

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

New Fashions and Important Sales Hold Something of Interest for Everyone

A Letter a Few Days Ago From the Vicinity of Pompeii, Italy

recalls vividly visits years ago to the desolate city, ruined in a few hours by the burning lava of Vesuvius.

No one can forget the little Museum of Pompeii and the Roman soldier therein, garbed in full armor, who stood to his post by the city gate in that storm of fire.

Mark Twain, writing of Pompeii, said of this sentinel: "There he stood erect and unflinching till the — that raged around him burned out the dauntless spirit it could not conquer."

To prefer death to dishonor is a finer thing than life.

The man who can stand to his convictions is great in any age.

The days to stand alone like the Roman soldier at the post of duty are not yet past.

Every city in the land, and every rank of life—statesmanship, trade, journalism—calls for men of staunch convictions and backbone to courageously meet the mob of blubbing time-servers, regardless of personal consequences.

This New Kind of Store from its first days is better today than it was then, and it glories in its distinctions.

(Signed) *John Wanamaker*

Sept. 4, 1919.

Among the Prettiest Women's Coats Arriving Lately

are some beautiful velours, everas and silvertone velours. They are the softest, loveliest coats to wear that one could well find, and they are warm and yet very light in weight.

Two styles come in velour, both having large cape collars of the material and both being entirely silk lined. One has the new deep panel pocket. \$75 and \$95 are the prices.

Very lovely are some brand-new evera coats with a panel back and gathered skirt part. In soft blue, taupe or deer shades, \$115.

Or at \$95 one may have a handsome silvertone velour with a large shawl collar of natural racoon. It is quite loose in the back with stitching down the seams. In the front is a loose belt. The colors are plum, dark or light brown, all with fancy silk lining, and the price, moderate enough for such a beautiful coat.

(First Floor, Central)

Vests With More Frills Than Vests Ever Had Before

Such frills being collars and sashes of dark blue taffeta on a brown suede vest, for example. Or a beautiful metal brocade with lace insets or perhaps a fine lace collar.

There are vests of satin and taffeta, some having round or

(Main Floor, Central)

square necks and others high collars. Another new feature is a trimming of silk tassels to finish the collar.

They are certainly the prettiest vests we have ever had, and they would be the making of a suit, \$8.50 to \$27.50.

(Main Floor, Central)

Snowy New Blouses in Autumn Fashions

at out of their boxes are several new models of Fall blouses—all in time to wear with new Fall suits.

All, save one of batiste, are of fine white voile, and they have new collars, many small frills, hand embroidery and hand-drawn work, as well as real lace, to make them prettier.

\$6.75, \$9.85, \$10.75 and \$13.50 each.

(Third Floor, Central)

Long-Sleeve White Dresses for Little Maids

Even though they wear tub dresses the year round, at this time of year most mothers like to put their little daughters into frocks with long sleeves. These are all brand-new and in Autumn styles.

All the dresses are in white—and of dotted Swiss, of fine lawns or of voile. Often, though, they have collars and sashes and trimmings in color. Some are lace trimmed, some have hand-embroidered dots in color and some have white or colored sashes, and ever so many are tucked on the waists or skirts.

Necks are round or square, there are short-waisted and straight dresses, and prices go from \$3.50 to \$7.

\$ to 6 year sizes.

(Third Floor, Chestnut)

New Hats, of Course, Need New Veils

And here they are—both hexagon and filet meshes, a bit more fancy and with unusually pretty patterns and so becoming!

Delicately lined scrolls that come over the face in the form of a border, velvet and chenille dots outlining a large diamond, some fancy meshes and some new, figured patterns.

In black, navy, brown or taupe, \$5c to \$17.50 a yard.

(Main Floor, Central)

Imported Wool Scarfs for Women

Every woman wants a wool scarf, but while the ordinary kind is plentiful, fine imported scarfs are scarce.

A parcel-post shipment from abroad brought a little lot in stripes and plain colors at \$3.50.

(First Floor, Market)

The New Silk Petticoats for Fall Dresses

Softest and loveliest of silks often with accordion-pleated ruffles to give the snug line around the ankles. And there is no unnecessary fullness anywhere.

The colors are too many to mention, but there are both the staple and the newer shades that will be wanted for suits and dresses.

In silk jersey, messaline and soft taffeta, \$5 to \$18.

(Third Floor, Central)



Women's New Street Frocks Are Beyond Question Beautiful

Whether you take a smart dark blue tricotine with a mandarin jacket outlined with several rows of black silk braid and ending at the sides of the skirt in rows of black silk tassels over the braid.

Or a handsome silk-and-wool duvetyne with a loose-jacket effect and tiered skirt with bands of moleskin to finish the jacket and the tiers of the skirt.

There are many tailored dark blue or black serges and tricotines, often combined with black satin and nearly always embroidered. But there are, in addition, fine velvets, some in the form of coat dresses and a number of charming duvetynes in fawn and deer shades.

It is interesting to note that a number have elbow-length sleeves.

These are very unusual and distinguished dresses, that are the last word of fashion, and they will be greatly appreciated by many women. Prices from \$47.50 to \$225.

(First Floor, Central)

Dinner Sets at \$25 to \$50 in the China Sale

Often people make their plans to purchase a dinner service at "somewhere between \$25 and \$50."

In our September Sale of China we have plenty of good dinner sets for less than \$25, but if our advice is asked by the customer we do not hesitate to recommend that \$25 is little enough to pay, considering the importance of the dinner service in the daily life of the family.

And while we have plenty of sets for more than \$50, we have hundreds of beauty and worth at that price or less than that price.

These sets at \$25 to \$50 include French china, English semi-porcelain, American china and American semi-porcelain and Japanese china.

They are sets of 106 and 107 pieces and all of them are 25 per cent less than regular in the September Sale.

(Fourth Floor, Chestnut)

Women's New French Gloves for Autumn

They are all that the fastidious woman expects French gloves to be—the skins are of beautiful quality, the gloves are in new styles and they show that perfection of fit and finish which the French makers know so well how to impart.

\$3.75 a pair for pique-sewn kidskins with a wide contrasting hem and combination embroidery, in white with black, tan, brown and gray, also all-white, 2 clasps.

\$3.25 a pair for pique-sewn gloves with a fine needlepoint embroidery in black, black with white, white with black, tans, browns and grays.

(Main Floor, Central)

Fine English Corduroys

No others seem quite so good to people who are accustomed to the beautiful quality and the lovely colors of English corduroys.

In this new importation are the much-desired "hollow cut" corduroys, in as many as 20 shades at \$2.50 and 18 shades at \$3. These, too, include all the best light and dark colors, the fashionable fur shades and white and black. All are 27 inches wide.

(First Floor, Chestnut)

Quite Odd and Pretty Are New Pussy Willow Taffetas

Graceful scroll patterns that cover nearly the entire surface but are so harmoniously blended in color with the background that there is the pleasantest effect on the beholder.

For example, a lovely Copenhagen blue on brown, plum on taupe, gray or tan on dark blue. They will be used for some of the smartest house-frocks and for handsome linings.

40 inches wide and \$5 a yard.

(First Floor, Chestnut)

Final Clearaway of Odd Lots of Blankets

To make room for the new stock that is arriving we have put very low prices on all the odd groups of our standard single and double bed size blankets.

Double-bed sizes are now \$12 and \$15. They are wool filled and woven on cotton chain or warp.

Single-bed sizes are \$7, \$10 and \$12. There is from 20 to 65 per cent wool in the filling of these and they are woven with pink and blue borders.

Also a few Navy blankets in light gray with a wide border of oxford gray, special at \$6.75 each.

(Sixth Floor, Central)

Brass Reading Lamps Are New in the Sale

The adjustable floor style, which stands beside an easy chair and can be raised, lowered, turned or twisted so that the light falls in just the right way on the user's book or work.

100 of these lamps, in brushed brass finish, at \$8.50 each, which is a reduction of 50 per cent from their regular price.

Also in the Lamp Sale are small mahogany boudoir lamps at \$2, decorated boudoir lamps at \$4 and floor lamps in mahogany finish at \$13.50 to \$35.

Lots of large and small shades, too.

(Fourth Floor, Central)

Men's Dressing Cases in Fine Variety

For as little as \$4.50 a man can get a black leather case with four practical fittings, or he can go as high as \$40 for a handsome case of black sea lion with fine ebony fittings.

In between are many other styles at other prices, but all made of good black leather with black or tan leather linings and all with good black fittings.

(Main Floor, Chestnut)

New and Authentic Styles in Men's Top Coats

The advance guard of men's light-weight overcoats has arrived. Not a great many coats in the lot, but every one a beauty and an index of the styles that are to follow.

Men's overcoat fashions this season lean to double-breasted models, but in such variety that every man can find something to his taste.

There are form-fitting coats with high lines, flaring skirts and pockets of various styles.

There are belted coats with wide collars and pronounced military effect.

There are trim, smart, narrow-collar coats of great beauty of line.

And all finely silk trimmed.

Fabrics are various and colors are chiefly Autumn-leaf shades—browns and greens. For those who like them there are large overplaids, very British in effect, and there are some knitted fabrics.

A mighty distinctive lot of top coats from one of the best makers in America.

Prices \$35 to \$55.

(Third Floor, Market)



Men's Fine Silk Shirts in Hairline Stripes

So fine and close together are these stripes that you have to look closely to see them at all. They give the impression of solid color—tan, green, blue or pink.

The silk in these shirts, which are a new Fall shipment, is unusually good for the price—\$8.50.

(Main Floor, Market)

Taking Alice in Time

A Story With a Moral That Points to the Sale of Housewares

"NOW, this tastes something like Butter!" said Alice, with decision, as she extended a languid hand for a third slice of bread.

"Why, what did the other taste like?" asked her mother, innocently.

"Axle grease," said Alice, still more decidedly. "No matter where you bought it, or how hard you tried to make out that I was cranky or imaginative! This must have come from a new place, didn't it?"

"N—" began her mother, but her father interrupted, with a cheery:

"Yes, Alice, dear, a new place!"

He gave a significant side wink at Mother. "And the beefsteak came from a new place, too. I notice from the look of your plate that you haven't any fault to find with it, either."

"Yes, it tasted good to me," admitted Alice, rising to leave the table. "I believe I'm really getting better now, for I enjoy my food more. I'm glad you've stopped being so stingy with the ice-water at meal-times, too. I can't help being fussy about my food—and I know meat or butter with a past when I taste it, if I am only sixteen."

The exit of the lanky, rather dragging figure was watched by her father with affectionate eyes, and by her mother with eyes that were anxious as well as affectionate. When the girl was out of sight she said:

"Well, Father, I suppose a new refrigerator is a new place for food to come from."

He nodded. "I knew that White Mountain refrigerator I bought at Wanamaker's in the September Housewares Sale must have arrived!"

"Because Alice has stopped saying anything unpleasant about the food?"

"Because I have stopped tasting anything unpleasant about it myself," he amended, grimly.

"I knew," he continued, "that the child's complaints were not unfounded, and I was sure all along that it was the fault, not of the food you bought, but of that old, poorly insulated refrigerator, that's done nothing for the past six months but waste ice and collect odors."

"That was why I stopped in at the Wanamaker Sale when they advertised refrigerators that were positively safe and sanitary. I knew I could take their word for it anyhow; but as soon as the scientific principles on which the Wanamaker White Mountain is built were explained to me, I felt as a matter of fact that, glad as I was of the nice little savings represented by its special September Sale price, even the regular price is low enough for such a splendid, trustworthy preserver and conservator of our ice and food."

"You know I brought you home the little book which explains in detail all its points of superiority to other refrigerators obtainable at similar prices—the features which provide a maximum refrigerating efficiency, a perfect circulation of dry, pure cold air (which the old box hadn't) and a minimum cost of ice consumption."

"Alice is our only child," he added gravely. "She's delicate, and she's growing and we must do our best for her."

"Then," said his wife crisply, "stop in again at the Wanamaker Housewares Sale tomorrow!"

As he opened his eyes wide, she continued, smiling slightly:

"Get me a lot of good, new cooking utensils—aluminum, and that fine enamel-ware which they guarantee as chemically pure. I'll give you a list."

"Why," a little maliciously, "what's become of all those splendid 'bargains' in 'seconds' that you got so 'cheap' down-street at that housefurnishings clearance?"

"They are all going into the rubbish can," she said, earnestly, "as soon as you can get me some of these really high-grade, safe, properly finished kettles, saucepans and things from Wanamaker's. A woman lectured the other day at our Club on the proper preparation of food, and—well, I won't tell you here at the table the things which she said had been known to happen from putting food in utensils with roughly finished seams, or cracks, or chipped places; but I will say that Mrs. Hart spoke up afterward and said: 'That was precisely what caused my husband's operation,' and—"

"Oh, just suppose any harm should come to our Alice!"

Her husband said nothing, but briefly scrawled in his vest-pocket memorandum book:

"tomorrow 9 a m J W 4th floor"

IN ADDITION TO THE IMPORTANT FEATURE OF REFRIGERATORS

the September Sale of Housefurnishings includes practically everything that the housewife can need at this season of the year for cleaning her house or stocking it up with the "usefuls." It includes more than 150,000 articles of utility and quality, such as enameled ware, tinware, galvanized ware, woodenware, cutlery, brooms, brushes, soaps, bathroom furnishings, kitchen cabinets, washing machines, sewing machines, dress forms, baskets, vacuum cleaners, mops and dusters and so forth.

No job-lots, left-overs, odd sizes or "slow sellers" are included in this sale. The stocks consist of new, standard goods, specially ordered and made up for us under arrangements which permit of reductions in prices ranging from 10 to 50 per cent below regular.