

Organ Programs at 9, 11, 4:50  
net 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  
Fair

# Certainly It Is Like a Bit of Paris in Wanamaker's This Morning

## Noah Webster the Old Dictionary Maker Says a Fable Is

an invention or fictitious narrative  
to enforce a precept.

Aesop, a slave, was a fable maker,  
and it was he who said he meant to  
convey truth by an allegory to assist  
one to remember it better.

For example:

A hungry bear wandered from the  
forest into a homestead clearing,  
through an open gate where the  
beehives were, and a bee stung him.  
Maddened by pain he ran back and  
for revenge overturned the beehives,  
which so angered the bees that the  
whole swarm turned on him and he  
was wounded from head to tail.

While licking his sores, he realized  
how much better off he would have  
been if he had not become resentful  
and provoked a whole family or  
community.

A very little lamp upset in a stable  
started the great fire at Chicago.

[Signed] *John Wanamaker*  
Sept. 13, 1920.



## Paris Sends

### First of the New Metal Laces

"Laces and velvets," that is what the city-  
that-makes-fashion says in every letter.

And so the most gorgeous metal laces you can  
think of will be used for evening gowns, and, in  
a lesser degree, for matinee, theatre and dinner  
frocks. These first arrivals are wonderfully  
beautiful—bright gold, dull gold and steel effects  
on metallic nets and in new patterns.

They come in matching sets of insertions and  
edges from 5-inch width edges and insertions at  
\$2.75 a yard up to 36-inch flounce at \$20 a yard.

(Main Floor, Central)

### Splendid New Long French Gloves

Ordered months ago, when skins were not so  
high, these gloves were made especially for this  
Wanamaker Glove Store. They have been a long  
time coming—but to get long gloves at such prices  
was worth waiting for! They are of beautiful  
quality, and kinds most fashionable now—

Long kid gloves in black, white, brown or mode  
—8-button length, \$5.50; 12-button length, \$6.50;  
16-button length, \$8.

Long suede gloves, too—in black or white,  
8-button length, \$5; 12-button length, \$6; 16-but-  
ton length, \$7.

They couldn't come at a more opportune time!

(Main Floor, Central)

## New Fur Wraps of Rare Beauty

They are of natural mink, of beautiful sables,  
of squirrel, of Hudson seal (died muskrat) and  
of mole.

They show the trend of the new fur fashions  
for the Winter of 1920-1921.

It will give us much pleasure to show them  
to you.

(Second Floor, Chestnut)

## Glorious New Silks!

France, in her love for brilliant effects, sends  
a number of exquisite metal brocades. They are  
marvelously beautiful and in the richest designs  
woven with gold or silver threads against a back-  
ground of black. Or silver on white, and there  
are a few colors. Narrow widths, \$7 a yard.  
Wide widths, \$22 and \$30 a yard.

New American all-silk duvetynes as soft and  
graceful as anything could be, in the new red,  
jade and beige, 36 inches wide, \$11 a yard.

And, going down the list of new silks, one  
finds lovely new crepe de chine, new pure dye  
black silks and new white silks of various kinds.  
All are priced lower than a year ago.

(First Floor, Chestnut)

## A Few New Novels

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

"The Foaming Foreshore," by Samuel Alex-  
ander White. A vivid story of a shipwreck and  
a romance on a strange shore. \$1.50.

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

(Main Floor, Thirteenth)



## Presenting This Morning the Authentic New Modes in Paris Millinery

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  
Alice and Nora  
Marcelle Demay**

**Odette  
Jeanne Duc  
Verlaine**

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

### There Is a Furore 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  
(Second Floor, Chestnut)

upright, 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 beau-  
tiful velvets.

On the wide-brimmed hats, which have sweeping  
lines and little trimming, you will see great pins of  
gleaming 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!

## Young Women's New Fashions

New cloth gowns of serge and tricotine, chiefly  
in dark blue, are \$68.50 to \$97.50.

New afternoon gowns oforgette and taffeta,  
\$65 to \$132.50.

New evening dresses of taffetas, oforgette  
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 26 year sizes.

(Second Floor, Chestnut)

## 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. \$380 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)

## Wanamaker Special Corsets in New Styles

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 \$3.75 and  
in pink broche at \$5.

(East Aisle)

## 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)

## You Can Hear the World's Greatest Pianists on the Ampico Today

at 1:30 and 2:30 in Egyptian Hall

The artists are Rachmaninoff, Godowsky,  
Rubinstein, Levittski, Ornstein, Moiseiwitch,  
Kreisl, Schnitzer.

Rachmaninoff plays his Melodie, Prelude in G  
Minor and Prelude in C Sharp Minor; Godowsky  
renders Liszt's Etude No. 2 and Chopin's Scherzo,  
Op. 39, in C Sharp Minor, with equally classical  
selections by the other artists.

(Second Floor, Market)

## A Particularly Good Sale of Stockings

About \$50,000 Worth 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, 75c.

### (A Notable Disposal on the West Aisle)

All the cotton and lisle stockings  
have just been received from Europe.  
The silk stockings are fine new  
American goods.

The prices that you will find on  
them this morning are notably low—  
only a little above half of market  
values.

The goods are all so desirable that  
there is sure to be a great demand  
for them, and we have therefore given  
over the whole West Aisle to the  
disposal.

The stockings are all fresh, sea-  
sonable 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, and get a full  
Winter's supply.

### Women's Cotton Stockings

At 50c a pair, black and white, full-fashioned  
imported cotton hose. Sizes 8 1/2 to 10 1/2.

(West Aisle)



### Women's Lisle Stockings

At \$1 a pair, black, white, navy, cordovan,  
African brown and smoke, full-fashioned imported  
lisle hose. Sizes 8 1/2 to 10 1/2.

At \$1.25 a pair, beautiful openwork ankles; full-  
fashioned imported black, white, navy, cordovan,  
African brown and smoke lisle stockings. Sizes 8 1/2  
to 10 1/2.

### Women's Silk Stockings

At \$1.10 a pair. Black, white and cordovan,  
full-fashioned silk stockings, "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 openwork ankle silk stockings.

### For Men

At 50c a pair, full-fashioned imported black cot-  
ton half hose. Sizes 9 to 12.

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

## Ready With Men's Smartest English Sweaters and Sports Coats

Sports coats, vests and sweaters that are most  
favored today on the golf courses and the other  
fields of sports in England.

One of the most notable garments is the Eng-  
lish pull-over sweater in pure white worsted with  
bands of gay 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  
bewildering range of designs and colors. The  
fabrics include Australian wool, merino, cash-  
meres 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)

## 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)

## Housewares Sale Specials

Wanamaker lock-stitch sewing  
machines at \$35.

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

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

(Fourth Floor, Center)

## Bags and Bag Tops in Sterling Silver

Mesh bags in the new long, graceful shapes,  
with a mesh as fine and soft as silk and with  
strap or chain handles, \$48 to \$70. There is one  
thing every woman likes about a silver mesh  
bag, and that is that it can be carried at every  
hour of the day and to the most formal affairs.

Bag tops, reproductions of antique patterns  
for women who want to make their own bags, \$30,  
\$33 and \$34. Frames from 5/4 to 7 1/4 inches.

(Jewelry Store, Chestnut and Thirteenth)

## 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)

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

In the Wanamaker  
Extraordinary Sale

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.

It is the one big opportunity of the Fall.

### Women's Low Shoes at \$4

Oxfords and pumps in black and tan, wonderful  
for the money.

### 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 kid-  
skin and tan and black calfskin, with various fash-  
ionable 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.

### Women's High Shoes at \$9.75

are of a Philadelphia brand regarded by many peo-  
ple as the finest in the world. They include patent  
leather, brown, gray and black kidskin, dark calf-  
skin and tan calfskin; all with high cloth or kidskin  
tops, with about equal choice among Cuban and  
Louis heels.

(First Floor, Market)

### Men's Heavy Walking Shoes at \$4.75

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

### 1200 Pair Men's Fine New Oxfords, Just in, at \$7.75

Brogue oxfords in the most up-to-date style in  
cordovan, chocolate color and Russia calfskin. There  
are three lasts, all of them the brogue pattern, so  
that every taste can be satisfied. Sizes for all feet  
that usually buy ready-to-wear shoes.

### 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)