

J. W. C. I. Band at 9; 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
Fair

The Last Day of September Will Be One of the Busiest Here

Some Storekeepers Think That the Best Way to Please the People

is to offer what they have to sell at reductions in prices, as if Philadelphians were built upon a scale that required merchandise to be trimmed up with peacock gaudery of some kind and that the people of Philadelphia must be caught as fish with some kind of bait.

It is an old jog-trot beaten track, apparently hard to get out of.

It is one of the left-over remnants of the old method in vogue so long.

The same people put on the article, first the price which they like, and then draw a pen or pencil through and mark a lower price, which in a large majority of cases is the price it should have been marked at first, and the same as others have always sold it at.

It is a great pleasure to be able to find the right price when the goods come in, and to sell them all out without filling the papers with reduced prices.

It is a great pleasure for this Store to have made a

New Kind of Store

where people get fresh and certified quantities of goods at the true value, without the necessity of being concerned in any way whatever.

(Signed) *Joe Wanamaker*

Sept. 29, 1919.

Novelties Among Women's Fur Coats

Imagine a coat cape of taupe dyed nutria with taupe silk braid girdle, and huge collar, pockets and cuffs of Australian opossum; the lining of the new extraordinarily rich linings of Chinese design. The price is \$700.

Another novelty is of Hudson seal (dyed muskrat) with rich skunk fur forming the patch pockets, the cuffs and collar. The black lining is embroidered with medallions in Chinese fashion. This is \$800.

Another Hudson seal (dyed muskrat) has gray squirrel trimmings, pockets, pointed cuffs and cape collar. This also has a lovely Chinese lining. Price \$700.

Every day new things of this sort are coming in.

(Second Floor, Chestnut)

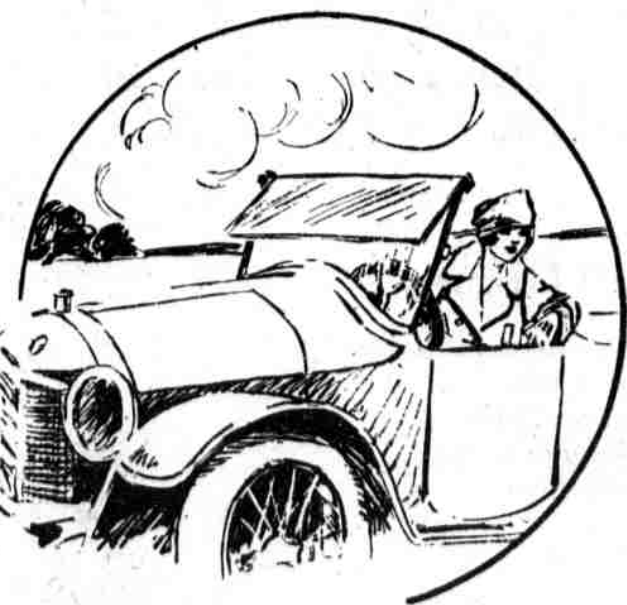
The Day of the Scarf Has Certainly Arrived

The Neckwear Shop is full of them—scarfs of every color and combinations of color to go with suits and street dresses.

Newest among the brushed wool scarfs are some that almost reach shawl-like proportions. They have pockets and often belts to match. Camel's-hair scarfs are another novelty. They are as soft and warm as can be and, like those of brushed wool, they are being much sought after these cool days. \$5 to \$22.50 are the prices.

English and American silk scarfs, in beautiful colors, plain shades and stripes. \$13.50 to \$20.

(Main Floor, Central)



Splendid Leather Coats for Women

Three new models are added to the already large collection of traveling coats in the Little Salon devoted to them.

One is of a soft thick kid, tan colored, and lined with tan tweed so that the coat is reversible. It is beautiful in finish and well worth its \$115.

The second is russet leather with a tan gabardine lining. This also is reversible. Its price is \$100.

Third comes a camel's hair coat, natural color, with all its seams piped with tan leather. It is a really beautiful garment and costs \$110.

Other camel's hair coats are as low as \$45.

Other leather coats as low as \$65.

(First Floor, Central)

Women's High Shoes at \$7.75 a Little Over Half Price

Three good styles, all from a man's shoe factory, which means they will stand hard wear. Excellent for women who walk a great deal.

In black or mahogany calfskin with wide toes and low heels. In black glazed kidskin with full, round toes and slightly higher military heels.

All lace styles.

(First Floor, Market)

To Women Wearing All Black

The Little Salon of Mourning Apparel has received some very attractive dresses of black crepe de chine, both simple and trimmed styles; and of Georgette crepe—many of these being beaded. Prices of the first start at \$37.50 and of the second at \$85.

Also here is the correct, new neckwear.

(Third Floor, Central)

Velveteen With Fur Is an Ideal Combination

You may have the velveteen in the form of a dress and either trim it with fur or wear furs with it, or in the form of a handsome fur-trimmed suit or a wrap.

Velveteen is certainly starting out to be one of the foremost fashion fabrics of the Winter.

Fine English velveteens, the best made, in from 20 to 25 shades, including black, \$2.75 to \$6 a yard. They are 27 to 42 inches wide.

(First Floor, Chestnut)

LOVELY new negligees in the French Room are of corduroy, French flannel, velvet and satin, in the most enchanting colors imaginable. Prices are \$12 to \$98.50.

(Third Floor, Chestnut)

Many of the New Waists Are of Net

And some of them even have jabots of net or lace.

A cream net with this sort of rich finish is \$9.85.

Another cream net has rather wide Valenciennes trimming, a jabot and a knot of old blue ribbon. \$10.75.

A pink Georgette has charming collar and cuffs of hand-embroidered filet mesh. \$12.

Other Georgettes in flesh, navy and black have a heavy soutache braiding. \$16.50.

Others have blue suns embroidered on flesh, white or bisque. \$18.

Pink or white Georgette with real filet are \$18.

While the finest Georgettes of all have real filet vests, back yokes and cuffs. \$45.

(Third Floor, Central)

A NEW shipment of Letitia corsets just unpacked includes two models of pink coutil with very long skirts, three large hooks below the front steel and elastic inserts in the waist. Both models are practically topless, and the price of either is \$9.

(Third Floor, Chestnut)

New Velvet Handbags With Silk Scallops

Newest in velvet handbags is a style with a row of dainty little silk scallops around the center.

The bags are a good full shape and come in black, navy and brown. The price is \$6.50.

(Main Floor, Chestnut)

Time to Think About Children's Warm Coats

Cozy chinchillas, chevrets, velours, silvertones and handsome broadcloths, many with fur collars and cuffs.

They are intended for children from 2 to 6 years, and in the smaller sizes the colors are white, pink or blue, going up to tan, brown, green and dark blue in the coats for larger boys and girls. Prices \$12.50 to \$100.

The hats, too, are here—fetching little beavers, velours, velvets, corduroys and broadcloths. Many of these are fur trimmed. Prices \$5 to \$15.

(Third Floor, Chestnut)

Cotton Crepe Undermuslins

Two styles of envelope chemises are of white cotton crepe and cost \$1.85.

A pink crepe nightgown, Empire style, is \$2.25.

Two other Empire styles of nightgowns are white with colored stitchings and cost \$2.75 each.

(Third Floor, Central)

AN ORIENTAL RUG SALE OF UNFADING BEAUTY AND SOLID ADVANTAGE

It seems as if the beauty of the Oriental rug display renewed itself overnight.

No matter how many pieces we sell, nothing seems to lessen the picturesque charm of the place.

Recent Books

"The Rider of the King Log," by Holman Day, \$1.75. A tense story set against the background of the great woods.

"The Cowboy Philosopher on Prohibition," by Will Rogers, 60c. A second volume of epigrams which will do away with many a dry moment.

"The League of the Scarlet Pimpernel," by Baroness Orczy, \$1.60. A creation of old-time romance.

"The Substitute Millionaire," by Hulbert Footner, \$1.50. Another mystery tale which is excellent fun.

"In Apple Blossom Time," by Clara Louise Burnham, \$1.65. A charming love-story cast in the form of a modern fairy tale.

"The Tower of London From Within," by Major-General Sir George Younghusband, K.C.M.G. Price \$4. A record of endless fascination, relating as it does to the most tragical and beautiful stories in English history.

(Main Floor, Thirteenth)

Of course, we have been getting in new lots and there are still more to come—in fact, all the desirable Oriental rugs now to be had seem to come here direct. Visitors are visibly delighted with the splendid show of large carpets, but perhaps the most remarkable feature of the Sale is the liberal choice of the small rugs which are generally so scarce.

The newest bales on the floor are certain Mosuls—very good pieces, in an unlimited choice of colors and in sizes 3.6x5.6 feet to 3.10x6.10 feet. These we have marked at \$39, \$49, \$52, \$55 and \$65 each, which means a distinct saving from what pieces of this class should now regularly bring.

Af-Shiraz rugs in sizes around 4x5 feet to 4x6 feet at \$47.50 to \$65 are shown in particularly large variety.

(Seventh Floor, Central)

A Fine, Old Fereghan

Here is a piece to make the eyes of a connoisseur sparkle—an antique Fereghan, an old, old piece, full of charm that only real and rare old things possess. You cannot help noticing the wonderful softness of the green colors used in it—green, the sacred shade. The field is in the fine old Persian red decorated with flower designs, birds and symbolic devices. In the center is a hexagonal figure in pale ecru, covered with small, curious designs in dark blue and rose. The borders show a wealth of conventional figures in pale green, blue and ecru.

For a piece so manifestly old, it is in wonderful condition, although it has had to be slightly repaired in one or two places. Considering its beauty and rarity, the price is moderate, \$785, in size 9.10x5.4 feet.

The Sting in the Wind Suggests New Fall Overcoats for Men

Our Men's Clothing Store is showing an interesting selection of the most desirable kinds, right in fashion and sound in quality.

They are priced as low as they could be without leaving out something from the sum total of their merits—\$32 to \$50.

(Third Floor, Market)



Young Equestriennes Want the Newest Riding Costume

That is a fine striped black and white whipcord, the coat plainly tailored, quite long and coming well down over the breeches. It flares at the hem. The whipcord is of good weight and wearing quality.

There is also a splendid assortment of suits in sturdy tweeds, oxford suitings, plain brown or dark blue chevots and mixtures. They are all-wool materials and very serviceable.

Every one of these riding suits was made in our own workroom and hand tailored. Sizes from 8 to 20 and at prices from \$15 to \$38.50.

(Second Floor, Chestnut)

Women's Riding Clothes for Autumn

are ready in the Little Gray Salon, devoted to sports clothes. Most of these new habits are cut with breeches, but there are some with skirts for such women as prefer to ride side-saddle.

Melton cloth, tweeds and brown and oxford mixtures are the favorite cloths, and prices run from \$42.50 for a habit of oxford mixture to \$85 for one of tan melton.

(First Floor, Central)

Regulation Dresses Just About Fill a Schoolgirl's Need

They are, after all, the best looking and the most sensible costume for everyday school wear that ever was invented.

We are exceedingly particular about our regulation dresses. They are all custom made in our own workrooms and cut from our own patterns. Also all the embroidery is done by hand.

In good quality blue serge, one-piece and sailor styles, \$30. Norfolk suits, \$35.

In blue or white linen, one-piece and sailor styles, \$18.50. Norfolk suits, \$20. Or one can have the same styles made up in pink, Copenhagen or lavender linen at the same price.

Sizes 14 to 20.

(Second Floor, Chestnut)

Wool Vests to Keep a Man's Circulation Up

For the chill of late September mornings men will appreciate these warm, lightweight woolen vests.

Of brushed wool, in browns, blues and grays, \$8.50.

Fine jersey vests, with three pockets, \$7.

(Main Floor, Market)

A Man's Jewelry When He Wears Evening Clothes

It is then more than at any other time that a man must be particular about the correctness of these important details of his dress.

It is entirely in good taste to use mother-of-pearl sets either plain or with platinum borders. And there may be a tiny pearl or diamond in the center.

Such sets are \$8.50 to \$105 for the cuff links, \$4.25 to \$48 for studs and \$9.50 to \$72 for the vest buttons.

Watch chains for evening dress, platinum and gold at \$22 to all platinum with pearls at \$150. Fobs, \$12.50 to \$26.

(Jewelry Store, Chestnut and Thirteenth)



Tomorrow Ends the September Sales

The China Sale's Last Day and Your Last Opportunity

"Thirty days hath September"—and tomorrow will be the thirtieth, and the last day of the September Sale of China and Glassware. We are going to have plenty of good and beautiful china and glassware Wednesday, but the prices of it will be considerably higher than they are today.

You are the best judge as to whether you should buy any new china and glassware. We are not asking anybody to buy just because we happen to have the goods to sell. The point is that if you need or are soon likely to need any of these goods you can buy them now to extra advantage. It will be a long time before our entire stock of dinner sets are again offered as they are offered in this Sale at reduced prices. The same large assortment of cut glass and light-cut and other inexpensive glassware will not be offered at savings of 25 to 50 per cent in a good while, because the sale ends tomorrow and with it all its opportunities.

Selections of dinner sets—French, English, American and Japanese—are practically as good as at the beginning. The glassware stocks are still wonderfully fine in extent and variety at savings of 25 to 50 per cent.

(Fourth Floor, Chestnut)

Last Word of the Wanamaker Great Housewares Sale

Only one day more to take advantage of reduced prices of thousands of articles of household utility.

Enamelware
Galvanized ware
Tinsaw
Bathroom furnishings
Fireplace furnishings
Sewing machines
Dress forms
Refrigerators

Vacuum cleaners

And all such things of necessity for

Kitchen
Laundry
Bathroom

Prices on most things are 10 to 40 per cent below regular, but the reductions come to an end after this last day.

(Fourth Floor, Central and Market)

September Lamp Sale Goes Out Tomorrow

Wednesday and for a good while afterward prices will be considerably higher. Perhaps you can afford to wait, but if you need a lamp or a shade or a candlestick, you will save a good deal by buying it before the end of this sale at store close tomorrow evening.

(Fourth Floor, Central)

A Welcome Importation of Handsome Lace Curtains

Much sought after for Winter homes, especially for reception, dining, living rooms or parlors.

They are point de Paris and point de Gene, at \$7.50, \$9, \$10, \$11, \$12, \$13.50 up to \$18 a pair. It is very good assortment and a variety of styles.

(Fifth Floor, Market)

Irish Table Cloth and Table Linen Special

A newly unbanded lot of heavy, full bleached Irish table linen and tablecloths, purchased in Ireland more than a year and a half ago at 20 per cent less than the prices then prevailing. There is only one pattern to choose from—a spot design.

The cloths measure 2 1/2 x 2 1/2 yards and are marked at \$17.50 each. The table linen is 64 inches at \$4 a yard.

(First Floor, Chestnut)

A Good Time to Buy Winter Hosiery and Underwear

When you can get men's and women's stockings and underwear and children's stockings at 25 to 35 per cent less than regular. Mostly second-grade goods, to be sure, but just as serviceable as first grade and very much lower in price.

Men's Underwear

\$1.25 for Winter weight natural merino shirts and drawers.

\$1.35 for lightweight natural merino shirts and drawers and medium weight cotton union suits, both "seconds."

\$1.75 for medium and heavyweight natural merino shirts and drawers, "seconds."

Men's Half Hose

25c for black and colored cotton half hose.

35c, 3 pair for \$1, for natural merino.

50c for heavy natural wool.

Women's Underwear

15c, 3 for 50c, for ribbed cotton sleeveless and bodice-top vests, "seconds."

50c for white lisle low-neck, sleeveless vests, "seconds."

65c for white cotton low-neck combination suits, "seconds."

75c for pink mercerized bloomers, "seconds."

\$1.35 for glove silk camisoles.

\$3.50 for glove silk envelope chemises, lace trimmed.

Women's Stockings

85c for black and colored Richelieu ribbed silk hose.

\$1.25 for black full-fashioned silk, "seconds."

\$1.50 for black and colored full-fashioned silk, "seconds."

(West Aisle)

Children's Stockings

25c for tan and white ribbed cotton, "seconds."

30c for black and tan ribbed cotton.

(First Floor, Market)