

Grand Organ plays at 9. 11, 11:55
4:45
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled

Posthaste and Urgent News of Tomorrow's Busy-ness at Wanamaker's

Treat a Cow as if She Were a Lady
is inserted over the barn door of a master dairyman in another state.

It was a humble, work-a-day man of but little schooling who put up that sign over his cowbarn, but it struck the heart note of a lover of dumb animals.

That poor, patient, faithful cow of big, beautiful eyes, often doing the horse's work in plowing and hauling, indifferently bedded after working all day at a plow or hauling a wagon, and in the evening yielding her treasures of milk and cream, is surely worthy of as good treatment and care as her neighbors, the horses, installed in the best places in the stable.

To be gentle and considerate of all animals is to make a higher quality of manliness and womanliness, and to show greater consideration for those who serve us, whether in this Store or any other, will not be without reward.

(Signed) *John Wanamaker*

Sept. 16, 1919.

Paris Has Outdone Herself in Creating the New Autumn and Winter Millinery

The new fashions are full of richness and beauty and suggest the splendor of the eighteenth century. But seeing the hats themselves is more interesting than reading of them—and when you come to the Gray Salons today there will be more new Paris chapeaux that have just been taken from their boxes. All the foremost Paris modistes are represented.

(Second Floor, Chestnut)

Linen Tea Cloths and Napkins of Much Daintiness

Made of good Irish linen, white as snow and all neatly hemstitched. Daintiness and service qualities combine to make them excellent gifts.

The cloths are 46x45 inches at \$3.75 each, and the napkins 13 1/2 x 13 1/2 inches at \$6.75 a dozen.

(First Floor, Chestnut)

100 Yards Blue Serge, All Wool, \$2.50 a Yard

A very fine lightweight dress serge in navy blue only, 42 inches wide and a beautiful material for dresses, separate skirts or children's clothes.

We bought it directly from the manufacturer and have marked it at a small profit. In these uncertain times it is hard to say when such an opportunity as this will occur again.

(West Aisle)

Handsome Evening Wraps Make Their First Appearance

Rarely, if ever, have we seen anything more beautiful than these new evening wraps.

They are all of rich panne velvet, velveteen or an exquisite tinsel brocade, the latter in dregs of wine color with designs in gold thread. Then, as a finishing touch, there are large fur collars and deep cuffs of flying or dyed squirrel, black lynx, natural lynx, ringtail or white fox.

Many new fashions are introduced; one exquisite black panne velvet wrap has a deep border of chenille fringe worked into a design. There is a black lynx collar and cuffs, and the lining is old gold chiffon bordered with gold ribbon. This one is \$475. Another handsome old blue velveteen is bloused like a monk's robe and fastened with silk cords in front. It is trimmed with ringtail and is \$275.

Other prices are \$250 to \$475.

(First Floor, Central)



Thousands of Pairs of Shoes to Wear to College

In the Wanamaker Extraordinary Sale of Shoes This is the famous sale of men's and women's winter shoes—more than 30,000 pair.

The great collection includes wide choice, and in particular there are good shoes for young men and young women to wear to school and college.

Young Women's Shoes at \$7.75—wide toe, broad heel, high cut lace shoes, in dark tan, dull black calf-skin and black glazed kidskin.

Young Women's Shoes at \$4.40—heavy chrome tan leather lace and Blucher styles, with wide toes and low heels; viscolized soles.

The sale still comprises abundance of Wanamaker standard shoes, 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.

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

(Main Floor, Market)

Every Dinner Set We Possess Is Reduced in the September Sale

We have said as much before, but it is worth repeating; because, all circumstances considered, it must mean a great deal to every homekeeper to know that the whole Wanamaker collection of dinner sets is thrown open for selection at savings of 10 to 50 per cent from regular prices.

But this holds good only during the September Sale, which is now going ahead splendidly in its third week, with plenty of everything needed to make it by far the best sale for anybody to come to for a dinner set or a piece of cut glass or anything in the way of china and glassware.

(Fourth Floor, Chestnut)



Opening an Oriental Rug Sale That Is a Marvel of Merchandising

An Event Rich in Good Investments and Delightful in Its Beauties

All circumstances considered, this is a startling event, a marvelous thing in its unmatched beauties and opulence of color, to say nothing at all of the investment opportunities which it provides.

It inundates one whole section of the Seventh Floor, a space larger than many a public hall, with the glory and richness of a thousand subtle shades.

Back of all the splendor of it and back of all its advantages are months and months of preparation.

Our problem was to find the goods in a market practically denuded and out of joint. You can see for yourself that we found the goods, a rich and magnificent collection of goods, and they are here to sell at substantial savings from their regular market values.

This is our great Winter Sale of Eastern rugs—a fact worth remembering.

For anybody needing an Oriental rug or likely to need one some time, now is the time to buy it, and this is the sale to buy it in.

Viewed in conjunction with prevailing conditions and in the light of immediate prospects, this is an investment occasion of real significance.

In the Face of a Famine It Provides a Feast

It presents the pick and choice of all the Oriental rug shipments that have come

to the United States for the past seven months or more, and it presents them in a variety absolutely without a duplicate and at prices that make each rug comprised in the sale a sound and paying investment. The principal new lots are made up of Saruk carpets of magnificent texture and rare quality in a variety of soft colors that seem to glow with a living radiance.

Exquisite Kermanshahs—now so scarce—in shades of subtle loveliness “shot through with a thousand hues”—and here and there a piece whose creamy background is picked out in jewel-like designs of the most charming shades.

The entire display is eloquent of the glories of Oriental cunning and skill in dye work and the weaving arts.

There are 65 Chinese carpets, conspicuous in their distinctive grounds of blue or ecru or golden tan.

Also 65 Mahals in warm shades of red, ecru and blue.

Among the small rugs are 225 Chinese pieces alone—2x3 to 4x7 feet; 100 Mosuls, 3.6x6 to 7 feet; 100 Af-Shiraz, about 4.6x6 feet, and various other groups of moderately sized pieces of unusual beauty and worth.

Everybody Remarks the Loveliness of the New Fashion Silks

Seldom have colors been more brilliant, textures finer or softer. The French and American tinsel brocades especially are among the handsomest we have ever had. Undoubtedly they were intended for a season of gaiety and joyousness, and the evening gowns and wraps made from them will be of unusual splendor and beauty.

The tale of the new silks, however, is by no means told, for there are new arrivals every day.

French tinsel brocades are \$30 to \$45 a yard. American tinsel brocades, \$8 to \$25 a yard. White novelty silks, \$5.50 to \$12 a yard. Printed pussy willow taffetas, \$5.50 a yard. Plain colors, \$4 a yard. Printed radiums, \$4 a yard. Printed Georgettes, \$4 a yard. Plain silks, \$2.75 to \$6 a yard. Chinese hand-embroidered Canton crepe, \$8 a yard.

Black Silks

French brocades, \$8 a yard. Novelty silks, \$5.50 to \$8 a yard. Plain black silks, \$3 to \$7.50 a yard.

(First Floor, Chestnut)

Wanamaker Men's Soft Hats for Fashion and Service

Good hats are scarce. Many poor hats are on the market.

We have taken greatest pains to exclude hats of poor quality.

Now, when every man must have a new soft hat, good judgment suggests taking advantage of the Wanamaker good judgment. Thus you will be sure of getting the best in fashion and the most durable.

Prices \$5, \$6, \$7 and \$10.

(Main Floor, Market)

100 Floor Lamp Shades Close to Half Price

All are silk shades in 24 and 26 inch sizes, with fringes or tassels. There is a large variety of shapes and styles to choose from in floral and other pretty decorations, and in a full assortment of colors, including rose, gold and blue.

We have marked this lot for a clearance in the September Lamp Sale at \$13.50 to \$37.50, which is close to half the regular values.

The Sale comprises a variety of beautiful table-lamps, desk-lamps, davenport lamps, candlesticks and torchieres, many of unusual beauty and all at reductions of 25 per cent, the September prices being \$20 to \$175.

(Fourth Floor, Central)

Best Choice in Many a Day to Get Good Winter Hosiery and Underwear at Low Special Prices

We are selling 50,000 pieces of underwear and pairs of stockings which are of second quality, which means that they have very minor defects which make no practical difference at all.

And they are mostly in Fall and Winter weights.

At their low prices we suggest that prudent people lay in their whole supply for the whole family for the whole winter right now.

Women's Stockings

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.”

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.”

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.

(West Aisle)

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.”

(Main Floor, Market)

Children's Stockings

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

30c for black and cordovan ribbed cotton.

35c, 3 pairs for \$1, for black and white ribbed mercerized cotton, “seconds.”

(First Floor, Market)

For the Woman Who Wants Warm Petticoats

There are new undershirts of flannel, of flannel or of albatross, just as she likes.

There are striped effects, some are all-in white, and some have embroidery for trimming, or scalloped edges.

Prices begin at 75c for the flannel skirt and go on up to \$6.75 for a fine white flannel with silk embroidery and scallops.

(Third Floor, Central)

Kermanshahs	Chinese Rugs	Laristan and India Rugs
10.1 x 8 ft. \$285	8.11x 6.2 ft. \$195	16.2 x 12.3 ft. \$1375
13.6 x 10.9 ft. 825	8 x 5 ft. 225	15.5 x 11.3 ft. 1575
14 x 10 ft. 1385	10.2 x 6.10 ft. 227	18.2 x 17 ft. 2775
13.9 x 9.10 ft. 715	12.6 x 10 ft. 395	14.2 x 9.3 ft. 775
13.10x 9.10 ft. 975	12 x 9 ft. 425	20.7 x 11.10 ft. 1175
13.10x 10.5 ft. 850	11.10x 9.7 ft. 455	20.5 x 12.2 ft. 1190
15.6 x 11.7 ft. 975	11.8 x 8.10 ft. 465	10.1 x 6.9 ft. 235
11.6 x 8.9 ft. 625	12 x 9 ft. 525	12.9 x 11.10 ft. 965
13.6 x 9.6 ft. 675	12.2 x 9.2 ft. 465	12.11x 10.2 ft. 675
10.10x 7.3 ft. 375	14.3 x 10.3 ft. 725	11.10x 8.3 ft. 535
10.2 x 7.10 ft. 525	13.11x 10 ft. 675	10.7 x 8.4 ft. 485
12.1 x 7.10 ft. 685	12 x 9.3 ft. 515	12.6 x 9.1 ft. 575
13.6 x 10.3 ft. 1185	12 x 9.3 ft. 515	12.9 x 10.10 ft. 835
11.2 x 7.9 ft. 417	12.10x 10 ft. 497	17.3 x 11.11 ft. 1575
10.11x 6.4 ft. 335	14 x 10 ft. 445	18.2 x 12.9 ft. 2150
13 x 9 ft. 595	14 x 10 ft. 485	17.5 x 11.10 ft. 1195
12.5 x 10.7 ft. 635	18 x 12 ft. 1225	15.1 x 10.8 ft. 897
15.4 x 11.8 ft. 875	20 x 15 ft. 1785	17.9 x 10 ft. 1155
16.5 x 11.6 ft. 975	Chinese Mats 19	14.9 x 10.5 ft. 875
14.10x 10.5 ft. 795	Chinese Rugs 37 to 75	11.10x 9.3 ft. 625
		12.3 x 9 ft. 625
		12.2 x 8.10 ft. 395
		12.2 x 12.3 ft. 945
		13.8 x 10.10 ft. 925
		11.11x 10 ft. 675
		20.4 x 11.9 ft. 1150
		Saruk
		23.7x 14.8 ft. \$3385
		19 x 13.5 ft. 2375
		22.8x 14.5 ft. 2350
		18.6x 11.9 ft. 2100
		17.2x 11.7 ft. 1975
		17.8x 12.8 ft. 2150
		21.6x 14.2 ft. 1575

(Seventh Floor, Central)