

Organ Programs at 9, 11, 4:50
Brief Session at 11:25, with Chimes
and Stroke of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Now Is the Time, and This Is the Store, and These Are the

Great Housekeeping Sales That Women Are Talking So Much About

Whoever is interested in the modern home and its highest development, will he or she take a walk through the Fourth Floor of the Wanamaker Store right now and take a few minutes, or a few hours, or even a few days, in getting acquainted with the genuinely good, sound, dependable, fine things of art and utility that the twentieth century provides for housekeeping arrangements?

The four great September Sales—

Housewares, China, Cut Glass, Lamps

are right now at their height, the stocks are at their best, assortments are unbroken and on every side are demonstrated the latest devices for the betterment and improvement of anything that can be called a home, ranging all the way from a hall bedroom to a splendid mansion.



Over 75,000 Specially Priced Houseware Articles

are ready now for your choosing.

These are all new goods bought in great quantities to bring down the price, and the savings range all the way from 10 to 40 per cent.

**Table cutlery
Refrigerators
Sewing machines
Dress forms
Baskets**

**Bathroom furnishings
Nickelware
Tinware
Pantryware
Galvanized ironware**

**Enamelware (no "seconds")
Suction cleaners
Iron cooking utensils
Woodenware
Aluminumware**

**Brooms and brushes
Housecleaning soap
Mops and cleaning cloths
Washing machines
Electric fans**

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)

The Great Eagle in Our Court of Honor

In Wanamaker Square suggested to one of our friends to tell us the fable of

The Eagle and the Crow

Here it is—

An eagle, from the top of a high mountain, made a swoop down through the air and pounced upon a young lamb and bore it away.

A crow, who had built her nest in a tree near the foot of the rock, observing what had passed, darted down and fixed her claws in the fleece of another little lamb of the same flock, but being unable to either lift her prey or disentangle her feet, she was caught in a trap.

The shepherd came along and was told the incident of the eagle which the crow had seen, and that she imagined herself to be an eagle until she was convinced that she was nothing but a jealous crow.

To mistake or overstate our own talents often exposes us to ridicule and sometimes to danger.

"Know thyself," our old country school teacher taught us, and to then endeavor to do our best and "leave the rest."

[Signed] John Wanamaker

September 2, 1920.

Looking Toward Winter in the Millinery Salons

Brisk days and cold weather seem not far away when one sees all the new hats ready now! Some charming new hats are just out of their boxes, and they will interest women who are looking for the new fashions. There are many hats of lustrous velvets, many in gay colors, many embroidered, and many in effective two-color combinations.

There are plenty of small hats—just such hats as women will like to wear with Autumn suits and new cloth frocks. There are hats of the gold color which Paris likes, hats in bright cerise, hats in soft brown shades, and any number of blues and greens, and, of course, black.

Ribbon is quite important as a trimming, shapes are becoming as well as smart, colors are bright, and choosing a new hat will be a pleasure.



Prices start at \$15.

(Second Floor, Chestnut)

Prices Are Lower on French Beaded Bags

We have just unboxed some beautiful new beaded handbags from France on which prices are considerably lower than they were on the same grade of bags last spring.

These are all good sized bags, in round and oval shapes, with shell finish and fancy carved frames, or in draw-string style. The colors are unusually deep and rich and wonderfully combined. Some of the pieces have deep fringe around the bottom.

For handbags of such distinction \$25 to \$60 is a moderate price range.

(Main Floor, Chestnut)

New Real Laces Binche and Point de Paris

These effective Belgian laces are being used a great deal for trimming Fall dresses, lingerie, fancy pillows and for neckwear. They are heavier than Valenciennes but very dainty and durable.

Just now you will find an excellent assortment in edges from 1/2 to 3 1/2 inches wide from \$1.75 to \$15.

(Main Floor, Central)

Young Women's New Blue Cloth Frocks To Wear Now

and all through the Autumn and Winter, are these fetching new models that have just been unpacked.

Of dark blue tricotine is the first dress, which has enough dark beading on its bodice for attractiveness, is straight and youthful of line and has a narrow belt with long ends—\$40. A new redingote dress is also of blue tricotine, and this has a narrow belt in the back, is quite new and good looking, has two little watch pockets, and is \$60.

A blue tricotine dress with a gay vest of jade green duvetyne, a new collar which turns back and reveals more of the green, and embroidery in blue and green on the skirt. \$60. Sphinx beading on the panels of the skirt, beading on the bodice, and an accordion-pleated frill on the edge of the waist are the unusual features of the last frock, which is also of blue tricotine, and is \$63.50. All are in 14 to 20 year sizes.

(Second Floor, Chestnut)

Louis Heel Pumps in New Fall Styles

The exclusive Little Boot Shop has just received some charming plain pumps with turned soles and two-inch Louis heels. Suitable to wear now or with spats later.

In patent leather or dull black calfskin, \$12.50.

In tan Russia calfskin, \$13.

(First Floor, Juniper and Market)

English Flannels and Fall Come Very Close Together

This year the striped effects are wonderfully pretty and there is an unusually large assortment—all are in light colors, however.

Women have already commenced to buy these flannels to make up into blouses, wrappers and children's clothes and, of course, they are always used for men's Winter shirts and pajamas. 31 inches wide and \$2 a yard.

(First Floor, Chestnut)

There Is Absolute Safety in the Purchase of a Piano at Wanamaker's

THAT is one of the principal factors in the tremendous volume of business we do in musical instruments.

No one contemplating the purchase of a piano or player-piano can afford to miss the opportunity offered in the Wanamaker Piano Store of seeing and hearing so many well-known, dependable makes grouped together on one floor.

When you think of fine pianos your mind naturally reverts to CHICKERING, oldest of American pianos, or to the celebrated KNABE—doesn't it? And to SCHOMACKER, the piano of the President, to EMERSON, LINDEMANN

and the other makes we distribute.

And we can suit all purses as well by our comprehensive variety of grades (each marked at its one and only price), and by our convenient terms of payment by the month, which enable you to enjoy the music of your new piano while you are paying for it.

The past week's business shows that the Autumn demand has begun.

Why not choose your piano now, while stocks are wonderfully complete? Delivery will be made when desired.

Old pianos will be received by us in part payment at their fair value today.

(Egyptian Hall, Second Floor)

Women's New Sports Coats and Suits From Switzerland (In the London Shop)

Switzerland seems to be the home of knitted sports novelties for women and here are the latest of them.

Knitted coats in beautiful colors, \$26.
Wool dresses in a model returning tourists are talking about, \$70.
Wool robes suitable for seashore, mountains, motoring—everywhere, \$85.
Combination of coat, skirt, scarf and cap that is very practical, \$90.

(The Gallery, Chestnut)

There Is Something New in the Way of Velveteens

A new process of treating this soft, beautiful material so that a pattern in the same color is printed upon the surface.

You may see these new velveteens tomorrow, as they have just arrived. In one case it is an irregular diamond-shaped cross-bar design; in another, a plaid or a cluster of pin stripes. Navy blue, brown and black are the colors.

These novelty velveteens are very lovely and they are the newest fashion for a season of velvet, which is promised this Winter. One yard wide and \$6.50 a yard.

(First Floor, Chestnut)

Beautiful New Fashion Gowns Translate Paris Ideas

Look for these gowns in the glass cases in the Women's Salons, for they have been given this post of honor. They are each and every one copies of French dresses, the newest and prettiest that Paris has thought out for Fall. Best of all, they are so wearable for women who want something good looking to put on right now.

A midnight blue tricotine straight-line dress, exquisitely embroidered, with lacquered ribbon girde.
Another in black Georgette crepe, the skirt of which is com-

posed of four founces of pleated shiny silk.
One in Elizabeth crepe in taupe color, buttoning down to the waist line in front and the skirt part hand embroidered in silk.

An evening gown of king's blue chiffon with pleatings of black Chantilly lace between.
An afternoon gown of dark blue tricotine elaborately beaded all over in jet, steel and cherry red beads.

These and many others are here with prices ranging from \$150 to \$295.

(First Floor, Central)

These Women's Coats Are Now \$10, \$15 and \$25

They are coats that we have been selling for about two or three times such prices, but, of course, there are not all the colors nor all the sizes that there were then.

For \$10 are short wool jersey sports jackets, nice to wear with separate skirts. Also some very pretty silk tricotine jackets.

For \$15 are dark blue or black serge capes, all-wool, pleated style with a taffeta silk collar.

For \$25 are silk tricotine capes, pleated with large round collar. In black, taupe and white.

(First Floor, Central)

Amber Necklaces

which, though imitation, are most attractive indeed.

They are well cut, of good color, and the beads are in graduated sizes. They have the sparkle and beauty of much more expensive necklaces!

\$6.50 to \$24.

(Jewelry Store, Chestnut and Thirteenth)

New Powder Boxes Will Interest Her

Silver plated and in new shapes, they have compartments for two kinds of powder. Price \$3.25 each.

Other silver-plated boxes, some with pretty colored tops, are \$1 to \$1.75.

(Jewelry Store, Chestnut and Thirteenth)

Young Women's White Skirts, \$2.50

They are skirts which have been higher priced. Skirts of white gabardine and others of firm white tricotine, and there are several models from which to choose.

(Second Floor, Chestnut)

Many New Pajamas for College Girls

Two-piece pajamas of crepe, with long sleeves, are in pink, blue or white and are \$5.50.

Striped cotton pajamas, two-piece style, in white with pink and blue stripes, \$3.50, and another style, in pink striped effect, \$3.75.

Solsette pajamas in pink, blue or white, are \$6.

Middy pajamas in two good styles, of light-weight cotton, \$3.50, and of crepe at \$5.50.

Billy Burkes of flesh-colored silk muslin, shirred at the waist, and with tiny pocket, \$4.75; and other light pink or blue cotton, \$3.75.

(Third Floor, Central)

Handkerchiefs for Schoolgirls

These are \$2.50 a dozen, are of firm and good grade Irish flax, have narrow hems, plainly hemstitched, and we'll mark them with ink or embroidery for a small additional sum.

(West Aisle)

Stirring New Fiction Fresh From the Presses

"The Four Just Men," by Edgar Wallace. A gripping tale with international mystery. \$1.75.

"The Moreton Mystery," by Elizabeth Dejeans. The story of a millionaire's will and an adopted daughter, who becomes the storm center of a murder mystery. \$2.

"Hidden Eyes," by Eric Levi-son. A book that causes you to feel that you have moved in a mysterious land, where steel bank vaults are easily entered and unknown criminals escape in the dead of night. \$1.75.

"Christine, of the Young Heart," by Louise B. Clancy. A young woman's story that at once reminds you of "Little Women" and "Rebecca of Sunnybrook Farm." \$1.75.

(Book Store, Main Floor, Thirteenth)

Heavy Irish Damask Special at \$3.25 and \$4

1500 yards of an excellent quality of Irish damask in handsome designs that we are able to sell at much below the regular price because the purchase was made a long time ago.

\$3.25 and \$4 a yard.

(First Floor, Chestnut)

Big Bath Towels, 60c Each

100 dozen good, medium-weight bath towels, in a generous size, are specially priced at 60c.

Many families need new supplies about this time.

(First Floor, Chestnut)

A Delicious New Caramel Covered With Mint Cream

Think of a rich chocolate caramel dipped in soft cream with just the right mint flavor—then you'll have an idea how good these new caramels are! They are fresh this week, and, like the other cream-dipped caramels, are 80c a pound.

Assorted caramels, of delectable flavors, including the marshmallow center and the yellow jack center, are \$1 a pound.

The Wanamaker \$1.25 a pound chocolates include creams, fruits and jellies, are perfectly fresh and always delicious.

(Down Stairs Store, Chestnut)

Umbrellas Re-Covered, \$1.65

The covers are of sturdy American taffeta (which is pure cotton) and they have taped edges. This material will give good service and is slightly as well.

(Main Gallery, Market)

Art Concrete Garden Furniture for Half

A various collection of flower pots and boxes, tables, sun dials, some of these suitable for porches and even indoor use, with their prices cut in half.

(Fourth Floor, Chestnut)

Water Glasses 5c and 15c in the China Sale

5c each for good quality, plain water glasses.

15c each for light-cut water glasses and needle-etched thin blown glasses.

(Fourth Floor, Chestnut)

Fruit Jars Are One-Third Less

We have two carloads of regular Mason jars, wide-mouth Mason jars, regular glass-top jars and wide-mouth glass-top jars in pint, quart and half-gallon sizes.

(Fourth Floor, Chestnut)

Cedar Chests and Floor Screens

Cedar chests will soon be in demand to pack away hot-weather clothing and other articles for safe keeping over the Winter. We have a large assortment at \$40 to \$95.

A floor screen will enable you to have your windows open on the cooler nights coming and yet protect you from draughts.

Three-fold screens, \$11.75 to \$16.

Four-fold screens, \$16.75 to \$21.25.

Fireplace screens, \$12.

(Fifth Floor, Market)

All Our Beautiful Lamps for Little Prices

Somewhere in your house there is a table or a corner that needs a new lamp.

Now is the time to get it in the Wanamaker September Sale. The whole stock of the Lamp Store is marked at new prices, one-third less than regular.

It includes table lamps, standing lamps, desk lamps, bedside lamps, beautiful decorative vase lamps, candlesticks and fixtures. There is the widest possible choice and it is your opportunity.

(Fourth Floor, Chestnut)

All the Lamps in the Little House and Throughout the Furniture Floors Are Also Reduced

These are lamps of great distinction used in a number of exclusive decorating schemes to be found in the Little House. Others are used in furniture displays throughout the Fifth and Sixth Floors. All are one-third less during the lamp sale.

(Fifth Floor, Chestnut)

Boys' Combination Suits Are Best for School

Having two pair of trousers to each coat, they will give the extra service a boy requires of the clothes he wears every day.

Here are fine looking Norfolk suits of this sort, with short trousers. The coats are plain or box pleated, with belts all around. Materials are tweeds and chevrons in grays, browns and greenish mixtures.

Price \$28 for sizes 8 to 18 years.

Other new Fall suits with one pair of trousers each, \$20 to \$38.

(Second Floor, Central)

Men's London Tweed Hats in Lovat Mixtures

Easily the finest tweed hat we have ever seen.

The fabric is wonderfully soft for tweed and the colorings are intimate. In shape it is a jaunty round sports model.

Price \$8.

(Main Floor, Market)

Sweaters for the Outdoor Sports of Autumn

All-wool Shaker-knit sweaters in coat style with large shawl collar. V-neck pullover with large shawl collar and plain V-neck pullover style. In navy, maroon, white and oxford, \$13.50 to \$20.

Boys' V-neck pullover sweaters of all-wool, \$8 to \$13.50.

Men's golf jackets in various styles, \$12.50 to \$30.

(The Gallery, Juniper)

The Rest of the Men's Summer Suits Must Be Sold at Once

A few hundred fine, fancy and serge suits remaining. The fancy suits are marked at \$27.50 to \$38.50.

The serge suits at \$40 to \$48.50.

Which prices, in most cases, are just a little above half.

Wise men are buying now for next Spring and Summer.

(Third Floor, Market)

Men's Tape-Border Handkerchiefs \$11 a Dozen

Many men like this style handkerchief, which is of fine Irish linen with a narrow hem and a border of fine tapes above the hem.

This is a quality not usually sold for this sum.

(West Aisle)

Two Handsome New Styles in Men's Bath-Robes

One style includes London Terry cloth bath robes in a honey-comb weave and in designs of wide colored stripes, some with colored collar and cuffs. Striking looking robes and in every way satisfactory. Price \$18.

The other lot are blanket robes of pure wool in natural color with large plaids of gray, tan and black. Different from any bath robes we have ever seen, and delightfully soft to the touch. Price \$30.

(Main Floor, Market)