

Organ Programs at 9, 11, 4:50  
Brief services at 11:55, with Chinese  
and strokes of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# Upsetting All Your Ideas About the Prices of Oriental Rugs

## A Sale That Is the Best Occasion Since 1912 to Get Beautiful Carpets and Small Rugs

### \$200,000 Worth of Newly Imported Pieces Marked a Third to a Half Less

THE greatest Oriental rug sales ever known in America have been held in this Store. But, as in the case of all other goods, the great war had a tremendous influence on the prices of Oriental rugs.

Here is a sale that brings us back practically to a pre-war basis—not, mark you, an offering of a few groups of pieces such as might chance to be offered at abnormally low prices at any time, but a gigantic movement, bringing more than \$200,000 worth of Persian, Caucasian, Chinese and Asia Minor rugs in a marvelous assortment of sizes and a wealth of colors and designs, every rug in the collection marked to sell for one-third to one-half less than prevailing rates.

In its scope and unusualness we might call it an old-fashioned Wanamaker Oriental rug sale.

Not since 1912 has there been any such occasion.

Most of these rugs are now at less than today's import cost.

And most of them are rugs recently imported—the first large direct imports for many years.

A very large proportion are rugs taken from our current stocks and marked down one-third to one-half. The combined collections represent the largest offering of such goods in a very long time and provide an opportunity such as has never, perhaps, been known outside of Wanamaker's, and one that is undoubtedly without a rival anywhere in America today.



The chief groups in the great collection are carpet-size Serapis, Kermanshahs, Saruks, Araks, Mahals and Asia Minor pieces.

There is also a large selection of smaller weaves presenting many unique opportunities.

### The New South Stands Up Today With a New North

to do large things for this great United States of 48 loyal prosperous states.

There are fewer differences between the 48 states and the north and south than ever before in the 48 distinct states. We are one for all and all for one.

Rise up ye great States! all ye people! for the something larger than partisanship and celebrate your centennial of 150 years by showing your unity in 1926 and what you really are to the world.

[Signed] *John Wanamaker*  
September 15, 1920.



### Exhibition of Dahlias in University Hall (Eighth Floor, Market) Thursday, Friday and Saturday

A surpassing assemblage of Dahlias is something every lover of flowers and of beautiful things will want to see.

The blooms have been grown expressly for us on the Peacock Dahlia farms; and the noted dahlia expert,

Mr. L. K. Peacock

will give an illustrated talk each day at 2:30 P. M.

showing on the screen colored pictures of various dahlias in all the loveliness of their true, natural shades. He will also give a practical illustration of the proper process of disbudding, whereby the size and beauty of the blooms may be enhanced to the fullest degree.

The exhibition embraces an infinite variety of blooms, including the world's most beautiful dahlia, the John Wanamaker.

Also there are cactus dahlias, decorative dahlias, duplex dahlias, peony flowering dahlias, ball dahlias, pompon dahlias, century dahlias, single dahlias and collarette dahlias.

Orders taken for the bulbs of these blooms will be delivered during the latter part of May, 1921. Season for planting, May 15 to June 15.

The dahlia is named after Dr. Dahl, a Swedish botanist, who did much for its culture. His original idea was to cultivate it as an edible tuber.

It was originally discovered in Mexico, sent to Spain in the 18th century and in succeeding years the seeds and tubers were brought into England and France. (Eighth Floor)

### Women's New Sports Suits

Permit Many Fashions and Fabrics

In other words it is getting away from the out-and-dried idea of a sports suit and making it a garment becoming to every woman, for in these days there are precious few women who don't wear a sports suit.

Some coats are plain, others box-pleated or with inverted pleats. Some are plain above the belt and have inverted pleats below it. Tiny buttons in rows edge the seams, in certain cases. The newest wool jerseys have tuxedo collars of brushed wool, making a very pretty finish, or even Australian opossum collars.

And, in materials, one may choose tweeds and mixtures, wool Jersey or the softest velour checks in delightful colors. Prices begin as low as \$35 and go to \$57.50. (First Floor, Central)

### Brand-New Dark Blue Serge Dresses for Girls

\$20 for a simple little dress with pleated skirt and a straight bodice trimmed with embroidery in bright colors. It has round neck and short sleeves.

\$20 for another style with a pleated skirt of blue satin and a serge blouse with square neck and just enough light green embroidery for prettiness.

\$28.75 for a smart little frock, also with pleated skirt and embroidered blouse—and a pleated frill of the serge around the neck and sleeves.

\$28.75 for the last frock which is also a pleated skirt one, with an Eton-like jacket which opens over a rose-funnel vest, has two rows of tiny silver buttons down the front and is finished off with a gay sash of Roman silk.

8 to 14 year sizes. (Second Floor, Chestnut)



### The New Dress Blouses Are Lovely

Very often they are of crepe Georgette, for this fabric lends itself admirably not only to the winter fashions but to adornment as well, and forms just the background for beading, embroidery or real lace.

Many of the new models are in the overblouse style, though there are any number of smart blouses to wear inside the skirt, too. Some have sashes which tie in back, some have narrow girdles. Jet and dark beads are much used; so, too, is real lace, particularly filet and Irish, the latter sometimes dyed.

But not all are of crepe Georgette, for some are of satin, some of taffeta and crepe de chine. They come in black and blue, of course, and the fashionable hues of the winter. Sleeves are long or short—three-quarter length are much liked.

Of the finer blouses we usually have but one of a kind, so that there is a bit of wisdom in selecting your blouse early.

\$12 to \$35.

(Third Floor, Central)

### Women's New Plaid Skirts Give the Striped Effect

Something in the pleating is responsible, and it is so cleverly done that it is really beautiful.

Women who have seen these skirts say that they are the prettiest they ever saw, and many are being sold these days. Blue with tan and black with white are the favorite combinations of colors, but there are several others. \$25 to \$35 are the prices. (First Floor, Central)

### Switzerland Sends Charming New Sports Scarfs

They are artificial silk, very brilliant, in a good size and weight.

At \$9.50, drop-stitch weave in pink, cerise, turquoise, buff, corn, dark brown, lavender, purple, sky, navy, white, black, green and henna.

At \$12, white with contrasting stripes in lavender, purple, pink, cerise, wine, black, royal blue, sky, turquoise, henna green and brown. (First Floor, Market)

### After All There's Nothing Like a Parisienne Corset

A woman may look far and wide, but she will not find any finer corset in this country, and women who wear these corsets know this well.

Among the newest models for Fall and Winter is one in plain pink tulle, very low top, \$11.50.

Another of fancy pink satin-finished material, trimmed with pleated net and ribbon, \$13.

And a beautiful topless model of fancy pink batiste, slightly higher, with gore in back and long skirt, \$17.25. (Third Floor, Chestnut)

### Sleeping Comfort for the Baby

Even if the baby sleeps outdoors he'll be quite comfortable and cozy in one of the new and pretty sleeping bags. They are of soft, warm eiderdown, in white, with pink or blue binding, and are \$5.

Blankets with nursery figures are \$1.50 to \$1.85. Pink or blue figured sleeping bags are \$3.75. White blankets with pink or blue stripes, \$4.75 to \$5.50, according to size and quality. (Third Floor, Chestnut)

### Now Is the Time to Fill Up the Stocking Box While Prices Are Low

Women's good cotton stockings at 50c a pair.

Women's lisle stockings at \$1 and \$1.25 a pair.

Women's silk stockings at \$1.10, \$2, \$2.50 and \$4.50 a pair. (West Aisle)

Men's cotton half hose at 50c a pair.

Men's silk half hose at 75c a pair.

All of these have been diligently compared through the city and no values found to equal them.

They are 30 to 40 per cent lower than similar qualities to be found elsewhere. (Main Floor, Market)

### Envelope Chemises of Crepe de Chine

\$3, \$3.50 and \$3.85 is the way their prices run, and they are of good quality crepe de chine, in pretty styles.

Some have Valenciennes lace and insertion for trimming, some are tucked, and others have Georgette crepe tops by way of adornment. (Third Floor, Central)

### China and Glass and Economy

These are a few of the outstanding and, as we believe, unmatched offerings in the September Sale.

Domestic porcelain dinner sets of 106 pieces in white and gold at \$16.50.

Domestic porcelain dinner sets of 106 pieces, border patterns, coin gold handles, at \$20.

English porcelain dinner sets, 106 pieces, several border patterns, at \$35.

French China dinner sets of 106 pieces, flower spray with coin gold handles, at \$37.50.

French China dinner sets, 106 pieces, border patterns, coin gold handles, at \$85. (Fourth Floor, Chestnut)

### Flannel and Serge Middies for Schoolgirls

Well-cut, attractive new middies are of serge or flannel in bright red, a pretty green or navy blue, and they are made in several good styles. They are useful for school, and for winter sports generally.

\$8.50, \$10 and \$15, and 8 to 18 year sizes. (Second Floor, Chestnut)

### The London Shop Has Just Received Very Unique and Novel Sports Coats

Straight from Switzerland by parcel post very beautiful and novel brushed genuine silk sports coats in two styles of stripes. This means that they are shown here almost as soon as they are seen in Paris and London.

The price is \$85. (London Shop, the Gallery, Chestnut)

### More of Those Splendid \$9.75 Shoes for Women in the Extraordinary Sale

All the \$9.75 shoes for women in this sale come from Philadelphia's most famous maker and are his best grades, regularly sold at almost twice as much.

The shoes added to the sale are all high shoes, including:

Tan calfskin lace shoes with military heels. Black glazed kidskin lace shoes with military heels. Tan calfskin lace shoes with fawn color cloth tops and Cuban heels.

These are an addition to the nearly one dozen different styles from the same maker already in the sale.

Other high shoes for women at \$5, \$7 and \$8.75. Low shoes for women at \$4 and \$9.75. (First Floor, Market)

High shoes for men at \$4.75 and \$7.75. Low shoes for men—fine brogue Oxfords in brown, cordovan and tan in several shades and black calfskin—\$7.75. (Main Floor, Market)

Persian Saruk Rugs			
13.6 x 9.5	\$995	11.7 x 9.3	\$855
9.8 x 7.6	\$675	10.2 x 7.2	\$675
11.8 x 8.4	\$865	10.4 x 6.10	\$615
12.4 x 8.7	\$705	10.10 x 7	\$617
12.1 x 8.9	\$825	13.7 x 10.2	\$945
12.10 x 8.3	\$798	12.1 x 8.8	\$865
		11.4 x 8.11	\$650

Small Rugs at Low Prices		
Saruks, 3x5, \$195; others averaging 4.6x6.6, at \$225.	Shirvan and Daghestan rugs, 3x5 to 4x6, \$55 to \$115.	Dozart rugs, 4.5x5.5 to 6.5x4.8, \$110 to \$175.
Persian Mosul rugs, 3x6 to 3.6x7.6, \$57.50 to \$65.	Royal Bokhara rugs, 5.5x3.6 to 6.3x4.8, \$67.50 to \$155.	Kazak rugs, 6.7x4.10 to 10.2x6.2, \$95 to \$225.

Chinese Rugs			
10 x 8	\$275	9.7 x 8.3	\$455
11.6 x 8.10	\$450	14.11 x 10.2	\$585
11.7 x 9	\$540	12 x 9.1	\$385
11.9 x 9	\$447	16.10 x 10	\$825

Rich Mahal Carpets			
11.2x7.7	\$295	11.9x8.7	\$235
10.3x8.4	\$265	11.6x9.2	\$339
10x8.5	\$225	11.11x8.11	\$349
10.7x8	\$235	18.9x13.5	\$655
10.7x7.10	\$245	18.8x14.5	\$565
10.4x8.10	\$275	12.2x8.6	\$335

Some of the Fine Serapis			
11.7x9.7	\$435	19.1x12.3	\$885
11.3x9.6	\$285	19.10x12.6	\$795
14.7x11.9	\$725	20.9x12.1	\$845
12.7x10.3	\$575	14.2x9.9	\$475
14.2x10.5	\$475	14.6x10.1	\$475

(Seventh Floor, Chestnut)