

The Great Organ Will Play Today at 9, 11 and 11:55 The Organ and Band at 4:45

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

Making the Most Important Talking Machine and Phonograph Announcement Philadelphia Has Ever Had

General Pershing, the Great American Soldier and Commander of Our Victorious Armies

was the noblest figure amid the vast throngs that greeted him, filling the streets of our city, where hundreds of thousands were in sight at many points of the route and places where he spoke, eager to do him honor.

His poise was magnificent. It was evident not only to the brilliant staff of high-grade officers that surrounded him, but to the people at large, that General Pershing was not only capable, but masterful and perfectly able to command even difficult situations in the various functions that fell to his doing in the two brief hours that he spent in the city.

His keen eyes measured accurately each of the situations in which he was placed.

The words he spoke in Independence Hall with much feeling, beginning with the sentence, "This is holy ground," were fittingly chosen and most impressive.

His quick eye and resolute command, when he stepped to the front in Independence Square and ordered back the people that were crowding hard upon the women in front of them, met with instant obedience.

General Pershing is a commander and evidently knows what to do in emergencies.

General Pershing would not waste any time with inefficient people.

General Pershing sees little things to do and does them quickly.

It was a most gracious and proper thing to do—the little act of kindness—to leap from his automobile into the street after accepting the beautiful blue and gold flag of the City Arms, the gift of the Commercial Institute of this Store, and walk along the lines on each side of the street inspecting the cadets, who numbered 490.

His short visit—all too short for the big welcoming host of Philadelphia—will never be forgotten. There has been nothing like it in our lifetime since Grant came back from his trip around the world.

The young fellows of our military organization and the young ladies in the women's regiment, and the trumpeters, and the members of the military band, surely will not forget the broad-shouldered, clear-eyed, great soldier, who stooped over them, recognizing their young citizenship and giving them good cheer with a smile and a touch of his hand.

General Pershing must come back again and give us more time, when we will see that Philadelphia, big as it is, can give him a bigger welcome and more courtesies than could be crowded into the brief visit of yesterday.

General Pershing, come back again!

(Signed) *Joe Wanamaker*

Sept. 13, 1919.

The Sumptuous New Silks

For the Fashions of 1919-1920

Monday, for the first time, these beautiful silks may be seen and admired.

Paris sends gorgeous tinsel brocades and novelties and there is a splendid collection of the newest and finest silks made in America.

(Silk Salon, First Floor, Chestnut)

New Duvetyn Gowns

There are such out-of-the-ordinary things one can do with this lovely fabric. These new duvetyn gowns show many of them. They bid fair to be the most desired of all dresses for the coming Winter.

Gold thread, metal cloth, wool trimming and hand embroidery are used in the most charming ways on these gowns.

They come in such shades as paprika, cordovan and Havana brown, emerald, navy, taupe and beige, and they are priced from \$150 to \$225.

(First Floor, Central)

Women's 50c Handkerchiefs

Irish linen, firm and sheer and of good quality, and in such pretty colors a woman will want not one, but several. The designs are pleasing, there is quite a variety from which she may choose, and any woman in search of inexpensive little gifts may find these just suited to her needs.

(West Aisle)

A New Importation of Hand-Made Filet Laces

Some of the prettiest patterns we have ever seen in real filet lace, and there are at least 20 in all.

Also nearly the entire importation is made up of the much-desired collar width and wider edgings which are quite hard to get now. They are 3 1/2 to 6 1/2 inches wide and from \$3.25 to \$6.50 a yard.

Narrow picot edges, so widely used for trimmings, have also arrived in quantity. They are 40c a yard.

(West Aisle)

Girls' New Bathrobes

Little girls of 6 to 10 years will like the Indian blanket bathrobes, soft and warm and in gray or blue or brown. They are \$3.75 each.

In pretty pale pink or pale blue eiderdown—and eiderdown makes such nice bathrobes—are robes in 6 to 12 year sizes at \$5 and 14 to 12 year sizes at \$6.50. They are bound with satin of the same color and finished with a silk cord girdle.

(Third Floor, Chestnut)

Why Not Buy Shoes When Prices Are Low?

When you can get all the shoes you need for this Winter—or for next Summer—at an average half of regular prices.

Men's shoes and women's shoes.

High shoes and low shoes. Many styles in all good leathers.

All Wanamaker standard

shoes and most of them reduced from our own regular stocks.

Women's high shoes at \$4.40, \$5.40, \$6.75, \$7.75 and \$8.75.

Women's low shoes at \$4.75 and \$6.75.

(First Floor, Market)

Men's high shoes, \$4.85, \$5.90, \$6.90 and \$8.40.

(Main Floor, Market)

Sale Extraordinary of Hosiery and Underwear

27,460 Pieces of Underwear
31,050 Pair of Stockings

Savings of a Fourth to a Half

We prevailed on several of the best factories in the country to finish for us large quantities of "seconds" in order that we might give our customers the opportunity to buy these goods now, when they are looking for Fall and Winter supplies.

Almost all are Fall and Winter weights—the kinds people are looking for right now.

All kinds and all sizes to start with. They will give as good service as first-grade garments, but are a fourth to a half less in price.

Women's Stockings

25c a pair for black cotton stockings, "seconds."

50c for full-fashioned white and colored lisle, "seconds."

85c for colored Richelieu ribbed silk and black, white and

colored silk and artificial silk mixed; all "seconds."

\$1.50 for full-fashioned black and colored thread silk, "seconds."

\$2.85 for accordion-ribbed boot and all-over thread silk, "seconds."

Women's Underwear

25c for low-neck, sleeveless lisle vests, "seconds."

35c, 3 for \$1, for lace-leg cotton drawers and low-neck, sleeveless white lisle vests, extra sizes; all "seconds."

40c for low-neck, sleeveless lisle vests, regular and extra sizes, "seconds."

50c for lace-leg cotton combination suits.

65c for lace and plain leg lisle and cotton combination suits, regular and extra sizes, "seconds."

\$1.35 for glove silk camisoles.

\$3.50 for glove silk envelope chemises.

Men's Half Hose

35c, 3 pair for \$1, for natural merino half hose.

50c for heavy natural woolen half hose.

Men's Underwear

\$1.25 for medium-weight natural merino shirts and drawers, "seconds."

\$1.35 for light-weight natural

merino shirts and drawers, "seconds."

\$1.75 for medium and heavy weight natural merino shirts and drawers, "seconds."

Children's Stockings

25c for black and white ribbed cotton stockings, "seconds."

30c for black and cordovan ribbed cotton.

35c, 3 pair for \$1, for black and white ribbed mercerized cotton, "seconds."

(West Aisle)

Plenty of Goods to Give the China Sale a Fine New Start

Monday this will be practically as new a sale as it was when it began.

In some respects it is newer.

The showing of American semi-porcelain dinner sets is greater.

There is plenty of everything.

More than 1000 pieces of fine cut glass are offered at 25 to 50 per cent less than normal rates.

In the two vital features—dinner sets and cut glass—this sale is wonderfully strong.

From our own merchandise fresh relays of sets have been coming in automatically to replace those that have been going out.

There has also been an arrival of new patterns, which makes the variety larger now

than it has been since the beginning.

The collections of French china and English semi-porcelain dinner sets are scarcely equaled in the country in the variety and excellence of the wares and the lowness of prices.

The French sets are of an especially good quality, the best in fact we have seen in some years.

These can be had at scores of different prices, according to grade, beginning at \$32.50 and going up to \$300.

English semi-porcelain sets go from \$22.50 to \$45. American semi-porcelain sets from \$15 to \$40.

The Sale includes every dinner set in our possession and the savings average 25 per cent.

(Fourth Floor, Chestnut)

High Time to Put New Fall Suits on the Boys

The opening of the school season, "the fall of the leaf" and the chilly breezes—all mean that the boys simply must have new Autumn suits.

We are glad to have a stock of boys' Fall suits of the kind that cannot fail to give good service, because they combine all the essentials of good service and good style in their makeup, being of sound fabrics, modeled on the most correct lines and tailored to retain their fine shapely appearance.

Norfolk in a good choice of gray, brown and fancy mixed fabrics, priced at \$15 to \$35 in sizes for boys of 8 to 18 years.

(Second Floor, Central)

90 Fine Satin-Finished Bedspreads Reduced to \$8 Each

Extra-large size and with scalloped edges and cut-out corners. Finest and best-known bedspreads made in the United States. Pretty floral patterns. The price, \$8, is very close to wholesale cost.

(Sixth Floor, Central)

England Makes the Best Velveteens and Corduroys

And the English importation of these two fashionable Winter fabrics has recently arrived.

They will be much worn this year with all kinds of handsome furs in the form of entire gowns, suits, evening coats, carriage wraps and, in many cases, skirts.

The velveteens are all fast colors and in as many as twenty shades, including black. They are 27, 36 and 44 inches wide and \$2.75 to \$6 a yard.

Corduroys, fast colors, in about seventeen shades, including white and black, 27 inches wide, \$2.50 and \$3 a yard.

(First Floor, Chestnut)

House Dresses for Women Who Would Be Neat and Trim

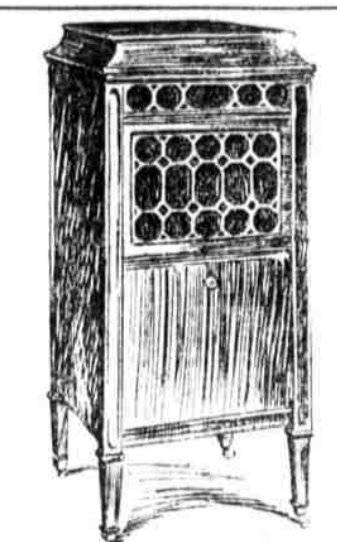
New house dresses are here—well-made, trim, practical dresses, all moderately priced.

\$3.85 for English prints in blue, green or lavender, or percale in plain blue, rose or tan with white pique collars.

\$5 and \$6 for plaid and striped gingham dresses in good styles, with white collars, belts and pockets.

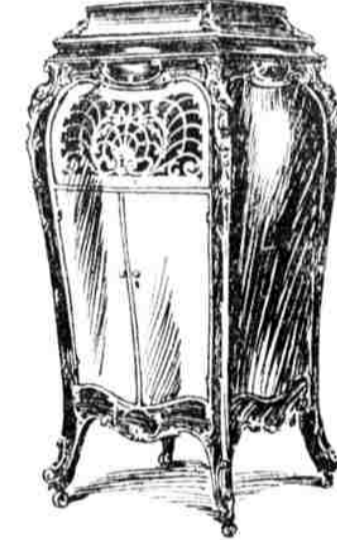
(Third Floor, Central)

Phonograph Announcement Philadelphia Has Ever Had



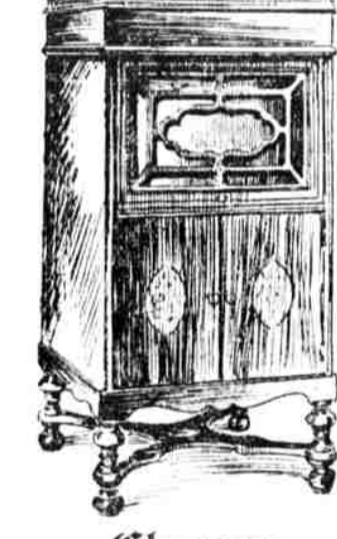
Edison

The new Edison is a phonograph that has been put to the test of direct comparison with living artists, as demonstrated by their many tone tests throughout the country. "Re-creation" is the term applied to its reproducing qualities, originated by Mr. Edison's desire to develop an instrument that could not be detected from the original music. Price \$125 to \$300. Period styles up to \$5000.



Sonora

The Sonora tone amplifier is made of wood throughout and is perhaps the most important feature of this instrument. The reproducer is built with the utmost care and is made to perform the difficult task of recording hundreds of vibrations each second. Price \$60 to \$100. Period models up to \$500.



Cheney

A phonograph embodying the principles of acoustics employed in the resonant air chambers of pipe organs, merged into one series of tone chambers with an amplifier or reproducer carved from the patterns of the violin.

The Cheney is furnished with two reproducers, one for playing Victor and Columbia records and the other for playing Edison and Pathé records. Price \$85 to \$300.



Brunswick

The Brunswick method of reproduction includes the ULTRON, an all-record player. This invention can be obtained on no other machine. The ULTRON presents to each make of record the proper angle and diameter and weight, all at a sign of the hand.

The Brunswick method also includes the Brunswick Amplifier, an all-wood oval sound chamber. Price \$100 to \$300.

For the first time in the history of any city or any store, so far as we know, all the great talking machines and phonographs made in America are to be brought together in one store, so that everybody about to buy one of these magnificent musical instruments can choose at will from all the good ones.

This is an accomplishment long desired by the public, but never before attained.

The talking machine or phonograph, whichever name you prefer, is the greatest home musical instrument of the age.

It will sing or play anything. It is limited only by the bounds of human artistry.

We have found eight great machines of merit in America.

Heretofore you would find one machine in one store, another in another, a third in a third, and so on, each with its accompanying records.

If you went to a Victrola store, you got only the Victrola and the Victrola records. If you went to a Columbia store, you got only the Columbia instrument and the Columbia records.

If you wanted to make a selection from the productions of all the great artists you had to go all over the city from one store to another.

That is all changed now.

The Wanamaker Store announces eight great talking machines and a full supply of records for all of them, and the records are generally interchangeable.

You can come to the Wanamaker Store at once and visit the Talking Machine and Phonograph Section and test out for your own satisfaction the merits of these eight great instruments:

- BRUNSWICK
- CHENEY
- COLUMBIA
- EDISON
- PATHE
- SONORA
- VICTROLA
- VOCALIAN

The prices of these machines in their various types range all the way from \$20 to \$6000.

Whatever the style of the furniture in your home, you can secure an instrument to match it—that is, you can match up your furniture with an instrument of any one of the eight makes described here.

Please note that this Wanamaker collection is not an assemblage of experimental or little-known instruments, but comprises every talking machine or phonograph that has a national reputation.

This Store is the only store to exhibit and sell them all.

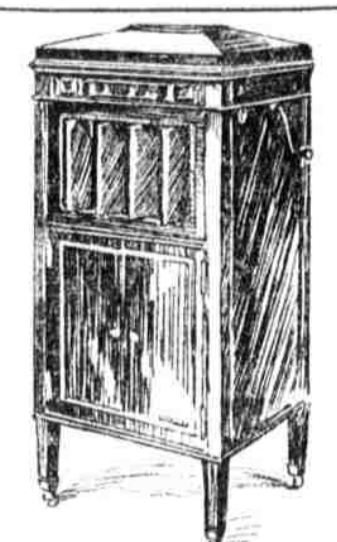
Not only that, but a small initial deposit will secure any instrument in the collection with the most reasonable terms for the payment of the rest.

It takes only a few dollars to have sent home any one of these magnificent instruments with a collection of records from any of the various makes, or comprising all of them, if you choose.

The Magnificent Exhibit Is Ready Now

We have rearranged and enlarged our Talking Machine and Phonograph Store with thirty music rooms and with every convenience for our customers. We will welcome you at once and serve you as no other store in the world can do.

(Second Floor, Central)



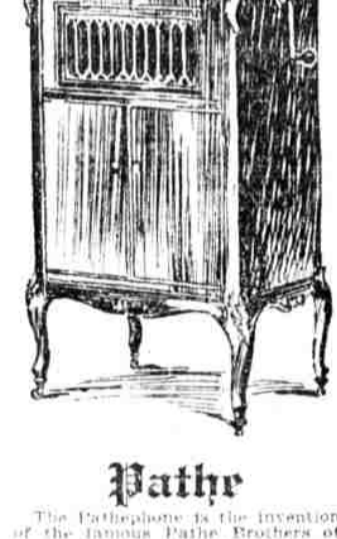
Columbia

The Columbia contains practically every mechanical improvement of permanent worth. The question of tone control is superbly solved. The motor is a marvel of smoothness and silence and the reproducer is designed to provide the maximum of tone. The automatic record file and ejector is a convenience in the storing, cleaning and ejecting of records. Price \$20 to \$250. Period styles to \$500.



Victrola

The Victrola is a widely known instrument of exceptional merit and it will bring to you home all the music of the world, played by all of the world's greatest artists. Price \$25 to \$950. Period styles up to \$2000.



Pathé

The Pathéphone is the invention of the famous Pathé Brothers of France. It embodies several unique features, one of which is the permanent, round, genuine sapphire point used to gather vibrations from the record, conducting them to the sound chamber, thus doing away with the necessity of constantly changing needles. It is a protection to the disc and records the desired tone results. Price \$45 to \$100. Period styles up to \$500.



Vocalian

The Aeolian Vocalian is made by the Aeolian Company, one of the largest manufacturers of musical instruments. The outstanding feature of this instrument is its purity of tone and a personal expression tone-control. The Vocalian makes this phonograph a true musical instrument, and with it any one may introduce new and charming expressions with any make of record. Price \$75 to \$300. Period styles up to \$700.