

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Partly cloudy

Forecasting Notable Wanamaker Events for Monday

We Never Get Tired in Trying to Do Our Storekeeping Better

but it has never been so difficult to get assistants to think of what they are here for and to set their minds fully upon their duties.

Some of our oldest workers are very faithful, but there are many others who hurry in at nine and hurry out at five, not realizing how little and how artificial their service seems to some of our life-long patrons who have good reason to expect much from us.

To be an accountant or a clerk in a good business house is to have an honorable position, good pay and an opportunity to make a good record.

We know by the growth of the business through all the years and especially this year, that the people want to use the peculiar advantages of our large, carefully sought and well-bought assortments of merchandise, and now that we have had good holidays, let us settle down to attend to business strictly and justly.

[Signed] *John Wanamaker*

September 11, 1920.

Stitching, Stitching Everywhere on the Loveliest Fall Gowns

Which means the gowns that have taken their inspiration from Paris models and are now having their first presentation in the Fashion Salons.

This stitching is one of the newest Paris features and it is certainly one of the prettiest. Little or no other trimming is used, for none is needed. Occasionally a bit of fur, chiefly on the gowns of duvetyne, or beads combined with stitching on the more elaborate afternoon frocks—this is about the only exception.

A charming in-between-season dress is of Royal blue satin, stitched in large squares. It is in the loose chemise style, belted and finished with a deep border of navy blue tricotine. Another form of stitching is a smart midnight blue tricotine with bands of the brightest green satin stitched across in dark blue.

Another, a street frock, is stitched in square effect to give the effect of an Eton jacket, gold and bright blue silk being used. Sometimes the entire upper part of the dress is stitched, sometimes the hem also.

These are the most unusual and distinctive gowns so far brought out for Fall, and every woman has a special interest in seeing them. They are \$125 to \$215.

(First Floor, Central)

New Wool Jersey Cloths Special, \$3.50 a Yard

And for her everyday frock, from which she expects long and hard wear, a woman couldn't choose more wisely than one of these good Jersey cloths. They are such favorites that it is a question whether women will ever be willing to give them up.

The new Autumn colors include navy, Copenhagen and Pekin blue, tan, putty, henna, beaver and purple, 54 inches wide.

(First Floor, Chestnut)

New Autumn Blouses—These Three

which were taken from their boxes to get themselves into the news.

\$13.75 is the first blouse, which is of white or flesh-colored crepe Georgette, with a collar and vestee of real flet and wee ruffles of Valenciennes lace.

\$16.50 for the next blouse, also of crepe Georgette, in a new overblouse style with many fine pleats. It comes in navy blue, brown or black and is lined with chiffon.

\$25 for the last blouse—a handsome affair of navy blue, black or bisque-colored crepe, with much beautiful embroidery in the same color. It is also an overblouse, has three-quarter sleeves and a narrow belt.

(Third Floor, Central)

Women's Sheer and Snowy Handkerchiefs—\$3 a Dozen

are spotless and of fine Irish flax that is pure linen, every thread.

The hems are narrow, the handkerchiefs are daintily hemstitched, and they are good values for the price, too.

(East Aisle)

Half a Dozen New Novels

"The Beautiful Mrs. Davenant," by Violet Tweedale. A story of love, of thrilling episodes, and a haunted house. \$1.75.

"The Feaming Foreshore," by Samuel Alexander White. A vivid story of a shipwreck and a romance on a strange shore. \$1.50.

"The Door of the Unreal," by Gerald Biss. Werewolves and mysterious disappearance make up a thrilling story. \$1.90.

"When the Blood Burns," by E. W. Savi. A moving and passionate story that transports the reader's whole imagination to the interior of Hindustan. \$2.

"The Mesa Trail," by H. Bedford Jones. A man's hand and a woman's heart and an unforgettable desert romance. \$1.50.

"Mac of Placid," by T. Morris Longstreth. A thrilling love tale of the Adirondacks. \$1.90.

(Main Floor, Thirteenth)

Sale of Stockings

\$50,000 Worth of Beautiful New Goods to Be Sold at Once for \$30,000

Cotton, 50c a pair
Lisle, \$1 and \$1.25
Silk, \$1.10, \$2, \$2.50 and \$4
Men's cotton half hose, 50c
Men's silk half hose, 65c

(A Notable Disposal on the West Aisle)

We have just received a fine European shipment of cotton and lisle stockings contracted for a year ago, and a great domestic shipment of silk stockings, and because of their desirable high qualities and amazingly low prices will bring them into such great demand, we will have them on the West Aisle tables on Monday for quick action.

The stockings are notably good, they are all fresh, seasonable and up to the minute, and are in a full range of sizes.

They are placed on sale now for the first time, and you would look far and long before you could find any others so good at prices so low.

Best come at once, Monday morning, and get a full Winter's supply.

Women's Cotton Stockings

At 50c a pair. Black and white full-fashioned, imported cotton hose. Sizes 8½ to 10½.

Women's Lisle Stockings

At \$1 a pair. Black, white, navy, cordovan, African brown, and smoke, full-fashioned imported lisle hose. Sizes 8½ to 10½.

At \$1.25 a pair. Beautiful open-work ankles, full-fashioned imported black, white, navy, cordovan, African brown, and smoke lisle stockings. Sizes 8½ to 10½.

Women's Silk Stockings

At \$1.10 a pair. Black, white and cordovan, full-fashioned silk hose, "seconds."

At \$2 a pair. Women's black, white, navy, African brown, and cordovan pure dye, full-fashioned silk stockings.

At \$2.50 a pair. Full-fashioned ingrain black and colored cotton top silk stockings.

At \$2.50 a pair. Black and colored silk tops, ingrain silk stockings, "seconds."

At \$4.50 a pair. Beautiful black, cordovan and navy open-work ankle silk stockings.

For Men

At 50c a pair. Full-fashioned imported black cotton half hose. Sizes 9 to 12.

At 75c a pair. Seamless black, navy and cordovan silk half hose.

(West Aisle)

Furs Are a Large Feature of New Bolivia Coats

Huge cape collars of fur, deep cuffs, pockets of enormous proportions and sometimes even the hem has deep fur bands.

One of the newest combinations is a navy blue Bolivia cloth coat combined with natural gray squirrel. The collar is double, the upper one being of the squirrel, also the cuffs and big pockets. \$360 is the price.

Squirrel, by the way, is much thought of for Fall and Winter. Beaver is also and it trims some of the newest and loveliest of these coats in henna or beaver color. They are \$380 and \$350 respectively.

On a black Bolivia coat, the fur is a handsome black lynx. This is \$370. And among the new arrivals there are also capes in Bolivia with these large collars. One such with beaver is \$282.50.

(First Floor, Central)

Young Women's Autumn Fashions to the Fore

Very new, very distinctive and reflecting the new Winter fashions are the gowns and suits which have just arrived in the Young Women's Salons. Usually there is but one model of a kind—and each is charming.

NEW CLOTH GOWNS of serge and tricotine, chiefly in dark blue, are \$63.50 to \$97.50.

NEW AFTERNOON GOWNS of Georgette and taffetas, \$65 to \$132.50.

NEW EVENING DRESSES of taffetas, of Georgette and of panne velvet—and these are exquisite—are \$40 to \$275.

NEW WINTER SUITS of beautiful fabrics, many embroidered and fur trimmed, are \$70 to \$170.

In 14 to 20 year sizes.
(Second Floor, Chestnut)



The Authentic Forecast for Autumn and Winter Millinery

Showing of the New Paris Hats at Wanamaker's

PARIS was of several minds, regarding some phases of millinery, we decided, this year as we viewed the hats in the foremost ateliers. But all the modistes were of one mind when it came to beauty of line, richness of fabric and lovely colorings, we agreed.

These hat fashions are the last to come over the Atlantic—they arrived just in time to get into the news. They are the fashions Paris herself approves, and will wear. And here, unboxed, are the newest creations of

M. Lewis **Marcelle Demay** **Jeanne Duc**
Alice and Nora **Odette** **Verlaine**

Each hat represents some feature or dominating note of the new fashions. There are no two hats alike.

There Is a Furor Over Velvet

and rich velvets are seen everywhere—deep lustrous blacks, wonderful browns (and Paris is showing a great fondness for brown), blues and other rich colors.

Next in favor come shaggy fabrics like soft wools, Angora hats, plush hats, and hats of furry beaver cloths. All these you will see in the newest, smartest models.

Hats Are Large—Quite Large, Often

and Monsieur Lewis has quite a liking for Napoleonic hats, broad of brim and turned sharply off the face.

Brimms are often very broad, sometimes turned up at one side. And there are delightful hats with great soft crowns, and others with crushable brims. But becoming they are, and wearable always.

As to Trimmings

Paris is smiling upon the ostrich. Ostrich plumes up-

(Second Floor, Chestnut)

right, ostrich feathers curled and uncurled, flat on the hat and facing the brims, covering the crowns and used in any number of ways—you will see what delightful ways they are on the hats themselves.

Much lace, too, is used—sweeping lace veils, lace draperies—charming when combined with the beautiful velvets.

On the wide-brimmed hats which have sweeping lines and little trimming you will see great pins of glancing jet or rhinestones—these are stunning.

Tinsel ribbons and superb embroideries that glow with color and show the gleam of gold, too—these also are used.

Occasionally there is a fur-trimmed hat—one of soft taupe velvet faced with gray mole was lovely.

It Is a Beautiful Collection

and they are beautiful hats—but it will give you more pleasure to see them than to read of them!

New Fabric Handbags With Artistic Frames

These frames are all in fancy designs and are colored—rose, gray and brown—as well as ivory and shell finishes. We bought them specially and had the bags made to order.

The fabrics are all fine qualities and are silk, in black and navy; velvet, in black, navy, brown and taupe, and duvetyne, in fur shades.

The silk and velvet bags are \$12 each and the duvetyne bags are \$15. Considering their beauty and fashion they are very moderately priced.

(Main Floor, Chestnut)

Dainty Camisoles and a New Kimono

are all of the popular crepe de chine, and all so new and dainty they are sure to have many admirers.

The kimono is of crepe de chine in that lovely shell pink. It is shirred over the shoulders, is generously cut, and the price is \$13.85.

A new camisole of flesh pink is trimmed with lace and hemstitching, has ribbon shoulder straps and is \$8.

And another style of white crepe de chine is trimmed with lace and has lace shoulder straps. It is \$3.15.

(Third Floor, Central)

Wanamaker Special Corsets New Styles Arrive

Although they do have such small prices, these corsets are cut along excellent lines and are well boned. They are made especially for us.

Notice the straight lines in the new models, the low tops, and there are both the shorter and longer skirts for short and tall women.

In white and pink coutil at \$3 and \$2.75 and in pink broche at \$5.

(East Aisle)

Women's Beautiful Plain Pumps

Women looking for dainty turned sole, Louis heel pumps in perfectly plain lines will find some beauties in the Exclusive Little Boot Shop. Some have two-inch high Louis heels and others have baby Louis heels.

In patent leather and dull black calfskin they are \$12.50 a pair, and in tan Russia calfskin they are \$13. Both styles have Louis heels.

(First Floor, Market and Juniper)

What a Wonderful Chance to Get a Whole Winter's Supply of Shoes at Low Prices

In the Wanamaker Extraordinary Sale

For three days we have been selling men's and women's fine shoes at amazingly low prices, just as fast as they could be wrapped up.

It has been such business as would have cleaned out the ordinary kind of shoe store clear down to the bare boards.

But to look at our stocks you would never know they were diminished.

There are still in the Sale thousands and thousands of pairs of shoes—just the fine, new Fall and Winter fashion shoes that everybody is looking for right at this moment.

The savings are notable and genuine. In most cases they are as much as half.

Women's Low Shoes at \$4

Oxfords and pumps in black and tan have sold rapidly, but you can still get them in the morning.

Women's High Shoes at \$5 and \$7

are meeting the greatest commendation. They are really wonderful for the money. They are in various good styles, in patent leather, dull black calfskin and tan calfskin; some with cloth tops. There are Cuban, Louis and Military heels, and button and lace styles.

Women's Fine High Shoes at \$8.75

Made by a famous Philadelphia factory and among the finest in the country, include patent leather, brown kidskin, gray kidskin, dull matt kidskin and tan and black calfskin, with various fashionable tops and mostly with Louis heels; some with Cuban heels.

Women's Fine Low Shoes at \$9.75

include black kidskin, tan and black calfskin Oxfords usually sold for more than double this price. They are likewise from Philadelphia's most famous factory.

Men's New Fall Suits Are on Show

A small but distinguished collection ready in the Men's Clothing Store.

A little roomier than last year.

Much better in tailoring.

And smarter in every way.

(Third Floor, Market)

Brown Suitings for Fall London's Favorite

The beautiful new fabrics for Fall and Winter have arrived in the Men's London Tailoring Shop, and they show that the dominant color note in England is brown.

Most noteworthy of all the goods are the Scotch suitings in plaids and fancy patterns in various shades of brown and heather mixtures.

Besides these there are the new West of England tweeds, the beautiful angelas and the fine cassimeres.

Custom-made suits of these fine fabrics, admirably tailored and in the best of fashion, are \$100 to \$135.

We are also showing the new overcoatings in Shetlands, vicunas and lamb's-wool.

Overcoats made to your measure of these materials are \$105 to \$135.

(The Gallery, Chestnut)

Men's Rich New English Sweaters and Sports Coats

The Men's Wear Store is just now showing a lot of new importations in men's sports coats and vests and sweaters that are unequalled in this city. They are the styles, the patterns and the colorings most favored to-day on the golf courses and the other fields of sports in England.

One of the most notable garments is the English pullover sweater in pure white worsted with bands of gray regimental colors around the V neck, the wrists and the bottom of the sweater. Price \$16.50.

Then there are Scotch wool vests in the most fascinating designs and a great variety of colors, including the canary shade which is in such great vogue abroad. These are \$15 and \$20.

The sports coats are of many fabrics and a remarkable range of designs and colors. The fabrics include Australian wool, merino, cashmeres and Shetland-weave worsteds, and among the latter will be found the ubiquitous canary coat in all its glory. Prices of the coats are \$18 to \$35.

(Main Floor, Market)

Housewares Sale Specials

Wanamaker lockstitch sewing machines at \$35.

Sixteen-section dress forms, adjustable at every necessary point, \$18.75.

Matting-covered utility chests, with swinging lid, \$4.85.

(Fourth Floor, Central)

Cooking Sets for Domestic Science Classes

are in request just now, since school has opened. The sets most used are of white lawn, and there is an apron, a cap and sleeves.

\$1.25 complete.

(Third Floor, Central)

Two Good New Room-Size Rugs

Seamless velvet rugs in beautiful designs and colors, 9x12 ft. size, \$75.50.

Tapestry Brussels rugs of the better sort, 9x12 ft. size, \$61.50.

(Seventh Floor, Chestnut)

Men's Heavy Walking Shoes at \$4.75

These are plump black veal leather blucher made over an army last.

Men's Fine High Shoes at \$7.75

Splendid choosing among black and cordovan and tan calfskin, dull black calfskin, brown and black kidskin in straight lace and blucher styles and many toe shapes.

(Main Floor, Market)