

**BUYERS ARE READY FOR MERCHANTS TO OPEN FALL SEASON**

Thousands of Balloons to Be Sent Up at 9 A. M. Monday With Prizes.

**WINDOWS IN GALA ATTIRE**

Merchants Vie With Each Other for Prizes Offered by Retailers' Body.

The inauguration of the fall buying season will be formally observed here at 9 o'clock tomorrow morning, when several thousand balloons, each carrying an order for merchandise on some Washington business house, will be unloosed in the downtown section of the city.

Washington merchants are ready for the fall trade. Their stocks have been replenished and the opening display tomorrow will be offered as a convincing argument why every one, visitor and native, should "buy in Washington."

Simultaneously with the unloosing of the balloons and their orders for merchandise—which range in value from 25 cents to \$10—the city's store windows will be unveiled and will reveal the fall offerings. Start-up business houses are in the window-display competition of the Retail Merchants' Association.

The balloons will be sent up at a number of downtown points. Approximately 1,000 will be unloosed from the roof of the Munsey building, and the throngs on the street below have only to capture one as it falls and take the order found therein to the store upon which it is drawn.

**Bells and Whistles to Be Busy.**

As the balloons float off bells will be rung and whistles blown to remind Washingtonians that the fall buying season has been officially inaugurated.

The balloons will be released from The Mode, Eleventh and F streets; King's Palace, 518 Seventh; Philip T. Hall, 1411 F; William T. Freney Company, Inc., 411 Fourteenth; Goldenberg's, Seventh and K; Schmiedt Bros., 704 Seventh street; R. Berberich's Sons, 1118 Seventh street and 413 Pennsylvania avenue; Adams News Depot, Ninth and G, and from the roofs of the newspaper offices and other buildings along Pennsylvania avenue between Ninth and Fourteenth streets.

The Retail Merchants' Association is offering three silver cups in the window display contest. A fourth cup is offered by the Washington Shoe Dealers' Association for the best shoe display and the window dresser of the firm to which this cup goes will receive \$10. The cups will be awarded by a committee consisting of the managers of the four local newspapers—J. R. Hamilton, of The Times; Leroy W. Herron, of the Star; Ralph Goldsmith, of the Post; and Troland Clear, of the Herald.

**Many Firms in Contest.**

The following business houses have formally entered their windows in competition:

- D. J. Kaufman, 1009 Pennsylvania avenue; Regal Shoe Company, 1003 Pennsylvania avenue; Kaufman & Co., 833 Pennsylvania avenue; Newark Shoe Company, 912 Pennsylvania avenue; B. Berberich's Sons, 313 Pennsylvania avenue; S. Kahn, Sons & Co., Eighth street and Pennsylvania avenue; Saka & Co., seventh street and Pennsylvania avenue; Joseph Strasburger Company, 212-12 Seventh street; J. E. Cunningham Company, 212 Seventh street; L. S. Lansburg & Bro., 420 Seventh street; Heent & Co., 510-11 Seventh street; Schmiedt Bros., 704 Seventh street; S. Adler & Sons, 48 Seventh street; Charles Schwartz & Son, 705 Seventh street; King's Palace, 518 Seventh street; House & Herrmann, Seventh and I streets; Goldenberg's, Seventh and K streets; William Hahn & Co., Seventh and K streets; H. Abramson, Seventh and L streets; R. Berberich's Sons, 1118 Seventh street; Harry Kaufman & Co., 1215 Seventh street; D. B. Gudorf, 1529 Seventh street; M. A. Leese, 614 Ninth street; United Hat Company, 504 Ninth street; Wolf's Walkover Shoe Company, 429 F street; Mayer Bros. & Co., 367 F street; Kafka's Shop, Tenth and F streets; Woodward & Lothrop, Eleventh and F streets; The Mode, Eleventh and F streets; W. H. Moses, Eleventh and F streets; M. Phillipsborn & Co., 610 Eleventh street; Palais Royal, Eleventh and G streets; M. Brooks & Co., 1109 G street; Mrs. Goddard, 112 G street; The Louvre, 1115 F street; Gude Bros. Company, 124 F street; Smoot & Jelleff, Inc., 125 F street; T. Horn's, 123 F street; Whitmore, Lynn & Alden, Thirteenth and F streets; Alice Maynard, 1386 F street; George E. Hebbard, 1312 F street; Berberich's Young Men's Shop (shoe department), 1321 F street; Arthur Burt, 1343 F street; Philip T. Hall, Inc., 1411 F street; William Freney Company, Inc., 611 Fourteenth street; Sidney West, Fourteenth and G streets; R. P. Andrews Paper Company, 77 Thirteenth street; Z. D. Blackman, Fourteenth and H streets; Tolman Laundry, 6 Dupont circle; Sinsheimer Shoe Company, 3146 M street; Stetson Shoe Shop, 1109 Pennsylvania avenue; People's Department Store, Eighth street and Pennsylvania avenue southeast, and Freyer's Art Shop.

**Ten Army Physicians Ordered to School Here**

Ten officers of the medical reserve corps have been ordered to the Army Medical School in Washington to take the required course of instruction. They are First Lieutenants Charles G. Sinclair, Herbert H. Bauckus, Joseph L. Farden, Luther M. Ferguson, Clarence S. Ketchum, Walter E. Koppertink, Edward A. Noyes, Frederick H. Peters, Robert P. Williams, and Frank W. Wilson.

**Army Funds to Be Used To Feed German Sailors**

Judge Advocate General Crowder has given an opinion that army funds may be used to provide rations for the members of the crew of the German steamer K. D. III, interned at San Juan, Porto Rico, with the understanding that the German government will make proper reimbursement after the war.

**Capt. Delano Retired.**

Capt. Frederic H. Delano, of the marine corps, stationed at Boston, has been placed on the retired list with rank of major, on account of disability.

**NEW MOVIE MEN TO SHOW G. A. R. PARADE**

Congress Company Begins Operations With Plans for Many Features.

Fixing history with a motion picture machine is to be done in Washington this week when the veterans of the Union Army march in grand review before the President of the United States.

While there only exists today a few faded prints made from photographs taken at the time of the first grand review, the grand review of 1915, participated in by many of the same veterans, will be preserved for all time, and copies of these pictures with the aged veterans actually marching, will be placed in the archives of the Grand Army of the Republic and of the Government of the United States through the courtesy of the Congress Film Company, a Washington corporation, organized to make records of history-making events and other motion picture features.

The first work of this company will be purely for the purpose of preserving for future generations the scenes of the historic parade. In this particular case the efforts of the company are directed toward making perfect pictures purely for official record and not for general public exhibition.

The Congress Company has engaged one of the most famous camera experts, James Slewin, for the purpose of making these films. Mr. Slewin is the only motion picture artist who has been accorded permission to make pictures in the gardens of the Vatican, and is the man who made motion pictures of Pope Pius. Mr. Slewin was decorated with order of knighthood by the Vatican authorities. When he leaves here he will go direct to Rome and present a series of pictures of the San Francisco Exposition, the Panama canal and other interesting films before Pope Benedict at the Pope's special request. Afterward Mr. Slewin expects to make a series of motion pictures of the Mohammedan holy city of Mecca.

The Congress Film Company, which was recently organized in Washington, plans a comprehensive system of film productions which will include a number of feature photoplays. Pearl Sinden, well-known star of the stage, who has been featured under the Pathe management in motion pictures, is to be the leading woman of the company. She was recently with A. H. Woods' original "Potash and Perlmutter" company, in which she toured the country.

The first production of the Congress Company will be "The Voice of the North," a well-known success on the stage, with James O'Neil who played the leading part in the stage production, featured with Miss Cindelar. Later there will be produced in order "Arctura," "The Wanderings of Child Harold," to be featured in a series of travelogues produced in different countries; "The End of the Earth" and other plays by Fred Jackson, author of "The Full House," at present playing in New York.

Charles Sinden, president of the Congress Film Company, announces that the company will make historic record films of every event of great taking place in Washington from now on, the films to be for record rather than exhibition.

**FLEET ANCHORS OFF HIGHWAY BRIDGE**

Twelve Naval Vessels to Be Thrown Open for Inspection Tomorrow.

Washingtonians in great numbers will join the G. A. R. veterans and other visitors to the twelve naval vessels anchored near the Highway Bridge at noon tomorrow.

The vessels will be the Mayflower, Sylph, and Dolphin, the torpedo boats Bailey, Barney and Hiddle, the torpedo-boat destroyers Sterrett, Walke, Perry, Perkins and Monaghan, and the minelaying ship Dubuque.

Anchored in a line, the twelve vessels will cover a distance of about twelve city blocks. They are low-bulb, light-draft boats which typify war as effectively as any vessels in the navy.

Dr. Frank E. Gibson, chairman of the entertainment committee, has arranged with Commander W. W. Galbraith, U. S. N., for Washingtonians as well as veterans to go aboard each of the vessels. The boats will be open for inspection from 10 to 11:30 a. m. and from 1 to 5:30 p. m. throughout the week.

To reach the warships visitors should take street cars at Twelfth street and Pennsylvania avenue or vehicles to be found at Fifteenth street and Pennsylvania avenue, and Seventeenth street and Pennsylvania avenue, and go to the seawall at Potomac Park. There tugs, launches, and other small boats will be found to transport all spectators to the vessels.

On Tuesday and Friday nights there will be signal drills aboard each of the boats, with powerful searchlights. Throughout the day the ships will be decorated with flags.

**F-Boats to Be Brought To U. S. and Remodeled**

Plans for towing the submarines F-1, F-2, and F-3 from Honolulu to San Francisco next month for a general remodeling have been announced by the Navy Department.

The three submarines, which are sister ships of the F-4, which sank in Honolulu harbor with a loss of twenty-two lives, will be gone over thoroughly with an idea of making them seaworthy.

**No After-War Reaction, Says Frederic A. Delano**

Business is booming throughout the West, and mills that have been idle for years are reopening on full time, according to Frederic A. Delano, member of the Federal Reserve Board, who has returned from an extensive tour.

Not all of this boom is due to the war conditions or out of the European trade, he declared. Much is due to increased domestic demand. Mr. Delano says that because of this fact there will be no decided reaction after the war.



THE GREATER  
**PALAIS ROYAL**  
A. LISNER Hours: 9 to 6 G STREET

**A New Shoe Shop Opens**

Tomorrow—Monday—September 27

This innovation of a new low-priced Shoe Store is one carefully considered in the interest of our customers and worked out through several months of co-operation with high-grade manufacturers whom we could depend on to make only good shoes and never to take advantage of our customers by means of shoddy materials or imperfect workmanship.

The purpose of this new Store is to provide a place where people who must have shoes at low prices can get good shoes, and be no longer imposed upon by such stores as are willing to sell shoddy and paper things at prices that, while apparently low, are really extortionate for the kind of merchandise given.

**5,000 Pairs of Women's Shoes**

Tomorrow **\$1.95** Monday

**"Opening Day"**

The regular prices in this new shop are to be \$2.45 to \$2.95. And choice is offered of all the newly fashionable styles, in gun metal, patent leather, and vici kid, with cloth or kid tops, plain toes or with tips, button or lace, Cuban, Spanish, or common sense heels.

**Guaranteed**  
—for Style, for Comfort, and for Wear

For tomorrow's "Opening Day" 5,000 pairs are to be offered at a complimentary price—\$1.95. Very different than the usual sale of women's shoes at a low price—the visitor will be fitted with all of the care and skill as if the regular prices were quoted. Linked to the acme of style is the certainty of a perfect fit—all sizes are here from 2½ to 8, and all widths from B to E. Add comfort and durability, and is not the new shop already assured a successful "Opening Day?"

**Basement Shoe Store**

Four Seconds from Street Floor by Four Elevators

A few steps from the elevators—and you enter the new shoe shop, a distinct shop of 2,018 square feet, as exclusive and as if a specialty store. The last built shop and therefore with all the last moment features. Mahogany fixtures, many show cases and mirrors, comfortable seats, skilled and polite attendants, and, above and beyond all, a stock of 20,000 pairs of shoes, all last moment in styles, just from the makers, on sale at retail for the first time tomorrow morning. Choice of 5,000 pairs at the special introductory price of \$1.95.

**SATIN EVENING SLIPPERS, at \$1.95**

The style and quality make these very special at \$1.95—Women's and growing girls' sizes here, in white, black, and colors.

Other Slippers at 55c and up to \$2.65.

This Basement Shop is to be Headquarters for reliable slippers at low prices. Only 55c for Siesta slippers, all colors and sizes. \$1.05 for vici kid house slippers with one strap. \$1.55 for vici kid Julietts with rubber heels. \$2.65 for white kid opera slippers, with Spanish heels. \$2.95 for opera slippers, patent leather, and natural kid, beaded or plain toes, Spanish heels.

**Girls' Shoes**

Cheap feet deforming shoes result in later trouble that can never be eradicated. This Basement Shop's shoes guarantee perfectly developed feet. Pay \$2.45 for growing girls' shoes, here of patent leather, gun metal and kid, with round toes and low heels. \$1.50 and \$1.95 for misses' reliable school shoes, assuring style, comfort and durability.

THE GREATER  
**PALAIS ROYAL**  
A. Lisner Hours: 9 A. M. to 6 P. M. G Street

**Children's Shoes**

Beginning with infants' shoes, at \$1.05, \$1.25 and \$1.45, and up in sizes for school children, at \$1.35, \$1.55 and \$1.75. Choice of kid, gun metal and patent leather shoes.

Please link this Basement Shoe Shop with only reliable shoes, guaranteed for style, comfort and durability. The "Opening Day" tomorrow—to which mothers and their children are cordially invited.

