

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
Clear

OF COURSE, it is well known that as prices are lowered our customers get the benefit of it as rapidly as the merchandise comes on sale.

[Signed] *John Wanamaker*

To Keep Duties From Treading on Each Other's Heels

they must be disposed of promptly as they come along.

He who has the habit of throwing off upon "tomorrow" the work of today only adds to his own burdens and lays up a load of old stock, if he is a storekeeper, that will be harder to dispose of the older it gets.

The freshness and the newness of our merchandise is one of the charms of our store.

[Signed] *John Wanamaker*

Oct. 4, 1920.

New Redleaf Sports Hats From England for Women

There are no sports hats quite like the English hats—and well-groomed women on both sides the Atlantic know it. That is the reason we go to London each season and pick out the smartest sports hats and bring them over for Philadelphia women.

Some of the new hats for Autumn and Winter have just come over seas. They are in new shapes—comfortable and becoming, but as simple as these hats always are.

They are of soft felts and mouffons and are in charming colorings—colorings seldom seen, save in these British hats. Gleaming metal ribbon, flat ribbon bands and bows are their trimmings usually, and they are always good looking.

Prices begin at \$30.
(Second Floor, Chestnut)

Of Wondrous Beauty and Colorings Are the New Sable Furs

To many people, sables are by far the most beautiful of all the furs, and when they see the new sables now in the Fur Salons, this opinion will be but strengthened. The new pieces are lovely. Not only are the skins of the finest quality, but the furs are of such softness, the colorings so rich, and the skins so perfectly matched, it will be a double pleasure to own and to wear them.

A new sable cape of fashionable cut and quite generous of cut, too, is finished with many heads and tails and paws and is \$1650.

A new stole of twelve skins is \$1200.

One-skin Russian sable boas are \$400 and two-skin scarfs are \$750.

Small boas of Hudson Bay



sables, one skin, are \$100 to \$235 and two-skin scarfs are \$250 to \$315.

And just now these small scarfs are much in fashionable request.

(Second Floor, Chestnut)

New French Beaded Bags for New Costumes

We have just unboxed a lot of beautiful French beaded handbags that we are able to sell at moderate prices.

A very large variety of designs, all exceedingly rich in color with

a good selection of black jet mourning handbags among them.

There are both draw-string and frame styles.

Prices are \$13.50 to \$45, with a wide assortment between \$20 and \$35.

(Main Floor, Chestnut)

Fine Fur-Trimmed Suits for Young Women, \$60 Each

are uncommonly good for this price, as the girls who come for them will soon discover.

Of soft, wool velvours they are in the most fashionable blue and brown shades, and they are made in half a dozen of the smartest Winter styles, all fur trimmed.

Some are straight-line suits

(Second Floor, Chestnut)

with narrow belts—trim and good looking; some are fitted at the waist line and flare below it; some have shawl collars and some the new high collars.

They are trimmed with taupe nutria, with nearsail (dyed coney) and with Australian opossum.

\$60—and 14 to 20 year sizes.

A Fine Wool Duvetyne

One of the most beautiful qualities made and intended for the new fashionable tailored suits and wraps. With all its lightness in weight and softness of texture, it is very warm and drapable.

The colors are navy blue, green, Copenhagen, seal brown, mole and black. The width is 54 inches and the price \$12 a yard.

(First Floor, Chestnut)

Flannellet Nightgowns

Women's nightgowns of soft, warm flannellet, in pretty pink and white and blue and white striped effects, and in several styles.

\$3 to \$3.75 for regular and extra sizes.

(Third Floor, Central)

These New Silk Skirts Are the Prettiest Yet

With a blouse to match in loveliness a woman would have a costume that she could wear for afternoon and informal evening affairs and that would always look well.

Think of a soft, changeable sapphire blue brocade or one in seal brown, knife pleated all around. Or one in silk embroidered tricolette. Several other new models are in dark blue or black satin with three or four pleated flounces and maybe a jet ornament dangling at the side.

There is a pretty crepe meteor, too, with the new caught-in line at the hem. These skirts are priced from \$35 to \$55.

(First Floor, Central)

Low-Priced Silk Stockings

2400 pair of second grade black, white and brown silk stockings, sizes 8½ to 10, at \$1.10 a pair.

3600 pair of first quality black and cordovan silk stockings with cotton tops and soles, sizes 8½ to 10, at \$1.50 a pair.

(West Aisle)

New Hand-Made Batiste Blouses for \$5.50

There are five distinct styles—each prettier than the last, you'll think as you see them!

They are of sheer and snowy batiste, they are not only hand made but some are hand embroidered and hand hemstitched, and they have square and V necks.

And one style at \$5.85, also of fine batiste, is not only hand made and hemstitched but is also trimmed with real lace on the collar.

(Third Floor, Central)

And Now an Authentic Presentation of the New Paris Fashions for Autumn and Winter



Tomorrow women will have the first sight of the finest importation of original French gowns ever shown in the Gray Salons.

Paris, even Paris gasped when some of the new ideas introduced in these gowns appeared. They are so daring, so totally different. And then she smiled, for they are beautiful and wearable.

There are gowns for every occasion, from the tailored morning frock to the most brilliant evening gown, fit for the Assembly. There are costumes for receptions, card parties, formal dinner gowns and the theatre. Every one is individual, there are no duplicates.

Some of the Paris dressmaking houses that have sent their loveliest creations are

Chanel
Renee

Jenny
Charlotte

Brandt
Callot Soeurs
Lanvin



Lanvin shows an example of the new "nailhead" embroidery, a soft blue crepe, worked in steel thread with steel "nailheads." Lanvin, too, has an exquisite midnight blue duvetyne with cut-out designs of the duvetyne on French blue velvet. Madeleine et Madeleine strike a very new note with a theatre gown of dark blue broadcloth, the upper part and sleeves of silver lace with a cut-out design of the embroidery.

Monkey fur is used on a gown by Brandt. Madeleine et Madeleine show a white broadcloth coat dress with broad bands of white stitching on black net and monkey fur high collar and cuffs.

Silk braid, narrow, caught up to form loops, is used most effectively for a trimming of a blue tricotine by Jenny.

But one might go on indefinitely, these are only a few instances and women will like to discover the other few fashion ideas in these Paris gowns for themselves.

Scarcely Less Lovely Are New Paris-Inspired Gowns

These are some entirely new models, wholly or partly reproducing Paris originals. They are very, very beautiful, with many of the features that distinguish the new fashions.

Some of the most exquisite afternoon and evening gowns we have ever seen are among them. And there are some wonderful examples of handsome velvet costumes.

New Tailored Suits With Fur Collars

They have chosen the softest, warmest materials, duvetynes, peachbloom and so on. They have added embroidery of the most intimate character and the biggest collars of fur they could find. One thoroughly delightful model has the new box-effect coat with square tabs, two layers of them as a finishing to the bottom of the coat.

(First Floor, Central)

Presenting the New and Lovely Afternoon and Evening Wraps

Exquisite is the word which best describes them! Textures soft and silky and beautiful, colorings of unusual loveliness, furs rich and soft, and fashions which bring out the beauty of all three—that in a word tells the story of the new wraps.

Duvetynes and chiffon velvets make most of them. They are rather wrap-like as to cut, collars are very wide and very generous of cut, and cordings and embroidery bring out new features of particular interest.

The combinations are lovely. Picture a rose and gold brocade with a soft rose lining, all corded and caught in at the foot, topped off with a huge collar of soft gray squirrel—it is perfectly beautiful. And a new victory blue duvetyne with gold-and-silver embroidery, a huge tassel in front and in back and great furry collar and cuffs is another stunning wrap.

Flat furs like mole and squirrel and nutria and beaver are especially fashionable; and opossum and flying squirrel are also in evidence.

There is just one of a kind, the wraps start at \$155 and they go on to \$640.

(First Floor, Central)

Men's English Redleaf Underwear for Autumn

Fine wool and cotton garments in a medium weight that is used by practically all men for Fall and by some men all Winter.

These goods have been very scarce for the past two years and men who have learned their comfort will be glad to know they are here.

Cotton shirts and drawers, \$2.75 each.

White wool and cotton mixed shirts and drawers, \$4.50 each.

All-wool shirts and drawers, \$8.50 each.

And a little belated lot of Redleaf Summer lisle shirts and drawers at \$4 a garment. Some men wear this lisle underwear all year.

(Main Floor, Market)

A Silk Sale With Savings of 25 to 50 Per Cent Means Something Today

It is the first sale of such an extraordinary kind that we have been able to hold in four years; and it is exactly in line with our expressed policy and purpose to concentrate our efforts upon finding the best and most desirable silks obtainable, and to sell them as much below the former prices as it is possible to do.

In this Sale we offer at 25 to 50 per cent less than former figures these desirable lots, practically all of them absolutely new:

Georgette crepe, in all desired colors, \$1.38 a yard.

Crepe de chine, in desired colors, \$2 a yard.

Plain radiums, in a good choice of colors at \$2.25 a yard.

Printed radiums, in a choice of colors at \$3.50 a yard.

Wash satins, \$1.85 a yard.

(West Aisle and First Floor, Chestnut)

Sale of Sporting Clothing and Sweaters at 25 to 40 Per Cent Less

The Sporting Goods Store puts on sale tomorrow its entire stock of sweaters and sporting clothing for men and women... savings of 25 to 40 per cent.

These are not job lots or goods bought for the occasion, but our regular stocks lowered from the prices at which they have heretofore been marked.

It is the most complete, the most important and the most timely sale of such garments of which we have any recollection. All the goods are things greatly in demand right now, or for the coming months. The opportunity to come in and select from an entire stock, without reservation, is one that every sportsman and sportswoman will be only too glad to seize.

There is a great variety of articles, but a range of prices on those most wanted, and in which quantities are largest, will give an idea of the savings.

Please bear in mind that all these prices are 25 to 40 per cent less than regular.

- Men's Shaker-knit sweaters, \$8 to \$13.50.
- Boys' Shaker-knit sweaters, \$5 to \$8.50.
- Woolen golf vests, \$5 to \$8.
- Woolen jackets, some imported, \$8 to \$20.
- Mackinaws, \$10.50 to \$17.
- Sheep-lined coats, \$9.25 to \$18.50.
- Rubber raincoats, \$7.50.
- Leather shooting jackets, \$12.25 and \$13.50.
- Hunting coats, \$3.25 to \$7.50.
- Corduroy coats, \$10.50.
- Men's riding breeches and trousers, \$5 to \$11.25.
- Women's riding breeches, \$4.75 to \$11.
- Women's riding skirts, \$5.25 to \$7.50.
- Women's hunting coats, \$5 to \$15.

(The Gallery, Juniper)

Some New and Fragrant French Soaps

In such desirable scents as violet, lilac, rose, heliotrope, oellet, jasmine, verveine and Peugere.

50c, 40c, 50c and 75c a cake

—\$1, \$1.25, \$1.40 and \$2.25 a box of three cakes.

(Main Floor, Chestnut)

Two Fine Domestic Rugs for About the Price of One

Handsome, heavy pile, seamless rugs resembling chenille rugs more than anything else.

In rich plain colors and mottled effects and suitable for any room in the house.

The following prices are just about 55 per cent of regular:

- 9 x 12 ft., \$48.50 and \$58.50
- 8 x 10 ft., \$36
- 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)

Wouldn't You Really Like to Have the Table Knives Always Sharp?

We have just received from Sheffield, England, 200 knife-sharpening machines that actually and genuinely do sharpen knives—table knives, carving knives, kitchen knives.

The price is \$7.50 each.

(Fourth Floor, Central)

The Finest of Overcoats for Boys

We will never be satisfied to sell any but boys' clothing of the finest class. We were never more certain of having it than we are now. There could be no better proof than these new overcoats. They are splendid.

They are in Winter weights. The fabrics are blue chinchillas, gray chinchillas, various mixed materials, all of pure wool; all with belts, some with raglan and some with plain sleeves.

In sizes for little fellows of 3 to 10 years at \$21.50 to \$30; and in 11 to 18 year sizes at \$32 to \$55.

(Second Floor, Central)

The Finest Notable Linen Sale in Years With Savings of 25 to 50 Per Cent

At almost any time since the first ill effects of the war began to make themselves felt in the linen business we might have held a linen "sale," but we preferred not to. It would not have been our kind of "Sale." But this Sale is. It is the first linen Sale worthy of the name that to our knowledge has been started in years.

It represents our purpose to try and try hard, to get all the desirable merchandise possible, to sell at the lowered prices that really benefit people.

This sale benefits them to the extent of a 25 to 50 per cent saving from regular prices.

It brings a lot of double damask table cloths, 2x2 yards, 2x2½

(First Floor, Chestnut)

yards, and 2x3 yards at \$13.75, \$17.50 and \$20 each, saving of 40 to 50 per cent.

Matching napkins, 24x24 inches, \$17.50 a dozen. Hemmed, silver bleach, all-linen napkins, 21x21 inches, \$9 a dozen.

Madeira luncheon sets of 13 pieces, \$9 a set.

Irish dress linen, 36-inch, \$1.25 a yard.

Irish linen damask, 70 inches wide, \$2.50 a yard.

Hemstitched huckaback linen towels, 20x36 inches, 85c each.

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

Linen crash toweling, 20 inches wide, 50c a yard.

Linen crash toweling, 16 inches wide, 35c a yard.