

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Unsettled

Pointing Out Where the Better Goods Are to Be Found

Anonymous Criticism

A good, honest, face-to-face, outspoken criticism is not only welcome, but may be valuable; but an invisible critic, however well meant, tumbles into the waste basket discredited and on the road to destruction.

For the anonymous scribbler, you have about as much respect as you could have for a small boy who threw a stone from behind a wall at the back of you and then ran away.

Many of the otherwise beautiful shaped and colored shells washed up on the beach of the Gulf of Mexico are spoiled by barnacles; and the gracefully drooped forests of parts of the south are the homes of parasites, which, in time, are said to kill the big trees.

Rather let us choose to be masterful and out and out with living energy as we pass on and do something worth while.

This Store shall keep at it with shovel, tongs and poker.

(Signed) Joe Wanamaker

Sept. 20, 1919.

A New Showing of Leather Jewel Cases of Beauty

Owing to the scarcity of the fine leathers of which they are made, we have had to wait months for them, but when you see them you will surely say they were worth waiting for.

Of Morocco, finely finished calf, seal and pigskin, in blue, black, rose, brown, soft dark green. All beautifully lined—some with silk, some with plush. Square and oval shapes, a variety of styles—some with removable trays, some with trays adjustable on hinges, still others with collapsible or fall-over trays. Every one of them handsome, exquisitely finished and so practical.

From a size that a man can easily carry in his pocket up to one of quite elaborate dimensions. Prices are moderate, considering how hard it is to get these goods at all—\$5 to \$25, with a liberal selection at various figures in between. (Main Floor, Chestnut)

Evening Gowns of a Splendor That Is Fairly Dazzling

Everything that gleams and sparkles, everything that makes for beauty of fabric and grace of line is to be found in these wonderful gowns.

There are sumptuous gold and silver brocades, draped in classic fashion, metal laces of the most brilliant hues made into charming ruffled dresses, rich panne velvets combined with gold or silver cloth, entire gowns made of metal cloth with the blouse part of fringe. And there are others of copper sequins and brown tulle or chiffons beaded and embroidered. Also handsome black evening gowns for older women and the most youthful radium taffetas for debutantes.

Best of all, the prices have the wide range of \$50 to \$325. (First Floor, Central)



Furs Play a Large Part With Some New Handsome Coats

They even go so far in two cases as to make the entire upper part of the garment. In one instance the fur is mole, in the other Hudson seal (dyed muskrat). To this short jacket of fur the skirt part of silk-and-wool duvetyne is attached, the color blending in with the color of the fur.

Both coats have loose dolman sleeves ending in cords and ornaments. The moleskin one is \$476, the Hudson seal (dyed muskrat) is \$450.

Another of duvetyne, in deep red, resembles a monk's robe with a huge high cape collar and cuffs of squirrel and a cord with ornaments dangling from the waist. This beautiful and unusual coat is \$350.

There are many others among these new fine coats that have much use for fur. They are made of bolivia, peloncio, vicuna, duvetyne and tinselstone, and the large pointed collars and cuffs, sometimes even the pockets and belt, are of beaver, mole, ringtail, Hudson seal (dyed muskrat). Australian opossum, mole, kolinsky, dyed squirrel and gray squirrel. Prices from \$150 to \$476. (First Floor, Central)

New L. R. Corsets for Fall and Winter

And they are here in excellent season for the fitting of the fine, new fashionable frock or suit—which can't help but look the finer for having a new, fine, fashionable corset beneath it.

L. R. corsets, famous wherever there are well-dressed women, are made exclusively for the Wanamaker Store, and there is no better-fitting or better-wearing corset made in this country. These are the newest of new models and have never been shown before. The materials used are especially good. Styles and prices include:

\$1.25—A model for growing girls and slight figures, topless, with elastic inserted in the waist; short skirt.

\$1.50—L. R. Topless model of pink coutil for average figures; long skirt.

\$2.50—Low-bust model, long skirt with elastic section in the back; strongly boned.

\$3—Topless model of pink broche with broad elastic band at waist.

\$4—A pink satin hip confiner, topless with elastic section over hips; short skirt.

\$6.50—Beautiful model of pink broche, very low top and back, eyelets and lace below front steel.

FURS TO FORESTALL JACK FROST. (Forewarned Is Forearmed!)

Many women are selecting their fur coats early this year, so as to forestall any surprises which that famous practical joker, Jack Frost, is ever ready to spring upon the unprepared.

The lovely richness of Hudson seal (dyed muskrat) trimmed with contrasting furs—skunk, squirrel or beaver—never showed to greater advantage than in the new Winter fashions, which run notably to short models—30 and 36 inches.

One very good-looking coat is of Hudson seal (dyed muskrat), with deep collar and "ball" cuff of skunk, the two rich shades of brown represented in the two kinds of fur, "setting each other off" most beautifully. The coat is belted, has jaunty pockets in the front—fine for chilly fingers—and is 30 inches long. Price \$450.

Another smart belted model in Hudson seal (dyed muskrat) has a deep border, as well as collar and cuffs of the skunk, is 36 inches long and is lined with a splendid flowered satin. Price \$700.

A very novel and very charming style of coat of Hudson seal (dyed muskrat), trimmed with squirrel, which forms the cuffs, extremely high military collar and deep border, in which the pockets are placed, 38 inches long. Price \$725.

Coats of Hudson seal (dyed muskrat), trimmed with beaver, range in price from \$650 to \$625. (Second Floor, Chestnut)



Beautiful Are the New Dresses and Coats and Suits for Young Women

The work of getting together in this season of scarcity a full and fashionable collection of young women's Fall clothing has not been an easy one.

But now that it is here, we certainly have reason to take pride in it.

For it is no ordinary assemblage.

Not simply a gathering-up of "small sizes" of women's garments and of short-length work-ups of manufacturers, but

A Distinctive Collection of Goods to Our Order and undoubtedly superior to any other.

There is more of fashion, more of quality and more of value than may possibly be found elsewhere.

Fall Suits

\$40 and \$42.50 for the new tweed and burella sports suits—and these will be wanted for school and business and general wear, too.

\$43.50 to \$150 for smart new velour suits in styles for better wear—all the fashionable colors and many new models are included in this group.

\$75 to \$150 for handsome velvet suits and other dress suits, many fur trimmed. 14 to 20 year sizes.

New Dresses

\$35 to \$110 for silk and satin and crepe Georgette dresses in navy blue, black and brown. (Second Floor, Chestnut)

\$32.50 to \$75 for smart new serge frocks.

All these dresses are planned on new lines and are in many styles.

Warm Coats

\$28.50 to \$150 for cloth, velour and other wool coats, many fur trimmed. They are richly lined and in distinctive new styles. 14 to 20 year sizes.

Winter Coats for Girls

\$20 to \$55 for new cloth coats in light and dark colors for school and better wear and in 6 to 17 year sizes. (Second Floor, Chestnut)

4000 Yards Japanese Silks Special at \$2 and \$2.25 a Yard

These silks are just out of bond and they are priced the same as formerly, although in the meanwhile their cost has risen half as much again.

2000 yards natural ivory white wash satin, 36 inches wide, at \$2 a yard. Used for all sorts of garments that require constant tubbing—blouses, foundations, negligees, linings and lingerie.

2000 yards natural ivory white broadcloth, 36 inches wide, \$2.25 a yard. It has a schappe warp and a silk weft, making it especially durable for men's shirts, women's shirtwaists, skirts, lingerie and so on. It is a beautiful silk and a very popular one. (East Aisle)

The Finest Woolen Fabrics for Suits and Coats

Beautiful this year, not only because of their exquisite texture, but also because the colors have never been lovelier.

Fine velours in all the new shades, \$5 and \$6 a yard.

Silverstone velours in indistinct plaids and stripes, \$6 a yard.

Handsome mixed tweeds, \$5 a yard. (First Floor, Chestnut)

Bolivias and camel's hair cloth for the warmest coats, \$10 and \$12 a yard.

Also all-silk duvetyne, \$12.50 a yard.

Surplice-neck gowns, \$1.85 and \$2.85. High closed-neck gowns, \$2.20 and \$2.75. (Third Floor, Central)

Oddments of Undermuslins Reduced 1/3 to 1/2

Chemises, petticoats and camisoles chiefly, some very pretty things among them, and a great many have been taken from our own good stocks because they were mussed or sizes were lacking. (East Aisle)

High-Neck Nightgowns Are Now Here

There have been calls for them already from women who like to have them in hand for the first cool days.

Materials are very good, and the making is just as neat and carefully done as usual. (Third Floor, Central)

A Large Special Sale of Thousands of Toilet Necessities

Imitation Ivory Articles, Perfumes, Soaps, Brushes, Hot Water Bottles, Etc.

A most unusual sale, of interest to every woman who loves dainty toilet table and bath appointments.

It comprises many thousands of small, wanted things at prices notably reduced, and offers opportunity to "stock up" for several months to come.

Imitation Ivory "Seconds" at Half

White mirrors, brushes, dressing combs, pin boxes, trays, puff boxes, hair receivers and photograph frames. Prices start at 10c for a comb and go to \$2.90 for a mirror. We will mark any piece you select in any one of five attractive styles of lettering for 30c, which is much less than regular.

Honfleur and Other Toilet Specials

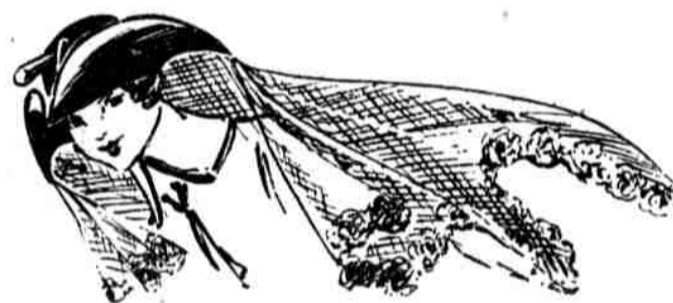
Toilet water, 50c and 85c, l'Empire and violet. Extract, 40c and 60c, violet, rose and l'Empire. Face powder, 25c, violet, rose and l'Empire. Talcum powder, 10c, violet, rose and l'Empire. Bay rum, 60c, 95c and \$1.85. Witch hazel, 35c and 65c. Violet ammonia, 20c and 35c. Hair tonic, 50c and \$1. Eau de Cologne, 75c. Eye lotion, 25c. Vegetal, 75c, lilac and wistaria. Liquid soap, 50c. Bath crystals, 50c and 85c, violet and verbena. Cleansing cream, 35c. Skin cream, 35c. Youth and beauty cream, 35c. Boric acid, 1-lb. package, 30c. Bicarbonate soda, 1-lb. package, 12c. Chalk and orris, 1/2-lb. package, 20c.

Toilet Soaps

Wanamaker bath soap, 12c cake, violet, verbena, vegetal oil and peroxide bath. Transparent rose soap, 7c cake, 80c dozen.

Specially Priced Brushes and Other Articles

Hair brushes, 50c to \$1.75. Nail brushes, 22c. Tooth brushes, 20c each, 6 for \$1.10. Rubber gloves, 30c pair. Hot-water bottles, 50c. Bath sprays, 35c. Peroxide, 18c and 35c bottle. Cocoa butter cream, 30c. Rose and almond cream, 27c. Benzoin, glycerine and rose water, 25c. Face powder and cream, 60c for the two, usually 60c each. Ono odorant cream, 20c. Oiler depilatory powder, 35c. Wanamaker shaving cream, 18c. Tooth paste, 21c. (West Aisle)



Entrancing New Millinery Just Arrived From Paris

is coming out of bandbox and tissue-paper chrysalis into butterfly loveliness while these words are being written, and will be placed on first exhibition and sale in the Little Gray Salons on Monday. Beauty and grace in every line! be it the line of sweeping veil, of flowing plume or the smart and well-studied shapes of the hats themselves, which show no end of new and clever touches.

Small wonder that they are so lovely, for the artists from whose hands and brains they proceeded include—

Jeanne Lanvin Odette Marie Guy Evelyn Varon Lewis Jeanne Duc

Rich are the materials—furs and fine laces, deep-piled velvets and hatter's plushes—novel and charming the effects in trimming. In colors, browns predominate, as befits a collection of Autumn beauties! but there is satisfying range of choice in other colors. The model sketched is an all but irresistible tricorn of black hatter's plush that came from Lewis. Its piquancy is softened (or else heightened) by the graceful draperies of a long flowing black veil edged with Chantilly lace.

A round, roll-brimmed turban of golden nutria has one of these long veils, exactly matching in shade, and edged with nutria. (Second Floor, Chestnut)

"Gardens of Celebrities and Celebrated Gardens"

By Jessie Macgregor

London or near it is the site of all the gardens treated in the book. There are twenty beautifully colored plates and also pencil drawings by the author to illustrate the text.

To those who know their London this book will be a real joy in recalling its gardens; to those who have never been there it will be an inspiration to go. Price \$7.50. (Main Floor, Thirteenth)

As to a Blouse for the Fall Suit

There is a host of lovely Georgette crepes in the most desirable colors and as plain or fancy as one could wish, \$6.85 to \$40.

Cheerful-looking plaid and striped taffetas which will go with almost any kind of skirt or suit, \$6.85 and \$7.75.

Crepes de chine in dark blue, black, white or flesh pink. They are tucked or trimmed with narrow pleatings in the prettiest styles, and one may have V necks, square necks or collars that may be worn high or low, \$6.85 to \$10.75. (Third Floor, Central)

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Introducing the Remarkable "Caloric" Pipeless Heater for Homes

That a heating outfit that has no pipes, no radiators, no "system" throughout the house, can be a practicable outfit is a proposition usually met with doubt.

Yet there are 5000 homes in Philadelphia territory that prove it.

"Caloric" is a big, comfortable, inexpensive furnace that is set up in your cellar and has one register at some properly selected spot on the ground floor of your home. This register is so arranged that it sends warm air upward and draws cold air downward. There is a constant circulation throughout the house.

We are reliably informed by people who have used it two or three Winters that it keeps the whole house comfortably heated at 70 degrees and uses only about one-half to two-thirds as much coal as methods generally in use.

It Looks Impossible—Yet It Undoubtedly Does Do the Work

It heats your home thoroughly, it saves coal—lots of coal—and it is inexpensive.

Made in three sizes—\$210, \$240 and \$325, the price including installation. We will erect it in any house in Philadelphia or the immediate suburbs.

An expert from the manufacturers will be here all next week to show the advantages of this remarkable furnace. (Fourth Floor, Market)

The Prettiest Window Curtains Are Being Made of

madras, white and ecru, 90c and \$1.25 a yard; cream with colored flowers, 36 inches wide, 65c and \$1.15 a yard.

Serim and marquisette, plain and bordered and with hemstitched blocks, 26c to 86c a yard.

Swisses, various-size dots, 35c a yard. Fillet net, figured or plain, 35c to \$1.25 a yard. (Fifth Floor, Market)

Presenting the First New Fall Shipment of Madeira Linens

Just when appropriate gifts for October brides are being sought by so many people, we open today the initial shipment of real Madeira hand-embroidered scarfs, tea napkins, lunch sets, doilies and bread-tray covers.

These are very handsome specimens of Madeira needle-work and priced quite moderately.

Round doilies, 6-inch size, 25c. To 12-inch, 75c, with two sizes in between.

Oval doilies, 6x11 inches, 40c. To 16x24 inches, \$1.50 each; five sizes in between.

Oblong doilies, 6x12 inches, 50c.

to 16x24 inches, \$1.75; two sizes in between.

Scarfs, 18x36 inches, \$2.50. To 18x72 inches, \$10.50 each; three sizes in between.

Lunch sets of 13 pieces, \$6 to \$37.50 each.

Tea napkins, \$9 to \$16.75 a dozen. (First Floor, Chestnut)

We Used to Say It—and Nobody Believed It—that Housekeeping Was a Business

Now everybody is saying it. Housekeeping's a business and the biggest of all businesses. Every other business puts up its shutters at night or at closing time that its workers may go to the home that NEVER CLOSES.

There's no great and going business that could keep itself

great and going without constant improvement and replenishing of its equipment and installation of new and labor-saving devices.

In Wanamaker's September Housefurnishing Sale are tens of thousands of "business helps" for the housekeeper, priced 10 to 40 per cent below regular. (Fourth Floor, Market)

French Dinner Sets Are a Critical Test of a China Sale

The china sale that is not strong in French sets is not a china sale worthy of the name.

Tested by the French dinner sets comprised in it, this is by far the best china sale anybody can come to.

We are assured by experienced people who have looked into the matter that the collection of French dinner sets offered in this sale is absolutely unequalled in the world in the variety of desirable and handsome patterns and the excellence of the wares at the prices.

The unusual buying of cut glass is a marked feature of the sale. The unusual choice of good crystal in handsome cuttings at price savings of 25 to 50 per cent is one very good reason. Selections are still large and attractive. (Fourth Floor, Chestnut)

Bringing Up the Reserves in the Great Sale of Shoes

Thousands of prudent Philadelphia people are stocking up on shoes for the Winter. Nobody knows what shoe prices will be like two or three months from now, but everybody who keeps his eyes open knows that shoe prices at Wanamaker's are 'way down now.

3500 pair of women's new Winter shoes have just come in to sell at \$4.40.

They are in four styles, as follows:

Dark brown, heavy grain lace shoes with medium round toes and military heels.

Dull black calfskin lace shoes with medium-round toes and broad Cuban heels.

Black glazed kidskin lace shoes with medium round toes and Cuban heels.

Black glazed kidskin lace shoes with narrow toes and high Cuban heels.

Other shoes for women, \$5.40, \$6.75, \$7.75 and \$8.75. (First Floor, Market)

1200 pair of new shoes for men, priced \$5.70.

These are mahogany-color calfskin lace shoes made on a narrow-toe English last.

Other shoes for men, \$4.85, \$5.40, \$6.90 and \$8.40. (Main Floor, Market)