

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

# Ready Tomorrow With the Great Wanamaker September Sales for Which Housewives Are So Patiently Waiting

## It Is Almost a Crime to Bring Up a Family

in affluence and for its master or chief to not arrange his affairs so that they shall not be exposed to sudden and severe poverty in case of death, when, by forethought and the help of substantial insurance companies, he can put something aside out of his earnings for the mother and each child without being dishonest with his creditors.

In many instances known to the writer the wife has been the best partner the man had, and helped him materially in making his business a success.

[Signed]

*John Wanamaker*

August 31, 1921.

## Sale of 2350 Blouses Tailored, Lingerie and Dress— at Very Low Prices

For any woman needing waists of any kind, from simple morning blouses to elaborate silk and crepe overblouses for dress wear, this sale offers unrivaled opportunity. It contains "sample" blouses, makers' overlots and special purchases, all carefully selected and all at very low prices. Many are less than half, and on some the savings are even more. Here is the briefest outline:

### 800 Blouses at \$1.65

Mostly white voiles, the majority lace trimmed. Short and long sleeves. Also some flesh-color voile waists of remarkable value.

### 350 Hand-Made Blouses at \$2.85 and \$3.85

Porto Rican waists of fine white tulle, hand made and hand drawn. A vest-front model with long roll collar edged with hand-made file lace. Long sleeves.

### 500 Silk Blouses and Overblouses at \$2.85

Georgette, tricorette, crepe de chine, in white, black, light and dark colors. Some of the tricorette overblouses have bands of yarn embroidery.

### 400 Silk "Sample" Blouses at \$3.85

Astounding values here. Rich, heavy crepes de chine and habutais in good tailored and semi-tailored style, including Peter Pan models. Many of these are regularly more than twice this price.

### 300 Silk Blouses and Overblouses at \$5

Both "samples" and overlots, in crepe de chine, Georgette and tricorette, including deeply fringed models in the last-named material. Beautiful waists of much greater value.

Many of the waists in the sale are new Fall models. It is certainly the thrifty woman's opportunity.

(West and East Aisles, Main Floor)

## Distinguished Sports Coats for Women (In the London Shop)

They are made from our own imported woolsens, and have excellent lines. Full backs, raglan or set-in sleeves, large pockets, stitched collars, and welted seams on arm are their most noticeable characteristics. None show belts; all are half lined.

The price is \$65.

Custom made, \$75.

(The Galleries, Chestnut)

## A Sale of Philippine Hand-Embroidered Underclothes

1500 garments that came to us at a special price because of a tiny spot here and there that takes them out of the flawless class. All of fine batiste.

Made by hand, and elaborately and exquisitely hand-embroidered. As "seconds"—and in this case "second" means nothing that hurts them—take them at these prices:

Nightgowns at \$2.85 and \$3.85. Petticoats—of wide-wale pique, chemises, envelope style, at \$1.85. Hand-embroidered heavy cambric petticoats, double panel, \$2.85 and \$3.50.

Corset covers, \$1.65.

Drawers, \$1.85.

(West Aisle)

## 2000 Yards Fine Taffeta Silk Special at \$2 a Yard

One reason, and a very good one, for this extremely moderate price is that there are not all the colors that we could wish.

There are, however, plenty of navy blue and brown, two favorite street shades for Fall, also a number of evening tints. It is a soft finish and 36 inches wide.

(First Floor, Chestnut)

## Silk Petticoats—"Samples" and Overlots at \$2 to \$6.85

At \$2—silk messaline petticoats in good colors. At \$2.85—silk jersey-top petticoats with messaline and taffeta flounces. Nearly every color.

At \$3.85—changeable and plain-color taffeta and messaline, and silk-jersey petticoats. All colors. A few white and black. Wonderful values.

At \$6.85—silk jersey petticoats, embroidered, fringed, appliqued—novelty effects and wanted colors.

(West Aisle)

PLAIN facts of the matter are that every Summer we make great preparations for four large fixed sales that occupy the month of September.

These are sales of HOUSEWARES, CHINA, GLASSWARE AND LAMPS and are specially planned for their assistance to housewives who wish to replenish all such articles as these for the Fall and Winter season.

The preparations are very large—larger, we are told, than are made in any other store on earth for such events.

And by the same token of the larger preparations the greater are the advantages that are made possible to the customer.

Please note that these sales offer goods only of the highest obtainable character with prices made lower only by reason of the magnitude of the operations.

These sales do not include "seconds," nor job lots, nor "sale quantities," but goods of exactly the same character that we have in our regular stock—bought with the same degree of confidence.

## 100 Exquisite New Autumn Gowns for Young Women— To Sell at the Extraordinary Price of \$40

These lovely gowns are unmatched anywhere today at anything like this price.

To duplicate them you would actually need to pay from \$15 to \$35 more than we shall sell them for.

Each is a new Autumn and Winter model, just out of its box.

Each is an exquisite little study—literally a "creation"—in the finest Canton crepe, or other new fashion crepes, or fine silky tricotine.

Every young woman who has seen them has exclaimed at their beauty. And small wonder. We wish we had 1000 instead of the 100 that will not go round.

A lovely black double-faced Canton crepe has the graceful cape drapery caught to the shoulders with black satin roses.

A blue crepe has satin loopings from shoulder to hem, girdled with dull bronze coins.

Innumerable pointed flounces fashion a black crepe which lights up in its low girde to Chinese motifs in carmine and yellow.

A fine navy tricotine with perpendicular rows of silky black quilled braiding is caught at the girde with dull silver ornaments.

Every touch about them is perfect. Not a gown in the collection that is not desirable at any price and truly wonderful for \$40.

There are many models—of some only one or two of a kind. The colors include black, navy blue and Malay brown. The sizes are 14, 16, 18 and 20.

And we can only add that the fortunate 100 young women who get them will not be among late comers.

(Young Women's Store, Second Floor, Chestnut)



## A Housewares Sale Like No Other in the World

This sale brings to the housewives of Philadelphia and vicinity the largest and most complete collection of articles of household utility that, to our knowledge, has ever been provided, and in most instances at lower prices than at any time within five years.

The greatest care has been taken to select such things as will lighten housework and conserve the family health.

We sell no unsafe goods.

The aluminum in this sale will not get out of shape near the heat. Enamelware cooking utensils are of the very best quality.

Here is a partial general list of utensils and appliances included:

- |   |   |
|---|---|
| Vacuum Cleaners   | Woodenware—clothes wringers   |
| Sewing Machines   | Ironing and pastry boards   |
| Dressmaking Forms   | Ironing stands and tables   |
| Aluminum and Enamelware   | Step ladders  |
| Cooking Utensils  | Serving trays with wood frames  |
| Refrigerators   | Casseroles and pie plates with Pyrex lining and frames of nickel or brass |
| Cutlery and Hardware  | Ostrich and turkey feather dusters  |
| Bathroom Furnishings, nickel-plated and porcelain   | Steam cookers with three and four compartments                            |
| Mirrors, plain and beveled glass, white frames  | Pantry wax, snowy white and shiny   |
| Cedar Chests  | Galvanized ash cans, garbage cans, ash sifters, buckets and tubs          |
| School Trunks   | Clothing wardrobes, cedarized   |
| Kitchen Cabinets  | Baskets, hampers, market and waste kinds                                  |
| Folding Tables, with felt or leatherette tops   | Meat choppers   |
| Nickel and copper coffee makers   | Old-fashioned iron cooking utensils                                       |
| Wash boilers—all copper or heavy tin with copper bottom   | Electric toasters, grills, percolators and irons                          |
| Mops, cleaning cloths, sponges, ammonia, brooms, clothes line, and practically everything for the Fall cleaning |   |
| Brushes for every household use   |   |

And of special interest for Philadelphia, Blu-Mottle Laundry Soap at 5c a cake.

(Fourth Floor, Market, and Central)



## The Great September China Sale

This is a great sale in every sense, especially in the sense that it brings new low prices on such a splendid selection of desirable wares, including notable new groups of goods, particularly French dinner sets.

With the exception of certain open-stock patterns, it embraces our entire stock of dinner sets at savings of 20 to 50 per cent.

French, English, American and Japanese sets are all well represented.

Selections are excellent, patterns in good taste and every set is a full regular set of 106 or 107 pieces.

French china dinner sets from the famous Limoges potteries are shown in splendid assortment at \$75 to \$375.

English semi-porcelain and china sets, including such well-known wares as Copeland, Spode, Booth and Wedgwood & Co., are shown in a variety of beautiful patterns and colors at exceptionally attractive prices, the semi-porcelain sets starting at \$35.

American semi-porcelain dinner sets in remarkably large variety of attractive shapes and decorations are now priced at \$16.50 and upward.

## \$30,000 Worth of Light-cut Glassware to Sell for \$15,000

All new goods. This is one of the most extraordinary purchases of its kind we have ever known. \$60,000 worth equally divided between the Philadelphia and New York Stores, every piece at half the prevailing market price, and every piece of unusually fine quality, made on a lead blank.

A marvelous assortment of patterns and pieces and sets to select from. Plenty of fine, real cut glass also at an average third less.

## Other Notable Features of the Sale

Fine English service plates, Cauldon and Royal Doulton with coin-gold incrustated borders, now \$75 to \$150 a dozen.

100 pieces of fine marble, all at half price—now \$7.50 to \$375 each, for groups, figures, busts and other beautiful subjects.

100 pieces of Moorcroft pottery—including vases, table decorations, bowls, all in beautiful and delicate colorings, now 15 to 25 per cent less.

English pottery vases in leaf green and woodland brown, are halved—now \$1.75 to \$10.

Eichwold pottery vases with basket-weave base and floral borders, many quaint designs, now \$2.50 and up.

Fancy china—hundreds and hundreds and hundreds of pieces; 25 to 50 per cent less than hitherto.

English china tea sets—Czecho-Slovakian tea sets, French tea sets, French breakfast sets, Czecho-Slovakian breakfast sets are all reduced 20 to 33 1-3.

Italian pottery, Belgian pottery, French pottery vases, English semi-porcelain vases, Pickard hand-decorated china are shown in large and charming assortment at one-fifth to one-third less than former prices—now \$1.50 to \$65 a piece.

Concrete garden furniture is in the sale at a reduction of one-third.

(Fourth Floor, Chestnut)

## Bits of Black Chantilly Lace

Little lengths of imported Chantilly have been brought down to very low figures. The patterns are exquisite, and the widths include all those used for millinery.

From 4 1/2 inches to 25 inches wide.

Prices are \$1 to \$5 a yard.

Metal laces, which many women will want for freshening evening gowns, are reduced to half. Bands and edges, 4 1/2 inches to 36 inches wide, in bright and dull gold, and bright and dull silver.

New prices are \$1.25 to \$10 a yard.

(Main Floor, Central)

## The First New Coatings Are Here

They are some very lovely all-wool Bolivia cloths, deep of pile and exquisitely soft to the touch. It is not hard to imagine the beautiful coats they will make.

In these shades—seal brown, Chinese blue, navy, mahogany, tan, taupe and black, 54 inches wide—and \$8 a yard.

(First Floor, Chestnut)

## Two New Autumn Pumps in Nut Brown

This is a favorite hue in Autumn footwear. It looks well with dresses of almost any color.

These two new models of light-weight nut brown calf are both strap-slippers, with vamps a bit shorter than heretofore. They have two-inch Louis heels and turned soles.

One with a fancy tongue inset with cafe au lait kid, is \$16 a pair. A more conservative model with simple buttoned strap is \$14.

(Little Boot Shop, First Floor, Market)

## Charming Girdles Are Among the Newest Things From Paris

They have just been unpacked, and lie glittering in all the glory of jet, crystal, steel and pearls.

Narrow girdles are made of such combinations as bugles and silk, silk thread and jet with touches of metal, and steel with black silk.

Girdles composed entirely of jet come in flat and round styles, or flat styles of round beads. Those of black silk are hand made, very simple and attractive.

Crystal beads with satin heads make lovely chain effects. There are solid pearl girdles; others are of wide ribbon with back made entirely of colored wooden beads, and fringed ends of beads. Ivory beads with jet carry out the favored black and white combinations.

Prices are \$4.50 to \$18.

(Main Floor, Central)

## Our Whole Beautiful Collection of Lamps in the Sale at New Low Prices

The brilliancy and the beauty and the tastefulness and the luxury of the Wanamaker collection of gas and electric lamps are known and talked about nearly everywhere within hundreds of miles.

The whole collection in the September Sale at 10 to 50 per cent reduction.

THESE NEW LOW PRICES ARE LESS THAN HALF OF LAST SEPTEMBER PRICES.

The choice is wonderful. There are floor lamps starting at \$7.50 for mahogany and going to \$200 for a real Cloisone. There are floor lamps with ivory finish, with gold or silver finish, polychrome and art designs of nearly every sort.

Please note that every one of these lamps is fully piped and complete—no loose or flying wires to endanger your home.

There are table lamps at \$4.50 for mahogany to \$50. Hundreds and hundreds of them in silver finish and gold finish, in iron and bronze and pewter finish in every desirable and tasteful finish and effect.

The Collection of Lamp Shades Is an Exhibition of Excellence

It includes exquisite things such as could hardly be found in any other store.

Silk shades start at \$5.50 for floor-lamp size and go to \$115.

Silk shades for table lamps start at \$3.50 and go to \$165. Besides this there is a most copious variety of parchment shades, glass shades and shades of cretonnes and serims.

(Fourth Floor, Central)

## New Victor Records Ready Tomorrow

## Stripes Are the Word in New Fall Skirts

Curiously enough, a suggestion of the plaid still remains in the stripe, however, and this is varied with a plain colored stripe. The effect is very good indeed and tends to give a woman height and slimmness.

All these new skirts are made up in a fine all-wool quality of prunella cloth. Black-and-white combinations are perhaps the favorite, but there are some lovely navy-and-tan and brown-and-tan skirts.

You will notice that prices are quite a bit lower than last season, \$16.50 to \$22.50.

(First Floor, Central)

## Tennis Racquets Reduced

All our high-grade tennis racquets, which include the finest American models, have been lowered in price.

They are now marked \$8, \$10, \$11 and \$12 each, which means a saving of \$2 to \$4 on each racquet.

(The Galleries, Chestnut)

## Openwork Clock Stockings at \$1.25

Fine full-fashioned mercerized lisle stockings in black and cordovan with the openwork clocks which are so popular in silk stockings.

Remarkable value at this price.

(First Floor, Market)