

The Wanamaker Store Will Be Closed All Day Tomorrow, but on Monday Its Doors Will Be Thrown Wide Open to the

Great Sales of September

And the Fall and Winter Millinery Opening of the Down Stairs Store

September Sale of Superior China and Glass



20 to 35 Per Cent Less Than Regular

A single but typical instance is a certain dinner set which for the past eight months has been selling regularly for \$45.

In this Sale it will sell for \$35. A splendid quality of American semi-porcelain it is, too, coming in a wide variety of designs.

Dinner sets in a splendid range of style, make and quality will be the leading feature of the sale, and we will say we never saw a more likable, serviceable, attractive assemblage of china than you'll see, if you're among the wise ones who come to the Sale next Monday, to view it in all its completeness.

To give you a rapid survey of opportunities, there is an excellent choice among

French China Dinner Sets

Isn't that marvelous? Any one in touch with affairs in France would wonder that the French could make or have any china to sell at all.

But here it is, the same fine Limoges china, decorated in the delicate sprays of flowers and glint of gold that appeal more to the taste of average women than any other kind of set of china in the world.

If the china is a marvel, the prices on it are marvels, too.

There will actually be a limited number of French china dinner sets priced as low as \$35.

We don't much expect these to last beyond the first day's selling. But we have a fine and abundant supply of French china dinner sets priced \$35 to \$45 for spray decorations, \$50 to \$125 for border patterns, and upward to \$225 for the finest sets, including a number in encrusted gold.

(Fourth Floor, Chestnut)

At your service, Madam—all the high-grade imported and domestic chinaware and handsome cut-glass you can possibly need for your table this year!

That fact alone would be interesting news, in view of the scarcity of good china and glass in all quarters.

But the prices are what make it still more interesting and still more news, and are pre-eminently what make it a source of service to the average housewife, intent on saving money while she replenishes her china-closet and pantry, and beautifies her table with some of the famous Wanamaker crystal or sparkling light-cut ware.

All are fine goods, the best for the prices that the market can yield; and during the September Sale they will sell for

English Dinner Sets

are here by hundreds, and at prices showing some reductions as low as 33 1-3 per cent below regular.

Everybody likes the English semi-porcelain, with its inimitable variety and charm, as displayed, shown in the characteristic border patterns, always cheery, sometimes quaint, but always handsome and effective.

Prices start as low as \$25 and go to \$37.50, and all are wonderful values. Handles are either traced gold or, in the higher-priced sets, coin gold.

Japanese China Dinner Sets

are present in pleasing variety and at even more pleasing prices.

One group includes a limited number of sets to be sold at \$35—exactly half price.

Other sets of Japanese china, all of excellent quality, decorated in border patterns, will sell for \$40, \$45 and \$50, and these represent 20 per cent reductions below regular.

Yes, American China, Too,

is included in this remarkable Sale, and means real china, not semi-porcelain!

Some of the American potteries which had only just started the successful production of fine chinaware when the war started and the Government stepped in and requisitioned their output have now resumed making this dainty, attractive ware and we have some of it to sell, and at moderate prices, too—\$32.50 to \$60.

The designs (border patterns) are as original as pretty.

Also an Abundance of Good American Semi-Porcelain

is a strong feature of the sale, and prices start as low as \$15, going to \$40.

In sparkling cut-glass of splendid quality, and in the ever-useful light-cut and etched glassware, a wonderful abundance and variety are shown. Their prices average 25 per cent to 40 per cent below regular.

(Fourth Floor, Chestnut)

September Sale of High-grade Housewares

There are as many grades and shades of distinction among housewares as among eggs. Can we say more?

Few nowadays are the provision shops that carry but the one and highest grade of eggs—the NEW-LAID—although some try to abjure such grades as travel down from the "tolerably fresh" to "wholesome cold storage," and finally tumble to the curt classification "EGGS"; but under even the best circumstances, it is impossible for even a Sherlock Holmes to inspect an egg and declare it perfect and efficient to perform all functions that can be expected of an egg of high and recent descent.

The articles of household utility offered in this September Sale rank in the Peerage of Housewares as the new-laid egg among eggs. Can we say more?



Yes, we can. We can say that every article has been inspected and is guaranteed efficient and equal to its duties, whether they be those of a refrigerator or of a wooden rolling pin or nickel soap dish.

And we can also say this: They are priced at savings averaging one-third below regular.

On some articles the savings are as much as 40 per cent and on no article less than 10 per cent.

And they're all as NEW as the new-laid egg!

This is the sale which will enable the brides of next October (or of any other month, for aught we care) to fit out their lovely, shining-new kitchens with splendid new houseware that will shine if they are of shirable material, that's sure, and fit them out at a money savings that will literally "cut a figure" in the general expense of home-furnishing.

It is the Sale in which the thrifty and experienced housekeeper will simply revel.

For the best-managed household in the world cannot run without wear and tear and mysterious disappearances.

Even for a person who was indifferent to money (and housekeeping nowadays usually makes such persons different) the quality of the offerings would make this Sale an occasion of unusual opportunity.

We know an embittered bachelor of seventeen years' boarding-round experience (serves him right) who asserts that there never was such a thing as a fresh egg, because there

never was such a thing as a fresh chicken, and so on, backwards.

We hate to say it, but not even cracked eggs, or those set at large after serving long terms of unsolitary confinement, are more plentiful in the market than are inferior housewares, made to trick—and shortly to plague—housekeepers who don't know how or where to buy.

But this great Wanamaker Sale includes—

150,000 First-Quality Housewares—

- Enamelware Aluminumware
- Woodenware Bathroom Fittings
- Refrigerators
- Galvanized Ironware Tinware
- Brooms, Mops and Brushes
- Cutlery Kitchen Cabinets
- Cleaning Cloths
- Fireplace Furnishings

and everything else of importance that is needed to clean house worthily, to cook food properly, and to fit up a bathroom so as you won't need to turn right around and fit it up again in a whipstitch.

Everything is as new as it's good, and as good as it's new.

They are the kind of utensils for which you ordinarily have to pay 10 per cent to 40 per cent more.

See you Monday morning, we expect.

(Fourth Floor, Market and Central)

September Sale of Lamps

More than half the pieces in it are reduced out of our own stocks; the rest are newly bought and specially priced. Everything is at least 25 per cent less than regular and some things are half.

300 small mahogany boudoir lamps, one light; several designs; price \$2 each.

200 small Japanese silk shades in three sizes, prices \$2.50, \$3.25 and \$4.

50 little umbrella lamps with cretonne shades, \$4 each.

100 large shades for floor lamps, so many shapes, sizes and colors that we cannot give prices, but they are 25 per cent less than regular.

1000 candlesticks, mahogany finish, 25c each.

50 decorated boudoir lamps, \$4 each.

100 floor lamps, mahogany finish, \$13.50 to \$35.

Odds and ends of many other kinds of lamps at half price.

(Fourth Floor, Central)

500 polychrome electric lamps and candlesticks at \$2 to \$7.50.

(East Aisle)

Opening of Fall and Winter Millinery in the Down Stairs Store

THIS will be an event of importance to every woman, coming as it does just when all thoughts are turning toward the selection of new things and pretty things for Fall wear.

The Down Stairs Millinery Store, established about nine years ago to give Wanamaker service in millinery showing taste, quality and quick-on-the-trigger fashions at moderate prices, did not wake up to find itself famous, for it always was awake.

But nevertheless it is famous. This remarkable display and offering of new Fall and Winter hats which opens next Monday will make it still more famous.

"Lives there a woman with soul so dead" that she is not stirred to interest by, and will not go home and tell all her friends about an exhibit of: "My dear,—

"The Most Charming Hats at Charming Prices Starting at \$3 to \$10!"

This means, not a mere handful of "dowds" at

those inexpensive prices and everything you'd be seen wearing marked in the "upwards" class. It means your choice of hundreds of fresh, new hats in the greatest variety of styles to be had within this very moderate range of price.

Every taste can be suited and every purse—for, of course, we have higher-priced and even finer hats for those who like the "upwards" kind best.

Seeing Is Believing-and-Enjoying

Everybody is invited to attend this interesting occasion, and especially the girl or woman who has yet to make the acquaintance of the Millinery Salon of the Down Stairs Store.

We are certain that the pleasure will be mutual. These new Fall and Winter models do not depend upon their price-tags to make them charming, but on their charm.

(Down Stairs Store, Market)

Infinite Variety!

Hats not only for women and for the grown-up girls, but for the little girls, too.

Sports hats; tailored hats; dress hats; large wide-brimmed hats; teeny, weeny, saucy hats; hats in dark colors; hats in the vivid, delightful hues approved by Dame Fashion for this Autumn—much henna, many yellows, going from "pumpkin" to "brass" and "copper" and plenty of browns.

Hats showing all the new shapes. Felt and velours leading in materials, and flowers, ostrich and burnt ostrich are much represented among trimmings. Many of the hats are exact copies of the latest French models. Just as an instance—

Paris Is Talking of Monkey Fur

and already hats trimmed with this glossy, effective fur are to be found here!

We know positively that nowhere else can such a large and varied collection of fashionable hats be found at such low prices as those we have assembled here.

