

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
Cloudy

A Sale That Brings \$200,000 Worth of Oriental Rugs at One-Third to One-Half Less Than Ruling Prices Is Unique in America Today

Let the Chamber of Commerce Form a Company to buy Hog Island and make the port of Philadelphia the biggest in the United States in the building of ships and in the commerce with the world.

What's the use of being content with the regulating of streets when the movement of the commerce of the world is in our hands if we have the courage to do more than talk about it?

Go to work and you can do a big thing for Philadelphia.

(Signed) John Wanamaker
September 16, 1920.

500 Good Umbrellas \$4 Apiece

In the 500 are kinds for women and for men, and they are good, sturdy, umbrellas, slightly and practical.

The covers are of firm American taffeta (cotton) and they have taped edges. They are made on paragon frames, too.

The women's umbrellas have handles of carved and plain mission wood with bakelite tops and rings in white or colors and silk loops.

Those for men have wood handles, mostly hook style. It's a good time to get one before the Winter rains.

(Main Floor, Market)

The Winter Hats for Girls Are Here Now

and ready for girls who want new hats for school or better wear.

Many are of lustrous velvet, sometimes stitched, sometimes plain. Others are of soft, pretty velvours or the furry, long nap heavy.

The styles are simple and girlish, the hats are always in good taste; there are light and dark colors, and the trimmings include ribbon and velvet bows or bands and streamers.

There are small and larger shapes, they turn off the face, or are in sailor or mushroom or straight-brim effects.

\$8 to \$25.
(Second Floor, Chestnut)

Crepe Blouses Trimmed With Real Filet Lace

Lovely blouses they are, all of the pretty crepe Georgette and all in flesh pink or white, whichever a woman prefers.

They are in three new and good styles, all with long sleeves, and all generously trimmed with the real filet which is so much liked.

If you have in mind a new blouse for your fall suit perhaps one of these new models will be just what you have in mind.

\$10.75, \$13.50 and \$13.75 each.
(Third Floor, Central)

New and Pretty Silk Plaid Skirting

Instead of being all silk it is a mixture of natural and artificial silk and wool which gives it greater durability.

The plaids are quite large and in many colors, like brown, black and white. They are strikingly pretty and are highly lustrous. You can use this silk skirting for either plain or pleated skirts with excellent results. 40 inches wide and \$6.50 a yard.

This is only one of the many new things that the Silk Store is showing these days. More are arriving every day.

(First Floor, Chestnut)

Pretty Petticoats of the New Autumn Silks

About this time of year she is in search of new silk petticoats to wear beneath her Fall frock or her new suit—and the new silk petticoats are here and ready whenever she wishes to get them.

Plenty of new styles are here in jersey silk, some all of jersey, some of jersey with mesaline flounces. They are in gay or more quiet tones, and plain or fancy as you like. \$5 to \$14.

And a particularly good skirt of mesaline comes in desirable colors and is \$5.
(Third Floor, Central)

Start the Schoolboy Aright With a New Suit

New clothes, like the other fellow has, give him a certain self-respect. It does mean a lot of difference to a boy.

Ready now are all sorts of Norfolk jacket suits in fancy mixtures in brown, gray and greenish tones, also plain blue chevrons and serges. The coats are cut single or double breasted with yoke or plain and some have box pleats. All the knickerbockers are full lined.

Sizes 8 to 18 years, prices \$20 to \$35.
(Second Floor, Central)

Fresh Fudge Caramels, \$1 a Pound

Chocolate fudge caramels with a layer of vanilla marshmallow between—they're delicious!

Coconut caramels, \$1 a pound.
Maple and chocolate sea foam, full of rich black walnut meats, \$1 a pound.
Fruit pastilles, \$1 a pound.
Assorted Dianas—an old-time favorite back again—\$1 a pound.
(Down Stairs Store, Chestnut)

The Exhibition of Dahlias Is Delightful

This is believed to be the most surpassing collection of dahlias ever exhibited in Philadelphia.

The blooms were grown expressly for John Wanamaker on the Peacock Dahlia Farms.

Mr. L. K. Peacock, the Noted Expert, Gives an Illustrated Talk Each Day at 2:30 showing pictures on the screen of the dahlias in their natural colors.

The wonderful John Wanamaker dahlia is a feature of the exhibition, which also includes all of Mr. Peacock's new Florida hybrids, now shown for the first time and which will be offered first by us in 1921.

Orders may be placed for bulbs, which will be delivered during the latter part of May, 1921.

The planting season is May 15 to June 15.

Saturday will be the last day of the exhibition.
(Eighth Floor, Market)

Boys' Handkerchiefs 50c Apiece

This is a style boys like—white centers with colored hems.

These handkerchiefs are of generous size; they have hems in the good colors boys like, and they are good value for 50c apiece.
(West Aisle)



This Is One of Uncle Sam's Famous Army Saddle Bags

Uncle Sam's saddle bags are the best in the world.

They are made of leather, specially selected for durability and excellence. They are put together with the care and craftsmanship of the best saddlery.

But, when the armistice came, there were thousands and thousands of these on hand that could never be used in the army, so they were disposed of at really ridiculous prices.

We have just procured a few hundred that a manufacturer took and separated from their saddle straps. On some of them he put on handles to be carried as handbags, on others, shoulder straps to be carried over the shoulder. These bags are 13x13 inches, and hold nearly a half bushel.

Let the children have them as school bags.

If you live in the suburbs it is just the thing to serve as a mail bag on the station wagon, or a tool bag or marketing bag. They are good enough looking to serve as shopping bags.

We will let them go for \$5.50 apiece—the leather in them is worth more than that.
(Main Floor, Chestnut)

The Housewares Service Is at Its Best in This September Sale

This is a housefurnishings store which aims to give good service, based on quality, at all times, but especially during the September sale.

It is living up to its purpose, for this sale is surely a wonderful thing, backed as it is by such a stock—more than 75,000 articles—everything of standard quality and at a saving of 10 to 40 per cent.

No job lots are here, no undesirable, but everything of high grade, warranted for service and priced for economy—the genuine, not the imaginary kind of economy.
(Fourth Floor, Market)

New Crackle Ware From China

Reproductions of old Chinese pieces and in the most lovely colors imaginable with fierce little dragons keeping guard on top or acting as handles.

There are many forms of vases, some of which could be converted into lamps, rose jars and a few into jardinières. You will not find the prices nearly so expensive as these prices look, \$10 to \$32.50.
(Fourth Floor, Chestnut)

We Have Sold Thousands of Pairs of Shoes Below Regular—There Are Thousands of Pairs More for Winter Wear

Women's splendid high and low shoes, the very best that are made in Philadelphia, in a wide range of styles, in all sizes, at \$9.75 a pair.

Other excellent high shoes for women, \$5, \$7 and \$8.75 a pair.

Other low shoes for women, \$4 a pair.
(First Floor, Market)

High shoes for men at \$4.75 and \$7.75 a pair.

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

SINCE the beginning of the great war there has not been such a sale and such an opportunity. Practically all of these rugs are marked at wholesale cost, very many less.

You can now buy a fine Oriental carpet—Persian, Chinese or Asia Minor—as low as you could have bought it four to six years ago.

You can choose from more than 200 smaller-sized pieces—Saruks, Kazaks, Daghestans, Bokharas, Mosuls—at something like landing cost.

The qualities are dependable and the choice beautiful.

Most of the rugs in the sale are new shipments, but a large proportion are rugs taken from our own stocks and marked at a straight reduction of one-third to one-half.

Please Observe

that this is not a "one or two of a kind" offering, embracing only a few dozen pieces, desirable or otherwise, at alluring prices.

This is a great movement involving hundreds and hundreds of Oriental rugs of all authentic and desirable kinds in an unmatched variety of weaves, sizes, colors and designs.

Chinese Carpets go from 10 x 8 at \$275 to 16.10 x 10 at \$825.

Persian Saruk Carpets from 9.6 x 7 at \$557 to 14.10 x 10.2 at \$1050.

Persian Mahals in wonderful choice, from 10.8 x 8.5 at \$225 to 18.9 x 13.5 at \$655.
(Seventh Floor)

Bright Days in the Lamp Sale

A lamp sale is the most picturesque kind of sale, lamps being so pretty and decorative in all the bravery of their trimmings.

This lamp sale of ours is more than picturesque—it is practical.

It is one of those occasions when one can just pick out the kind of lamp one's heart has been set on and buy it at one-fourth or one-third, or perhaps more off the regular price.

The same holds true of all our shades, and of candlesticks, and of metal fixtures. Of these latter we have a very fine selection ready for prompt delivery.
(Fourth Floor, Central)

The China Sale With a Strong Backbone

French, English and American dinner sets are the backbone of it.

We have sets of each nationality in as large and well-chosen an assortment as anybody can desire.

And our prices are the lowest for which sets of our kind can be had anywhere in the most excellent variety.

If you are likely to need a dinner set between now and 1921, it is not likely, in fact, it is hardly possible that you will have in that space of time such another opportunity to choose from so fine a collection at savings genuine and above board.

Please keep that fact well in mind and come in at the first opportunity to see the dinner services that are making this such a good China Sale.
(Fourth Floor, Chestnut)



Persian Serapis from 11.3 x 9.6 at \$285 to 19.10 x 12.8 at \$975.

Smaller Rugs

Saruks, \$195 to \$225; sizes 3 x 5 to 4.6 x 6.6.
Mosuls, \$57.50 to \$65; sizes 3 x 6 to 3.6 x 7.6.
Shirvans and Daghestans, \$55 to \$115; sizes 3 x 5 to 4 x 6.
Royal Bokharas, \$67.50 to \$155; sizes 5.5 x 3.6.
Dozarts, \$110 to \$175; sizes 4.5 x 5.5 to 6.5 x 4.8.
Kazaks, \$95 to \$225; sizes 6.7 x 4.10 to 10.2 x 6.2.
(Seventh Floor)



Men Who Like Really Beautiful Fall Neckties Will Carry Away These 1200 in a Hurry

Light foulard and other neckties that have been the standby of Summer are giving way to the richer and more substantial silks of Fall fashion.

1200 Rich Brocaded Silk Neckties Have Just Come In to Sell for \$1.15

We feel quite confident you will not find the like of them elsewhere at anywhere near the price—more likely double this sum.

They are in wide range of Autumn colors and designs, some fashioned of iridescent silks and others more subdued.

They are the full, flowing type and beautifully made up. Only \$1.15 each while they last.
(Main Floor, Market)

One of the Most Notable of All Phonographs Is the Cheney

The urge of a music master's high ambition to aid his pupils—his desire that they should hear correct interpretations of the masterpieces of music—brought forth the Cheney.

Forest Cheney, violinist and teacher of music, built the reproducing instrument which bears his name, solely for use in his own studio.

He planned a phonograph embodying the principles of acoustics employed in the resonating chambers of pipe organs and a resonator carved from a pattern of the violin he loved.

Masters of music were so quick to recognize the musical merit of the Cheney that in a very short time it was placed on the market so all the world could have and enjoy its perfect reproductions.

Among the exceptional features of the Cheney are:

"THE ALL-WOOD ACOUSTIC THROAT," which gives control over tones and enhances their beauty.

"THE CHENEY ORCHESTRAL CHAMBERS," a scientific method of controlling and developing tones in perfect balance.

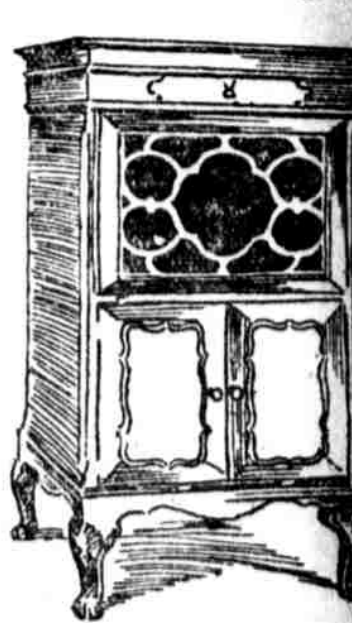
"THE VIOLIN RESONATOR OR AMPLIFIER," which, like the violin, improves with age.

"CORRECT METHOD OF REPRODUCTION" for both vertical and lateral cut records.

"TWELVE DISTINCT TONE VOLUMES," made possible by the Cheney Needle Adjuster and four sizes of needles.

"BREECH-LOADING DEVICE FOR NEEDLES," greatly simplifying the process of needle-change.

Master craftsmen, the finest in the country, fashion the Cheney Cabinets, and every one



is a work of art from the Model 1 at \$125 to Art Model 112 at \$625.

Come in and hear and compare the Cheney for yourself. Our Phonograph Salon is equipped with large, comfortable hearing rooms and courteous and able salesmen are at your service.

Kindly send me further information regarding the Cheney Phonograph. No obligation is implied.

Name
Address

Date
JOHN WANAMAKER
Philadelphia

(Second Floor, Central)

Fine New Tweed Coats—And Women Do Want Them

In fact many women have told us that they wouldn't be without a tweed coat for anything, it is such a comfort in bad weather, for motoring or traveling.

Such quantities of these coats are being sold now that we are bringing in many new ones. Some are English cloths and English made, these are in beautiful mixtures and plaids, \$75 to \$95.

Some are English cloths made up in this country, chiefly mixtures and indistinct checks, \$88. And others are entirely American, various good colors, \$45 and \$47.50.
(First Floor, Central)

Pink Satin Bloomers New and Dainty

Three new styles are just in—one with lace-trimmed ruffle, another with picot edge and rosebuds for trimming, and a third with fancy braid trimming.

All are of flesh pink wash satin, and all are as dainty as the fastidious woman could wish.
\$5.50.
(Third Floor, Central)

Maids' Uniforms Are Ready

Winter houses are being opened, there is much to do, and women are coming to us for new Winter uniforms for maids. The new ones are ready, too, and here are some kinds in demand:

Pink or blue, or striped seer-sucker dresses for morning wear, are \$4.50, \$5 and \$6.25.

Black dresses, \$5 to \$15.75.

White muslin or percale dresses for nursemaids, \$5 and \$6.
(Third Floor, Central)

Lace-Trimmed Scarfs and Squares, 50c and \$1.25

Very pretty with wide lace edging and centers of linen-finished cotton. Some are only half price.

There are two or three sizes in both scarfs and squares and they match so that sets may be picked out. It is a fine opportunity for women who want a number of new scarfs for bureau, buffet or table covers, for little prices.
(East Aisle)

Special Wool Jersey Cloth at \$3.50 a Yard

It has the right amount of warmth for street dresses to wear now, and that is what many women are buying these all-wool jersey cloths for. Later on such dresses come in most handy for the house or to wear under the coat.

All the good Autumn colors, blues, tan, brown shades, beige, gray, henna and purple, 64 inches wide.
(First Floor, Chestnut)