

Grand Organ plays at 9. 11, 11:55 4:45 Chimes at Noon	<b>WANAMAKER'S</b>	Store Opens at 9	<b>WANAMAKER'S</b>	Store Closes at 5	<b>WANAMAKER'S</b>	<b>WEATHER</b> Fair
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# Tomorrow Will Be 9-19-1919—and Good News from Wanamaker's

## The Rivers of South Africa Are Broad and Deep

as they come down from the mountains. They grow smaller and shallower as they flow on, losing themselves in the sand, which absorbs them until there is left only a ragged remnant of the beginning.

How many Pennsylvania oil wells, forty years ago, started with hurrahs, loud and many, that never produced more than a few barrels of oil, but caused ruin of fortunes for those who upon strong recommendation bought shares in the companies organized to operate them!

How many splendidly equipped young men we have known who began life with large promise, never got far and gradually sunk into oblivion in the sands of bad habits and reckless expenditures!

The Rivers of Pride, Neglect, Extravagance, Dishonesty and Dishonor have swallowed up capital, good prospects and unrecoverable good names.

But, fortunately, for our encouragement, every city has had its Marshall Fields, John V. Farwells, A. T. Stewarts, Benjamin Altmans, Amos Lawrences, Eben Jordans, Charles Custis Harrisons, Abraham Francis Hustons, Alexander Henrys and Andrew Carnegies.

The old adage is still quite true, "There's plenty of room at the top."

It is the top we started for, but the summit has been constantly rising higher and higher since we started in 1861.

(Signed) *John Wanamaker*

Sept. 18, 1919.



## There Have Just Come Some Charming Serge Dresses

Dresses such as every other woman is asking for these Fall days, and the prices are very, very inexpensive—\$25, \$28.50 and \$33.50. One may have smart tailored coat dresses, braided and button trimmed; loose jacket dresses, most becoming to youthful figures; these, too, are braided; some with black silk embroidery in diamond patterns almost covering the skirt and others with trimmings of pinch tucks or wide silk braid in a criss-cross pattern. There are really enough styles at these prices to please almost every woman and they are all such new and good models at that. (First Floor, Central)

## New Fur Cloths Prepare for a Busy Season

Soon now they will be in the form of stoles, muff, entire coats or trimmings for coats or suits. We are selling them for all these purposes and we have rarely had better assortments, starting with black astrachans at \$5 a yard. There are clever imitations of baby lamb, squirrel, mole and beaver, to say nothing of the handsome seal plushes, which are among the best of all. The highest price is \$22 a yard for a new soft, deep squirrel cloth. (First Floor, Chestnut)

## Fall Neckwear Fancies Net With Lace Trimmings

Just as pretty as can be are the new long collars with square and pointed ends. Some are tucked, others are plain net and they are all trimmed with fine lace. One can easily imagine what an addition they would be to any gown. \$2.25 to \$3.50 are the prices. New round pleated net collars are lace trimmed and exactly the thing for the fashionable round neck gowns, \$2.50 to \$4.50. New net gilets to give the right touch to the suit are very lovely with ruffles, lace fills and so on. High neck styles, \$7.50 to \$13.50; low neck, \$4 to \$13.50. (Main Floor, Central)

## White Lingerie Blouses

For the woman who wants new blouses that are not too severe, nor yet too elaborate, there is a new group of waists starting at \$5 and up to \$13.50, which are of especial interest. Some are of sheer white voile, and some of fine white batiste. They are made usually with low V or square necks. Some have fine embroideries, some have touches of hand embroidery or hand drawn work, and the more expensive models are finished with real laces—fillet on the \$10.75 and \$13.50 waists. There are many new models and prices go from \$5 to \$13.50. (Third Floor, Central)

## New Necklaces to Brighten Up New Frocks

On her dark cloth or silk frock one of the new necklaces will add a gay spot of color, and perhaps just the touch the gown needs. New necklaces are of imitation jade, coral or lapis lazuli in all the fashionable lengths—and the long lengths are much worn—\$2.50 to \$11. Other new necklaces of imitation sapphires, amethysts, emeralds or topaz are \$2 to \$10. Bead necklaces in many styles, 50c to \$9. (Jewelry Store, Chestnut and Thirteenth)

## Girls' Gymnasium Bloomers

Gymnasiums will soon be in full swing, and these are the kind of bloomers girls find most practical: All-wool black storm serge bloomers, with double gussets and pockets, full pleated style, \$5.75. Black storm serge bloomers of cotton and wool, in full-pleated style, with pocket, \$4.75. White middie bloomers, cut plenty full, to wear with the bloomers, \$2. (Third Floor, Central)

## Now Is the Time of Tremendous Pressure of Household Needs and the Housewares Sale Is Meeting Them

Tens of thousands of useful articles at special prices during September—and during September only. The greatest and most valuable collection of merchandise of this character to be brought together in any store, so far as we know, is here at prices 10 to 40 per cent less than regular.

Fireplace furnishings. Hardware and cutlery. Galvanized ironware. Woodenware. Gray and white enameled cooking utensils. Cast aluminum cooking utensils. Sewing machines and dress forms. Mahogany - finished serving trays.

School trunks. Housecleaning brushes, soaps, sponges, chamois. Bathroom furnishings. Vacuum cleaners and carpet sweepers. Tinware and japanned ware. Iron frying pans and waffle makers. Clothes baskets and hampers. Clothes lines.

Come in now and bring your out-of-town friends to see America's greatest exhibit of household utility wares. (Fourth Floor, Central and Market)

## New Paris Ideas in Dress Trimmings

One of the loveliest is a wide flounce of rose-hued net, with embroidery in gold thread and silk floss. It has a band to match—and both the band and the flounce are charming.

This one trimming sounds the keynote of many others, for it is on colored net, and has a design in gold thread—and the new trimmings are all lavishly ornamented with gold and silver and gay-colored embroideries.

There are many metal effects, too, and chenille embroideries, and new wide trimmings, which may be cut apart and used in any number of effective fashions.

New too are the sparkling jet flouncings, the new opalescent flouncings and trimmings, and the new all-overs.

They will make the new Winter gowns perfectly beautiful. (Main Floor, Central)

## New Embroidered Georgette Crepes

In All-Over and Flounces

If you had thought of having an unusually pretty afternoon frock that would do for the theatre or almost any occasion and you did not want it like any other frock—then these lovely Georgettes are the thing.

They come in soft shades of gray, brown, dark blue or black embroidered in self-color, or in gold or silver. The all-overs are 40 inches wide, \$6.75 to \$16.50 a yard. The flounces are 40 inches wide and \$7.25 to \$8.50 a yard. (Main Floor, Central)

## England Makes the Best Needle Cases We Can Get

and here is the first big shipment for the holidays. The cases are brand-new and have just come over the Atlantic to Wanamaker's.

Most of the cases are flat and compact, though some few are in roll effects. Usually they are of fine leathers, though some are of paper, some of silk and others of khaki.

Filled with the finest English needles—hundreds of needles from the finest to the largest sizes.

Prices start at 50c and go on up to \$9. (Main Floor, Central)

## Theodore Roosevelt's Letters to His Children

Shortly before he died, Theodore Roosevelt said (referring to this book which was in contemplation) "I would rather have this book published than anything that has ever been written about me."

Most people will agree that it is not only one of the most entertaining books they ever read, but that it gives an insight into the home life of a great American that we cannot afford to miss. Price \$2. (Main Floor, Thirteenth)

## Creepers for Very Little Folk

Some have white tops and with the lower part in colors; some are smocked, some embroidered in colors, some have white collars and cuffs, and ever so many have pockets.

There are any number of attractive styles, the prices go all the way from \$2.25 to \$4.25; the creepers are of madras, poplin and chambray in white or colors, and 1 and 2 year sizes. (Third Floor, Chestnut)



## THE IDEAS OF MEN

Perhaps there are men to whom tailor work makes no difference, and men who don't see or care about the difference between true fashion and the kind of fashion that is near enough to true fashion to be conspicuously at variance with it.

If you are a man of that kind you should experience little trouble in finding a suit good enough to satisfy you, but if you are a man who is not quite so easily satisfied, a man who must have a new Fall suit that is 100 per cent to the good in dependableness of quality and correctness of fashion, you will want to choose from the suits our Men's Clothing Store is now showing at \$35 to \$65. (Third Floor, Market)

## Men's Initial Handkerchiefs \$5.50 a Dozen

Irish linen, with narrow hems, neatly stitched, and with a medium-size block letter in one corner. Such handkerchiefs are not too plentiful at this price—and men who know handkerchief values will be glad to get these. (West Aisle)

## Men's Richest Multi-Colored Brushed Felt Hats at \$10

Very unusual and handsome hats made of various dyed furs brushed into unique and pleasing effects. The felt is brushed up to a long nap with a silken finish and the hats are fashioned into shapes for the most fastidious men. Exclusive in the Wanamaker Store in Philadelphia. \$10. (Main Floor, Market)

## New Fall Neckties Every Day

No matter what you saw yesterday, come in today and see something new and different. Take an interest in neckties. They have a tremendous lot to do with your gentlemanly appearance and your distinction among your fellows. Ours is probably the finest collection of London and American neckties to be found anywhere and they are not expensive. (Main Floor, Market)

## The Latest and Most Comfortable Fashion in Men's Shirts

It is a very fine percale with narrow stripes made with soft negligee cuffs and accompanied by a detachable starched turn-down collar to match the shirt. It is the ultra fashion and it is the most comfortable thing that a man can imagine. The shirts are of a fine percale that will wear a long time and they are unusually inexpensive at \$2.65. (Main Floor, Market)

## Every Man Needs a Razor

Straight razors, various kinds, \$1 to \$5. Safety razors, all the good makes, \$1 to \$10. (Jewelry Store, Chestnut and Thirteenth)

## Time to Think About That Papering and Painting

The new wall papers are in the prettiest patterns we think we have ever seen and there is a very large assortment from the best makers.

Painting both inside the house and outside is a natural accompaniment to papering and this we will be glad to do also. All work is done by our own trained workmen and under our supervision. Estimates will be given upon request. (Fifth Floor, Market)

## A New Small Camera of High Speed

"The master key to successful photography" somebody has called it.

In size it is compact—pictures 2 1/2 x 3 1/4 inches—and it will take effective snaps on dull days or late afternoons.

The lens and shutter are so fast as to make action pictures a certainty. Four different lens equipments, \$31 to \$75. (Main Floor, Chestnut)

## By Thousands and Thousands the Shoes in the Sale

are marching out to duty with Philadelphia women and men ready for a hard winter's campaign. People are taking large advantage of this Sale and are saving a great deal of money.

## There Are Re-enforcements for Tomorrow

We started out with an announcement of our 30,000 pair, but already it is necessary to bring in new lots.

We now bring in—1200 pair men's mahogany color calfskin shoes, English lace style, special at \$5.70 a pair. Other high shoes for men, \$4.85, \$5.40, \$6.90 and \$8.40. (Main Floor, Market)

1200 pair women's light brown glazed kid lace shoes, cut high with Cuban heels, beautiful soft leather. \$6.75. Other high shoes for women, \$4.40, \$5.40, \$6.75, \$7.75 and \$8.75. Women's low shoes, \$4.75 and \$6.75. (First Floor, Market)

## 2400 Women's Vests "Seconds" at 35c and 40c

White ribbed lisle, low neck, sleeveless vests, regular and extra sizes, 40c. White ribbed cotton, low necked, sleeveless vests, regular and extra sizes, 35c (3 for \$1). The kind of vests most women wear Winter and Summer, well finished and the imperfections are very slight. (East Aisle)

## Sale of China and Glassware

All the dinner sets in our possession are offered at reduced prices in this Sale. This means 100 open-stock patterns. French, English and American sets are in ample selection at prices going from \$15 for an American set to \$300 for a magnificent dinner set of French china.

The increasing popularity of cut glass is one of the significant things about this Sale. There could be no better reason than the cut glass to be found in it. At sale times and at all other times cut glass is cut glass in this store. (Fourth Floor, Chestnut)

## Exhibition and Sale of Oriental Rugs

A Beautiful Sight and a Great Investment Occasion

"The fact is, we, none of us, appreciate the nobleness and sacredness of color."—John Ruskin.

It would be hard to imagine anything more calculated to enable one to appreciate "the nobleness and sacredness of color" than the magnificent showing of Oriental rugs in the Exhibition Sale which we are now holding.

The secrets of fine dye work have always been the possession of the East. The ancient Chinese must have been masters in the production of dyes, for we read of a Persian Shah sending emissaries to China to find out the secret of the wonderful dyes of that country.

It has also been said that some great artists have been known to hang over fine Persian rugs because of the ideas which their colors conveyed to them.

The rugs in this display are a joyful sight for anybody with an eye for color. One side of the exhibition is given over to Chinese weaves conspicuous for backgrounds in various shades of blue or tan or golden brown with decorative motifs running the whole gamut of Chinese

symbolism. The richest feature of the display is the collection of Persian pieces—Saruks of magnificent quality and texture and in deep, lustrous shades; lovely Kerman-shahs in rose, blue and ecru; Mahals in deep warm tones, and Serapis in red and ecru with bold and striking patterns. Caucasian pieces in various sizes are shown in large assortment. There is a remarkable collection of small rugs, from mat sizes up to about 4.6x7 feet, including

Chinese, Saruks, Kerman-shahs, Mosuls and Af-Shiraz. The entire display is a majestic picture, but it is something more, it is a golden opportunity for anybody needing or likely to need an Oriental rug to buy it at a substantial saving from the regular market price. More than that, it presents an assortment unmatched in size and variety in the very face of an abnormal and universal scarcity of Oriental rugs in the market.

## Young Women's Fashions



### Fall Coats Are Now \$32.50 to \$40

Chiefly blue serge and a few black serge coats—coats just right for wear now. Some are lined throughout, others are half lined. Good, conservative styles, so that you are perfectly safe in buying them to finish out the season and start the next. 14 to 20 year sizes. (Second Floor, Chestnut)

### Jersey Suits Now \$27.50

Spring and Summer weight Jersey suits—just a small group. Bright colors, sports models and a good assortment from which to choose. 14 to 20 year sizes. (Second Floor, Chestnut)

### Black Suits Are Reduced

Just a handful—not more than thirty-five suits in all, which is the reason they are so much changed in price. \$15 and \$25 each, though they have been considerably higher in price. Serge, Poret twill and tricotine, in plain tailored and braided trimmed and other dress models. Well made and daintily lined. 14 to 20 year sizes. (Second Floor, Chestnut)

## For Women Who Love Coats With Fur Collars

These have just come; very beautiful velours, trimmed with large collars of Hudson seal (died muskrat); some fine silvertones with long pointed collars of racoon and bolivias with collars of Australian opossum reaching almost to the waist in front. There are also deep cuffs of the same fur. These make good Winter coats, for they are very warm. They have handsome silk linings and in some cases interlinings. The colors run through browns, taupe, greys and wine shades. Prices are \$85 to \$165. (First Floor, Central)

## If the New Fur Fashions Interest You

then the Salons on the Second Floor will afford you much pleasure, for they are full of new and lovely wraps and smaller furs. Furs were never more luxurious than they are to be this winter— (Second Floor, Chestnut)

## New L. R. Corsets Laced in Front—For Many Types

These corsets combine good style with comfort, and come in many styles, so that women of slender, average and stout figures may all be fitted.

\$5.50—L. R. front-lace model for the slender figure, or for dancing and evening wear for the average figure. A topless model of pink or white material, elastic section in waist.

\$9—A model designed for tall figures with low full bust, strongly boned, made of pink broche with elastic gore in skirt.

\$12—A model of pink broche with low bust, long skirt with elastic hip gored, trimmed with imitation fillet lace and ribbon.

\$4—A model of plain flesh colored batiste, topless with insertion of elastic in front and ventilated back.