

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

Tomorrow—First Saturday of Autumn—Nearly Everybody Will Be Buying New Clothes

Each New Day Comes Along to Teach Us

Something for our benefit if we are willing learners from our visitors and the happenings and conversations of the day.

To wise people it is given to be in school every day, learning something interesting and useful from every incident of life.

This Store would go backward if it were to stop learning.

[Signed] *John Wanamaker*

September 23, 1921.

Jade Is Charming With Black Gowns

And that is certainly the reason that so many women are buying the pretty imitation jade jewelry to give the touch of color to a too-somber costume.

The new necklaces are unusually pretty. They are quite long and combined with metal links, \$2 to \$14. Decorative hat pins, \$1 to \$5.50. Long graceful earrings, 75c to \$12. Bracelets, \$1.50 to \$12. Bar pins, 40c.

(Main Floor)

150 Topcoats at \$25
100 Dresses at \$25
Very Exceptional Values

For Young Women

The coats are Bolivia and other deep dyed fabrics, in reindeer, date and other browns, Copenhagen and navy blue.

They are full-length topcoats in six very attractive models, with large collars of various styles, raglan or set-in sleeves, and excellent Venetian linings throughout.

A number have fur collars of beaverette (dyed coney).

Because of a fortunate purchase, tomorrow's price of \$25 is about \$10 less than their quality warrants. Sizes are 14 to 20.

The Dresses are Point twill, tricotine, charmeuse, Canton crepe, Georgette, taffeta and crepe de chine. There are simple tailored street styles and afternoon and dinner dresses. Colors include navy, black and brown.

Every one was made to sell at a much higher price and represents extraordinary value at tomorrow's special price of \$25. Sizes 14 to 20.

(Second Floor)



A Poor Fur Coat Is a Bad Investment

In furs, more than anything else, quality is more important than price. Certain grades of fur we do not care to sell, for the reason that they will not give satisfaction either in appearance or wear.

Every Hudson seal (dyed muskrat) coat in our collection, for instance, is of thick, lustrous fur, chosen for its depth and richness, for the perfectly matched skins, and the beautiful fashioning of the coat.

And at that they are not costly. A 6-inch Hudson seal coats with great

shawl collars of the same fur are \$290 and up. With huge collars and cuffs of skunk or of beaver, they are priced from \$350 upward. And with collars and cuffs of clear blue-gray squirrel, \$385.

The longer Hudson seal coats—45 inches—begin at \$425, with collar of skunk fur.

(Second Floor)

Women's Fur-Collar Coats Special at \$57.50

Picture to yourself two exceedingly attractive styles in Bolivia cloth, all-wool and warmly interlined, and silk lined. In one model the collar is a very large one of near-seal (dyed coney), in the other it is a huge shawl collar of natural racoon.

The coat with a near-seal (dyed coney) collar has a straight back with stitching and side panels trimmed with self-covered buttons. The coat with racoon fur has a loose back with a belt in front and flares at the hem. It has two long stitched designs in the back. Both coats come in the new browns, grays and navy and black.

(First Floor)

Warm Winter Coats for Little Miss Six-to-Fourteen

Such soft, warm materials, loosely and comfortably made, and well lined and interlined, will be sure to keep the little lady snug from wintry blasts.

Prices are very reasonable, but we have not scrimped any detail of material or making to keep them low. Better Winter coats for your little girl you cannot find.

(Second Floor)

Here Is a Fine Array of Young People's Shoes

Beginning with the littlest baby, and going up through the various playtime and school ages, to the young girl getting ready for—or going to—college. No better shoes will be found anywhere; no fairer prices; no more competent salespeople to fit them correctly; and no other such large, airy, comfortable place in which to choose them.

Infants' tan button or lace shoes with soft tips and turned soles, sizes 2 to 8, \$3.75 to \$4.50. White buck button or lace shoes, sizes 2 to 8, with turned soles and wedge heels, \$4 to \$4.75. With welled soles and broad toes, sizes 8 to 2, \$3 to \$10.

(First Floor)

High laced shoes of tan calfskin, a good practical shoe for sturdy wear, sizes 8 1/2 to 2, \$5.50 to \$6.50. Sizes 2 1/2 to 7, \$8.50.

Tan laced oxfords with military heels, for growing girls to wear with woolen hose, priced \$8.75.



A New Velvet Hat Transforms Her

Like stars in the sky, they are popping out one after another on the street—the new velvet hats. And they do most wonderfully freshen and change a woman's whole appearance.

Nothing so becoming above the face as the soft texture of velvet.

And nothing prettier in the way of velvet hats than these we have trimmed for tomorrow to sell at the moderate prices of \$10 to \$18. Good quality velvets, in navy blue, black, henna, nut brown, pheasant, purple and all the charming colors of the season, and in all the pretty new shapes, large and small.

(Second Floor)

Collar Laces Are a Necessity

when remodeling a gown or for freshening a frock for a week-end.

Imitation Venetian lace and embroidered net edges, 85c to \$1.90 a yard. Vestings, \$2.75 to \$6.75 a yard.

(Main Floor)

The Daintiest Waist in a Long While

is of white Georgette crepe, its long tuxedo collar (reaching almost to the waist), bordered with wide Irish crochet lace. We have seldom had anything so fine and pretty for its price of \$10.85.

Wide file lace is used on the collar and vestee of another new white Georgette waist at \$12.

(Third Floor)

New Fabric Gloves Women Like for Fall

They are exactly the right weight for now, and they have the added advantage of washing when soiled. This new shipment brings all the good colors.

Two-clasp chamois-finished lisle gloves; black, white, pongee, beaver, gray and brown, 85c a pair. Strap-wrist and tab-wrist chamois lisle gloves in black, white, pongee and beaver, \$1.25 a pair.

Duplex two-clasp gloves, black, white, tan, beaver and slate, \$1.75 a pair.

(Main Floor)

Women's Bags and Pocketbooks

Here is a collection of bags in which it would be very hard for any woman not to find the bag she wants, supposing she is looking for a good one at a low price.

In pin seal, morocco, bright, shiny leather, dull, long-grain leather.

In dainty vanity shapes, in every style that any woman can reasonably desire up to the generously sized shopping style.

Fresh goods, of excellent quality at the most moderate prices—\$1.50, \$2, \$3 to \$4.85 each.

(Main Floor)

Drapery Needfuls of Silk

Very often it is the little things that count; little things such as these fringes, tassels, edgings, gumpies, silk picture cords, lamp-shade fringes and other desirable accessories.

This is the best collection of such goods we have known. Prices, \$1.50 to \$3.25 a yard for silks; 10c to \$4.50 a yard for fringes.

(Fifth Floor)

Extra Size Means Extra Goodness in These Nightgowns

For women who like a very simple gown here is one of nainsook with tucked organdie bands around the square neck and short sleeves. Its price is but \$1. Other good models in extra-size domestic gowns with lace or embroidery trimming, up to \$3.85.

Those who prefer hand-made and hand-embroidered gowns will find very good values among the extra-size Philippine nightgowns at \$3.85, \$4.50 and \$6.

(Third Floor)

The Pleasures of Electric Cooking

may be seen in the Housewares Store today in the demonstration of

The Cookerette

a new electric portable range. The Cookerette has many advantages and comes in sizes for all purposes. The prices range from \$40 to \$100.

(Fourth Floor)

Silver Tea Services

in Period Patterns

The Wanamaker Jewelry Store offers a great wealth of beautiful designs in these services. They represent some of the finest that are made and they are correct in every detail of the period for which they are named.

Although the prices go up as high as \$3000 for a richly ornamented Louis XIV service, there are many at lower markings. All are in sterling silver.

Washington	\$800
Plymouth	930
Portsmouth	955
Clermont	965
Newport	1050
Heppelwhite	1100

(Main Floor)

A Remarkable Hair Brush Special at \$1

Rather small in size, and they have the stiff Russian bristles which go through and through the hair.

Many men and women with heavy hair will use no other brushes than these. All the bristles are hand sewn with copper wire, which makes them very durable.

(Main Floor)

Bonny Scotch Tweeds for Sports Costumes

Just landed and as fine a lot of tweeds as we have had for a long time. They are soft and warm and will wear like iron, and there is nothing better for sports suits, capes, golf skirts or the new dress-and-cape costumes.

The colors are the misty browns and grays, characteristic of these tweeds, in mixture, herringbone or invisible plaid weaves. They are 54 and 56 inches wide and \$4.50 to \$5.50 a yard.

(First Floor)

Women's Kid Gloves Special, \$1.85 a Pair

These are fine imported kid gloves in a good weight for Fall and in all the most desirable colors. They are overseam sewn and come in black, white, tan, mode, beaver and brown.

(West Aisle)

Japanese Lamps and Shades in a Sale

One lot of Japanese pottery lamps in half a dozen sizes and in about twenty different decorations—now priced at \$4.25 to \$30.

There is an attractive assortment of Japanese wicker lamp shades in nine sizes and in silks of practically all colors—now 65c to \$4.75.

Japanese silk and paper lamp shades in different shapes, in a dozen different decorations and in eight different sizes are now \$1.25 to \$18.50.

Japanese parchment lamp shades from six to 22-inch sizes are offered at \$1.25 to \$12.50.

(Fourth Floor)



Have You Learned to Pogo?

Easier than learning to ride a bicycle.

And away you go bounding with sensations you never dreamed a human being could have!

Pogo sticks (the first in America) are \$3, \$3.50 and \$4.

For men, women and children.

(Seventh Floor)

It Is Not the First Price and It Is Not the First Looks

that indicate the value in men's clothing. You cannot tell by either of these things. The most faithless sort of clothing may look very well at the outset.

In men's clothing more than in any other sort of merchandise you have got to depend upon the faith of the store from which you buy the goods.

We have been selling men's clothing in Philadelphia for more than sixty years, and the good faith of our men's clothing is the foundation stone of this institution.

Our new Fall suits and overcoats are ready, and you can depend upon them.

We have been most careful in our selection to make sure that all of them are all-wool, and we have required them to be hand-tailored so that they will retain their shape.

Considering the condition of the market, the prices are very moderate.

Men's new Fall suits, \$32 to \$55. Youths' models, \$23.50 to \$40. Men's fine, light-weight overcoats, \$30 to \$55.



(Third Floor)

Desks for College Students

To have one's own desk in college is such an advantage that every student should have one. Many fathers and mothers see to it that their student sons or daughters have the desks they need.

Desks for this purpose are not ordinary school desks, but regular office desks of a standard type in sizes suitable for college or university apartments.

They are made of oak and specially finished in a dark-brown color, the most durable color for the purpose, and in sizes suitable for purposes of study.

Flat desks, \$35, \$55, \$57 and \$65.

Roll-top desks, \$40, \$82, \$92, \$105.

Typewriter desks, \$65 and \$77.

Chairs, \$9.75, \$10.75, \$16 and \$21.

(Third Floor)

Handkerchief Specials for Men and Boys

For men—Irish linen handkerchiefs at \$3.85 a dozen. They are a nice quality, good weight and not clumsy or rough when laundered.

For boys—Irish linen handkerchiefs of sturdy weave. Particularly good for school use. \$4 a dozen.

On account of the very low price, both these "specials" are sold only by the dozen.

(West Aisle)

The Most Delicious Coffee

is made in a percolator. All our nickel-plated alcohol percolators are marked at special prices this month, starting at \$7.50.

(Fourth Floor)

Always a Cool Glass of Water

may be kept close at hand in a thermos carafe. We have some excellent ones at the very moderate price of \$5 each.

(Fourth Floor)

The Tasty Delicacies

that are baked in a casserole are without number. In attractive nickel-plated stands, we have numerous styles at \$4 to \$7.50.

(Fourth Floor)

Mahogany Trays

on which to serve a cooling beverage or afternoon tea come in plain wood with center designs at \$7.75 or with glass tops at \$10.

(Fourth Floor)

100 Exceptionally Good Neckties at \$1 Each

Made of fine silk, in beautiful floral patterns overwoven in soft, conservative colors so desirable for Fall wear.

Any man who wants a good tie for a dollar, and knows one when he sees it, had better see these at the first opportunity.

(Main Floor)

Gentlemen—New English House Gowns for You

Comfort, service and distinction are very well combined in these all-wool gowns, which come in tans, browns, greens and grays, with silk cord and braided edges. \$30.

(Main Floor)

Here's a Fine New Shoe for Smart Men to Ask For

It is a splendidly constructed high shoe made of the finest Scotch-grain calf-skin in mahogany and black.

In style it has the brogue toe, the new long heel effect and a military shape.

We have been particular about the construction of this shoe to secure extra durability combined with fine fashion.

It is a great shoe for college men and for business men who are much on their feet.

The price is \$13.50, and it is a great value.

(Main Floor)

Standard Bicycles at Lower Prices

Columbia and Continental bicycles have taken a decided drop in price—in fact, they are 20 to 25 per cent less than a few months ago.

These two makes have long given complete satisfaction, and this announcement of lower prices will be welcome news to wheelmen.

Columbia chainless model, \$75. Continental model for men and women, \$42.50.

Columbia Superb model, \$57.50. Continental model for boys and girls, \$35 and \$37.50.

Columbia racer, \$60. Continental model for boys and girls, \$35 and \$37.50.

Columbia roadster and Jr. road-ter, \$52.50. Each wheel is complete with coaster brake, heavy road tires, front and rear mud guards, tool bag and tools.

(The Galleries)

A Beautiful Assortment of Tea Sets in the China Sale

Shapes and styles and decorations in exquisite variety!

English china tea sets in novel and charming solid color effects—pink, French gray and yellow, with floral hand borders and green handles—special at \$30 a set of 23 pieces.

Royal Doulton tea sets of 26 pieces, in distinctive designs and unique shapes, the decoration being a yellow border on ivory, with a pheasant in panels—\$35 a set.

Other sets with raised gold designs on ivory—\$45 for a set of 23 pieces.

Tea sets in cobalt blue and floral designs are special at \$20 a set of 23 pieces.

Sets in blue, pink and green, with black lace-edge decoration are specially priced at \$18.

(Fourth Floor)

200 Covered Pitchers at Half—in one, one and a half and two pint sizes, now priced at 50c, 75c and \$1 each.