

STORE CLOSED  
ALL DAY TODAY

WANAMAKER'S

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WEATHER  
Fair

# The Whole Store Glows With the Beauties of Autumn Fashions

## The Wanamaker Store Is Closed This Labor Day

Birthday of Major General the Marquis de Lafayette, Born September 6, 1757; Died May 20, 1834

### These Memories of Lafayette and Pershing Are Worth Preserving

"The moment I heard of America I loved her; the moment I knew she was fighting for liberty I burnt with a desire of bleeding for her; and the moment I shall be able to serve her at any time, or in any part of the world, will be the happiest of my life."—Lafayette to Congress, September 9, 1778.

"May this immense temple of freedom ever stand a lesson to oppressors, an example to the oppressed, a sanctuary for the rights of mankind! And may these happy United States attain that complete splendor and prosperity which will illustrate the blessings of their Government, and for ages to come rejoice the souls of their departed founders."—Lafayette in Hall of Congress, December, 1784.

"Lafayette, we have come. I am confident that the American troops, fighting side by side with our noble allies, will, in the end, give back to France and bring to the world that liberty which is so necessary to the happiness of mankind."—Pershing at the Tomb of Lafayette, July 4, 1917.

Let us link the names of Lafayette and Pershing together and not forget the heroes who served our country in its perilous times.

What can you and I do to leave anything worth remembering?

[Signed] *John Wanamaker*

Sept. 6, 1920.



### Many New and Beautiful Fur Wraps and Coats

For the woman who likes the soft beauty of moleskin there is a handsome new wrap, also with the deep collar, at \$1000. One of the most distinctive pieces is a long, fitted coat of black caracul, trimmed with skunk bands on the collar, cuffs and pocket. The lines are different, the coat is very handsome, and the price is \$1250. And there are many other unusual and beautiful wraps of Hudson seal (dyed muskrat), Nearsel (dyed coney), natural squirrel, marmot, nutria and Persian lamb.

(Second Floor, Chestnut)

### Autumn Modes in These Two New Blouses

New suits mean new blouses—and here are two charming blouses to add to the smartness of your new tailleur. Both blouses are of crepe Georgette—and both are in flesh pink or white. The first blouse has a square neck, a tucked vest and a long collar trimmed with real lace. It is \$9.50. More elaborate is the second blouse which has much flit lace for its adorning, and has a vestee in front, a wide collar and deep cuffs, all of which are trimmed with the flit. \$18.50.

(Third Floor, Central)

### One Woman Complained That There Were Too Many New Skirts

She had such difficulty in making a choice among so many pretty new styles! And it is true that, at this moment, you can find more new woolen plaid and striped skirts than at any time in the past year. There is a wonderful season ahead for them and women have been asking for them unusually early.

(First Floor, Central)



### Men's British Golf Suits in the London Shop

English tailors have the secret of making men's clothes of irreproachable style and easy fit. In golf suits, where comfort is so essential, this is important. This new importation of men's Autumn golf suits, in H-O and Sunningdale models, is most interesting. The coats are all easy Norfolk styles and all suits have knickers. Materials are tweeds, Shetlands, homespuns, chevots and a soft, silky fabric with a mixture of alpaca in it. Browns, greens, grays and tans in plain colors, diagonal stripes and overplaids. Price \$68.50.

(The Gallery, Chestnut)

### Men's Redleaf Neckties in Tartan Plaids

These rare and beautiful ties have just come in from London, where they will have a vogue this Fall. As a matter of fact, tartan plaids are always good style and always effective, chiefly because of their rich combinations of colors. Price \$2.

(Main Floor, Market)

### New Fall Shipments of Chenille Rugs and Carpets

We have an excellent selection of these desirable and durable floor coverings in a good range of plain colors.

9x12 ft., \$168 and \$192.  
8.3x10.6 ft., \$159.  
6x9 ft., \$86 and \$96.  
36x72 in., \$81.  
Chenille carpets, also in plain colors, 9, 12 and 15 ft. wide, \$14.50 and \$16 a square yard.

(Seventh Floor, Chestnut)

### New Shipment of Fine Madeira Linens

Bringing these beautiful, hand-worked linens in almost every size and shape for table decorations.

Bread tray and platter sizes, 60c to \$5.  
13-piece luncheon sets, \$10 to \$27.50.  
Sideboard scarfs in various lengths, \$4.75 to \$22.50.  
Table covers, 54x54 to 90x90 inches, \$20 to \$65.  
Tea napkins with one corner embroidered, \$12.75 to \$20 a dozen.

(First Floor, Chestnut)

### School Starts Wednesday You Can Get the Supplies Tomorrow

Children need pencils, notebooks, composition books, school bags, fountain pens, loose-leaf books, and fillers, rulers, book straps, drawing instruments and a lot of other things. Our Commercial Stationery Store has them ready now—and good things, too, not the tawdry kind that are so often sold. And our prices are the lowest for goods of equal quality.

(Third Floor, Market)

### All of Our Beautiful Lamps (including side and hanging fixtures and lampshades)

are priced for the period of the Sale at average savings of one-third.

And the stocks offered are not a mere portion or selection from our Fall and Winter purchases, but include every lamp, shade, fixture or even candlestick in the Lamp Store. For beauty and variety, no half-dozen other retail stocks can match them, and likely not for quality, either.

(Fourth Floor, Central)

## The Celebrated Wanamaker Housekeeping Sales Are Going Famously

The September Sale of Housewares has started out with greater business than we have ever known before.

People are stocking up. They are stocking up with household utilities of every sort, and taking the savings that this Sale affords.

And they are coming here for the supplies, because Philadelphia housewives have long ago learned that at Wanamaker's they can get housewares that are dependable. Full and abundant supplies now, with lower prices, of

- Refrigerators
- Bathroom furnishings
- Woodenware
- Brooms
- Kitchen cabinets
- Brushes
- Cleaning cloths
- Sewing machines
- Galvanized ironware
- White enamel pantryware
- Vacuum cleaners
- Enamelware
- Dress forms
- Trunks
- Nickelware
- Vacuum bottles
- Electric fans
- Cedar chests
- Mops
- Porcelain-top tables
- Clothes baskets and market baskets

#### Sale Special

Cedar Chests of solid cedar, \$18.50 to \$38.50

Every article in the Sale, however humble its use or small its size, or however low its price, is fully up to Wanamaker standards of quality, and is as NEW as tomorrow's output of glittering silver dollars from the Philadelphia Mint.

(Fourth Floor, Market and Central)

### French Handbags That Are Real Works of Art

Everything that goes into them was carefully chosen to make a harmonious whole. The beautiful fabrics are pictures in themselves. Imagine henna duvetyne embroidered with white and black beads, blue and gold brocaded silk and rich silks and velvets with bead work. The frames are marvelous. Most of them are beautifully carved and colored so that each one seems to belong to the particular bag it is on, and no other, as indeed it does. Many of the bags are unusual shapes and there is only one of each kind. Prices \$35 to \$75.

(Main Floor, Chestnut)

### Tomorrow the First Showing of Women's New Fashion Costumes

We have hurried them here as fast as we knew how so that women returning to the city might have the very newest and loveliest dresses at their instant disposal. Every single one of these gowns is a reflection of some new Paris fashion; it is, in fact, a copy of a French model and there are no two alike!

#### Tailored Street Frocks

Exceedingly smart and in the dark blue and black wool tricotines and serges. They have much colored chain-stitching, laquered ribbons and odd metal belts and on them appears delightful eyelet and punch work, showing black or colored satin underneath. They are original and most charming and prices are \$75 to \$205.

#### And Such Afternoon Dresses

Never were such lovely feminine garments! Dresses with the imitation Mexican drawn-work, a velvet brocaded chiffon with the pattern outlined with beads, a duvetyne in Cardinal red, hand embroidered in taupe, and another chemise model in henna duvetyne with bands of kolinsky and tinsel embroidery that Paris loves. There are conservative little satin and crepe de chine frocks, too, with a new touch here and there. All are copies from Paris models and prices go from \$87.50 to \$200.

(First Floor, Central)



### New Marabou Neckwear Just When It's Needed

When something with a little warmth is wanted before the furs come out of storage. There are both stoles and capes, in black and natural marabou and, in some cases, there is an edging of ostrich tips, \$8.50 to \$22.50.

(Main Floor, Central)

### New Silk Petticoats to Go With New Gowns

Silk jersey seems to be the favorite on account of its clinging properties and all of these new arrivals are in this material. The ruffles, too, are of silk jersey, some being of plain silk, others have insets in another color. All the new Fall colors, \$8 to \$14, the latter being a particularly heavy quality.

(Third Floor, Central)

### Women's Sports Oxfords of Distinction

Made of fine black and tan calfskin with wing tips and perforations and 1 1/4-inch military heels. Find these shoes in the exclusive Little Boot Shop, at \$16 a pair.

(First Floor, Market and Juniper)

### New Styles in Dainty Louis-Heel Pumps

Two exceptionally good-looking plain pumps with long, narrow, plain toes; flexible turned soles and Louis heels. One style is in black satin, at \$11.50 and the other in patent leather, at \$12.

(First Floor, Market)

### To Accompany Fall Gowns—New Gloves, of Course!

And here are some brand-new ones, just unboxed from overseas, and fine as the most fastidious woman could wish. They are all of soft flexible kidskins, these new gloves, and they are overseam sewn, have two clasps for fastening, and come in black with black or white embroidery, white with white or black, and tan or brown. \$3.50 the pair.

(Main Floor, Central)

### Just Landed! A Great Case of French Hats

which will be shown at once in the Gray Salons. They have just come from Paris; they show the new Fall millinery modes, and they come from

Alice and Nora Lewis  
Jeanne Duc Hermance  
Marcelle Demay

They are as enchanting, as interesting and as different, as French hats always are.

(Second Floor, Chestnut)

### Here Are 100 Brand-New Silk Frocks for Young Women at \$39 each

Fresh and new and smart, every one, for they are new Fall dresses, attractively made—and made to sell for more, too, as you'll discover when you see them.

They are of the much-liked charmeuse in black, brown and the popular dark blue. There are several charming styles, some are combined with another color, some are all in the same hue.

There are frocks with accordion-pleated tunics, frocks with just enough beading or embroidery for prettiness, frocks with square necks and round necks.

Street and afternoon dresses they are—and in 14 to 20 year sizes.

(Second Floor, Chestnut)

### New Fashion Silks for \$2.25 and \$2.50 a Yard

The most fashionable kinds, too, for dresses to wear right now for street and afternoon and evenings and they would make wonderful linings. Please notice that prices, in each instance, are a great deal less than such silks have been selling for.

New satin de chine, 36 inches wide, \$2.25 a yard, every thread silk, soft and lustrous and a fine assortment of light and dark colors and black and white.

New crepe de chine, 40 inches wide, \$2.50 a yard, beautiful street and evening shades, also black and white.

(First Floor, Chestnut)

### "Jet Dress Trimmings" Says Paris—and Here They Are!

Paris has shown a decided preference for jet, and these are the very kinds needed for the fashionable gowns of the Autumn and Winter. We can show you box after box—all full of the loveliest, sparkling trimmings, that will give just the distinction your gown needs. There are—

Beautiful allovers in more designs than we've ever had, all done on fine black net and gay with bead, spangles and bugles of the gleaming jet. Exquisite flouncings—just to see them is to know what gowns they'll make!

(Main Floor, Central)

### New Broadcloths Hurry in to Play Their Part

And it will be an important one, judging from the number of handsome gowns and suits that are being made of this material, to say nothing of evening wraps and children's coats for which broadcloth is always used.

It has been some time since we have had such a large and fine shipment of these cloths and there are all the fashionable shades—browns, tan, damson, green, blues of various kinds, taupe and black, all are 54 inches wide and \$6.50 a yard.

(First Floor, Chestnut)