

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

These Are Days When People Get Up Early to Take Advantage of Wanamaker Opportunities

When the Young Men of America Went Off to War

they had the future of the United States in their hearts and hands.

On their arrival in France and England the newspapers lacked not in praise of their manliness, their bearing and enthusiasm. All through the war and on all its fields of conflict their conduct was so brave and self-sacrificing that they won commendations and were cited for promotions and military and naval honors.

Now that they have returned is it any wonder that almost all the employments of former days look small and trifling in comparison with their great service under the American flag?

Go slow in criticism of their unreadiness to take up their usual avocations.

[Signed] *John Wanamaker*

September 17, 1920.

Hear the Marvelous Ampico Reproducing Piano

in Egyptian Hall during "Ampico hour," 1.30 to 2.30—reproducing, note for note, the playing of the masters.

TOMORROW we will have a number of Excellent new Player-Pianos with lessened prices.

The Time Is Past for a Woman's Summer Clothes

She now needs, and that quickly, a good-looking street frock to wear into the city on a shopping tour or for paying morning calls. This is exactly what women are asking us for right now, and the Fashion Salons are giving the most satisfactory answers.

For example, here are quantities of new serge and tricotine dresses in dozens of charming styles, all in good taste for street wear! They have the new loosely belted lines, some show the tendency toward the Moyen-age waist. There are new features aplenty in the form of stitching in bright colors, embroidery and beading. And there is the new crush pleating, which perhaps you haven't seen.

Lovely new duvetyne dresses, too, are here in Copenhagen and old blue, leather and seal brown. They are embroidered in silk or beads and are very smart for afternoons.

And the prices—\$35 to \$77.50.
(First 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)

New Madame Lyra Corsets

This is an especially popular corset with women who need to be given the fashionable straight lines and who want a corset that is entirely comfortable.

A model of pink coutil for tall, slender figures is \$5.75, and there is another model for the same type of woman, unusually long in the skirt part and heavily boned, at \$10.50.
(Third Floor, Chestnut)

Another style in pink coutil, heavily boned with very low bust, elastic gore in front and wide elastic gores in skirt, \$9. Also a strong corset in white coutil, suitable for well-developed figures, \$11.50.
(Third Floor, Chestnut)

Decidedly Pretty Silk Plaid Skirting

Not all-silk, but a mixture of natural and artificial silk and wool which gives it greater durability. The plaids are quite large and in mulberry, taupe, brown, black and white.
(First Floor, Chestnut)

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.
(First Floor, Chestnut)

"Steeplejack"

By James Gibbons Huneker

Recollections of fifty years' development of art, music and literature in America and particularly in Philadelphia; the memoirs of an uncommonly full and varied life. These papers were originally published in the Philadelphia Press under the title of "Old Philadelphia: Confessions of a Steeplejack." Two volumes, \$7.50.
(Book Store, Main Floor)

The Exhibition of Dahlias Is Delightful

The blooms were grown expressly for us on the Peacock Dahlia Farms, and Mr. L. K. Peacock gives an illustrated talk each day at 2:30, showing pictures on the screen of the dahlias in their natural colors. 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. Tomorrow, Saturday, will be the last day of the exhibition.
(Eighth Floor, Market)



500 Good Umbrellas, \$4 Apiece

Kinds for women and for men; good, sturdy umbrellas, slightly and practical. The covers are of firm American tafeta (cotton) and they have taped edges. They are made on Paragon frames, too.
(Main Floor, Market)

Wool Jersey Cloth at \$3.50 a Yard

It has the right 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, and 54 inches wide.
(First Floor, Chestnut)

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)

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)

If She Wishes Handkerchiefs Not Perfectly Plain

that style with the narrow rever hem is a good choice. The handkerchiefs are of sheer and snowy Irish linen, the hem is a dainty finish, and the handkerchiefs are good value for \$4.20 a dozen.
(West Alley)

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 jardinières. You will not find the prices nearly so expensive as these pieces look, \$10 to \$22.50.
(Fourth Floor, Chestnut)

Crepes 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 generally trimmed with the real filet which is so much liked.
\$10.75, \$13.50 and \$13.75 each.
(Third 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 Side, Chestnut)



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

Uncle Sam's saddle bag is 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 saddle baggers. But, when the armistice came there were thousands and thousands of these on hand that were never to 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. Some of them are put on handles to be carried as handbags, others on 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)

Wonderful Shoe Sale Opportunities

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)

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 undesirables, but everything of high grade, warranted for service and priced for economy—the genuine, not the imaginary kind of economy. It is a good thing to have a housefurnishings sale to come to in which you can be absolutely sure of the quality of everything you buy and of the genuineness of what you save on it—from a tack hammer to a wash boiler, or a sewing machine, or from a mouse trap to an ash barrel. There is a wonderful choice of the highest grade aluminum kitchen ware at one-third less than regular prices. There is economy everywhere.
(Fourth Floor, Market)

Oriental Rugs

A Sale That Brings \$200,000 Worth at One-Third to One-Half Less

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.

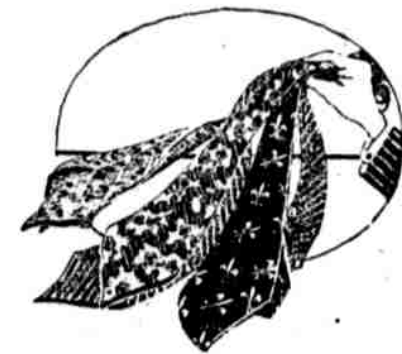
Please Observe

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, 80 from 10x8 at \$275 to 16.10x10 at \$825. Persian Saruk Carpets from 9.6x7 at \$557 to 14.10x10.2 at \$1050. Persian Mahals in wonderful choice, from 10.8x8.5 at \$225 to 18.9x13.5 at \$665. Persian Serapis from 11.3x9.6, at \$285 to 19.10x12.8 at \$975. Smaller Rugs Saruks, \$195 to \$225; sizes 3x5 to 4.6x6.6. Mosuls, \$57.50 to \$65; sizes 3x6 to 3.6x7.6. Shirvans and Daghestans, \$55 to \$115; sizes 3x5 to 4x6. Royal Bokharas, \$67.50 to \$155; sizes 5.5x3.6. Dozarts, \$110 to \$175; sizes 4.5x5.5 to 6.5x4.8. Kazaks, \$95 to \$225; sizes 6.7x4.10 to 10.2x6.2.
(Seventh Floor)

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 same 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 as genuine and aboveboard. 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)



Men Who Like Really Beautiful Fall Neckties

Will Carry Away These 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

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

Cooking Today

Today we will roast a chicken and bake biscuits in the Domestic Science Fireless Cooker, saving fuel, labor and anxiety.
(Fourth 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. THE 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. THE "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.
(Second Floor, Central)



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.

Date

JOHN WANAMAKER Philadelphia

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

Name

Address