

J. W. C. I. Band at 9
Great Organ at 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled

Monday Evening's Cheerful Word From Wanamaker's

Certain Fish Can Only Be Caught by Nets

because they will not bite at bait on a hook. Where fish are plentiful, the fishermen and others are full of fish stories. (Some one once said that if every mullet was a brick, they could be used to build a sea wall three feet thick and ten feet high around Tampa Bay.)

There are many fish stories in the air in Florida, where the waters of the great Gulf of Mexico are so bountifully populated with large and small fish.

Some of the fishing nets are made for large fish only, that the little fish may escape and "not be a bother."

Some business nets are made specially to catch the weak-minded and lean-pocket-book people, and with the idea if they can get the poor and ignorant (the crowd, as it is called), they are on the best highway; whereas the people with least money have greatest need to buy only the goods that will last longest and look well as long as they last, if properly cared for.

(Signed) *John Wanamaker*

Sept. 22, 1919.

Beautiful New Fall Dresses Are Arriving in Great Numbers

There is a dress for every occasion a woman could want—the smartest of tailored frocks for the street, dresses of the softer, more drapable fabrics for the house, lovely matinee frocks and some new and most delightful models for informal evenings at home.

Among the materials are:

Serge
Tricotine
Charmeuse
Crepe de Chine

Tricolette
Jersey
Georgette
Satin and Serge

Among the newest fashions is a dark-blue serge with the skirt slashed at each side of the front and back, and the slashes are edged with tiny ruffles of red. This also forms a finish to the high collar and cuffs.

A large feature in the trimming. It is used in more ways than one ever thought of before, and the same might be said of buttons. There are dozens of styles, and they are the prettiest, we think, that can be found far or near. Prices from \$42.50 to \$65.

Beautiful Are the New Furs Every Woman Must See Them

Especially the glorious cape stoles with pockets. You know, of course, that pockets take the place of muffs in fashion.

(Second Floor, Chestnut)

Feathers, Frills and Furs Adorn Children's New Bonnets

They are the most fetching little bonnets imaginable, made of pale pink or blue or white crepe de chine, ruffled and tucked and trimmed with hand embroidery, ostrich bands or a bit of fur.

A few are more simply caps of pink or light blue broadcloth with only a band of beaver fur and a fur button. These would be charming on a tiny boy.

Even the newest baby has been provided for and there are sizes all the way up to six years. Prices are \$6 to \$22.50.

(Third Floor, Chestnut)

It Can Be Proved by Figures That a Parisienne Corset

renders value for value, in style, elegance, durability and general satisfaction, for every dollar invested in it.

Some women wear ordinary grade corsets because they have the mistaken impression that the only difference between those and superior grade corsets is in name or "frills."

We wish those women could visit the establishment in which the famous Parisienne corset is made exclusively for Wanamaker customers, by a French woman, the greatest expert in her line in the country. They would see that—

It is made altogether of the finest quality of imported materials. Made of the strongest materials, too, fabrics, which are required to stand the test of the "pull" of 90 to 100 pounds weight, bones which combine the utmost flexibility with the utmost strength.

It is made by the most highly skilled workers in the country. The work is done, wherever practicable, by hand, and the completed corset passes through the hands of three final examiners before being placed in its dainty box.

(Third Floor, Chestnut)

New Offerings of Parisienne Corsets

for the Fall and Winter include models designed for figures requiring durability and comfort, and having full hips and bust proportions:

Model of strong coutil, heavily re-enforced over abdomen and hips, with low, full bust and long skirt, \$10.

Serviceable model of broche, low bust and long skirt with tricot elastic gorges for comfort, three large hooks below front steel, \$15.

Beautiful white broche Parisienne for the figure not requiring too straight lines, long over the hips, full bust and medium height, \$15.

(Third Floor, Chestnut)

Model of pink broche, elastic gorges in skirt front, very low bust, suitable for full diaphragm, \$18.

Satisfactory Brassieres of Letitia Make

Brassieres to reduce superfluous flesh, made of pink mesh and broche, fastened in back, \$3.

Brassieres of white poplin, \$2.50.

A similar model of pink dotted broche with elastic in back, \$3.

Both styles fasten in back.

Women's Winter Gloves at Special Prices

Excellent choosing from several thousand pair that are 50c to \$1 below regular.

Capeskin gloves, \$1.75, in tan, ivory and pearl white, with one clasp.

Mocha suede gloves at \$2.35; gray and tan, with one clasp.

Mocha gloves, \$2.50; genuine Arabian mocha, in gray, one clasp.

Fine French lambskin gloves, \$1.75, in white only; two clasps. (West Alle)

Checks and Plaids Everywhere in the New Fall Skirts

And such wonderfully pretty combinations of colors as they show. The favorites seem to be taupe-and-blue, brown-and-blue, or just blue alone in two or even three shades.

They are narrow, but not uncomfortably so at the hem, the backs are gathered or there are pleats all around and there are the new narrow belts and concealed pockets.

Velour checked skirts are \$18.75. Prunella plaids and worsteds are \$25 and \$27.50.

(First Floor, Central)

New Pussy Willow Taffetas for Pretty Evening Frocks

One has only to see them to know how lovely they would be when made up.

For example, on a white silk is printed flaming orchids or chrysanthemums. Another has apple blossoms or a pink climbing rose. Pale blue roses run riot on pale yellow or pink and the effect is lovely. Or one may prefer bunches of vivid colored fruit against a light colored

(First Floor, Chestnut)

A Domestic Rug List That Comes in Handy

at this time when so many people are considering the purchase of new floor coverings.

Present prices, however, are only for present reference. We cannot guarantee them to stand.

Wilton Rugs

9x12 ft., \$72.50, \$80, \$98.50, \$117 and \$123.

8.3x10.6 ft., \$62.50, \$72.50, \$76.50, \$96.50 and \$112.

6x9 ft., \$50, \$52.50, \$72.50 and \$76.

4.6x12 ft., \$50.

6.9x12 ft., \$101.

10.6x12 ft., \$210.

11.3x15 ft., \$210.

Axminster Rugs

9x12 ft., \$42.50, \$52.50, \$58.50 and \$64.50.

8.3x10.6 ft., \$40, \$48.50, \$52.50 and \$57.50.

9x9 ft., \$58.50.

6x9 ft., \$23.50, \$28 and \$34.50.

6.9x12 ft., \$37.50 and \$47.50.

Seamless Velvet Rugs

9x12 ft., \$38.50 and \$50.

6.9x12 ft., \$45.

Body Brussels Rugs

9x12 ft., \$57.

8.3x10.6 ft., \$45 and \$52.

6x9 ft., \$35.

Tapestry Brussels Rugs

9x12 ft., \$29 and \$32.50.

8.3x10.6 ft., \$27.

6x9 ft., \$16.50.

(Seventh Floor, Chestnut)

All-Wool Blue Serge Special at \$2.50 a Yard

The quality is just right for women's and children's dresses, being very fine, soft and light in weight. It is 42 inches wide.

Only in dark blue and in this one grade, which partially explains the smallness of the price.

(West Alle)

Georgette Crepe Blouses Come for Fall Suits

The favorite colors are navy, black, flesh pink and a few are in bisque.

Every one has something new to contribute in the way of fashion. There is much braiding with the narrowest souchaie braid and stitching. There is hand embroidery, extending even to the buttons in some cases, and hand-drawn work.

Some of the dark blue and black blouses are pleasantly relieved by white Georgette collars and cuffs and in a few cases these may be taken off for laundering.

There is a new over-blouse style to be worn over the skirt. It is braided and stitched and has a belt attached.

Prices are from \$16.50 to \$22.50.

(Third Floor, Central)

Timely New Books on Interesting Subjects

"Field, Forest and Farm," by Jean Henri Fabre. It is a fascinating story of farming, gardening and fruit raising and, best of all, the information is authoritative. Although this book was written for young people, it has sufficient charm and worth to make it good reading for any person. Price \$2.

"Ireland and England," by Edward R. Turner. The author is Professor of European History in the University of Michigan and he gives an impartial, comprehensive and authoritative history of Ireland and her efforts toward independence. Price \$2.

"A Pelican's Tale," by Frank M. Boyd. Incidentally, Mr. Boyd was the editor of "The Pelican" and he has met most of the people worth mentioning in London during a period of fifty years. The book is made up of delightful reminiscences. Price \$1.50.

"The Fine Art of Photography," by Paul L. Anderson. Many things the ambitious photographer wants to know will be found in this book. The information is given clearly and in an interesting manner. Price \$3.

"Organizing for Work," by H. L. Gantt. This is a timely help toward greater effectiveness in present day industry. During the war the system evolved and it is being now used by many manufacturers. Price \$1.25.

(Main Floor, Chestnut)

Special—Real Filet Lace in Collar Widths

Fall suits and Fall blouses are very anxious to get hold of just such lovely collars as these lace make.

There are edges only (these being the best for the purpose) and about twenty beautiful patterns from 3 1/2 to 6 1/2 inches wide. Most moderately priced from \$3.35 to \$6.50 a yard.

(West Alle)

Women's New Velvet Handbags \$5 and \$6

In three Fall shades, black, brown and navy. Neat, dressy bags in the pouch style, each fitted with an extra interior compartment.

The bags at \$5 have plain lining and those at \$6 figured lining and fancy clasps. All have good substantial frames and velvet handles. Just arrived and quite the best bags of the kind we know of for the prices.

(Main Floor, Chestnut)

300 Women's Silk Umbrellas Special at \$6

"About this time look out for umbrellas," should appear on everybody's calendar at this date, because what's the good of looking out for storms if you haven't looked out first for an umbrella to keep off the storm?

None are better qualified for the job than these umbrellas of sturdy construction and fine and fashionable appearance. They are the kind that usually sell for at least a couple of dollars more. The quality of the silk coverings is particularly good.

Black and all the fashionable colors, sometimes in more than one shade, are represented among them—taupe, purple, navy, red, green—fitted with cord loops, rings or leather straps, and with attractive handles of hardwood, with tops of bakelite in matching or contrasting colors.

(Main Floor, Market)

(West Alle)

(West Alle)

(West Alle)

The China and Glassware Sale Begins Its Last Week Today

The whole secret of good marketing is in knowing what to buy and when and where to buy it. The time to buy china and glassware is when the good kinds are low in price.

Now is the time to buy china and glassware—now when the good kinds are so plentiful and low priced in the September Sale.

But the time is getting short—seven more days of the sale remaining, including today.

Thereafter, all the goods in the Sale will go to higher prices.

There are ample assortments to choose from in dinner services, cut glass and inexpensive glassware.

This sale is so planned that it cannot run short in the matter of desirable merchandise. We have plenty of goods. We shall have plenty next month and next. But their prices will then be higher.

(Fourth Floor, Chestnut)

Heating a House Without Any Heating "System"

is the secret of the Caloric Furnace, which is being explained by an expert this week.

This furnace is placed in the cellar under your hall. There is only one register, with a downward opening for cold air and an upward opening for warm air.

It will keep a big house up to 70 degrees all over, on a zero day, and it certainly saves coal.

At first sight, there seem many objections.

But 5000 Philadelphia homes are finding out that the objections are really merely prejudices.

It is really quite a wonderful invention and inexpensive. It is replacing hot-water and steam systems in many homes.

Prices \$210, \$240 and \$325, installed.

(Fourth Floor, Market)

Lamp Sale's Last Week Has Many Bright Attractions

One specially interesting group consists of 50 fine read lamps, table and floor, very much favored just now, in a variety of finishes and with linings of cretonne, all priced at one-third less than the regular figures, now—\$7.50 to \$47.50.

We also have quite a number of old lamps marked at fractions of their regular prices, but the time

for taking advantage of these opportunities is running short.

(Fourth Floor, Central)

A Handkerchief Can Express Personality

and taste just as eloquently as can any other article of personal wear or use. Perhaps a Wanamaker handkerchief can do it a bit more eloquently than any other handkerchief because of the immense variety of these abundant stocks that afford fastidious choosers more choice than elsewhere.

Many women always select plain white, and in case of a gift and uncertainty as to recipient's preferences, it's always safe.

A new shipment of handkerchiefs has just arrived that represents a typical lady's plain white handkerchief of pure, sheer, snowy Irish linen, excellent in quality and well made, with tiny hemstitched hem (sixteenth of an inch). Price \$3 a dozen.

(West Alle)

Toilet Articles in a Special Sale

Soaps and thousands of small wanted things with good savings.

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 \$1.55.

Witch hazel, 35c and 65c.

Violet ammonia, 20c and 35c.

Hair tonic, 50c and \$1.

Eau de Cologne, 75c.

Eye lotion, 25c.

Vaseline, 75c, lilac and wistaria.

Liquid soap, 50c.

Bath crystals, 50c and 85c, violet and verberna.

Cleansing cream, 35c.

Skin cream, 35c.

Youth and beauty cream, 35c.

Boric acid, 1-lb. package, 35c.

Bicarbonate soda, 1-lb. package, 12c.

Chalk andorris, 1/4-lb. package, 20c.

Toilet Soaps

Wanamaker bath soap, 12c cake, violet, verberna, 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, 25c.

Tooth brushes, 20c each, 6 for \$1.10.

Rubber gloves, 30c pair.

Hot-water bottles, 85c.

Bath sprays, 85c.

Ferroside, 15c and 25c 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 80c each.

Deo deodorant cream, 20c.

Chlorophyllary powder, 25c.

Wanamaker shaving cream, 15c.

Tooth paste, 11c.

(West Alle)

London Sends Fine New Topcoats at Surprisingly Low Prices

An importation, just opened, of what we believe to be the finest ready-to-wear topcoats in the world.

All big and roomy and baggy—true London style.

Of finest fleecy and covert material.

Made with large patch pockets and leather or bone buttons.

Grays, browns and greens—and extraordinarily smart.

Why should any man worry over custom-tailor delays when he can pick up and put on one of these at \$57 to \$85?

(London Shop, The Gallery, Chestnut)

(London Shop, The Gallery, Chestnut)

(London Shop, The Gallery, Chestnut)

(London Shop, The Gallery, Chestnut)

Mysterious Photographic Reproductions of Our Shoe Sale Advertising

have been, during the past week, mailed by some one to a number of daily newspapers throughout Pennsylvania.

It is a mystery. The object of it is uncertain; it is possibly the action of some admirer who wishes the news spread afar that Wanamaker's is selling shoes below the market price.

Whatever the reason for the action, it is true that every one, far and wide, ought to be advised of the Shoe Sale.

More than 30,000 pair of men's and women's Winter shoes are going at prices close to half.

Women's High Shoes, \$4.40, \$5.40, \$6.75, \$7.75 and \$8.75. (First Floor, Market)

Men's High Shoes, \$4.85, \$5.40, \$5.70, \$6.90 and \$8.40. (Main Floor, Market)

This Oriental Rug Sale Is an Oasis in a Desert of Scarcity

It would be a wonderful sale at any time. Coming at this time when the markets are so very low in supplies it is unique.