who need new shirts, over the tables and tables piled high with new fall styles.

Note the fine, firm fabrics and the variety of them.

Enjoy the beautiful designs and the multitude of them.

See how clean the shirts are; how freshly laundered.

Plain negligee and pleated styles, with soft and stiff cuffs, some of the latter separate.

Prices \$1.50 to \$8.50.

Fall Neckwear in Abundance

Thousands of ties in the new designs for Fall and Winter and the new colors. It is a joy to choose from such an assortment.

Prices 50c to \$2.50.

(Main Floor, Market)

Your New Soft Hat Is Ready for You, Sir

As for several years past, soft hats are high in favor with men in all walks of life. This is probably due to the fact that the soft hat has more individuality than the derby and is in a greater variety of shapes.

These new soft hats are uncommonly handsome and may be had in brown, tan, green, smoke or gray.

Prices \$4 and \$5.

(Main Floor, Market)

Men's Fine Ribbed Socks of Silk-and-Wool

Splendid, sturdy half hose in a good weight for fall and winter.

Handsome, too. The wide ribs give an extremely smart effect.

In blue, black, heliotrope, white, shot mixtures and several shades of brown.

Price \$3.50 a pair.

(Main Floor, Market)

200 Dozen Men's Handkerchiefs "Seconds" at 25c Apiece

Good, generous size handkerchiefs—and pure linen. "Seconds," to be sure, but not likely to hurt the good service they'll give you.

And 25c apiece for such handkerchiefs is certainly unusual enough to be worth noting these days!

(West Aisle)