

Organ Plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

The September Sales Are Well Timed for September Home-Comings

Better Not Leap Into a Stream or a Well

until you know how you are to get out again when you want to.

Agreements or documents urged upon you for quick decision and signature have often turned out to have hidden self-locking clauses in them.

Perhaps these suggestions for reflection may prove to be a pennyworth of protection—worth a thousand dollars' worth of cure.

The "come-early," hurry-up, rapid-firing guns of single lots of thousands of articles, with two per cent big values and 98 per cent or more than the usual values elsewhere, may be looked upon with suspicion.

It is a practice that has driven old concerns out of business; simply because nobody believed what the storekeepers said or printed.

Such practices still mark down the entire business of the merchants.

It is the wise thing to be sure of the quality rather than the price.

(Signed) *Joe Wanamaker*

Sept. 2, 1919.

Special Millinery Around the \$10 and \$12 Mark

New velvet hats in the fashionable two-tone combinations—brown and burnt orange, blue and black, taupe and blue and others just as effective.

New hats of beaver cloth and hatters' plush.
New large flat hats with bright ornaments.
New small hats in the popular shapes.
New stiff tams and new roll brim sailors.

There are hats trimmed with velvety chenille, with flat feathers, with ostrich bands, with ribbon bows and with Winter flowers. And there are hats for many types and many occasions.

(Second Floor, Chestnut)

Young Women's Suits of Fashionable Wool Velour

There are the plain wool velour, the rich, lovely silvertone velour and the pretty checked velour.

Usually the suits are rather simply tailored, for the velour needs little adorning, and when trimming is used it is usually of fur—the becoming brown beaver or nutria, the rich brown mink or glossy Hudson seal.

Coats are longer and are lined with plain and fancy silks; collars are large and small; belts are quite often narrow, many have rows of buttons; skirts are finished much the same as the coats.

Brown and tan shades, blues in light and darker tones, coffee, brick and oxford are some of the smart Autumn colors.

\$43.50 to \$80—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Every Woman Is Interested Now in the New Tailored Suits

And there is little doubt but that every woman who hopes to be in the fashion will need a new suit this Fall because there has been such a complete change in the styles.

Notice the longer, straight-line coat, accentuated by rows and rows of buttons; skirts just wide enough for comfort; narrow-strap belts or none at all; braided trimming on manish-looking materials and the loose-bloused back panel on the more feminine suits. To widen the hip line there are pockets trimmed with buttons, fur or tucks.

All such new features are found on some of the latest arrived silvertones, mixtures, herringbone weaves, broad-cloths and velours. The colors are navy, black, taupe, gray, brown, Oxford and the reddish henna shades. Some have fur collars, more have none. Prices are \$40 to \$95.

(First Floor, Central)



Embroidery Is the Word Paris Uses With Skirts

Therefore it is not strange that every one of these five beautiful new Fall models should show embroidery in some form or other.

A handsome dark blue tricotine with two large patch pockets covered with silk braid embroidery is \$27.50.

Another navy blue tricotine has a heavy black silk thread embroidery in wavy lines across the front and a long narrow sash ties at the back. \$35.

Then there is a fine French serge of darkest blue with knee-deep embroidery in old gold. \$37.50.

And an accordion-pleated black crepe de chine uses a wide band of blue serge as foundation for its gold embroidery. \$38.50.

Finally a lovely taupe silk crepe has a band of wool and tinsel embroidery in Copenhagen and old gold across the hips and the sash is trimmed with it. \$48.75.

(First Floor, Central)

New White Silk Crepe Much Wanted for Skirts

It is a novelty weave, well known to most women and it sells so fast it never seems as if we could get enough at one time.

The soft, clinging quality also makes it very desirable for house dresses or negligees. All silk, one yard wide and \$6.50 a yard.

(First Floor, Chestnut)

"After All the War and Upset of Europe, Can You Still Get French China?"

Yes, indeed, Madame, and we have a good quantity of it in the most favorite designs in the

Sale of China and Glass

but we must let you know the whole truth, and that is, that most of this French china we have was engaged long ago.

Otherwise we certainly could not have it now for prices so low as are marked on it in the September Sale.

Almost the last resource of our strength in the foreign market was necessary for us to secure the shipments that came just in time for the sale.

It was only because we were old and valued customers that the great potters of Limoges, with

their warehouses bare and with great demands pouring in upon them, would consent to fill up the orders that we had given them so many months ago and ship the goods that they could have turned right around and sold ten times over to new customers for twice as much or more.

Because they kept the faith—and because of the foresight that put in the orders so long ago, we have ready for you now hundreds of lovely French dinner sets of 106 and 107 pieces, and the like of them will not be

found high nor low in America at their prices.

And the prices seem like the prices of the old days of before the war. They are but very little higher. Sets are marked \$32.50, \$35, \$37.50, \$40, \$42.50, \$50, \$55, \$65, \$75, \$85, and up to \$300.

Also there are—English china dinner sets, \$22.50 to \$45.

Japanese china dinner sets, \$32.50 to \$60.

American china dinner sets, \$30, \$37.50, \$42.50 and \$50.

American semi-porcelain dinner sets, \$13.50 to \$40.

(Fourth Floor, Chestnut)

The Lamp Sale Is a Shining Success

And an example of how keenly people are on the lookout for good merchandise at real reductions. Savings in this sale range from 25 to 50 per cent. There are—

Small mahogany boudoir lamps, one light, at \$2 each. Small Japanese silk shades at \$2.50, \$3.25 and \$4. Little umbrella lamps with cretonne shades at \$4.

Decorated boudoir lamps at \$4. Candlesticks in mahogany finish at 25c.

Floor lamps in mahogany finish at \$13.50 to \$35.

And a varied assortment of large shades for floor lamps at 25 per cent less than regular.

(Fourth Floor, Chestnut)

New Fall Neckwear Revels in Hand Embroidery

Such exquisite collars and sets, with French hand embroidery and hand-drawn work! It is surprising how much labor has been expended on each dainty piece. They are all of the finest batiste, but some of the collars are long, some shawl shaped, others square or round. There is one to suit every variety of the new blouses and frocks. Prices, \$3.75 to \$11.

New hand-embroidered net gumpies are lovely with frills, jabots and lace. To conform to the newest fashion, the necks are V shaped or square. They are \$3 to \$20.

(Main Floor, Central)

All-Wool Poiret Twill, Special, \$2.50 a Yard

Just received, and it is one of the best and most economical fabrics we know for Fall and Winter dresses and for children's school frocks.

The weave is somewhat like a serge (many women like it better), and it has the same good-wearing powers and smooth, fine finish. The width is 41 inches, and there are four shades—navy and Copenhagen blue, green and brown.

(First Floor, Chestnut)

Women's Fall Oxfords in Smart Brogue Style

Made of Norwegian grain calfskin, which is somewhat heavier than ordinary calfskin, with a rugged finish.

The shapely toes have real wing tips, the heels are low and broad and the whole shoes are much perforated.

Unusually becoming with spats. Price \$13.

(First Floor, Market)

New Pink Silk Chemises Will Appeal to Many Women

They are two new styles, just as pretty and dainty as they can be, and they both are of flesh-pink crepe de chine, envelope shape.

One is gathered in front and the top is hemstitched. The other is trimmed with wide lace, insertion and tiny tucks. Both are priced at \$4.75.

(Third Floor, Central)

New Shirtwaists

At \$3 a crisp, fresh voile blouse with a high neck that will look well with a plain-tailored suit. The waist has many tucks for its only trimming.

At \$3.85 is a batiste blouse, in white, of course, with lattice work on the square collar, tucks in front and a black ribbon by way of finishing touch.

At \$6 is a flesh-colored batiste blouse with many fine tucks and veining on the collar and down the front.

(Third Floor, Central)

People Are Coming Home—and Looking for Pianos

Summer cottages are being closed and Winter homes thrown open for an airing. Trains are running heavy from the seashore and the mountains. Playtime is over.

Now it happens that each year about this time there is a great call for pianos. It is easily understood. In music we find the relaxation and entertainment that vacation has made a habit.

Or it may be that one of the children is to take up the study of music this Fall.

Or the old piano may have been removed to the Summer home, with the intention of getting a new instrument for the town house.

So, for a variety of reasons, people are looking for pianos. Of course, they all want good pianos, but unfortunately not all of them will get good pianos, for there are more inferior instruments than there are worthy ones.

If you would be sure of getting a dependable piano, come to a dependable Store for it. Here are eight of the best-known makes in America in over fifty styles of pianos, player-pianos and reproducing pianos. Prices range from \$355 to \$3350 and any instrument may be bought on convenient terms.

(Egyptian Hall, Second Floor)



Children's Underwear and Stockings in a Clearaway

An end-of-the-season sale in which mothers can outfit the little people at fine savings.

Underwear

2000 lightweight cotton shirts, pants and drawers at 15c a garment. They were four times this price when sizes were complete.

Socks and Stockings

1200 dozen pair of fancy and plain color mercerized socks at 18c, three pair for 50c.

500 dozen pair of plain and fancy mercerized hile cotton socks in first and second grades at 12½c a pair.

325 dozen pair of ribbed long stockings of mercerized cotton in black and white at 25c a pair. First and second grades.

250 dozen pair of ribbed long stockings of black, white and tan cotton at 25c a pair. "Seconds."

Save a third to more than half throughout.

(First Floor, Market)



The Best Time for a Great Sale of Housewares and the Best Sale for the Time

Definite and prudent measures for keeping down the large living costs of the times are of interest to every housekeeper.

Now, at the beginning of September, is the time of all times when there must be substantial replenishment of the equipment of the home.

It is to meet this need that the Wanamaker September Sale of Housewares was originally established.

It is a tried and proven institution of many years. We have dealings with great manufacturers—great dealings because of our very large distribution of their goods.

It is an understood thing between us and these manufacturers that they shall provide large special lots of standard goods for our March and September Sales.

Not job lots, or left-over lots, or "poor sellers" such as make up so many pretended bargain sales.

But great quantities of their best standard merchandise—the best in the newest in the country.

Now, as the result of our preparation for this Fall, we have a sale of more than 150,000 articles of household utility at special prices.

They include something of necessity and value for nearly every department of the home.

There is a full abundance of enameled ware, aluminum ware, iron-ware, galvanized ware, cutlery, woodenware, brushes, bathroom furnishings and housekeeping needs.

There are refrigerators that will keep your food clean and sweet.

There are preserving utensils for the housekeeper who is prudently providing ahead for a winter with unusual food problems to deal with.

There are cedar and matting covered chests for the preservation of clothing when the problem of clothes preservation is of most particular interest.

There are kitchen cabinets that will save thousands upon thousands of steps and will at the same time actually save a great deal of food that would otherwise be wasted.

And all these things and many other things are designed for actual good service.

With prices, during September (so long as the special lots hold out) marked 10 to 50 per cent below regular.

(Fourth Floor, Market and Central)

Men's Brogue High Shoes in the London Shop

Brogue oxfords reached such a high tide of popularity with well-dressed men this Summer that it is evident there will be a great vogue for high shoes of the same style.

We have just got in some extremely smart brogue high shoes in black and tan calfskin and cordovan leather. They all have the squareish, yet shapely toes, the deep wing tips and the profuse perforation and saw-tooth pinking that are characteristic of this type of shoe.

Prices \$17 and \$18.

(The Gallery, Chestnut)

New Redleaf London Caps for Men and Boys

Made of homespun and tweeds in a rich assortment of patterns and colors.

Right in style, too. Prices \$3, \$3.50 and \$4.

(Main Floor, Market)

Velvet Handbags in Autumn Styles

Women are asking for velvet bags to wear with new Fall suits and gowns, and we are glad to have such a good assortment at moderate prices.

Various shapes and sizes and choice of covered, metal and shell-finish celluloid frames.

Colors are black, navy and fur shades. Prices \$3.75, \$5, \$8.50, \$10 and up to \$15.

(Main Floor, Chestnut)

Solid-Color Tea Sets From Japan

Tea in a turquoise Kochi-ware cup should be doubly fragrant, and these sets come in turquoise, lavender, mustard yellow and deep green.

Tea pot, cream pitcher, sugar bowl and six cups and saucers are priced at \$6.

Extra plates for bread and butter, 35c each.

Tea plates, 50c each.

(Fourth Floor, Chestnut)

Domestic Rugs for Special Uses

There are so many sizes of rugs and so many places for them that it may be helpful to our customers to glance over this list of small rugs and runners.

Runners for Halls

Wilton

2.3x9 ft., \$21 and \$25.25.

2.3x12 ft., \$27.50.

2.3x15 ft., \$33.50 and \$42.

3x9 ft., \$23.50 and \$34.50.

3x12 ft., \$32, \$38.50 and \$46.

3x15 ft., \$40 and \$57.50.

4.6x7.6 ft., \$35 and \$42.

Axminster

2.3x9 ft., \$12.50.

2.3x12 ft., \$15.

2.3x15 ft., \$20.

3x9 ft., \$16.

3x12 ft., \$21.50.

3x15 ft., \$27.50.

4.6x7.6 ft., \$16.75.

Rugs for doorways, bed sides and in front of couches or divans.

Wilton

22½x36 in., \$5.25 and \$8.50.

27x54 in., \$10 and \$12.75.

36x63 in., \$14.50, \$16 and \$20.

Axminster

22½x36 in., \$3.50.

27x54 in., \$4.75 and \$6.

36x70 in., \$8 and \$10.

Body Brussels

22½x36 in., \$3.50.

27x54 in., \$4.75.

36x70 in., \$8 and \$10.

4.6x7.6 ft., \$20

(Seventh Floor, Chestnut)