

Organ Plays at 9, 11 and 4:45 times at Noon	WANAMAKER'S Store Opens at 9	WANAMAKER'S Store Closes at 5	WANAMAKER'S Weather Unsettled
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Autumn Fashions and Special Sales Form an Irresistible Combination

We Boys Used to Say to Each Other Often "Twelve Times Twelve!"

Our beautiful rural section of Germantown, long ago known as "a village of a single street, two miles long and five miles from the city," tomorrow, 44 years ago, was held by the British Army, which was attacked by General Washington and his poorly equipped and ill equipped soldiers of the Continental Army.

The British had marched into Philadelphia, Washington had been defeated on the Brandywine and General Wayne had lost heavily at Paoli.

The British lost heavily at Germantown, and the little Continentalists took heart. They had not won a victory, but courage and confidence were restored, and the revolutionary spirit aroused to such an extent that a new spirit came over the little army and their commander. It wasn't long after that defeats were turned into victories.

It is only weak people that allow themselves to be discouraged when forces of wealth outnumber them.

Defeat is next door to victory, and if honesty and truth with courage arise quickly, they are sure to win the day, whether it be on a battlefield or in a business where truth and justice are often side by side with misrepresentation of qualities and values.

[Signed] *John Wanamaker*

The Small Fur Is No Longer a Luxury

It is an absolute essential, if one is not to feel "half dressed on the street," as one woman phrased it. No fur serves the double purpose of decoration and protection better than these thick, soft, luxuriant double-fox scarfs of ours. From \$40 to \$90, they come in taupe, brown, dove gray, platinum gray, black, pointed and blue (dyed) effects—with especially good choice between \$50 and \$75. The pointed fox scarfs at \$60 and thereabouts are so beautiful as almost to rival the much more rare and costly silver fox scarfs. If the flatter and broader effect of a lined single-fox scarf is preferred, it may be had from \$25 up. Nowhere will be found better furs than these, and rarely elsewhere such quality for the money.

(Second Floor)

Women's New Sports Hats From Redleaf, London

English women are more devoted to outdoor sports than any other women. London is the fashionable world's headquarters for sports apparel. And from London come these smartest of English sports hats, just out of their wooden sea-boxes. Each bears the Redleaf stamp in the crown—seal of exclusiveness and distinction. They are of soft felt and of mouffon, in jaunty shapes and becoming colors. American women could not find anything smarter to wear for country club and general sports uses. Priced \$22 and \$25. With them in the English Room tomorrow will be shown many varieties of other sports millinery, domestic and imported.

(Second Floor)

100 Beaded and Spangled Tunics Samples—\$8.50 to \$45

These are imported tunics of the finest kinds and on account of being samples the prices are less than half. They are what are known as "flat tunics," which means that they are unmade. There are among them some of the most gorgeous beaded and spangled tunics for evening gowns, single panels for evening or afternoon gowns, garnitures and others in the shape for blouses. Some have elaborate tinsel and silk embroidery. They are all the newest fashions for this coming Winter, and it is a rare bit of good fortune to get them at such prices, especially the very beginning of the social season.

(West Aisle)

New Letitia Corsets

Women appreciate the excellent lines and the comfortable feeling of these corsets, and the fact that they keep their shape so well. There are models for practically every type of figure, from the slenderest proportions to her sister who requires a heavily boned model. The materials of the new Letitia are the best grade of coutil, batiste and brocade. Our experienced corsetiers are at your service to assist you in choosing the correct model. Prices from \$2.50 to \$13.

(Third Floor)

Clearaway of Women's Glove-Silk Underwear

An aggregation of small lots include all sizes, though not every kind. Glove-silk bodice-top vests in plain and fancy styles, \$1.50. Glove-silk bloomers in pink, \$1.50.

(West Aisle)

Silk Stockings, "Seconds," Away Underpriced

Here is a great variety of women's silk stockings of selected second grades at prices far below what first-grade goods of same quality would sell for. \$1, \$1.25, \$1.75 and \$2.50 a pair. Among them are some of the most desirable styles of the season.

(West Aisle)



The Fashion for Black Coats Is Very Pronounced

And so some of the loveliest new fur-trimmed coats and wraps are black in color, but of such a high silky finish that all somberness is taken away. They are in panne velvet, for example, silk duvetyn or bolivia coating and they are luxuriously trimmed with natural or black wolf, Hudson seal (dyed muskrat), caracul, cat lynx, squirrel, Australian opossum, monkey and beaver. One beautiful model has a curious square cape over each sleeve and is trimmed with deep black fringe. Another has long wedge-shaped pieces of Hudson seal (dyed muskrat) up and down the skirt to emphasize the flare. These handsome coats are priced from \$225 to \$475.

(First Floor)

Women's Good Practical Tailored Suits at \$35

These are ideal street suits for the woman who wishes a conservative style, of best material, excellently tailored, at a very reasonable price. They are carefully man-tailored in our own workrooms. The materials are high-grade tweeds and homespuns, mostly imported. The four models provide for varied types of figure—those who like long slender coat lines, or short loose coats, or semi-fitting coats of medium length. All are well lined with good satin. On some models of an English runabout type the buttons are leather. We could not offer—nor could you buy—better tailored suits of better material for \$35.

(First Floor)

Novel Duvetyn Handbags at \$6 and \$7

The fabric is so charming, the linings lovely and the bags are made so well. Far superior to the usual bags at these prices. Pretty shapes in various sizes may be had in black, navy, brown, copper, platinum and beaver. The new single-strap handbag is in evidence; all the bags have inside frames and mirrors.

(Main Floor)

New Georgette Blouses \$10.85

One is an overblouse with a daintily tucked net vestee and long roll collar. It has long sleeves and is in navy blue or black. The other is a regular blouse with a vestee and collar of Georgette and filet lace and comes only in navy.

(Third Floor)

Such a Pretty Party Frock for Young Women—\$35

It is made of Georgette crepe in the loveliest colors—delft blue, American beauty, jade green, tangerine, orchid and the new gazyty rose. The round neck is outlined with silver. A silver sash girdles the waist. And the skirt is all fluttering points, each point outlined in silver thread. One could not imagine anything prettier for Miss 14 to 20 to dance in!

"Annette" in Wool Jersey Is Wonderfully Popular—\$12.50

"Annette" is the girlish one-piece jersey dress with white kid collar and cuffs, and kid-bound pockets. For street, school or business wear, nothing could be simpler or prettier. This new company of "Annettes" is in henna, navy, brown or Sorrento blue. 14 to 20 sizes.

(Second Floor)

Ruffled Embroidery Flouncings

Daintiest Swiss and batiste are embroidered in pretty patterns for babies' dresses, petticoats and such. All white, of course, and 25 inches wide; 75c to \$2.75 a yard for Swiss and \$1 and \$3 for batiste.

(First Floor)

Rich Carpets From the Far and Middle East Are Here at Lowered Prices

China and Persia and Anatolia contribute handsomely to this rich and attractive collection.

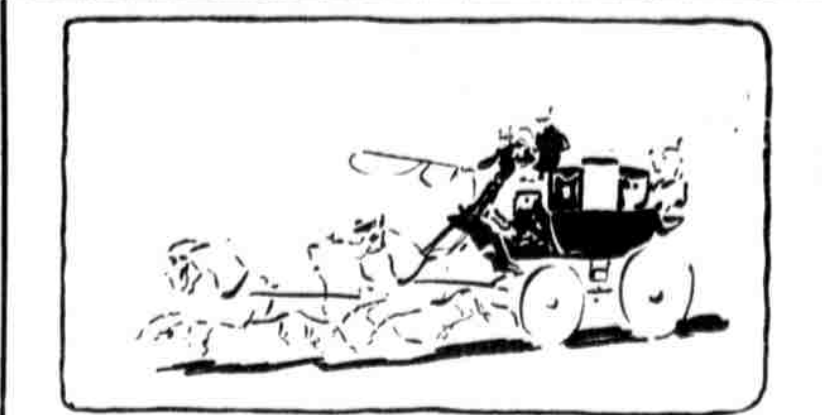
The new purchases brought a most interesting choice of Mahal and Chinese carpets, as well as many smaller-sized Chinese pieces, Persian Saruks and Mosuls.

All these we are now offering at substantially less than market prices, together with a number of Persian Serapis and Kermanshahs from our own stock at prices lowered in proportion.

Serapi Rugs	Kermanshahs
11.8x9.6 ft. \$365	10.3x8.4 ft. \$675
12x10.5 ft. \$392	12.8x9.3 ft. \$875
16x11 ft. \$475	12.4x9.2 ft. \$845
12.5x8.11 ft. \$265	12.7x8.9 ft. \$883
15.6x10.11 ft. \$534	13x8.11 ft. \$880
10.7x9.5 ft. \$225	12.3x9.1 ft. \$845
11.4x9.9 ft. \$249	12.11x9.2 ft. \$837
12x9.7 ft. \$285	18.5x8.7 ft. \$985
15x11.9 ft. \$497	19.10x8.4 ft. \$665
11x9.1 ft. \$195	12.4x9.1 ft. \$867
23x15 ft. \$745	12.4x9 ft. \$862
6x4.7 ft. \$75	15.6x11.2 ft. \$1190

And a lot of Anatolian mats, averaging about 1.7x3 ft. at \$6.75 to \$8.50.

(Seventh Floor)



There Is a New Fashion in Young Men's Clothes

(See It in the London Shop)

It is the result of the natural reaction that has set in among really well-dressed young men against the increasing growth of what are known as "trick" styles.

Individuality in clothes is a good thing, but it can be carried to extremes. So for particular men the leading clothing makers have designed conservative suits for this Fall and Winter.

Some of the best examples of these are shown in the new suits in the London Shop. They have three or four button coats which are perfectly plain and straight and not shaped at all. After the other sort of thing they have a marked distinction.

They are made of worsted, cheviot and flannel in grays, browns and blues and in striped and checked patterns. Beautifully made, too. Prices, \$35 to \$65.

(The Gallery)

Excellent Furniture for All Rooms at One-third to One-half Less in This Unprecedented Clearing

It seems to be a fact that people have come to regard Wanamaker furniture at one-third to one-half less than the regular price of it as being one of the most desirable investments in all merchandise.

That is why the opportunity to buy it at these savings is always so eagerly availed of. The selling now going on of so many odd

pieces, suits and groups at one-third to one-half less than regular prices results from the re-classification and re-adjustment of the stocks after the unprecedented August Sale, but the collection of goods also includes some recent purchases of a very attractive kind, including a lot of excellent bedroom suits.

The disposal provides furniture for all rooms and these are some of the items:

Dining-Room Furniture One-third to One-half Less

- Adam motif suit in mahogany, ten pieces, \$590.
 - Louis XIV suit in mahogany or American walnut, ten pieces, \$445.
 - Chippendale suit in American walnut or mahogany, ten pieces, \$550.
 - Queen Anne suit in mahogany, ten pieces, \$555.
 - Sheraton suit in mahogany, ten pieces, \$295.
 - Queen Anne suit in mahogany, ten pieces, \$335.
 - Adam motif suit in mahogany, ten pieces, \$375.
 - Louis XV suit in American walnut, ten pieces, \$590.
 - Mission style suit in quartered oak, finished golden or fumed, \$265.
- (Fifth, Sixth and Seventh Floors)

Living-Room Furniture One-third to One-half Less

- Suit of davenport and two easy chairs, full spring seats and backs upholstered in high-grade tapestry with spring arms, reversible seat cushions filled with down, \$450.
 - Three-piece suit upholstered in velour, davenport and two chairs, \$650.
 - Italian Renaissance suit, davenport, two easy chairs, bench and table, upholstered in high-grade velour, frames richly carved, \$875.
 - Three-piece suit upholstered in brown mohair velour, \$495.
 - Davenport upholstered in tapestry, Turkish effect, \$190.
 - Armchair to match, \$132.
 - Fireside chair in tapestry, \$82.
 - Large easy chair covered with tapestry, \$85.
 - Large easy rocker covered in tapestry, \$85.
 - Tapestry davenports, \$82, \$95 and \$150.
 - Tapestry easy chairs, \$44, \$48, \$72 and \$80.
 - Tapestry rockers, \$55, \$40, \$48 and \$65.
- (Main Floor)

Two Good Novels Just Off the Presses

Anything by Mrs. Alfred Sidgwick, author of "The Salt of the Earth," promises a treat. Her new book, "Law and Outlaw," fulfills this promise. It is an intensely interesting story of a woman who broke the letter of the law but kept its spirit, and one who kept the letter but broke the spirit. Price, \$1.90.

"Youth Triumphant" is a new novel in George Gibbs' best style, combining mystery, adventure and romance in a plot that makes fascinating reading. Price, \$2.

(Main Floor)

Togs for Dogs

Collars are 40c to \$10. Leads are 25c to \$2.50. Harness is 85c to \$5. Blankets, \$1 to \$5. Sweaters, \$2.75. And everything to keep the dog in good condition—combs, brushes, soaps, dog and puppy foods, sleeping baskets and carrying baskets. New English house and sleeping kennels in various sizes are \$11.50 to \$22.

(Fourth Floor)

Now Steamer Rugs Become "Football" Rugs

With the tide of trans-Atlantic travel coming in and the football season opening out, these fine, soft, warm woolen rugs are in demand for the football stands. Assortments are excellent just now, with a good range of colors and pleasing plaid designs. Prices start at \$10 for a full-size, all-wool rug and go to \$40. The imported rugs start at \$15.

(Main Floor)

The Best of Quilts in Full Selection

When you feel the need of a good quilt, think of lamb's-wool filled and down-filled quilts of the finest grades in a practically unlimited selection of coverings, color effects and patterns, all at prices away below those of the past season—and then, come here and see the stock that answers to that description. The choice in wool-filled is from \$5 to \$30. Two very popular kinds of down-filled quilts, both made in our own workrooms, are priced at \$13.50 and \$20 each, those at the former price in coverings of the finest sateen; the quilts at \$20 in coverings of habutai silk, with an interlining of fine cambie. Both kinds are cut in size 6x6 feet. Other sizes priced in proportion.

(Sixth Floor)

Interesting Prices on Cameras and Lenses

A little lot of good cameras has been lowered in price from 20 to 33 1/2 per cent.

- Anaco, vest pocket, S lens, \$7.
- Icarette F, 8 lens, \$13.50; 6.8 lens, \$22.50.
- Ica Atom F, 6.8 lens, \$35.
- No. 1 A Rexo, special Tessar lens, \$70.
- No. 2C Rexoette, \$3.50, No. 3 A Rexoette, \$4.
- Seneca Scout, 3 1/2 x 4 1/4, \$3.
- And other well-known makes. The famous F 4.5 Aldis lenses, for Graflex or Reflex cameras, at the following low prices: 6 1/2-in. iris mount, \$42.50; 5 1/2-in. sunk mount, \$36.25; focusing mount, \$41.25. 5 1/4-in. iris mount, \$31.25; sunk mount, \$33.75. 8-in. iris mount, \$56.25; sunk mount, \$58.75. 4 1/2-in. iris mount, \$28.75; sunk mount, \$31.25. 9 1/2-in. iris mount, \$81.25. 11 1/2-in. iris mount, \$112.50.

(Gallery)

The Shelves Are Laden With New and Pretty Curtainings for the Fall

New scrimms, new marquisesettes, new filet nets and, of course, new madras. These are the curtainings of the hour, and we are showing them in an abundance and diversity of choice that will delight the heart of any woman who appreciates the decorative value of dainty and attractive draperies for the Fall and Winter season. Scrimms and marquisesettes belong to the same family. Here you will find both in a most interesting variety of patterns—plain, figured effects, plaids and striped designs. Prices, from 25c to 75c a yard, in white, ivory and ecru, all widths included. Filet nets in plain and small detached figures, in white, ivory and ecru, are shown at 35c to \$1 a yard. Among the new things this season there is a fine, striped Brussels net—self-striped—in white and ivory—a very attractive material at \$1.50 a yard. A novelty net with a mesh about half an inch wide is making many friends at \$1 a yard. And, of course, we have plenty of the old-fashioned, but always popular madras, in white and ecru, as well as in the most charming color effects. These are curtainings that fit in anywhere and they come through the wash wonderfully. Prices, 50c to \$1 a yard.

(Fifth Floor)