

Organ Programs at 9, 11, 4:50
Brief selector at 11:55, with Chinese
and Pipe of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Cloudy

Some Reasons Why Many People Are Glad to Be Back in the City

To Meet the Expectations of Our Clients, Who Depend on Us

We are obliged to be "en rapport" with every country on all sides of the globe in these times, when almost every industry of the old world has to be re-established and assisted to "get on its feet again."

We have tried to be open-eyed and large-minded and without narrowness in resuming connections that existed, in many instances for over forty years, when we were the only retail store in Philadelphia to be directly represented there.

A. T. Stewart & Co., our New York house, was in foreign countries before us.

Suffice it to say, we are availing ourselves by our old connections abroad to be constantly informed of everything going on, and we are bringing to our doors the most desirable merchandise to be found.

Our long-time relations with manufacturers and our influences as users of large quantities of goods give us considerable importance in every market of the world.

[Signed] *John Wanamaker*

September 10, 1920.

The Mysterious Pearl Which Every Woman Loves

The true Oriental pearl which has no equal in beauty and which is most beautiful of all in the form of a necklace.

Among the finest Oriental pearl necklaces to be found anywhere are these in the collection of the Wanamaker Jewelry Store. They are perfectly matched in color and regularity of shape and in luster they have few equals.

All are mounted with diamond clasps and priced from \$1150 to \$7400.

(Jewelry Store, Chestnut and Thirteenth)

Rich Colors and Lustrous Velvets in New Millinery—Starting at \$10

Gleaming velvets in black, of course, and in the pretty brown shades, blues and other tones are the first thing you'll notice about this collection of smart new Autumn millinery.

The shapes are new and becoming and most varied. There are smart little hats—one of golden brown velvet is in a quite new shape with a saucy bow of the velvet at the side; large hats, too—as well as the soft hats that may be twisted and bent into the most becoming angle or shape for the wearer.

Here and there is a glint of gold braid, some hats are trimmed with fancy ornaments, some with ribbons and some with feathers.

And prices begin at \$10.

(Second Floor, Chestnut)

New Tailored Tricotine Coats Are Particularly Nice for Fall

And for Spring, too, for that matter. They are one of the best coats for in-between seasons that a woman could find.

Of three new styles, all are full length and silk lined throughout. They are inclined to be rather conservative in their fashions, but their newness shows in both lines and little distinctive features, such as the new shoemaker stitching, pinch-tucking, narrow strap belts, panel backs, silk arrowheads to finish seams and the exceedingly well-fitting collars which may be worn high or low.

Four colors may be had in all of the three models, navy or Victory blue, fawn or black. \$70, \$75 and \$80 are the prices.

(First Floor, Central)

100 Delightful New Dresses for Women—\$22.50 to \$37.50

The prettiest new Fall fashions and just right for women who want "something to wear now" either with or without a coat.

They are "specials," of course, much less than such dresses would ordinarily cost and much less than most women could have them made for.

Altogether there are about fifteen styles, chiefly in dark blue or black.

At \$22.50 are a number of pretty styles in blue satin; plain or beaded.

And for \$35 and \$37.50 there are tunic frocks of silk tricotette and wool tricotette, some of them beautifully embroidered.

(First Floor, Central)

New Blouses for Better Wear

"I want a blouse to wear with my new suit," women are saying, and here are four new models that fill the need.

A crepe Georgette blouse in white, flesh or tan has collar, vest and cuffs of embroidered cream net and strips of Valenciennes insertion. It is \$10.85.

In white or flesh color crepe Georgette is another blouse trimmed with real flit on the collar, vest and cuffs, with tiny tucks for additional daintiness. \$15.

The glistening dots that look like metallic embroidery were put on by machine, on another crepe blouse, and the dots will not come off, either. The blouse is in navy, brown or black, has square neck and is unusually attractive. \$15.

Of crepe Georgette in brown or navy blue is the last blouse, which is in a pleasing style with collar of biscuit-colored crepe and real lace dyed to match that. There are pleats in front and back and a satin tie, and the price is \$18.75.

(Third Floor, Central)

The People Are Carrying Away These Splendid Shoes, Two and Three Pair Apiece

What wonder if they do when they are getting, in most cases, two pair for the usual price of one.

And with Winter coming on and with shoe prices unlikely to change much for six or eight months to come.

"It seems that it is only at Wanamaker's," said a woman yesterday, "that prices really come down on desirable things."

"On desirable things!" That is the very point of it.

The shoes in this sale are not odd lots nor somebody's rejects; they are not shoes that have been picked over and left behind. They are all new shoes, four-fifths of them before the public for the first time.

They are fine shoes; every pair of them is a pair of fine shoes.

They are "desirable" because they are the very shoes that most people want most.

And they are good. It is very important that they are good, because there are so many shoes on the market right now that are not good.

If you saw your neighbor come home with a pair of them, ask her about this sale.

Women's Low Shoes at \$4

Oxfords and pumps in black and tan have sold rapidly, but you can still get them in the morning.

Women's High Shoes at \$5 and \$7
are meeting the greatest commendation. They are really wonderful for the money. They are in various good styles, in patent leather, dull calfskin and brown kidskin; some with cloth tops.

Women's Fine High Shoes at \$8.75

Made by a famous Philadelphia factory and among the finest in the country, include patent leather, brown kidskin, gray kidskin, dull matt kidskin and tan and black calfskin, with various fashionable tops and mostly with Louis heels; some with Cuban heels.

Women's Fine Low Shoes at \$9.75

include black kidskin, tan and black calfskin Oxfords usually sold for more than double this price. They are likewise from Philadelphia's most famous factory.

Women's High Shoes at \$9.75

are of a Philadelphia brand regarded by many people as the finest in the world. They include patent leather, brown, gray and black kidskin, dark calfskin and tan calfskin; all with high cloth or kidskin tops, with about equal choice among Cuban and Louis heels.

(First Floor, Market)

Men's Heavy Walking Shoes at \$4.75

These are plump black veal leather bluchers made over an army last.

Men's Fine High Shoes at \$7.75

Splendid choosing among black and cordovan and tan calfskin, dull black calfskin, brown and black kidskin in straight lace and blucher styles and many toe shapes.

(Main Floor, Market)



The Good Moderately Priced Piano Is the One Most in Demand

And it is the moderately priced piano that should be chosen with the greatest care.

When you get into the realms of expensive pianos you find comparatively few instruments, almost any of which is good.

And people who buy cheap pianos usually haven't enough musical judgment to be disappointed in them.

But the thousands of musically intelligent people who want fine pianos at reasonable prices will like to hear any of these three—

Schomacker Emerson Lindeman

These are three pianos whose names have been household words in musical America for years. For excellence of tone, scientific construction and long service we know of no other pianos so good in their respective grades.

The Schomacker, in fact, while moderately priced, is one of the half dozen great pianos of the country.

We have these fine instruments in upright, grand and player-piano form and will be glad to demonstrate what any or all of them can do.

Schomacker, \$800 to \$1850.
Emerson, \$650 to \$1200.
Lindeman, \$515 to \$1000.

Any instrument may be bought on convenient terms.
(Egyptian Hall, Second Floor)

New English Velveteens, and the Finest We've Seen

One particular quality has never been here before and we have never seen any velveteen to equal it in softness and beauty of texture. It would make most wonderful gowns; in cordovan brown, navy or black, 44 inches wide, \$10 a yard.

Another grade, a trifle heavier, is for suits, skirts and also dresses, two shades of brown, mole, plum, navy and black, \$8 a yard.

And at \$6 is a fine, lighter weight 35 to 36 inch width in dark and light colors and at \$4 a 27-inch width velveteen in dark colors only.
(First Floor, Chestnut)

A Home Is a House With Love and a Lamp in It

Now, during the September Sale of Lamps, is the time to make it complete.

Somewhere in your house a lamp can go—a table lamp, a stately floor lamp, a dainty boudoir lamp, or a candlestick to make it more and more a home.

All of our lamps and candlesticks and fixtures are 33-1-3 per cent less during this sale.

You will really enjoy looking among them.
(Fourth Floor, Central)



Men's New Fall Suits Are Here and They Are Better

Prices have not come down much—a very little.

But the clothes are better—vastly better. The careless and don't-care sort of workmanship that you saw so much of during wartime and since is disappearing now.

Men's new Fall suits in our stocks show evidence of good, painstaking tailoring—as if somebody now took pride in hand craftsmanship. It is a most hopeful sign.

They are bigger, too. Your military-fitting tight coat appears no more. There is a graceful roominess and freedom.

You probably don't want to buy yet—it is a little early. But you want to see what the new things are like.

We will take pleasure in showing you.

(Third Floor, Market)

Fresh Shipment of the Men's \$2.85 Special Shirts

Made of printed colored madras in soft-cuff, negligé style, and the variety of designs is unusually large and unusually good.

These shirts are our own regular goods, made to our own generous specifications, and are much better than is generally sold at this price.
(Main Floor, Market)

Men's Finest New Derby Hats From London and Paris

The London hats are the famous Lincoln-Bennett derbies, all in the correct English shapes and lined with white satin. They are superb examples of hat making and will give splendid service.

Price \$15.

The Paris hats are in an extremely smart shape that will appeal particularly to young men and are of an intense black. They also are white satin lined.

Price \$10.
(Main Floor, Market)

Men's Handkerchiefs \$7 and \$8 Dozen

The \$7 a dozen kind are of sturdy Irish linen, of good size, and finished with a clear, easily read initial in one corner.

\$8 a dozen for an extra-size linen handkerchief of pure Irish flax, of a better grade than this price ordinarily buys.

(West Aisle)

Men's New Autumn Neckties at 65c and \$1

Practically every kind of tie here that a man would want, and certainly a man does want a new tie or two to greet the changing season with.

Plain colors, stripes and figures and all of excellent silk in generous shape.
(Main Floor, Market)

A Dinner Set Is Not Expensive—And It Means So Much!

Much of the enjoyment of three meals a day is in the beauty and home-heartfulness of the dining-room table.

Even people who don't realize it, get attached to certain pieces of china.

Many a child will not eat except from her favorite plate.

Yet—dinner sets will pass away, somehow, and must be replaced.

Fortunately they are not expensive in the September Sale of China.

Very good American porcelain sets of 106 pieces as little as \$16.50.

French sets start at \$37.50.

(Fourth Floor, Chestnut)

Daring New Fiction

"The Devil's Paw" by E. Phillips Oppenheim. A powerful tale of a German Socialist plan to cause a labor upheaval in England in the midst of the war. \$1.90.

"Returned Empty," by Florence L. Barclay, author of "The Rosary." A dramatic story of reincarnation. \$1.75.

(Main Floor, Central)

Vanilla Cream Almonds, 80c a Pound

Fine flavored almonds in a ball of vanilla cream candy.

Chocolate filled straws are an old-time favorite that everybody likes. These are particularly good—80c a pound.

Delicious chocolates and bonbons, \$1.25 a pound.
(Down Stairs Store, Chestnut)

"In Again, Out Again, In Again," the Story of Boys' New Suits

Like Finnegan of the ballad, the boys' new Fall and Winter suits are constantly coming in and constantly going out, but the incoming stocks are coming so rapidly that selection is kept at the top notch.

Beautiful Norfolk suits they are, of worsteds and chevots in browns, grays and greens. All have knickers, and coats are plain with belt, have inverted pleats or box pleats with yoke.

Sizes 8 to 18 years.
Prices \$20 to \$38.

(Second Floor, Central)

Do Dogs Ever Raise a Row Over Your Garbage Can?

In the Housewares Sale you can get the kind the dogs and cats can't get into—and that unsavory odors won't get out of.

You can get it at a saving.

Also at a saving you can get the new askan you will need this winter, just as you can get the new kitchen utensils, the new bathroom fixtures, the new refrigerators, the new sewing machines, the new brooms and the new stepladders.

It is safest to get these things

at a store where the quality is undoubted.

Sale Special

700 Folding Game Tables, leatherette top, each \$3.25; felt top, \$3.50.

(Fourth Floor, Market and Central)

Specials in Comfortables for Cooler Nights

At \$11, which represents a saving of a third, we have some cotton-filled comfortables covered with silk mull, with plain backs and borders and flowered centers. The colors are pink and dark blue.

At \$9 are some new cotton comfortables covered with silkline, top and back, with borders of brocaded silk mull. Colors are old rose and dark blue.

(Sixth Floor, Central)

Now the Children Know Just What They Need in the Way of School Supplies

They have been to school three days this week and have been assigned to their duties and have been informed just what stationery and such things to bring with them on their return next Monday.

Parents should know that it does not pay to buy cheap, trashy school supplies which will not give any actual service, but will be humiliating to the children who carry them.

A great many years' experience has taught us just what are the best things to have in the way of pens, pencils, school bags, rulers, companions, notebooks, composition books, etc.

These goods are all conveniently located in our Store of Commercial Stationery on the Third Floor, where the parents or the children themselves can quickly and expeditiously be served.
(Third Floor, Market)