

Band plays at 9; Organ at 11, and Band and Organ at 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair and cool

An Extraordinary Sale of Silks

Thousands of Yards of Splendid New Goods at Savings of 25 to 50 Per Cent

In a particular and very important sense Monday will be a notable day in silks.

It will be the first day in the last four years that we have been able to offer such fine, desirable new silks at 25 to 50 per cent less than they have been selling for.

Right here it may be well to say that our valuations of these goods are based on the best and most reliable knowledge that we can obtain of the silk market. There are no old silks in this Sale.

The goods are almost all new shipments, specially secured after considerable negotiation to sell at extraordinarily low prices.

Some time ago we promised our customers that we should constantly try to secure the finest silks on the market to sell at prices as much below the market as it was possible to have them.

Monday we open this remarkable sale in fulfillment.

These are the goods it brings—

7200 yards of Georgette crepe in the desired colors, \$1.75 a yard, a saving of about 40 per cent.

7000 yards of crepe de chine in the desired colors at \$2 a yard, a saving of one-fourth.

2500 yards of plain radiums in a good choice of colors at \$2.25 a yard, a saving of a little less than 50 per cent.

750 yards of printed radiums in a choice of colors at \$3.50 a yard—a saving of about 45 per cent.

Also a lot of excellent wash satins taken from our regular stocks and lowered to \$1.85, a saving of more than 25 per cent.

(West Aisle and First Floor, Chestnut)

A Dog Crossing a Stream on a Plank

with a large mouthful of meat, happened to see his own shadow in the water, and, believing it to be another dog, was greedy enough to lean over and try to catch the meat out of the mouth of the other dog, whereat he dropped the piece in his mouth, which sank to the bottom, and by his greediness he lost everything.

Excessive greed, heedlessness, negligence and want of thought often mislead men, as well as dogs.

The lessons of the recent war have proven that great monarchs may be overtaken by undue eagerness to extend territory.

(Signed) *John Wanamaker*

October 2, 1920.

For Autumn She Likes Washable Capeskin Gloves

Eight-button length gloves, mousquetaire style, in tan, beaver and brown, \$7 a pair; 12-button length, \$9.50 a pair.

Twelve-button length capeskins in a light mastic shade, with wide crochet embroidery on the backs, \$9.50 a pair.

And all these gloves, it is interesting to note, are American made, though of South African capeskins.

(Main Floor, Central)



The Gray Salons of Millinery Present

New Hats From Paris

Delightful hats—hats of charm and distinction and an unusual and fascinating as you'd expect, when they come from such modistes as

Jeanne Lanvin
Evelyn Varon
Marcelle Demay
Maria Guy
Magdy

You will note the use of the new pheasant-color velvet—the use of satin and velvet—the vogue of lace draperies, the new "earring" hat, the new tricorns and feather-trimmed hats.

There is just one hat of a kind, of course—but you will enjoy seeing every one!

(Second Floor, Chestnut)

The French Handkerchiefs Were Never Lovelier

For women there are exquisite little squares of sheerest linen, delicately embroidered in one or all four corners, or with gay splashes of color in most effective designs. Plain handkerchiefs, too, with hand-done hems, or handkerchiefs with beautifully embroidered initials are also in the collection. They start at \$1 and go to \$8 for colors and on up to \$150 for a rare bit of real lace.

Men's handkerchiefs include stunning colors and designs at \$2.25 to \$3 and on up to \$10 for the fine dress handkerchiefs. There are plenty of the popular jacquards and plenty of the other styles that well-groomed men like.

(Main Floor, Central)

Women Are Asking About Moderately Priced Winter Coats

And now, just at the beginning of cooler weather, we have received some good new shipments of these coats from \$41.50 to \$77.50.

Tailored sports coats of wool jersey at \$41.50. Pretty plain velour coats, tucked, at \$62.50. And two new beautiful wrap styles with nearsal collars, one in silvertone at \$62.50 and the other in suede velour at \$77.50.

These are all excellent values, all but the wool jersey being silk lined.

(First Floor, Central)

100 Lamb's-Wool Quilts \$14.50 Each—Special

Covered with silk mull in a handsome floral pattern; borders and backs of same material, but in plain colors to match.

All desirable colors to choose from. Saving of one-third or more.

(Sixth Floor, Central)

A Little Showing of Paris Frocks for Young Women

These dresses show the Paris idea of afternoon gowns for the young girl—and exquisite, lovely things they are.

Of delicate crepes in enchanting colors, they are simple, youthful gowns, dependent upon hand hemstitching, embroidery and occasionally beading, for their adornment. The lines are youthful, necks are round and sleeves are short.

Dove gray, all-white, the loveliest jade green, marine and Nattier blue and beige are the colors Paris likes for young girls and you will like them, too, in these gowns!

Just one of a kind, of course, they are exclusive models, and the prices are \$70 to \$85.

14 to 20 year sizes.

(Second Floor, Chestnut)

Finest Blue Tricotine Special at \$7 a Yard

This is the most beautiful quality made for dresses and skirts, the same grade which has been selling up to now for \$3 a yard more.

It is all-wool, very fine in weave, 54 inches wide and in a good shade of navy blue.

(First Floor, Chestnut)

New Plaid and Checked Wool Skirts, \$11.75 and \$12.75

No need to tell any one that they are "specials." The fact that they are all wool and such small prices tell that plainly.

Those at \$11.75 are sports models in brown and black or blue and black checks. Also some very pretty velour plaids, in the same combinations of color and silk braid trimmed.

Those at \$12.75 are full knife pleated, in tan and black plaids only.

(East Aisle)

Cooler Weather Brings Women Hurrying In for Suits

Good-looking, practical suits in the new fashions, of this season, which means very different lines from last year's.

Such suits are here, dozens of styles, plain and elaborate in trimming. Others have braid or bands of the material or the new stitching. And every one of the coats is silk lined and also interlined, and there are all the good new colors.

Women will like to hear that the prices for the same quality of suits are considerably lower than last year. Between \$45 and \$60 are suits in—

Plain velour
Silvertone
Tricotine
Peach bloom

Checked velour
Wool mixtures
Cabardines
Pin-striped velour

(First Floor, Central)

A Pretty New Plain Pump for Smart Women

It can be worn plain or with a buckle, and later with a spat.

Of tan Russia leather, dull black calfskin and patent leather, with turned sole and 2-inch Louis heel.

\$12.50 a pair in the Little Boot Shop.
(First Floor, Market and Juniper)

New Caps and Hats for the Children

For the little babies up to two years old there are new caps—caps of corded silks or of crepes de chine, or lovely ones of crepe Georgette. Some are dainty with hand embroidery, some have real lace for trimming, and others are trimmed with fur or feathers and are as fancy as the baby's mother could wish. \$1.50 to \$15.

New Winter hats for children of 2 to 6 years are in charming styles—some with trimming and some quite simple; they are of lustrous velvets, of corduroys, of beaver, of velour and of serge, and are in tailored and other styles. \$2.25 to \$18.

(Third Floor, Chestnut)

Two Special Lots of Women's Silk Hosiery

1200 pair of first grade, pure dye, full fashioned black silk stockings, with mercerized tops and soles, \$2 a pair.

900 pair of first quality black and cordovan full fashioned silk stockings, with all black legs, \$2.35 a pair.

Both are ordinarily higher priced.

(West Aisle)

Vanity Handbags for New Fall Costumes

The trim lines of these vanity bags make them especially nice to carry with tailored suits.

Newest models are of polished pin seal, alligator calfskin and auto leather. Besides black there are browns, tans, grays and blues.

Some of the bags have inner compartments and others have inner partition with mirror, memorandum pad and pencil.

Prices \$5 to \$10.

(Main Floor, Chestnut)

MONDAY A REMARKABLE LINEN SALE!

The First of Its Kind Since Pre-War Days With Savings 25 to 50 Per Cent



TO THE extent of our knowledge we can say that this is the first successful attempt since the opening of the great war made by any retail merchant to offer to the public high-grade Irish and Scotch household linens at such reductions in prices, or anything near them.

The public will see in it exactly what it is—a wonderful fulfillment of their hope that whenever and wherever it is possible to bring prices any lower—Wanamaker's will do it!

How glad we should feel if we could say that, so far as linens are concerned, this is the break in the clouds. But that would be to assume a little too much and perhaps raise extravagant hopes.

In the matter of shortage of raw materials the linen business has been particularly hard hit. The reason is in two words—Belgium and Russia, but especially Russia, normally the world's chief dependence for flax supplies.

In Ireland and Scotland the looms are still going only part time—in many cases three days a week. It is bound to be some time before anything like normal conditions return to stay, but there is undoubtedly a noticeable improvement.

In the meantime we are working to get all pure flax linens we can to sell at lowered prices, and we are working to some advantage, as proven by such offerings as these.

500 yards 70-inch Irish linen table damask, \$2.50 a yard.

Double damask tablecloths, at 40 to 50 per cent below regular. Two patterns, a plain satin band, now very popular, and a floral effect.

There are just over 200 of these cloths in quantities of 15 to 85 of a size.

2x2 yards at \$13.75.

2x2½ yards, \$17.50.

2x3 yards, \$20.

2½x2½ yards, \$17.50.

Matching napkins, 24x24 inches, \$17.50 a dozen.

150 dozen hemmed linen napkins, silver bleached, 21x21 inches, \$9 a dozen.

120 madeira lunch sets of 13 pieces, \$9 a set.

2000 yards of Irish dress linen at \$1.25 a yard. A wholesaler offered to buy the lot from us for \$1.30 a yard.

Towels and Toweling

2100 hemstitched huckaback linen towels, 20x36 inches, 85c each.

1200 hemmed linen towels, for glassware, 22x34 inches, 90c each.

2500 yards of linen crash toweling, 20 inches wide, 50c a yard.

1500 yards 16-inch linen crash toweling, 35c a yard.

920 Turkish bath towels, large size, \$1 each.

600 Turkish bath towels, guest size, 25c each.

(First Floor, Chestnut)

Certain Lever Mantel Clocks Come Down in Price

For after these particular patterns are sold, we shall have no more like them.

They are very good dependable clocks, made by one of America's best clock makers and they are mostly in mahogany cases. A few are oak. Some have ship's-bell strike, others, the usual hour and half hour.

The new prices are \$68 to \$100.

(Jewelry Store, Chestnut and Thirteenth)

New Books

"Mary Wollaston," by Henry Kitchell Webster. \$2.

"Children of Storm," by Ida R. Wylie. \$2.

"Foolish Matrons," by Donn Byrne. \$1.90.

"Also Ran," by Mrs. Baillie Reynolds. \$1.90.

"Rose O' The Sea," by Countess Barynska. \$2.

"The Peddler," by Henry C. Rowland. \$1.75.

"The Divine Event," by Will N. Harben. \$1.75.

"The Eyes of Innocence," by Maurice Leblanc. \$1.50.

"Turkey Bowman," by Homer Croy. \$1.75.

"The Green Eyes of Bast," by Sax Rohmer. \$2.

(Book Store, Main Floor, Thirteenth)

English Vanishing Creams in Artistic Jars

There are little blue-and-white jars, green jars, and others in brown and cream and floral effects, and the prices are moderate—85c to \$2 a jar.

(Main Floor, Chestnut)

Gold Encrusted Glassware for an October Bride

The section of glassware is a most interesting place, full of brilliant, rich and pretty things, one of the particularly charming groups being the encrusted gold glassware, of which we are now showing a large assortment and calcite gold-lined.

Candy jars, \$4, \$4.50, \$5.50, \$6 up to \$13.50, according to size.
Compotes, \$4, \$6 and \$7.50.
Sugar and cream sets, \$7.50.
Cracker and cheese dishes, \$8.50.
Fruit or flower bowls, \$6 to \$15.
Bonbon dishes, \$2.25.
Candlesticks, \$4.

Also a beautiful collection of colored glassware in a diversity of charming shades—aquamarine, celeste blue, old blue, amethyst, canary, tobacco brown, the pieces including flower bowls, candy boxes, candy baskets, jars, compotes, fruit bowls, candlesticks, bonbon dishes, various kinds of flower vases, sherbets and such.

(Fourth Floor, Chestnut)

Embroidered Bed Covers and Throws a Third Less

The bed cover and the throw go together in every instance.

All are scalloped in colors to match the different shades of the prettily embroidered designs—in rose, and different shades of blue, some, however, being all-white.

Double and single bed sizes all to be sold at a third less than regular—\$13.50 for the double and \$12 for the single bed size.

(Sixth Floor, Central)

\$15,000 of Fine Domestic Rugs at About Half Price

The other day a manufacturer came in unsolicited and offered to sell us a lot of domestic rugs at about 55c on the dollar.

We admit we were a bit surprised at such an offer at first, but when we saw the goods we realized that it was one of those golden opportunities that turn up unexpectedly now and then and we snapped it up.

These are handsome, heavy pile, seamless rugs, resembling chenille rugs more than anything else. They are in rich plain colors and mottled effects and are suitable for any room in the house. At these very low prices they are wonderful values. No one needing a new rug or two should fail to see them.

9 x 12 ft., \$48.50 and \$58.50

8 x 10 ft., \$46

6 x 9 ft., \$31.50

4 x 7 ft., \$16.50

36 x 63 in., \$8.50

27 x 54 in., \$5.25

(Seventh Floor, Chestnut)