

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  
Partly cloudy

# Bringing an Autumn Study in Beautiful New Fashions

## The Tinge of Autumn Is Clear and Distinct

nowadays along the Wissahickon Creek. Loosened leaves are beginning to fall over the driveways.

The robins have left for their Southern haunts and the blackbirds have flown away to make bluebird weather along the Carolina coasts for the wild duck sportsmen.

This Last Week of September in Fact

introduces the Autumn, and our big task is to bring on the things wanted for Winter.

This Store, upon which so many people depend, must be ready to show the latest fashions and fullest assortment of new things for Fall and Winter.

We are glad that our patrons will not be disappointed when they see what we have.

(Signed) *John Wanamaker*

Sept. 24, 1919.

## Never Were Such Pretty Clothes Made for School Girls!

Never before was such care taken that the cut should be just right, the materials of the best and that there should be enough, but not too much trimming for good taste.

They are all intended for girls from 6 to 14 years.

### School Dresses

Brightly colored plaid and checked gingham, with patent-leather belts, and silk ties in some cases, \$3.75 to \$6.

Newer and slightly more elaborate wash dresses of Devonshire cloth, linen and cotton crepe, hand embroidered, up to \$37.50.

Regulation dresses in linen, \$3.75 to \$12.50. In all-wool serge, \$18.50.

All-wool tailored serges and jerseys, \$27.50 to \$37.50.

### Afternoon and Evening Frocks

Beautiful velvet dresses, many with hand-embroidered worsted trimming and often gumpes, \$30 to \$45.

Then the little afternoon dresses and the finer "party frocks" that are part of the school girl's wardrobe. These go from \$16.50 to \$90.

### Finally Her Coat

It may be of all-wool velour, broadcloth, silver-tone, cheviot or corduroy. Every one is warmly interlined with wool, \$19.75 to \$50.

Others with fur collars and sometimes fur cuffs in the same materials, substituting only velvet for corduroy, \$40 to \$55.

### Coats for Junior Girls

New warm coats, just right for school, are of polo cloth, frieze, silvertone, plain and checked velour and tinseltone. They are all-wool materials and some have collars of Hudson seal (dyed muskrat), raccoon and nutria, \$24 to \$87.50. Sizes 14 to 17.

(Second Floor, Chestnut)

## Silk Lamp Shades—Special

The choice at \$16.50 to \$28.50 is large and attractive, comprising a very satisfying assortment of styles and colors.

There are shades with silk fringes, chenille fringes, and some with fringes and tassels.

The prices, \$16.50 to \$28.50, are one-third to one-half less than regular figures.

Also a number of wicker lamps at \$10 to \$47.50, a saving of one-third from normal prices.

But the Sale ends on Tuesday next, September 30th, so that the sooner you take advantage of these opportunities the better.

(Fourth Floor, Central)

IT MAY interest School of Design students and members of the Ceramic Club to know that the Christmas cards for hand tinting can now be had in the Camera Store—over two hundred designs of them. Prices run from 10c to \$1 a dozen. (Main Floor, Chestnut)

### To Polo Players

Polo caps and helmets from London will be found in the Men's Hat Store. Caps are \$12; helmets, \$10. (Main Floor, Market)

### White Tailored Waists

A linene with high-low collar, \$2.50.

A corded madras with patch pocket and detachable collar, \$3.

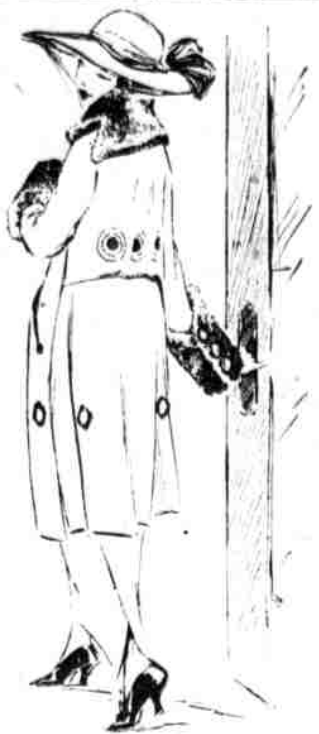
Another corded madras with high-low collar, \$3.50.

A pure linen waist with hemstitched collars and cuffs, \$5.50.

A heavy Japanese crepe waist at \$5.50.

Almost all of these waists have cuffs made to be worn with links.

(Third Floor, Central)



### Women's Fine Novelty Suits

The suit at \$375 is of that exquisite fabric known as silk duvetyne; the color is navy and the straight backed coat of an even length has rows of tiny buttons down its sides, and the trimming is of Kolinsky fur.

Another one at \$275 of beaver-colored velour de laine has a beaver collar and cuffs up to the elbows.

A navy velour at \$225 has a string belt and a coat heavily braided in a splashing chrysanthemum design.

A navy velour at \$225 has sleeves, a curiously cut-away effect to its coat and trimmings of neersal.

A lovely new peach-bloom suit at \$375 is paprika in color with Kolinsky fur to soften it; and diamond-shaped ends to its girdle.

A brown duvet at \$275 has a mole waist-coat and collar.

And so it goes. There are no two alike of these novelty suits, and the variety is great.

(First Floor, Central)

### Women's Corduroy Bathrobes

A new style made with deep round yokes and kimono sleeves. It comes in flesh color, pale blue, Copenhagen blue, cherry, rose and purple for \$12 and \$13.

(Third Floor, Central)

### White Petticoats

So many women always wear white skirts and sweaters until Jack Frost gets here that we have brought in plenty of the correct cambric petticoats to go with them.

A petticoat with plain tucked flounce is \$1.65.

Another with flounce of blind embroidery, \$1.85.

With eyelet embroidery, \$2.50.

Three styles with flounces of fine eyelet, \$3.85.

(Third Floor, Central)

### Sweater Time for the Children

A perfectly healthy child ought to be about as quiet as a perfectly healthy squirrel; all you have to do is to make sure that the child is properly clothed.

White, tan, blue and pink sweaters for youngsters of 1 to 4 years are \$3.50 to \$6.

Brown, heather, navy and Copenhagen for youngsters of 6 to 14 years are \$5 to \$8.50.

(Third Floor, Chestnut)

## NEW KID GLOVES FROM PARIS

French gloves, just now, are among the scarcest articles you can set out to find. We are glad indeed to be able to have these.

They are made from the most beautiful soft skins by the best French glove makers and there is a good color assortment, particularly browns.

\$3.25—pique sewn with needle-point embroidery, in black, white, gray or tan.

\$3.25—brown pique sewn with solid color Paris point or heavy black embroidery.

\$3.50—overseam sewn glaze, in tan, gray, black and white.

(Main Floor, Central)

## Women's Winter Coats

Coats for sports and travel will be found these days all by themselves in one of the Little Salons.

There are three groups—

The infinitely soft and delightful coats, big and simple, known as vicuna and camel's hair, in natural bright fawns and tans, a few with fur trimming. These cost \$57.50 to \$275. The kid leather coats, glazed and dull, with linings of jersey cloth or suede cloth. These are \$65 to \$125.

The traveling coats, of tweed, frieze and brushed wool, in heather mixtures, browns and other colors. Some of these come from a famous maker of officers' overcoats; they are very severe and plain, finished as such overcoats would be, and are all weather-proofed. Both imported and American woollens appear in this group, and prices are \$40 to \$95.

(First Floor, Central)

## The Little Gray Squirrel

is beloved of fashion. Some of the most charming wraps and coats ever made from his silvery fur may be seen in the Fur Salon.

For instance, there is an odd bloused affair with kimono sleeves and muffer collar and an enchanting duck blue lining. The price is \$465.

A cape which really has the effect of three capes, dipping smartly in the back and front, has a muffer collar and a heavy tasseled girdle; also the lining is a lovely blue-plaided gray. This is \$685.

A rippled coat, 37 inches long, with bell sleeves and a belt, which may be worn inside or out, \$500.

A 45-inch coat with broad shawl collar and front belt is \$750. This is very conservative.

Another long coat has a cape effect to the waist; the sleeves and skirt joining the cape. Price \$950.

Scarves of this same gray squirrel are \$35 upward.

(Second Floor, Chestnut)

## Silks Are Economical

Everybody knows that silks cost more than they did several years ago, also that there are a great many more silks being worn now than there were when prices were less.

In comparison with many other dress fabrics, however, the increase in the cost of silks is comparatively small.

Many customers, after looking elsewhere, return to tell us that the silks here are the best values to be found and that there is a much greater variety in the silks and in the shades. It frequently happens that clothing manufacturers, tailors and dressmakers find it to their interest to buy several pieces of silk from us at a time at the regular retail prices because they are lower than the same silk is being sold for wholesale.

The new silks are priced from a messaline at \$2.10 to the finest French novelty metal brocade at \$45 a yard.

(First Floor, Chestnut)

## Shoe Prices Down

Everybody Needs New Shoes and Everybody Likes to Save Money

There are still several thousand pair of good, new shoes for men and women in the Wanamaker Extraordinary Sale of Shoes.

Most of them average very little over half the prices that are asked elsewhere for shoes of equal quality.

Why not buy two or three pair now? None of us can know when such another opportunity will present itself.

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

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

(Main Floor, Market)

## Fine Linens—Special

An Importer's Clearance of Madeira Linens at Close to Half Price

This is a new lot consisting of last year's samples. They are mostly small-sized pieces, oblong, oval and square shaped. All are beautifully hand embroidered and hand scalloped on an Irish linen of fine quality.

The oval pieces run from a 5x10-inch to 20x30-inch size, with seven sizes between. The oblong sizes come in four sizes, 6x15 inches to 16x24 inches. The square pieces run from 6x6 inches to 36x36 inches, with several sizes between.

Altogether there are over 600 pieces, and prices which range from 35c to \$7.50 a piece, are a little over half today's regular figures.

Some pieces may be a bit mussed, but taken as a whole the goods are practically perfect. It is a most unusual opportunity.

(First Floor, Chestnut)



## New Sports Hats and Quite Different

Somehow they have broken away from the conventional, and, without losing any of their smartly tailored look, they have added the most novel and charming trimmings.

Picture to yourself a soft taupe velour, wide brimmed and trimmed with a gloriously colored pheasant's breast in orange, red and green. Or a lovely Chinese blue velvet with a high crushed crown and a brim woven of narrow beaver-colored velvet.

They are certainly the prettiest and most unusual sports hats one could find, \$10 to \$30.

(Second Floor, Chestnut)

## Good, Warm Bed Comforts

So far as this Bed Clothing Store is concerned, Winter can strike as soon as he likes and as hard as he likes.

The quilts are here; also, of course, the blankets. Talking particularly of quilts, we have a wonderful stock both of wool-filled and down-filled ones. They are of a quality in full proportion to their prices. No lower-priced quilts are equal to them, none at the same prices are better—if there are any as good.

The wool quilts are in a choice of eight grades of coverings and their prices start at \$10 for quilts with figured cambric tops and backs and borders of plain sateen. Quilts with figured sateen tops and backs and backs of plain sateen are \$13.50, and figured silk mull topped quilts, with dotted organdie backs and borders, are \$13.50.

At \$20 there are wool-filled quilts covered with plain Japanese silk of fine grade and in a choice of desirable colors. The finest wool-filled quilts in the collection are \$27.50, \$30, \$35 and \$40, in coverings of satin and silk brocade. These include the most beautiful wool comforts made.

Down-filled quilts, all made in our own workrooms, can be had at various prices, beginning at \$12, each the best of its kind for the money.

(Sixth Floor, Central)

## Sale of Housewares

Every housewife knows what she needs for the kitchen, the bathroom, the laundry and all over the house.

A good many women have been too busy to get the new things in.

With lack of help and so much Fall preparation to make, it is hard to find time to make selections.

On the other hand, the time is growing short for saving money on such things.

So long as September lasts there is choice from many thousands of useful implements of household importance, all the way from clothes lines to refrigerators, at reductions of 10 to 40 per cent.

But September comes to an end next Tuesday, and that will be the last of the reduced prices until another semi-annual sale, at least.

There are many interesting demonstrations among the household appliances now.

(Fourth Floor, Central and Market)

## It's Only the Days That Will Soon Give Out—It Isn't the Glass or China! Quantities and Qualities Keep Up Staunchly in the September Sale

Faster and faster the late-stayers at mountain, shore and country are flocking into town and opening up their homes.

It would seem that one of the first doors they open is that of the china-closet or the pantry, taking quick stock of the contents, and rarely being satisfied thereby.

For faster and faster the public are flocking to the September Sale of China and Glass, and making purchases great or small, according to their needs.

It would seem also that everybody realizes that the sands of September are in "rapid transit."

Next Saturday will be the last Saturday, and next Tuesday the last day altogether, during which the September Sale prices will obtain. All the way from 10 to 50 per cent on high-quality dinner-sets and odd dishes, and from 20 to 50 per cent on pieces of splendid cut crystal, light-cut or etched glassware, is the range of savings.

Did anybody ever despise savings? If so, he's a cured case by now, we will warrant; for in these

singular days a dollar is quite unlike a man or a woman; the less it is worth, the more we respect it!

It's quite an exhilarating experience in these times to buy a beautiful cut-glass vase for your friend's wedding-present, at a price which permits of surprising the folks at home with a superb successor to the long-ago-broken and long-mourned celery tray!

There is china enough here to spread all the tables which have not yet been supplied, but to take advantage of September prices, you must step spry.

These prices are 10 to 50 per cent below regular, ranging as follows:

- French china dinner-sets, \$32.50 to \$300.
- English semi-porcelain dinner-sets, \$22.50 to \$110.
- American semi-porcelain dinner-sets, \$15 to \$40.
- Japanese china dinner-sets, \$32.50 to \$75.

We are not croaking, but for a more or less prolonged period, commencing October first, such prices on such dishes are going to sound like a fairy dream.

(Fourth Floor, Chestnut)

Therefore we repeat the counsel: step spry! Be it understood that these sets are not scraps, or jumbles, or half-sets or near-sets, but COMPLETE SETS of 106 to 108 pieces, and every set is of the very best quality in its class that it's possible to obtain, at even its regular (that is to say, higher) year-round selling price.

As for the cut-glass, sparkling and resplendent, it's a joy to see it—it's so beautiful!—a joy to sell it—it's so much appreciated!—and apparently a joy to buy it, judging from the satisfaction expressed in the faces of most purchasers.

That satisfaction will last, too, after the glass has reached home and been subjected to the test of time.

There is a grade of cut glass which is certainly glass and certainly cut, but with time it loses its luster, scrub and polish as the housewife may.

That grade never enters this Store. Our pieces of cut glass, down to the smallest and least-priced

item in this Sale, are clear, pure, white glass, of the quality that keeps its brilliancy.

The beauty of the patterns and the shapes need no dwelling on. It has long been known that for a wide selection in handsome and uncommonplace cut glass, the formula is:

### "Come to Wanamaker's."

The Sale still offers excellent choosing, among hundreds of rich, fine pieces, at prices almost unheard of outside a Wanamaker Sale:

- Berry bowls, \$3 to \$20.
- Orange bowls, \$4.75, \$5.75 and \$6.50.
- Low berry dishes, \$3 to \$12.
- Two-handled dishes, \$2, \$2.50, \$3 and \$4.
- Relish dishes, \$4.50, \$5.50, \$6.50 and \$7.50.
- Celery trays, \$2.75 to \$13.50.
- Bonbon dishes, \$1.25, \$1.65, \$2, \$2.50 and \$3.
- Jugs, \$4.25, \$4.75, \$5.50, \$7.50 and \$8.50.
- Sugar and cream sets, \$2.75, \$4, \$4.25 and \$5.50.
- Ice tubs, \$2.50, \$4.25 and \$6.50.
- Candy baskets, \$2.25, \$3.75, \$4.25 and \$5.
- Vases, \$1.75 to \$60.
- Lemonade bowls, \$18 to \$400.

Savings are from 20 to 50 per cent.