

Great Organ plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Cloudy

The Evening Ledger Page of Wanamaker News

"Do You Think That Letter Will Go With a 2-Cent Stamp?"

one often asks another before posting.

We are often more particular about buying a postage stamp than in buying a book, or article of wearing apparel.

It is quite common to balance a letter in the hand as if the hands were weighing scales in order to exercise the best judgment.

Most assuredly it is a good habit to weigh well the spending of money.

Read carefully the public announcements of the stores and weigh well where you can lay out your money with certainty of final satisfactions.

Your Honor, we rest our case, as the learned lawyer on the other side says, to the Judge.

(Signed) *John Wanamaker*

Sept. 23, 1919.

When a Woman Turns From Summer to Fall Gloves

she is apt to think of washable capeskins first of all. They are well made, good fitting gloves and they will stand much hard wear.

\$2.35, one clasp, outseam sewn, in tan, gray, brown or ivory.

\$2.75, one clasp outseam sewn, pearl white with spear point embroidery.

\$3 one clasp, outseam sewn, mastic or ivory. Or pique sewn in pearl white with embroidered spearpoint.

(Main Floor, Central)

The Young Women's Salons Are Filled With New Fashions

This being the time that every young woman, as well as her younger sisters, must choose their clothes for the coming season.

Fashions are very, very beautiful this year; there are some of the loveliest garments here we have ever seen, and we have never before had such a large, fine assemblage at one time.

All the way through the simplest little wash frocks, regulation costumes, tailored school dresses, up to the frilliest of evening gowns, matinee frocks, handsome suits and fur-trimmed coats, there is marvelous variety.

(Second Floor, Chestnut)

Each piece, no matter how inexpensive, has been personally selected and often changes carried out in the styles. All the garments are well made and the materials of the best. We have allowed no cotton-and-wool mixtures. Mothers, especially, will appreciate this, because it means so much better wearing qualities.

But with it all we have priced everything as moderately as conditions will allow.

Outer garments of every description for girls of 6 to 14 and for young women from 14 to 20 years.

Women's All-Around Coats—\$37.50 to \$65

Sturdy street coats of heavy velour, frieze and silvertone cloth, usually in tones of brown, green, dahlia, taupe and navy.

One at \$37.50 is a brown frieze cut with a shallow yoke and three graduated pleats in the back. This is half lined only.

One at \$55 is of taupe, black, navy or dahlia-colored velour. Its quiet ornamentation is self-tucks with

(First Floor, Central)

crossed corners, and it is lined throughout.

Among other coats are silvertones, fitted at the waist, with slightly flaring skirts and large collars; and coats with fur collars—the last being precisely \$50.

New Trimmed Hats Are Very Becoming

You will notice that there are many small turbans, most easy to trim, also rolled sailors, medium-size hats with oddly turned-up brims, and, finally, large picture shapes. They are all very pretty

(Second Floor, Chestnut)

and have most becoming lines.

They are made of beaver, hatter's plush, plain velvet and panne velvet, and some are a combination of two materials. Prices from \$5 to \$16.

The Maid's Outfit Is Puzzling Some Housekeepers

Her morning uniform should be of striped seersucker or plain blue, pink or gray chambray. \$3.85 to \$4.50.

Her afternoon uniform of gray or black cotton is \$3.85 to \$6.75. And in black or gray alpaca, \$7.

White percale uniforms for children's nurses are \$3.85 and \$5. Aprons, many styles, 75c to \$3.85.

Also there are various styles of collars and cuffs and caps.

(Third Floor, Central)

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 uncomfortable so, at the hem, the backs are gathered or there are pleats all around, and there are the new narrow belts and con-

cealed pockets. Velour checked skirts are \$18.75.

Prunella plaids and worsteds are \$25 and \$27.50.

(First Floor, Central)

When a Man's Birthday Comes Around

and you're a bit puzzled what to give him, these useful sterling silver novelties may be just what he most wants.

Belt buckles with belt, \$5.25 to \$6.50.

Key ring chains, \$1.

Whisk brooms, \$11 to \$13.

Cigarette cases, \$11 to \$30.

Safety match holders, \$6 to \$9.

Cigar cutters, \$2.75 to \$7.

Military brushes, \$19 to \$28 a pair.

(Jewelry Store, Chestnut and Thirteenth)

A New Novel

"The Greater Glory," by William Dudley Pelley. A story of a New England town and of plain home folk, good and bad, of the sort you will meet the country over. Price, \$1.75.

(Main Floor, Thirteenth)



A Bit of Real Lace for a Bride

To be given as an engagement present perhaps, in which case it is often used on the wedding gown or to trim some part of the trousseau.

And it is a pretty and growing custom to give several yards of real lace as a wedding gift. There is no question but that it will be appreciated.

The principal kinds are to be found here in most satisfactory variety.

Irish lace

Point Venise

Duchesse

Brussels point.

Valenciennes Filet.

(Main Floor, Central)

Fine Bridal Satins

Time was when Italy sent large numbers of white satins for wedding gowns. Now the American mills are making almost all of these satins and they are very beautiful, indeed.

There are many excellent qualities, 34 to 40 inches wide, from \$3 to \$8 a yard.

If satin is not used, however, it is permissible to have the wedding gown of white crepe meteeur, taffeta, georgette crepe or voile. These are here from \$3 to \$4.50 a yard.

(First Floor, Chestnut)

Philippine Embroidered Lingerie

The French Room has at this moment some nightgowns and chemises which are particularly fine for their prices.

Nightgowns are \$3.25 to \$6.75.

Envelope chemises, \$3.25 to \$5.50.

Straight chemises, \$2.75 to \$5.75.

(Third Floor, Chestnut)

Washable Silk Bloomers

Black satin in four styles—the knee-length, priced \$4.75 and \$5; the ankle-length at \$5 and \$6.50.

Colored satin in navy, green, purple, King's blue and taupe, ankle length, \$5.

Pink and white satin, short, \$3.85 and \$5.

Long bloomers of pink crepe de chine, \$5.

(Third Floor, Central)

Plaid and Striped Silk Waists

Their rich Autumnal colors and positive lines make them precisely the right waists to wear with the more severely tailored suits.

Plaid messalines and striped taffetas, some with low and some high-low collars, are \$6.85.

Plaid taffetas are \$7.75. Striped messalines—navy and brown—are \$10.75.

(Third Floor, Central)

Only One Limit to Opportunity in the China Sale

And that is time.

The Sale has six more days to run, including tomorrow.

After that all goods comprised in it will be 10 to 50 per cent higher.

In the meantime you can choose any dinner sets in our stock—English, Japanese, American—at a reduced price, the reductions averaging 25 per cent.

You can choose from hundreds of pieces of high-grade cut glass at savings of 25 to 50 per cent. You can choose from a host of inexpensive, light-cut pieces at good reductions.

It may be that you do not need and will not need for a good while any china or glass. In that case you need not hurry. There is no use in buying what you have no

(Fourth Floor, Chestnut)

immediate need for. Nor are we anxious to force people into buying merely because of this Sale.

The point of the matter is that for anybody who does need or is likely to need in the not remote future new china or glassware, the Sale presents a genuinely good opportunity, but as it has only six days to run, it must be taken advantage of right away.

There Was Never Such a Demand for Washing Machines

The scarcity of domestic help has made it incumbent upon thousands of housewives to have the washing done by members of the family.

The electric washing machines relieve all the distaste of the wash tub.

No rubbing, no scrubbing, no ruining of the hands in the wash water.

(Fourth Floor, Central)

No disagreeable work at all. No hard straining at the wringer.

The Easy vacuum washing machine, price \$150 or \$160 on time—first payment of \$16 and \$12 monthly.

The A. B. C. Super-Electric is \$135 or upon deferred payments \$145.

Fine, New English Wallets and Leather Cases for Men

The many inquirers for these goods will be glad to hear of their arrival from England.

In material and making they are excellent.

Of fine English pigskin, handsomely finished and wonderfully durable, commodious and compact.

Letter and card cases, three-fold and two-fold wallets, including handy hip-pocket sizes, some with silk linings, all in the natural finish and very fine examples of leather work at the prices, \$3.50 to \$15, with an attractive choice in between.

(Main Floor, Chestnut)

An After-War Atlas and Gazetteer of the World

It may be had in the Book Store and contains:

251 maps, showing all the new boundaries, all countries and important cities. A war history, including the important events in the great war drama, from July, 1914, to the signing of the treaty of peace.

32 railway maps showing all principal routes in the United States and Canada. An encyclopedia of world information. An illustrated gazetteer. 40 automobile maps and an outline of the motor laws of each state in the United States.

The whole edited and revised by F. J. Reynolds. Price \$4.50.

(Main Floor, Thirteenth)

Saving Good Dollars by the Thousands in the Sale of Shoes

Right now, on the edge of cold weather, is the time nearly everybody is thinking of Winter shoes.

And nearly everybody is thinking of saving money.

The Wanamaker Special Sale of 30,000 pair of men's and women's good shoes offers the opportunity for which so many thousands of people are looking.

Please note that in spite of the prices, which appear so much below the regular asking figures

of other stores, these shoes are not poor shoes, not job-lot shoes, not "made for the sale" shoes.

They are nearly all of them taken directly out of our standard stocks, which is sufficient guarantee of their excellence.

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

(First Floor, Market)

Men's Winter shoes, \$5.70, \$6.90 and \$8.40.

(Main Floor, Market)

New All-Wool Duvetyne in Rich Autumn Shades

In warm henna, chestnut brown and the darker brown of the tree trunks in Winter. There is also a lovely Pekin blue.

This duvetyne is made of the finest wool and it is as soft and graceful as one could wish for suits, dresses or coats. It is beyond doubt the most fashionable fabric so far introduced for the coming Winter.

The width is 54 inches and the prices \$10 and \$14 a yard.

(First Floor, Chestnut)

New Velvet Handbags for Women, \$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 a 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)

Your Eyes

Eyeglasses are such a necessity that those who wear them should always have a duplicate pair for a change and to guard against accidents.

We can duplicate any lens and grind any new ones from your prescription.

(Main Gallery, Chestnut)

We Have Ready a Fine New Lot of Young Men's Fall Suits

Youth's first long-trousers suits, these are, and very good suits of their kind.

Blue, brown, green and fancy mixed fabrics. The lines are youthfulness itself—full of jauntness and vim.

Double-breasted and single-breasted coats in a variety of nobby styles. Some loose belts, some waist-line models, some with straight-front lines.

With the restraints of wartime removed, fashion's hand is beginning to enjoy its old-time freedom, a fact to which these new suits bear striking testimony.

In sizes for young fellows of 16 to 20 years, prices \$32 to \$55.

(Third Floor, Market)



New Lace-Trimmed Linen Scarfs and Really Excellent

In any group of low-priced, fancy linens these would stand out for distinctive merit and attractiveness.

The centers are of pure linen with an elaborate trimming of lace in the file effect showing typical filet motifs—baskets of flowers, cupids and flowing bow-knots. Each piece also shows a

(First Floor, Chestnut)

neat insertion of Cluny. Three designs to select from.

Were the lace hand done, these would surely be treasure pieces. As it is, they are remarkably pretty and excellent at the prices—18x36 inches, \$2.75 and \$3 each; 18x45 inches, \$3 and \$3.50 each; 18x54 inches, \$3.25 and \$3.75 each.

Vacuum Cleaner Special \$25 in the Housewares Sale

It is a sound, reliable suction cleaner with powerful motor. It is light in weight, easy to handle, has a 12-inch nozzle and will thoroughly clean the carpet in short order.

(Fourth Floor, Central)

5100 Lisle Vests at 50c Each

First quality, low-neck, sleeveless lisle vests that usually sell for 15c more.

A mill's cleanup, good clean vests that women wear the year round.

(West Aisle)

Upholstery Remnants at a Saving

And they come at the most convenient time for people who need to renew pillow tops, table covers, chair cushions and many other things. Then there are some that would make delightful bags for one's self or for gifts.

(East Aisle)

Handkerchiefs—Two Good Items

Both are women's kinds and both Irish.

The first have rather elaborate initials embroidered by machine and sell at 50c apiece.

The second are of the plain cambric weight, with quarter-inch hems, and sell at \$2.25 a dozen.

(West Aisle)

The Great, Beautiful Exhibition Sale of Oriental Rugs Is Yours to Enjoy and Take Advantage Of

Between the rugs of China and those of other Oriental countries, the contrast in color and pattern is striking.

It is reasonable that the art of "the oldest continuing nation," as some one has called China, should reveal tendencies and characteristics of a strongly individual kind. Here you will see it in a preference for blue, ecru, burnt orange or golden tan. Grounds of any one of these shades form a basis for Chinese rug designs of a curious and unmistakable type, designs which celebrate the religion, the culture, or what to many of us may seem the grotesque ideals of the Far East. In this way the symbolism of Chinese rugs is highly significant. Of course, the patterns of Persian rugs are also emblematic, but their softer colors and more studied character convey the decorative ideal with greater subtlety.

It is a pleasure to compare the rugs of the different Oriental countries as they are shown in this great and beautiful Exhibition Sale. It is also a pleasure to be able to choose from such a glorious wealth of pieces, large, small and middling, at savings from their regular worth in today's market.



The display is as beautiful and colorful as ever—a fact which any eye can see.

(Seventh Floor, Central)