

Organ Plays at 9, 11 and 4:45
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

It Didn't Take Long to Change Saturday From a Holiday Into a Hustle-Day

It Is Hard to Realize, But There Are Around Us Many men and women moving about in their homes and elsewhere

who are half asleep

They have education, fairly good health, fine opportunities, but they never sufficiently awaken to see where they are going and what they are doing or to have themselves under proper control.

They simply drift with the currents and let their lives be drained away under invisible secret influences.

The pity of it and the sorrow of it, farther on, but certain!

Even in a big, healthy business place like ours this sleeping sickness exists.

[Signed] *John Wanamaker*

September 9, 1921.

Women's Silk Jersey Dresses at \$25

A price unusual for dresses of this quality. Six models, all of heavy silk jersey, in navy blue, black, seal and lighter brown.

Chemise dresses with deep silk fringe; tunic models with a rosette trimming of grosgrain ribbon; drop-stitch jersey in a long paneled effect; pin-dotted jersey; embroidered tunic models; and a long-coated model elaborately braided with soutache. Each \$25.

A Handful of Summer Frocks and Suits
including the few that remain of cotton frocks and of pongee and linen suits are now priced \$2.50 to \$7.50 for final clearance.
(First Floor, Central)

New Bolivia Coatings Are Among the Finest Made

The wonder of it is that so much warmth should be so happily combined with lightness in weight and loveliness of texture. The sheen would almost suggest silk, but they are all-wool.

There are sixteen shades, the newest and most fashionable for winter coats from bamboo to seal brown, taupe, black, henna and exquisite shades of blue, 54 inches wide, \$8, \$12 and \$14 a yard.
(First Floor, Chestnut)

Hundreds of Pretty New Hats Thronging Into the Salons

Hats so jaunty and smart looking you will scarcely believe their small prices.

Velvet, duvetyne, panne velvet and hatter's plush, in black and all the new shades—surely the most wearable and becoming colors for many a season. It isn't the price of a hat, but its line and becomingness that count. And these will "count" effectually in these particulars, though their prices are around \$10.
(Second Floor, Chestnut)



A Man's Shoemaker Made These Women's Oxfords—

He has put into them the plump leathers and the strong dependability he puts into his best men's walking shoes.

But they are as trim and smart as the daintiest woman would want for outdoor use all Autumn and Winter, and an especially desirable shoe for college girls and business women.

Brown calfskin, with straight tip, perforations and military heel, \$6.75.
Black calfskin in the same style, \$8.
(First Floor, Market)

Autumn Blouses and Overblouses for the Large Woman—\$12 to \$22.50

An entirely new collection of attractive styles for women who wear extra sizes. There are many calls for them and women tell us that it is impossible to get smart "large size" blouses in some places. Not so here!

Not only are they large, but special care has been given to the lines, the cut of the shoulders and the sleeves, so that they will really fit well.

Crepe de chine, Georgette crepe, crepe meteor in navy blue, black, white and flesh-pink with heading, embroidery and dainty laces for adornment.
(Third Floor, Central)

Puddin' for Cold Nights
Heavy black tin pudding molds have tubes through center which prevent the pudding from being soggy in the middle.
Two sizes, \$1 and \$1.20.
(Fourth Floor, Market)

A Telephone Convenience
is a little glass mouthpiece (to take the place of the regular mouthpiece) with a clever arrangement inside that permits the speaker to talk in a very low tone and still be heard distinctly at the other end of the wire. Another advantage—it is most sanitary. \$1.
(Third Floor, Market)

Cozy Pajamas for the College Girl
And for other women who like flannel for winter nightwear. These are cut on generous coat-and-trouser patterns, of very good flannel, in attractive pink or blue striped effects. Most of them have silk frog fastenings or silk braiding. Priced \$2 to \$5.50.
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(Third Floor, Market)

Nearly a Hundred Fine Fur-Trimmed Coats for Young Women Very Specially Priced at \$75

These are fine, beautiful winter coats of rich materials, handsomely trimmed with big fur collars, and in some cases fur cuffs also.

They are just in, every one new in style and fresh.

And they are the same kind and quality that we shall regularly sell for \$15 to \$35 more than the prices placed upon them for tomorrow's selling.

Rich velvety duvetyns and bolivias in all the new weaves and in the fashionable light and dark browns—Malay, marocain, reindeer, squirrel—as well as navy and Sorrento blue and black.

The great collars are of beaver, moleskin and opossum, and linings are of rich silk over warm interlinings.

Of some models there are but one or two of a kind; but sizes 14 to 20 will be found in the entire collection. And some of the very smartest winter coat models are included.

Young Girls' Fur-Collared Coats at \$22.50

These are "junior" coats—12 to 16 year sizes.

The material is a warm all-wool cloth in a good dark brown color.

The fur collars are beaverette (dyed coney), in a very good-looking quality. Some have storm collars of the cloth only.

(Second Floor, Chestnut)

More Young Women's Two-Piece Jersey Dresses 'Hurry In—\$14.50

They have to hurry, for they go out as fast as we can get them in.

The favorite girlish two-piece frocks—pleated skirt and hip-length overblouse with collar and cuffs of white linen. They have two pockets, tie sash, long sleeves and slot opening at the neck.

Attractive shades of brown, both light and dark; black, Copenhagen and navy blue.

Sizes 12 to 20. Priced \$14.50.
(Second Floor, Chestnut)

New Arrivals From Belgium—Lace Collars and Scarfs

They must have been nimble as well as skillful fingers to make all this exquisite lace work. Every bit of it is hand done and, what is more, there haven't been such little prices on these beautiful pieces since the War.

Collars of Point Venise, Point Gaze, Bruges, Duchesse Point and Rosaline. They are in the new shapes, the larger circular, square, tuxedo and pointed, also many smaller ones, \$2 to \$4.50.

Scarfs are real Princess and Duchesse, very beautiful indeed and many brides are using these scarfs for wedding veils. \$18 to \$115 are the prices.
(Main Floor, Central)

Gymnasium Bloomers for Girls
Black all-wool storm serge bloomers, full cut, double gusset and pockets, \$5.
Black cotton-and-wool bloomers in the same style, \$3.85.
White cotton duck middy bloomers, braided trimmed and laced, \$1.25. Middy bloomers of white jean, plain, \$1.50.
Ask for the person especially in charge of this "gym" outfitting.
(Third Floor, Central)

Paris Sends Jet and Silk Bags of Exquisite Handwork
The French are the only ones who could have fashioned these beautiful mourning bags. They are made of the finest quality black moire silk, beaded in jet in most intricate and exquisite designs. Card cases, vanity cases, envelope shapes and oval shapes are included in the assortment. They are lined with a heavy white moire silk, and are beautifully fitted.
The little cardcases have four compartments. The oval-shaped bags have inner frames.
Dull and bright beads are used in the designs. Prices are \$8.50 to \$40.
(Main Floor, Market)

What Paris Fancies in Veilings
Such new two-toned combinations as henna-and-black, jade green-and-taupe and brown-and-tan. These are especially fetching with the new small hats and they are 60c a yard.
Another novelty from Paris is a veiling made up of alternate huge blocks of plain mesh and dotted mesh, 75c a yard.
And still another veiling which no one would mistake for anything but French—a small fillet mesh with silk dots of a contrasting color, flesh with black or black with white, \$1.75 a yard.
(Main Floor, Central)

Splendid Shoes for Children's School and Dress Wear
These are the best children's shoes made. It never seems worth while to us to scrow a shoe down to inferior materials for the sake of a little lower price. The trifle a parent saves on shoes of that sort is lost over and over again in the frequency with which such poor and unworthy shoes have to be renewed.
Our customers have learned this, and will buy their family shoes nowhere but at Wanamaker's.
Children's high laced shoes of stout Russia tan calfskin in varying degrees of fineness, but all unsurpassed for service and comfort, are \$4.75 to \$6.75 in 8½ to 11 sizes and \$5.75 to \$7.75 in 11½ to 2 sizes.
Children's patent leather dress shoes with buttoned cloth top in 8½ to 11 sizes, \$6; and with buttoned kid top in 11½ to 2 sizes, \$8.
Growing girls' high tan calfskin laced shoes in sizes 2½ to 7½, priced \$8.50 to \$12. Dress shoes of patent leather with buttoned kid tops, in the same sizes, \$12.
(First Floor, Market)



Persian Serapi Rugs Enter the Sale

These beautiful pieces, which are among the most desirable of all Oriental rugs, have just been unbaled.

Any one familiar with the prices of Serapi rugs during the past few years will be interested in scanning the following prices at which this shipment is marked:

Persian Serapi Rugs

10.7 x 9.5	\$225	11 x 9.10	\$255
11.4 x 9.9	249	12 x 9.7	285
12.1 x 9.6	255	12.5 x 8.11	285
11 x 9.1	249	15.1 x 11.6	645
20 x 12.6	875	15 x 11.9	585
12 x 10.5	465	12.4 x 11	287
11.8 x 9.6	450	11.2 x 9.7	395
12.5 x 9.5	450	15.6 x 10.11	675
23 x 15	975	6 x 4.7	85
		6 x 4	85

Persian Mossoul Rugs **Anatolian Mats**
3 x 6 to 3.5 x 7 Average size 1.8 x 3
\$27 to \$49 \$6.75 to \$9.75
(Seventh Floor, Central)

A General Break-up in Glassware—\$15,000 Worth at Half

For our September Sale we secured a special purchase of light-cut glassware of the finest quality, in patterns of the most pleasing good taste.

This is the popular glassware of the moment—light in weight, inexpensive and unquestioned in character.

It is desirable for replacements in the home and wonderful to buy for gifts.

- Water jugs, 50c to \$2.75.
 - Sugar and cream sets, 60c to \$2.25 a set.
 - Comotes, 75c to \$1.65.
 - Covered bonbon dishes, \$1.25 to \$3.75.
 - Marmalade jars, 65c and 75c each.
 - Vases, 50c to \$1.75 each.
 - Goblets, 30c, 35c and up to 75c each.
 - Sherbet glasses, 25c, 30c and up to 65c each.
 - Water tumblers, 12c, 15c, 20c and up to 50c each.
 - Ice ten tumblers, 20c, 25c and up to 60c each.
- (Fourth Floor, Chestnut)

Bright Gleams From the Lamp Sale

There is almost every kind of lamp that any one could ask for in the Lamp Sale, but these are a few of the particularly good things that homemakers are interested in.

"Bridge" lamps of hand-wrought iron in natural or polychrome finish. They are adjustable and easily moved wherever needed, \$8.50. Shades, \$3 to \$20.

Solid mahogany two-light fluted floor lamps, \$13.50. Shades, \$5.50 to \$8.

Boudoir lamps, one light, in solid mahogany, \$1.50. Silk shades, \$1 to \$6.50.

Glaze shades in all colors and decorations for floor and table lamps, \$10 each.

(Fourth Floor, Central)

Desk Sets for Boudoir or Office

Milady may come in and choose a dainty affair for her boudoir in rose, blue or green cloth covered with gleaming celluloid (it is a very pretty effect). Or Dad can get one for the library or office to suit his fancy, of heavy brass or bronze.

Beginning at \$5 for a five-piece brass set they go to \$40 for one of finest bronze.

(Third Floor, Market)

Records Suitable to Play on Sunday

are frequently requested in the Phonograph Store. A most desirable selection in hymn tunes can be found here, including such favorites as:

Brighten the Corner Where You Are:
I'm Coming Home.
Sweeter as the Years Go By:

Memories of Galilee.
Church in the Wildwood:
The Wayside Cross.
The Lord Is My Light:
Christ in Flanders.
Some Blessed Day:
Sometime—Somewhere.
Abide With Me:
Almost Persuaded.
The Song of God Goes Forth to War:
Still, Still With Thee.
Beautiful Isle of Somewhere:
One Sweetly Solemn Thought.

Two hymns on each 85c record.
(Second Floor, Central)

Harold Bindloss' New Book "Kit Musgrave's Luck" Price \$2

A tale of love, adventure and daring, with an appealing tropical background. One reads of the experiences of a fortune-seeking youth on a Spanish trading vessel, and of how he faced the question of choosing fortune or honor.
(Main Floor, Thirteenth)

13-Piece Linen Luncheon Sets

September brides will like them, or any "hope chest" will receive one most graciously. The set, of fine quality linen, contains large centerpiece, six plate and six tumbler doilies, neatly scalloped in white or blue, \$3.50.
(First Floor, Central)

Colanders Are Kitchens Friends

These excellent ones are made of heavy planished tin. Prices are 85c and \$1.

Men's New Soft Hats Are Ready

American and Imported Models for the Coming Fall and Winter

Now the men of Philadelphia may choose their soft hats in good time. In a few more days the "straw hat gun" will sound and any man wearing a straw hat thereafter does so at his own risk.

These new fashions in soft hats are fine. Because they are at Wanamaker's you may take the styles for granted, as well as the quality. This Men's Hat Store is celebrated for doing things just a little bit better than is really necessary.

Lincoln-Bennett, Redleaf and Habig are the famous names in the imported hats, and the American models are all made to our special order.

American soft hats, \$4, \$5 and \$6; imported, \$8 and \$10.
(Main Floor, Market)

Men Should See the Shoes \$7 Will Buy Today

New high shoes in six styles which afford a choice for any taste.

Black and tan calfskin high shoes in straight-lace style on English last. The shapely toes are perforated but otherwise the shoes are perfectly plain.

Medium broad blucher high shoes in black and tan calfskin. Black kidskin high shoes with broad toes in blucher or plain lace style.
\$7 a pair for any of them.
(Main Floor, Market)

Men, Here's a Good Sweater for \$8!

It is in V-neck style and is made of all-wool in a good, heavy weight for Fall and Winter.

In blue, green, brown, maroon, gray and white, and uncommonly good at the price.
(Main Floor, Market)

Men's Handkerchiefs That Always Go Quickly

In fact it is only necessary to say that they are here. They are Irish linen with narrow quarter-inch hems and they are marked at the very small price of \$3 a dozen.
(West Aisle)

Men's Lower-Priced Underwear for Fall

50c a garment for white light-weight cotton shirts with long or short sleeves and ankle-length drawers; some sizes missing.

75c a garment for fine white cotton shirts and drawers.

85c a garment for light-weight balbriggan with colored stripes in shirts and drawers.
(Main Floor, Market)

Suit the Boy of 8 to 18 Tomorrow

You will find all the new Autumn things ready for choosing. Materials are finer than they've been for years—the first look and touch reveals that—and here they are all-wool. Cheviots, cassineres, serges, unfinished worsteds are those best liked for service.

As to style, coats are the "regular boy" styles; variations of the Norfolk coat with all the pleats and pockets and belts that haven't been seen for a while.

Browns, greens, grays and dark blue, of course. Prices \$10 to \$30.
Two Trouser Suits at \$18
And two pairs of trousers means practically double service. These are gray, brown and green mixed cheviots with single or double breasted Norfolk coats.
Other extra-trouser suits go to \$28.
(Second Floor, Central)

Some New Shirts and Pajamas for Boys

The shirts are of fine, heavy woven madras in good striped designs and are made just like men's shirts in every particular.

Really remarkable for \$2. The pajamas are of fine muslin in colored stripes and are \$2.50 a suit.
(Main Floor, Market)

"There'd Be No Fun in Housekeeping Without This Sale"

said a fine woman from the suburbs yesterday, while she was checking off her list (and adding some unthought-of things to it) in the

September Sale of Housewares

The good lady explained that every year at this time she took inventory of her household interests.

"I count up the brooms and the cleaning things, and the kitchen vessels, and everything of the sort and write down the numbers and the condition. Then I come to Wanamaker's to make the replacements, and it's off my mind for a year. But I am always looking for surprises, too. It seems as if every time I come in you have something new to make house-keeping more interesting and easier."

The Wanamaker September Sale of Housewares is known for hundreds of miles around for its great special lots of needed household goods at reduced prices.

(Fourth Floor, Market and Central)

