

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
 Fair

Every Store Does Its Best, but Some Bests Are Better Than Others

That It Is Next to an Impossibility to Please Everybody

is well illustrated by the hundred-year-old fable of the farmer, his son and the little pony, on the road to the horse market, to sell the little horse.

To get the best price for the small animal for the farmer, in reduced circumstances, they concluded to not give him any load to carry, but a man passing them on the road said it would do no harm for the farmer's son to ride him.

Coming along later, a party of men and women said, "Look at that good-for-nothing boy riding and letting his father trudge along on foot!" So the father climbed up and sat behind his son.

By and by more travelers came along and said aloud, for everybody to hear, "What a shame for two men to be on that little beast's back! It is enough to kill him." Whereupon the father and son got off the pony and the whole three walked to town, saying to each other, "Trying to please everybody pleases nobody."

And yet—this New Kind of Store has agreeable recollections, of the past sixty years, of trying to please.

[Signed] *John Wanamaker*

September 14, 1920.

NOT a Day Too Early for Women's Fur-Trimmed Coats

Furs, as you may know, are now being worn at every season of the year. And women are already beginning to ask for these coats.

For \$72.50 are plain velour coats with large collars of French seal (dyed) cone) and at \$88.50 a very good model in plain velour with huge collar of nutria.

The very handsomest of all, however, is a beautiful evora, one of the new unbelted styles, with a cape collar of Australian opossum. This one is \$168.

(First Floor, Central)



Presenting the New Reynier Gloves for Autumn and Winter

Women who know and appreciate these finest of French gloves will be glad to know of the arrival of some French cases—which hold these desirable kinds:

Short kid gloves in black, white, tan or brown, pique sewn and with two clasps, \$5.50 a pair.

Short gloves of kidskin, with contrasting hems—black with white and white with black, have two-button fastening and are pique sewn, \$5.50 a pair.

Overseam sewn gloves, with three clasps, in black, white, gray, tan, brown or mode, \$5 a pair.

Long kid gloves, of suede or kid, in black or white, 12-button length, \$8 a pair; 16-button length black or white kid, \$10.50 a pair.

These gloves are of beautiful quality; they are all of new, fresh and flexible skins, and they are to be found in Philadelphia only at Wanamaker's.

(Main Floor, Central)

Hand-Made Blouses From Far-Off Islands

One group of blouses is from Porto Rico, and these are dainty, pretty affairs of fine white voile or sheer batiste. Some are trimmed with the drawnwork which is so much admired, others are hemstitched, and all are in pleasing styles and good taste. They are entirely hand made, of course, and the prices are \$5.50 and \$7.75.

From the Philippine workers comes another group of blouses, these in many good styles, all done by hand, variously trimmed and embroidered, and also of voile or batiste. They are \$8, \$9.50 and \$12.

(Third Floor, Central)

Plaid Skirts and Pleated Skirts for Young Women

Some of the pretty new plaid skirts are in plain tailored styles; some of the new pleated skirts are of soft wool checks and plaids; sometimes they are both plain and pleated. There is quite a collection just in of these desirable separate plaid skirts, and school and college girls like them because they may be worn with sweaters and sports jackets.

There are many styles, there are gay and subdued colors, and the prices go from \$10.50 to \$25.

(Second Floor, Chestnut)

FASHION



Wonders in Stitching Are Achieved in Women's New Gowns

They are so beautiful with just the stitching alone that no other form of trimming is needed or desired. Paris, needless to say, is responsible for the idea, and every one of these gowns are faithful reproductions of French models.

One of the prettiest of all is a loose chemise dress of Royal blue satin, stitched in large squares. It is finished with a deep hem of navy blue tricotine. On another a smart midnight blue tricotine, the bands of

bright green satin are stitched across in dark blue.

Still another form of stitching is on a street frock, the square design giving 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.

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

(First Floor, Central)

New Decorative Scarfs in Velour and Tapestry

To make them even prettier they are finished with a dull metallic braid. They are intended for either the top of an upright piano or a table and they answer the purpose admirably.

Because these scarfs are made in our own factory during the dull season, prices are much less than they would otherwise be. \$7.50 to \$27.50 each.

(Fifth Floor, Market)

Newest Velour Suitings Are in Various Checks

The background being in the lighter color of tan, bright blue, green or other colors with a crossing of a darker shade or black.

These suitings are all-wool and have the desirable soft finish. They are considered very fashionable for women's suits, skirts, dresses or pleated skirts. They are 54 inches wide, \$5, \$6, \$7 and \$7.50 a yard.

(First Floor, Chestnut)

Jasmine Is Such a Fragrant Scent

it is quite easy to understand why so many women like to use it.

The Queen Mary Jasmine Extract is a delicious scent, sweet, but not too heavy—\$5 a bottle.

Queen Mary Jasmine Toilet Water, a generous-sized bottle, is \$6.

(Main Floor, Chestnut)

Maids' Aprons of Many Kinds

New supplies are here now, and we have all the desirable kinds in the wanted styles.

There are aprons for morning and afternoon and dinner use, aprons for parlor maids and personal maids.

They are of good white materials, are variously made and trimmed, many with ric-rac work, and the prices go from 85c to \$5 each.

(Third Floor, Central)

Plenty of Those Wonderful Stockings Left With the Prices Away Down

The cotton and lisle stockings are a foreign shipment—just arrived a year after they were contracted for.

The silk stockings are of home manufacture and splendid value.

The very opportunity to get your season'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 openwork ankle, 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 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 cotton half hose. Sizes 9 to 12.

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

(Main Floor, Market)

Pots and Kettles and Pans and People

There is as much difference between pots, kettles and pans as there is between people.

The only excuse for some kinds of these articles is that there are people who buy them because they think them "cheap." In fact they are "cheap"; that is, "cheap" in quality.

We are holding a housefurnishing sale that is based on quality all the way through.

It embraces more than 76,000 articles, from scrubbing brushes to sewing machines, and every one of them is a standard article of its kind.

There is only one way to judge a housefurnishing sale or any other kind of sale, and that is by the goods and the prices.

There are no better housewares made in America than the kinds offered in this sale.

There are no wares of the kind offered at any prices that are as good an investment.

We will not sell you a cooking pot for a quarter, because we cannot do it with safety and honor. We will sell you one for 45c that carries a chemist's certificate for safety. The other kinds should carry insurance and sick benefits, but they don't.

We will sell you the best roasting pans made. We could, but would not, sell you worse ones for less. The difference is that ours are roasting pans, the others rusting pans.

A wash boiler wears first and most in the bottom. Ours are copper bottomed and substantially reinforced to stand the extra wear.

A garbage can wears in the same place. The bottoms in ours are inset so they don't touch the ground and are well protected by a deep flange or rim of metal to obviate dents and shocks.

You may be able to get "cheaper" housewares than ours.

You cannot get better. It is better to save a real 20 per cent on Wanamaker housewares that will serve and last than a doubtful 40 per cent on wares that will do neither.

Good Brooms at 75c, 85c, 95c Each

Good corn brooms, well made and wonderfully good value.

The maker let us have just so many to sell at production cost.

(Fourth Floor, Market)

100 French Jacquard Blankets for Only \$14.50 Each

An importer ordered these blankets some years ago, but delivery was delayed, and when he came to pay for them he found himself much advantaged by the variation in the exchange rate in the meantime.

Back in 1913 we ourselves imported similar blankets from France, but they sold them at a price considerably higher than these are marked.

In the open market today they are costing something like 33 1-3 per cent more than our price for this lot.

They are Jacquard blankets, 85 per cent wool, and unusually large—76 to 82 inches wide; 89 to 90 inches long, fitting any full-size bed and ample enough to tuck under. They weigh 4 to 4½ pounds.

Handsomely designed in gray with a blue floral over-design on either end, some in a rose over-design. The best offering of the kind in several years.

(Sixth Floor, Central)

New Books

It's a Good Old World, by Bruce Barton. A collection of common-sense talks by a man who refused to be discouraged. \$1.50.

Surprises of Life, by Clemenceau, famous War Premier of France. Vivid, graceful stories of provincial life in France. \$1.90.

Casting Tackle and Methods, by O. W. Smith. Imparting the priceless wisdom of forty years of angling. \$3.

Letters From the Kaiser to the Czar, by Isaac Don Levine. Not the "Willy-Nicky" letters made public in 1917, but another lot. They reveal much of the former Kaiser's secret ambition and real character. \$3.

(Main Floor, Thirteenth)

New in the Art Needlework Shop

Now that the new stamped pieces are coming in and there is so much to see and know about, the Art Needlework Shop is a most interesting place for the woman planning work for the autumn and winter.

There are new stamped dresses for little girls—party and play frocks, school dresses and others. These are in new and attractive styles, and range in size from babies' dresses to 12-year-old sizes. The new wool embroidery is a particular feature.

New lunch sets, too, are ready, and new scarfs and covers—some in the Jacobean designs.

New pillows, floor and sofa pillows are ready—and the floor pillows are in Poiret effects and gay colors.

There are also new bridge sets, new tea sets, breakfast cloths and new felt work pieces.

The patterns are interesting and new, and the prices moderate—and, of course, all the materials needed are here.

(Second Floor, Central)

Practical Handkerchiefs for Women and Men

Women's medium-weight handkerchiefs of medium-weight Irish linen, are \$2.75 a dozen. Men's handkerchiefs of good weight and firm, good grade linen are \$4.20 a dozen.

Both kinds are the practical, plain hemstitched style, with narrow hems, and both are useful everyday kinds.

(West Aisle)

Metal-Embroidered Flources for Evening Gowns

Lovely beyond description, and besides the metal thread, which may be of gold, silver or steel, they have braid to carry out the heavier part of the design and beads to give the scintillating effect.

In navy blue, brown or black, 40 inches wide, \$10.85 to \$14.75 a yard.

(Main Floor, Central)

The Warmth of Flannelet Nightgowns

is surely welcome on cold nights! Already many women are asking us for them, and this is to say three new styles are here.

They are all in striped flannelets, in pink and blue and other combinations, and they are made with yokes and high round necks or turn-back collars and trimmed with fancy braid. \$2.35.

(Third Floor, Central)

Good Undermuslin Materials With New Small Prices

This, too, being the time that women want such supplies and they will find the savings in the cost well worth while.

For 10-yard pieces nainsook, \$3.75 a piece. Longcloth, \$3.15 and \$4.50 a piece.

Also there is still some of that pajama check left, 36 inches wide, for the special price of 38c a yard.

(First Floor, Chestnut)

Frolaset The Front-Lace Corset

More and more women are wearing this style of corset and there are now models for slender, average and larger figures.

One thing that women like about them particularly is that they give plenty of room for breathing, while keeping to snug lines. There is an elastic across the back for this purpose.

In durable coutil or fancy broche, topless or low bust, \$5 to \$12.

(Third Floor, Chestnut)

These Are New Autumn Styles in Men's Hats



Nearly Every Man Wants a Soft Hat Right Away

And most men want them right in fashion. Some old-fashioned soft hats are said to be in the market—dealers anxious to part with them at any price.

Ours are the latest and they are the best. Good, sound felts that won't droop and flap. It is best to get the best.

Prices are \$6, \$8 and \$10, and the styles are exclusive.

(Main Floor, Market)

First of the Men's Light-Weight Overcoats Are Here

Hardly anything in the way of a garment comes so near to an insurance policy as a light-weight overcoat.

It enables a man to slip with safety and comfort from the warmth of Indian Summer into the chill of early Winter.

We haven't a complete stock of these coats as yet, just a good and very interesting showing, in grays, tans, greens and herringbone effects, made of all-wool fabrics, finely modeled, tailored and finished.

Prices \$45 to \$80.

(Third Floor, Market)

It Is Evident That the Shoe Sale Is Doing Lots of Good

Men and women who were watching prices all along the line with much dissatisfaction, and expecting to pay high figures for their Winter footwear—and were holding off till the last minute—are coming in now and getting their whole Fall and Winter supplies at low figures.

The finest tan shoes made in Philadelphia for women are here, both high

and low, in full size and style ranges, for only \$9.75 a pair.

Other low shoes for women, at \$4. Other high shoes for women, \$5, \$7 and \$8.75.

(First Floor, Market)

Fine low shoes for men—splendid, fashionable brogue Oxfords in brown, cordovan and tan and black Russia leathers, \$7.75.

(Main Floor, Market)

New Arrival of Whittall Anglo-Persian Rugs

This new shipment just opened up brings our assortment to a wonderful degree of completeness.

Fine rugs of this class are very scarce at the present time, but we have here what we believe to be unrivaled showing, ranging all the way from 27x54 inches to 11.3x15 feet.

27x54 inches, \$19.75
 36x63 inches, \$31

4.6x7.6 feet, \$66

6.9 feet, \$119

6.9x12 feet, \$159

8.3x10.6 feet, \$175

9.15 feet, \$264

10.6x13.6 feet, \$297

11.3x15 feet, \$330

Also a good selection of Whittall Anglo-Persian runners, 2.3x9 feet, \$39.50.

(Seventh Floor, Chestnut)

Sparkling Treasure of Cut Crystal in the China Sale

Every piece one-fourth to one-third less than our own regular prices.

Every piece of our own regular quality.

Every piece an acceptable gift or a good thing to own at the price.

A wonderful opportunity for buyers of wedding gifts—it will even pay to anticipate Christmas at such savings.

Some of the September prices are:

Bowls, 8 inches, \$4.75

Nappies, \$2.75

Bonbon dishes, \$1.50

Sugar and cream sets, \$3.75

Vases, 3 inches, \$8.50

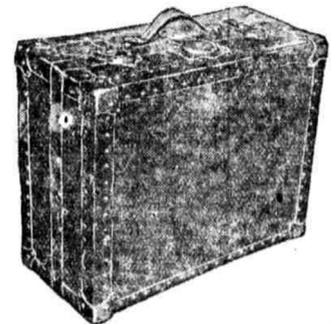
Fruit baskets, 12 inches, \$5.50 and \$8.50

Low flower bowls, \$13.75

Nut bowls, \$2.50

Punch bowls, \$20 and \$27.50.

(Fourth Floor, Chestnut)



We Have Just Obtained 1500 More of These HAND-TRUNKS at \$6 Each

This is a sort of sawed-off steamer trunk in appearance, and it looks as if it would last for 100 years.

It is 20 inches long, 16½ inches high and 9 inches thick, made of heavy, indestructible fiber and with the lock and clasps and corner buffers of a trunk.

It will hold twice as much as the average suitcase, yet it isn't too big to take along as hand luggage on a railroad trip; and it will fit neatly on the tonneau floor of an automobile.

The lock and clasps and buffers and

hinges alone look as if they were worth more than \$6.

Yet you get the whole outfit for that price.

The reason is that the thing is really an army officer's field desk and filing cabinet—fully fitted up inside with filing devices.

But the demand for army officers' field equipment no longer exists.

So, you can get the case for \$6—and dump out the filing devices—and you have a dandy little hand-trunk that you can travel clear around the world with.

(West Aisle)