

Organ Plays at 9, 11 and 4.50
Chimes at Noon

WANAMAKER'S Store Opens at 9

WANAMAKER'S Store Closes at 5

WANAMAKER'S WEATHER Fair

\$200,000 Worth of Beautiful Oriental Rugs at 35 to 50 Per Cent Less Than Prices Prevailing for Years

Giving Artificial Flowers of Speech to Any One in Trouble does not amount to anything very helpful. The fact is that a teacher or a well-wisher must have something laid up to give before they can give anything worth while. You cannot give what you haven't got, can you? Money given is soon spent and the need remains just as great.

Worthy as, the applicant may be, nothing permanently helpful can be done by Relief or Church Societies until some greater thing is wrought out in the inner life of the indigent and unfortunate.

Let us study to find the little thing that's missing and do that if we can rather than dismiss the case quickly with a dollar or two.

Faithfulness in small things is a good builder of character—so should we build in all kinds of business.

[Signed] *John Wanamaker*

October 5, 1920.

Of Course, It Is Well Known That as Prices Are Lowered our customers get the benefit of them as rapidly as the merchandise comes on sale.

[Signed] *John Wanamaker*

The New Autumn Gowns of Tricotine

Such interesting fashion tricks as they show; for instance— Designs of cut-out satin applied. Large eyelet designs, the eyelets being bound with ribbon. Long flying panels—in one navy gown these are heavily embroidered and open over a mulberry satin slip. Quantities of beads combined.

with the narrowest ribbon embroidery in the design. Much embroidered backs with comparatively plain fronts. Embroidery forming a border on the skirts and upper portions of tunics. Almost all of these dresses are of navy tricotine—a few only being black. Prices, \$150 to \$225.

(First Floor, Central)

Women's Fur Wraps Luxurious and Individual

One wrap of extraordinarily fine broadtail is very distinguished indeed, with its bloused back, its kimono sleeves, and its taupe fox collar. The price is \$1000.

A long mole wrap with a deep muffer collar is \$800.

Another mole wrap has a long rippled cape above a black satin underwrap which finishes round the foot with a deep squirrel border of the new color known as elephant's breath. The same squirrel is used for muffer collar and cuffs. Price \$1200.

A wrap of natural mink of amazing softness is a stole with cape back and narrow collar, decoration of tails and paws. This has a gold and blue brocade lining and is \$1600.

These are just by way of examples—there are ever so many more lovely things in the Fur Salon.

(Second Floor, Chestnut)

Trim, Tweed Top Coats for Young Women—\$48.50

Well cut, good looking coats they are, of sturdy tweed and lined to the waist for additional warmth.

They are coats to wear on clear or cloudy days, and will be useful for school or general wear. They are in a new model, with set-in sleeves, narrow shoulders, and pleated backs. They have narrow belts and two pockets, too.

In 14 to 20 year sizes.

(Second Floor, Chestnut)

New Tricotine Dresses for Young Women—\$42.50

Smart, new street frocks of dark blue in a good style that is youthful and becoming.

The dresses are of excellent quality tricotine, they are made with a beaded design of small, glistening bronze beads, there are two pockets in the skirt, and they have just enough black braiding for smartness.

14 to 20 year sizes.

(Second Floor, Chestnut)

New Over-Blouses

Nothing better to wear outside of odd skirts—sometimes with such skirts under fur coats.

One style is of a fancy tricotine, and is a somewhat kimono-like garment which blouses, ties around the waist and has long sleeves. In black, brown and navy it costs \$12.

The other is of charmeuse, with long set-in sleeves, and is in navy and brown, price \$18.

(Third Floor, Central)

Silk Petticoats

Here are sorts most women are buying to wear under their new Autumn suits:

All jersey, plain and fancy in fashions, and in good street colors, \$5 to \$15.

Taffeta, plain and changeable, \$5.50 to \$18.

Messaline, \$5 to \$9.

Taffeta in extra sizes, \$10 to \$12.

Messaline in extra sizes, \$13.50.

(Third Floor, Central)



The Presentation of New Paris Fashions for Autumn and Winter

continues tomorrow in the Women's Fashion Salons.

It includes gowns for every occasion, from tailored morning frocks to brilliant evening gowns, and there are no duplicates.

Famous Paris makers represented are

Chanel Jenny Brandt
Renee Charlotte Callot Soeurs
Madeleine et Madeleine Lanvin
(First Floor, Central)

New Bolivia Coats Look Well With Furs or Without

They are certain very handsome new styles made especially for those women who want to wear their own furs with these coats or who don't care to wear furs at all. These coats can be worn either way.

One model is in wrap form with a yoke, in the back and a few gathers. It has a belt in front only, \$88.50.

And there are three new styles of very beautiful coats in Bolivia, all silk lined, at \$92.50, \$107.50 and \$110.

(First Floor, Central)

FIRST French Zenana Cloth Since Pre-War Days

You think of it always in connection with luxurious lounging robes, boudoir gowns and kimonos for women, or warm wrappers for children.

It is a quilted silk, lined with wool, and it comes in white, pink, rose, lavender, hydrangea blue or violet, 42 inches wide, \$7.50 a yard.

(First Floor, Chestnut)

Long Gray Gloves Are the Fashion

Of fine French kid suedes, the gloves are in that soft, pretty gray shade which is so desirable. They are pique sewn, have spear-point embroidery on the backs and are \$7.50 for the 12-button length and \$9 for the 16-button length.

Glace kid gloves, in mode, 16-button length, are \$8 a pair.

Black or white kid suede gloves, in 8-button length, are \$5, 12-button length \$6 and 16-button length \$7.

(Main Floor, Central)

Paris Goes to Extremes in These New Veilings

The loveliest made veils with elaborate embroidered borders. They would glorify a plain hat and make a frivolous one more frivolous still. In navy, black, taupe or brown, \$4.50 to \$7.50 each.

And, as a complete contrast, there are very fine geometric mesh veilings which women find so becoming with close-fitting turbans. These are \$1 to \$1.50 a yard.

(Main Floor, Central)

Women's Smart New Sports Stockings From England

We have just had a new shipment from the British makers, containing some of the kinds especially desired for wear now and all through the Autumn and Winter.

All-wool ribbed stockings in navy, tan, black or white, are \$3.50 and \$4 a pair.

Fine quality wool hosiery, ribbed, in white, \$5 a pair.

Quite novel are the black and white mercerized cotton stockings in mottled effect—\$3.50 a pair, and the mercerized cotton in heather colorings with silk hand-embroidered clocks, \$5 a pair.

Accordion-ribbed cotton hose in black with ribs of color, \$4 a pair.

(First Floor, Market)

Women's Beautiful New High Shoes for \$12

The leading women's shoe factory in Philadelphia made these shoes and almost anywhere else they would cost you \$5 more a pair.

There are two models in tan calfskin and two with dull black calfskin vamps and dull matt kidskin tops. One style has straight tip and Cuban heel and the other style has perforated tip and military heel.

All fine in fashion and workmanship and remarkable at \$12 a pair.

(First Floor, Market)

Practically all of these rugs are new arrivals, received in the Store yesterday. A small proportion are rugs in our regular stock.

The collection is a delightful one, made up as it is of fine, beautiful, desirable pieces, chiefly Persian, but also including many splendid Chinese weaves as well as Asiatic rugs.

Every rug in the sale is marked 35 to 50 per cent below regular prices. Nearly all of them are priced below normal import cost, which means that they are lower than they have been in several years.

The assortment is lovely, the choice of color effects rich and varied and full of brilliant and striking contrasts.

Saruk, Serapi, Mahal, Kermanshah and Chinese rugs in carpet sizes are shown in gorgeous diversity.

The smaller rugs are chiefly Mosuls, Daghestans, Cabistans and Anatolian pieces of excellent and dependable quality and wonderful at the prices.

It is an old story for Wanamaker's to have a collection of Oriental rugs unequalled anywhere else at the prices. In this case it has a new and particular meaning.

(Seventh Floor, Chestnut)

Chinese Rugs			
9.0 x 6.3	\$197	11.7 x 9.0	\$497
10.0 x 8.6	345	12.0 x 9.0	395
10.6 x 8.3	375	12.0 x 9.3	655
12.0 x 9.0	465	12.3 x 9.3	585
11.9 x 9.0	435	12.0 x 8.10	475
Mahal Rugs			
11.6 x 8.8	\$495	12.0 x 9.0	\$467
12.3 x 9.7	575	11.0 x 8.7	449
12.5 x 8.3	495	11.0 x 8.7	595
11.8 x 8.10	467	11.4 x 8.8	495
13.8 x 10.7	495	12.5 x 8.5	497
Serapi Rugs			
14.0 x 9.9	\$475	15.0 x 11.6	\$685
15.0 x 10.0	595	23.0 x 15.0	1385
17.0 x 13.0	1065	16.0 x 11.0	545
12.4 x 11.0	967	11.0 x 10.5	595
16.0 x 11.6	695	14.7 x 11.10	689
Saruk Rugs			
13.5 x 8.6	\$985	11.5 x 8.9	\$775
12.9 x 8.6	745	11.0 x 8.6	975
11.8 x 9.0	735	12.0 x 8.3	989
11.7 x 9.3	790	12.8 x 9.2	990
11.8 x 8.7	888	11.4 x 8.11	650
Daghestan, Cabistan and Kazak Rugs			
4.0 x 5.0 to 4.6 x 7.0	\$85 to \$185		

(Seventh Floor, Chestnut and Central)



Persian Mosul Rugs
3.0 x 6.0 to 3.6 x 7.0 \$49 to \$95

Anatolian Mats
1.6 x 2.6 \$12.50

Persian Hall Rugs
8.9 x 3.5 to 19.3 x 3.4 \$125 to \$250

A Silk Sale of Such Silks Is Truly Remarkable

There are exactly five kinds of silk in this Sale—that is all. But every silk has been carefully chosen for its quality, fashion importance and because it is seasonable for the new Winter gowns and linings of wraps and so on.

These are practically all brand-new silks and you may choose in each one, from an excellent assortment of the new and best colors.

The Savings Are 25% to 50%

Plain radiums, \$2.25 a yard. Georgette crepe, \$1.38 a yard.
Printed radiums, \$3.50 a yard. Crepe de chine, \$2 a yard.
Wash satin, \$1.85 a yard.

(First Floor, Chestnut)

Dazzling! The Show of Cut Glass for Wedding Gifts

Berry bowls, salad dishes, cake plates, sandwich trays, ice bowls, celery trays, sugar and cream sets, whipped cream bowls, jugs, baskets, footed fruit bowls, compotes, oil and vinegar cruets, flower vases, centerpieces for flowers, punch bowls. Prices \$2 to \$250.

(Fourth Floor, Chestnut)

Pigskin Traveling Bags for as Little as \$15.75

Just 100 at this price, and the reason is that there was some discoloration in the natural pigskin and it was dyed a rich mahogany brown.

Large, roomy bags, leather lined, with big corners and good metal trimmings. They will stand an astonishing amount of hard wear.

(Main Floor, Chestnut)

BRUSHED Wool Scarfs Special at \$6 and \$8

So cozy and warm that many women are wearing these scarfs now without any coats.

In tan, brown, navy, heather or black with striped or fancy borders and the scarfs are generous in size.

(Main Floor, Central)

Carload of Wanamaker "Superb" Soap at 1913 Price—7c a Cake—\$6.50 Box 100 Cakes

Fine for general house use—laundry, washing dishes and cleaning floors, will not injure the hands.

"Superb" has been our best general soap for years, and one carload only at the pre-war price.

(Fourth Floor, Market)

New Books

"Accepting the Universe," by John Burroughs, price \$2. An important new book, dealing with many problems of contemporary thought.

"The View Vertical and Other Essays," by Winifred Kirkland, price \$1.75. A volume written with the true essayist's gift, the power to make the reader smile and think at the same moment.

"The New World," by Frank Comerford, price \$2. The writer has made a searching study of unrest in Europe, from Ireland to the Bolshevik front, and the result is a great human document.

"Everyday Adventures," by Samuel Scoville, price \$3. The adventurer is a city dweller with a friendship with nature.

"Intimate Pages of Mexican History," by Edith O'Shaughnessy, price \$3. Written from a full and intimate knowledge of Mexican affairs.

"A Garden of Peace," by F. Frankfort Moore, price \$3.50. Talk literary, dramatic, artistic, all leading out of a garden.

(Main Floor, Thirtieth)

New Candy Boxes and Baskets From Paris

have arrived in the Camee Shop. They are colorful, pretty things, in attractive shapes and designs, and if you are looking for an unusual gift, one of these boxes would be charming. \$5 to \$35.

And to fill them we know of nothing more delicious than the Camee chocolates—\$2 a pound.

(Main Floor, Chestnut)

Save 25 to 40 Per Cent on Sweaters and Sporting Wear

The entire stocks of these goods in the Sporting Goods Store have been lowered in price to that extent.

There never was such an opportunity before to make selections from hundreds of fine and first grade sporting garments right at the outset of the season for them.

Here are some of the items, all at 25 to 40 per cent less than the prices heretofore marked on them.

Men's Shaker-knit sweaters, \$8 to \$13.50. Leather shooting jackets, \$12.25 to \$13.50.

Boys' Shaker-knit sweaters, \$5 to \$8.50. Hunting coats, \$3.25 to \$8.50.

Woolen golf vests, \$5 to \$8. Men's riding breeches and trousers, \$5 to \$11.25.

Woolen jackets, some imported, \$8 to \$20. Women's riding breeches, \$4.75 to \$11.

Mackinaws, \$10.50 to \$17. Women's riding skirts, \$5.25 to \$7.50.

Sheep-lined coats, \$9.25 to \$18.50. Women's hunting coats, \$5 to \$15.

Rubber raincoats, \$7.50. (The Gallery, Juniper)

Ready With a New Lot of Reed and Willow Furniture at 30 Per Cent Less

Chairs, rockers, tables and complete suits.

The willow pieces are mostly in the natural finish, the other pieces being in various enamels and stains. Together with the other reed and willow furniture already in stock and marked at special prices this collection provides a fine opportunity for selection at prices 30 per cent less than regular markings.

Complete suits can be matched up from the individual pieces, but the collection of suits already matched up is most attractive, in the prettily colored cretonne upholstery.

Chairs, \$8.50 to \$70.
Rockers, \$9.50 to \$31.
Complete suits of four to seven pieces, \$83.50 to \$1520.

(Sixth Floor)

A Linen Sale With Old-Time Price Advantages

We wish we could make this downfall of prices in linens permanent, but that is something which nobody can do as yet.

Of course, we will try always to secure as much goods as possible to sell at less than market prices, but it will take time before prices as a whole can be brought back to the old levels to stay there.

In the meantime it is wise to take advantage of such events as we are now holding and in which you may choose excellent and desirable household linens and towels at 25 to 50 per cent less than normal values. That is a remarkable saving on linens of this class nowadays.

These are three of the particularly unusual groups included: Fine Irish napkins, full bleached, 22x22 inches, in five attractive floral patterns—the only 22-inch napkins we know of at the price, \$8.50 a dozen.

Full-bleached, hemstitched huckaback towels of pure linen, 20x36 inches, 85c, a saving of about one-third.

Madeira hand-embroidered linen lunch sets in a variety of charming designs, all typical of the fine work done by the Madeira islanders—\$9 a set for sets of 13 pieces. Very remarkable at the price.

(First Floor, Chestnut)