

Organ Programs at 9, 11, 4:50
Brief selection at 11:55, with Chinese
and Struck of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Sweep Up, Rub Up, Scrub Up, Clean Up, Shine Up, Light Up, Save Up—

THE WANAMAKER GREAT SEPTEMBER SALES PROVIDE THE OPPORTUNITY

The First of September Seems Almost Like another New Year's Day because of so many new beginnings these days bring along.

The public schools open.
The college and university terms are on again.
The town houses must open and be prepared for their masters and the family.
There are peculiar charms in the new tints of nature that September brings when she ushers in the Autumn.
In the next few weeks the fields let go their lovely green.
The corn aisles are broken up and the "golden corridors" disappear, leaving only stubble and sheaves for the red harvest moon to look down upon.
September later sunrises and earlier sunsets crowd us all to greater diligence to get done things depending on us.

[Signed] *John Wanamaker*
September 1, 1920.

New Thin Model Watches for Men

They are neither heavy to carry nor bulky in the pocket and yet their timekeeping qualities are just as good if not better than the old-style larger watch.
Two of the new models have Elgin movements and one is a Waltham, so it goes without saying.
(Jewelry Store, Chestnut and Thirteenth)

The Autumn Dress Trimmings From Paris Have Arrived

And there are new and lovely things aplenty!
More novelties than ever—richer trimmings—gayer colors—all these you will note at once.
Paris is very gay, dresses are much trimmed, and such ornaments as these are what Paris herself is choosing for the smartest frocks, the loveliest evening gowns and the handsome Winter wraps.
There is plenty of jet—alloys
(Main Floor, Central)

Women's New Sports Suits Bring Many New Fashions

There are now here about twenty new styles in these suits and that is not one too many when you consider that nine out of ten women are wearing sports suits these days. They are by all odds the most comfortable, practical and economical garment for everyday wear and particularly for business women.
Some of the new features are the narrower belts, notched col-
(First Floor, Central)

English Tweed Topcoats for Young Women

Made in England for the Young Women's Store, these smart new topcoats are of sturdy British tweeds in black-and-white and brown-and-white mixtures.
They are well-tailored, good-looking coats of generous cut, with tailored collars and raglan sleeves. They have narrow belts and two deep, slip pockets. For fastening they have bone buttons in gray or brown, to match the tweed.
For school or college girls such coats will be most practical indeed, for they have warmth enough for comfort, the tweed promises plenty of hard wear, the style is becoming and useful, and the coats may be used in good or bad weather.
\$65—and 14 to 20 year sizes.
(Second Floor, Chestnut)

When They Go to College They Will Have to Take Along

Personal-service shoppers help you out. They know by heart the lists required by many colleges, and they can find just what you want for any list, and have it all assembled in a jiffy.
Write to or inquire for Mrs. Harding, Personal Service Bureau, Main Floor.
(Main Floor, Central)

Bang! Bang! Bang! Reed Birds on Toast

The reed-bird season is open now and gunners are in here getting their shells and other equipment.
Fox, Parker, Winchester, Remington and other makes of shotguns, single and double barrel, at \$10 to \$175.
(The Gallery, Juniper)

Three Good Brief Cases Colonial Rag Rugs Are Good the Year Round

Two are of hand-boarded black and brown cowhide, with double pockets, extension locks and straps part way around. They are \$12.50 each.
The third is of black long grain cowhide, unlined but very heavy, and also has extension lock. This is \$10.50.
All large size, 11x16 inches.
(Main Floor, Chestnut)

Umbrellas Re-covered—\$1.65

This is a special price, and this is a good time to have your old umbrella re-covered.
These covers are of firm, good quality American taffeta (cotton) and they have tape edges by way of finish.
And you may be sure the work will be well done, too.
(Main Floor, Market)

Men's Neckties of English Foulards for \$1

At that price you are getting these beautiful ties for half their regular price, the reason being that we want their space for Autumn neckwear.
A large lot of them in a great variety of designs and colors, with small figures predominating.
(Main Floor, Market)

Housewares China

The several acres of the Fourth Floor of the Wanamaker Store are right now devoted to one of the most remarkably helpful movements in all the history of Philadelphia's famous housekeeping.
These are the four great September Sales, diligently prepared for, and bringing thousands upon thousands of fine, new, needed goods at notable savings.
It is the great opportunity of the Autumn to get everything necessary in housekeeping arrangements for the whole Winter.

Cut Glass Lamps

The several acres of the Fourth Floor of the Wanamaker Store are right now devoted to one of the most remarkably helpful movements in all the history of Philadelphia's famous housekeeping.
These are the four great September Sales, diligently prepared for, and bringing thousands upon thousands of fine, new, needed goods at notable savings.
It is the great opportunity of the Autumn to get everything necessary in housekeeping arrangements for the whole Winter.

The Housewares Sale Alone Is a Marvelous Thing

The Wanamaker Housewares Store, month in and month out, is a showplace of the city.
Its bright utensils, its clever labor-saving devices, its provision of every wanted sort of vessel and utility, have made it the talk of modern housewives all over the country.
Now, for September, the Housewares Store has over 75,000 new articles of housewares utility at special prices, not job lots, thank you, but fine, standard, new goods, specially manufactured in quantities so large as to bring the prices down.
And the savings are not merely pencil marks on price tags. They are real, going all the way from 10 to 40 per cent on abundant assortments of such things as:

Table cutlery	Aluminumware
Refrigerators	Enamelware (no "seconds")
Sewing machines	Suction cleaners
Dress forms	Old-fashioned iron cooking utensils
Baskets	Woodenware
Bathroom furnishings	Brooms and brushes
Nickelware	Housecleaning soap
Tinware	Mops and cleaning cloths
Pantryware	Galvanized ironware

And everything else of importance that a good housewife needs to clean house worthily, to cook food properly and to fit up a bathroom for daintiness and service.
(Fourth Floor, Market and Central)



Every Dinner Set in the House Is Down in the September Sale

Which means choosing from Philadelphia's best collection and saving money.
There are American porcelain sets starting as low as \$16.50. Good sets, too, of 106 pieces. Other American porcelain sets, first quality, are \$20, \$25, \$27.50, \$30, \$35, \$40 and \$50 for full, standard sets.
American china services are \$65, \$70, \$75 and \$125.
There is a remarkably fine lot of English porcelain services. Prices here start at \$35. The main groups are at \$40, \$45, \$50 and \$60; others up to \$125.
French china services with flowers and spray decorations at \$37.50. Border patterns are \$85, \$100, \$125, \$150, \$175, \$200, \$250 to \$425. There is a good lot of incrustated gold sets.
On all these dinner sets there is a reduction of at least 15 per cent, on some as much as 40 per cent; the average is 25 per cent.
(Fourth Floor, Chestnut)

Which means choosing from Philadelphia's best collection and saving money.
There are American porcelain sets starting as low as \$16.50. Good sets, too, of 106 pieces. Other American porcelain sets, first quality, are \$20, \$25, \$27.50, \$30, \$35, \$40 and \$50 for full, standard sets.
American china services are \$65, \$70, \$75 and \$125.
There is a remarkably fine lot of English porcelain services. Prices here start at \$35. The main groups are at \$40, \$45, \$50 and \$60; others up to \$125.
French china services with flowers and spray decorations at \$37.50. Border patterns are \$85, \$100, \$125, \$150, \$175, \$200, \$250 to \$425. There is a good lot of incrustated gold sets.
On all these dinner sets there is a reduction of at least 15 per cent, on some as much as 40 per cent; the average is 25 per cent.
(Fourth Floor, Chestnut)

Come Walk Among These Glorious Lamps and Choose Whatever You Will at One-Third Less

In the Lamp Store, Fourth Floor, Central, are hundreds upon hundreds of beautiful lamps, candlesticks and fixtures, little boudoir lamps, bedside reading lamps, great standing lamps with umbrella shades, quaint and beautiful vase lamps for art and decorative effects—and every one of them is in the September Sale of Lamps with one-third cut off the price.
There is full choice in every direction; there is hardly any possible choice that your good taste may direct that cannot be met; it is the great September Sale, and it is your opportunity.
(Fourth Floor, Central)

A Notable Collection of Rich Cut Glass at Lower Prices

There have been times when so much cheap and tawdry cut glass was offered in the market that people became impatient of it, and said that cut glass was going out of fashion.
But there is a kind of cut glass that can no more go out of fashion than art itself can go out of fashion.
High-grade crystal, masterly cut, in designs of genuine, definite good taste—that is a treasure for generations.
Please look at some of the fine pieces here when next you are in the Store, note their weight and tone, and their deep, clear, brilliant cuttings.
There is a very fine collection just now, and everything is 33 1/3 per cent less this month.
(Fourth Floor, Chestnut)

Beautiful Garden Furniture With Prices Cut in Two

About 100 pieces of art concrete garden furniture, many of which are suitable for indoors. Benches, flower boxes, flower pots, sundials, tables, all now at half.
(Fourth Floor, Chestnut)

Water Glasses for Less in the China Sale

Good quality, plain water glasses, 5c each.
Light-cut water glasses, 15c each.
Needle-etched thin-blown water glasses, 15c each.
(Fourth Floor, Chestnut)

Thousands of Fruit Jars for Less

Two carloads right at the height of the preserving season: pint, quart and half-gallon sizes, regular Mason jars, wide-mouth Mason jars, regular glass-top jars, wide-mouth glass-top jars. All a third less.
(Fourth Floor, Chestnut)

Pretty New Styles in Women's Spat Pumps

One style is a perfectly plain pump of patent leather with long plain toe and high Cuban heel. It is \$8.50 a pair.
The other pump is of tan calfskin with perforated tip and moderate Cuban heel. This is \$9 a pair.
Both fine shoes that will look well with spats.
(First Floor, Market)



Dainty Imported Hosiery in the Women's London Shop

Sheer, transparent lisle and silk. Openwork clocks, embroidered clocks, lace-inserted insteps, embroidered insteps—even eyelet embroidery.
Styles for afternoon and evening, and the very stockings brides-to-be are looking for.
At \$3 a pair, white lisle with fancy 3-cord hand-embroidered clocks; also eyelet and solid embroidery on black and white lisle.
At \$3.50, eyelet embroidery on black and white lisle.
At \$4, eyelet embroidery and lace insertion on black and white lisle.
At \$4.50, lace insertion on black and white lisle.
At \$7, black, white, African brown, navy and smoke silk with openwork clocks.
At \$8, black and white silk with eyelet embroidery and white silk with black and white embroidery.
At \$9, black and white silk with eyelet embroidery.
At \$10, white silk with lace insertion, eyelet embroidery and solid embroidery.

Men's Cashmere Half Hose

Fine light-weight cashmere half hose in cordovan, African brown, white, navy and smoke—the kind men like for low shoes.
(The Gallery, Chestnut)

New \$2 Crepe Poplin Is Nice for Fall Frocks

Not only for women's dresses, but for school girls as well, and it is because it is all wool and wears so well. The little crepe effect in the weave makes it very pretty, indeed.
It is 40 inches wide and comes in a dozen good shades.
(First Floor, Chestnut)

This Is a Good Time to Buy Shirtwaists!

Hundreds of fresh and dainty blouses, many in new Autumn styles, and all at prices that spell money savings.
At \$2.85 and \$3.85 are tailored and lingerie cotton waists of white voile or batiste, variously trimmed with laces and embroideries.
At \$5 are hand-made blouses of white batiste in attractive styles.
At \$3.85 to \$5 are silk blouses of Georgette, in white and light colors and any number of pleasing styles.
(East and West Aisles)

Certain Points Women Like About American Lady Corsets

One is that they are so comfortable, they seem to conform to every curve of the body. Another is that they retain their shape so well. Both are due to the flexible boning.
At \$8.50 is a model of strong white coutil, heavily boned, long skirt with elastic gore in front, broad clasp, low bust and suitable for full figures.
At \$7.25—a model for tall figures, medium bust, long skirt with wide elastic gore. In pink coutil.
At \$9.50—topless model in pink coutil, excellent hip confiner and elastic at top.
At \$3.50—model in white coutil for average figures. Low bust and long skirt.
(Third Floor, Chestnut)

Men's Good Shirts Now Marked as Low as \$2.50

Same shirts that we have been selling at a higher price, which was even then very little for them.
Made of woven and printed madras in plain negligé style with soft or stiff cuffs, as you choose.
Designs are unusually good for such inexpensive shirts.
(Main Floor, Market)

Men's Golf Shoes in the London Shop

These good tan-grain golf shoes with plain toes and saddle straps, and spuds in toes and heels, are most popular of all just now.
We have them in low shoes at \$14 and high shoes at \$15.
London has sent an unusually fine tan willow calfskin golf Oxford, in a brogue style with wing tip and heavy perforations. It is all hand-made and soles and heels are covered with rubber spuds. The price is \$35 a pair.
Rubber soles and heels to transform any stout shoes into golf shoes, \$2 a set.
(The Gallery, Chestnut)

And for Stout Men, Too—Good Suits for Less

Our Men's Clothing Store is clearing away.
All the fancy suits are down—\$27.50 to \$38.50.
All the serge suits are down—\$40 to \$48.50.
The "fancies" include a good selection of chevots and worsteds, and the serges are suitable to wear straight on until Christmas for most men.
Sizes range from 38 to 48 stout.
(Third Floor, Market)