

Organ plays at 9, 11 and 4:50
(Melody and Chimes at Noon)

WANAMAKER'S

Store Opens at 9
Daylight-Saving Time

WANAMAKER'S

Store Closes at 5
Daylight-Saving Time

WANAMAKER'S

WEATHER
Unsettled

Starting Tomorrow the Wanamaker Famous September Household Sales

At This Season of the Year We Receive Many Visitors

who take the opportunity, when passing homeward from their holidays, to spend a day in the Store to see the latest fashions in color and shapes and the new fabrics and furnishings that are on display.

No visitors here incur any obligation to purchase even when they ask to be shown any article which they are interested to examine.

[Signed]

John Wanamaker

August 31, 1922.



A Lady Who Stepped Off the Steamer Last Week

came to Wanamaker's Monday, and purchased gowns that pleased her better than any she had seen in Paris or London. So she told us. And her choice of gowns was proof of her fine taste and knowledge of good dressing.

Another lady not long ago went from America to Paris equipped with gowns selected at Wanamaker's. And we afterward learned that her toilettes were so chic and so distinguished that they occasioned comment even in Paris.

It is certainly no longer necessary for women to go abroad to obtain the most recent and exclusive French features.

We bring them to you as soon as Paris herself knows them.

The costumes for daytime and evening wear now in the Women's Dress Salons are as smart and lovely as any one could find abroad.

And much less expensive! Beautiful new street and afternoon toilettes, duplicating Paris originals, are priced from \$75 up.

Lower-priced dresses, from \$27.50 up, give evidence in every line of having been made where the latest fashions are no secret.

(First Floor)

Ready to Carry Young Feet to School—the Best Shoes Made

School shoes are an item on which no wise mother scrumps. Nothing but good leathers and first-class making will stand the hard usage a healthy child gives its everyday shoes.

Here are shoes that will outlive any number of inferior kinds. Shaped right for growing feet, and perfectly finished inside and out.

For children of about five to ten years (sizes 8½ to 2) are:

Tan calfskin blucher oxfords at \$4.25 and \$4.75, according to size.

Tan and black calfskin high-topped shoes, \$4.75, \$5.50, \$6.30 and \$7.25.

For small boys who wear sizes 11½ to 2 are:

Malogany or black calfskin blucher oxfords at \$5.

Tan calfskin high-topped shoes at \$5 and black calfskin at \$5.50.

For growing girls who wear sizes 2½ to 7 are:

Tan calfskin blucher oxfords at \$6.

Black or tan calfskin oxfords with wing tips and perforations at \$6.75.

High-topped calfskin shoes in black and tan at \$7, \$7.50 and \$9.50.

(First Floor)

Silk Jersey Petticoats, Special at \$3.85

A quality regularly sold for more. Good firm silk jersey top, deep pleated silk flounce. Navy blue, black, brown, green, American Beauty, beige.

(West Aisle)

1000 Hand-Made Philippine Undergarments \$1.85 to \$3.85

A specially low price because of an occasional tiny spot that puts them in the "second" class. Otherwise perfect.

Nightgowns at \$1.85, \$2.85 and \$3.85.

Envelope chemises, \$1.85 and \$2.85.

All of fine, firm batiste cloth, hand-made and exquisitely hand-embroidered; a number with open "collotta" work.

(West Aisle)

Long Chamois-Lisle Gloves That Can't Be Beaten for \$1

We doubt if they can be equalled! Imported, sixteen-button length, in a fine suede finish, with heavily embroidered backs. Best shades of sand, mode, heaver, pongee, light gray, also white and black. Women are stocking up with them for months to come.

(Main Floor)

An Opportune Sale of Waists for Fall Suits Prices a Third to a Half Less

More than 1400 pretty new waists, many in the latest fashions for Fall, being the manufacturer's samples.

200 beaded overblouses at \$13.85.

Imported and new colors.

100 crepe de chine overblouses combined with silk jersey at \$5.85.

500 simple silk overblouses at \$3.85 and \$4.85.

150 tulle blouses at \$3.85.

275 Porto Ricans waists, batiste and dimity, at \$2 and \$2.85.

100 tricotee overblouses with embroidery at \$3.85.

(East and West Aisles)

Many Young Women Will Choose a Tweed Sport Suit

Especially those going to the shore or mountains for Labor Day.

There really is nothing which stands the wear and tear of motoring or a train journey better than a tweed suit.

In the prettiest rose, orchid, Copenhagen blue and tan tweeds, also striped materials and good mixtures, tailored models at \$10 and \$17.50. Every one has been higher in price. All sizes from 14 to 20 in the collection.

(Second Floor)

Paris Places an Ornament on the Draped Skirt

For the evening gown it is a brilliant jeweled affair that sets off the sheen of satin or velvet.

For an afternoon or tailored costume, the ornament is in antique silver effect.

Some of the most beautiful of the new skirt ornaments have come direct from Paris, no two alike, and they are priced from \$2 to \$22.50.

(Main Floor)

The Reed Birds Are Flyin' Where the Marsh Growth Is Thickest

And with the start of September they are "open shots."

What sport it is to bag them on the wing—a quick shot at that flock, or maybe two, and then the eager search in the rank undergrowth for the fallen prey.

No use talking, there's something in the huntsman's blood that won't be stilled except by a trip to the Wanamaker Sporting Goods Store where everything is ready to make the hunt easy.

Not only the clothes a man wears, but the gun he shoots and

the ammunition, too. Every gun a trusty one, a Parker, a Winchester, or a Remington, in all grades.

Also Winchester, Peters, West-

ern and U. M. C. shells in all gauges and loads.

(The Gallery)

Sure It Might Be Hot—And a Tropical Suit Is Only \$12.50

It'll pay any man to have one in his holiday grip at that price. Mighty smart to wear right now and suits of such tailored-in-goodness will be right on top next year.

What's more, every man who buys such a suit is putting enough in his own pocket to pay the railroad fare. Every one has sold for six or eight dollars more—some few twice as much.

Mostly Palm Beaches, in plain shades of fancy colors, with here and there a fancy mohair.

(Third Floor)

A Cap Is a Man's First Step Away From a Straw Hat

Especially when there are holidays to enjoy—a light, comfortable smart sort of a cap.

Nothing else will do, says the motorist or the chap who walks the proudest on the boardwalk. And with the man who knows no cap will do but the "REDFLEA."

Non-stiffer could be so smart nor so good. And a new lot of "REDFLEA" caps has come in. Teasel cloth caps, soft and woolly, in light colors that feature the indistinct plaids. Price, \$3.

(Main Floor)

Ever See a Man Who Didn't Want a Necktie or So?

Ever see a time you didn't want one or two?

And if ever, you'll want them right now when some of the smartest of the year are marked at 35c and 65c.

Certainly they are worth a great deal more—they are good through and through, first quality in every particular.

No end of choosing when it comes to patterns and colors.

(Main Floor)

Brogues—As Husky as the Man Who Wears Them—\$6.40

Brogues of grained calfskin in tan. All in all they are rather plain although a few tiny perforations mark the tip and all seams are double sewed for strength as well as smartness.

Heavy soles of white oak—soles that promise months of wear at a glance—and flat, comfortable heels.

(Main Floor)

Radio Broadcasting Station W O O Wanamaker's

12:45 P. M. (Daylight Saving) — United States weather forecast.

12:55—Arlington Time Signal.

4:30—Music.

7:30—Evening concert by the following artists:

Harriet Young, soprano

William J. Mayer, baritone

William Herbert, tenor

Louise Hamilton, violinist

William Horn, saxophone

James C. Weaver, piano

Margaret Klewicz, accompanist

Kane Hamilton

1. Piano—Gavotte.....Emerz

2. Tenor—Jenny's Song.....Mr. Weaver

3. Violin—Lullaby.....Clayton Thomas

4. Soprano—Song of Songs.....Miss Young

5. Saxophone—Love's Old Sweet Song.....Molloy

6. Baritone—Al Dawning.....Cadmán

7. Piano—Verdine.....Godard

8. Soprano—A Baby Dreams Stockart.....Leah

9. Saxophone—The Garden of Your Heart.....Miss Young

10. Tenor—Good Bye, Rose.....Ingraham

11. Violin—Negro Chant (Nohody Knows.....Miss Hamilton

12. Baritone—For You Alone.....Geehl

13. Piano—Liebestraume.....Liszt

14. Soprano—The Garden of Your Heart.....Dorel

15. Violin—The Rose.....Nevin

16. Baritone—The Rose (Chalab.....Miss Hamilton

17. Saxophone—The Last Chord.....Mr. Mayer

18. Tenor—Sole Mio.....Di Capera

19. Piano—Good Night.....Nevin

20. Baritone—On Wings of Song.....Mondiasohn

21. Violin—From the Cape Brake.....Samuel Gardner

22. Soprano—The Rose (Gay d'Hardelet.....Miss Young

23. Saxophone—Humorous.....Dvorak

24. Tenor—Goodbye Sweetheart.....Mr. Horn

25. Ensemble Trio—Thou Leave Her.....Miss Young, Messrs. Aitken and Mayer

10:55—Arlington time signal, followed by United States weather forecast and press dispatches.

China Housewares Glasswares Lamps

By their service to the housewives of Philadelphia and surrounding country these September sales have grown to be most notable events.

They are particularly notable for the manner in which they exemplify the superior and distinctive service of this store. They are singular and different from the bargain sales familiarly known in stores of another kind.

Please observe, first of all, that these are sales of fine, new goods at reduced prices. They are not distributions of job lots, overlots and hard-selling merchandise or things that have been left on our hands because nobody wanted them.

The merchandise in these sales is the best merchandise to be found anywhere in the market, all of superior qualities—first qualities—no "seconds"—priced at lower figures during September because of the economies made possible by the magnitude of the sale.

These sales take in the whole area of the fourth floor of the Wanamaker Store. They cover almost every particular need of the household from top to bottom, in the way of new utensils, chinaware, glasswares and lamps.

The price reductions are not sensational, but they are genuine, actual economies in every case.

If you have made up a list of things needed for the replenishment of the house, now is the time to fill it at savings.

(Fourth Floor)

The Wanamaker Household Sale Is an Institution Known to Every Philadelphia Housewife

This year it brings more than 75,000 articles of first grade, superior housewares at price reductions ranging up as high as 40 per cent—on the average about 27 per cent.

Not bargain lots, but first selections of the most desirable things for the modern household. All in all, this collection is the most valuable and useful it has ever been our privilege to offer, including the following articles at reductions:

- Refrigerators
- Electrical Household Appliances
- Sewing Machines
- Aluminum utensils—the best
- White and gray enameled cooking utensils
- Bathroom furnishings—white and nicked
- Brushes, brooms, cleaning cloths, mops, feather dusters, cedar chests
- Cutlery for the table and kitchen
- Baskets—clothes hampers, sewing, fireside, waste
- Pantry ware—white enameled
- Tinware—bright and heavy
- Ironware—waffle bakers, frying pans, griddles
- Carpet sweepers
- Wash boilers—copper and heavy tin with copper bottoms
- Galvanized Ironware—ash cans, garbage cans, ash baskets, wash tubs
- Woodenware—wash boards, ironing boards, pastry boards, ladders
- Kitchen cabinets—white enameled and oak
- Serving trays—decorated
- Percolators—hot-water plates, glass-lined pie plates
- Vacuum cleaners

(Fourth Floor)



In connection with the sale we offer the famous

Blu-Mottle Laundry Soap

at 5c a cake, \$5 a hundred. Orders for this soap can be given at once to insure early delivery.

(Fourth Floor)

The China Sale in Its Beautiful New Home Sparkles Like a Jewel

We have just completed the rebuilding of our great China Store so that its goods are now displayed in such a manner as to give the greatest convenience and pleasure to our customers.

And the first complete display of these goods in this new way is the display of the splendid collection that comprises the Wanamaker September Sale of China and Glasswares.

Without question this is the best sale in interest of the customers Philadelphia has known in many a year.

It comprises the following—

725 French China Dinner Sets at \$50 to \$125. These prices representing reductions of 15 to 40 per cent.

540 English China Dinner Sets at \$35 to \$200. Representing reductions of 15 to 35 per cent.

1250 American Dinner Sets at \$6 to \$85. Representing reductions of 15 to 50 per cent.

Among these dinner sets is such variety, such charm of new patterns and new decorations as have not been known in many a year.

Whether you have china to buy or not it would be a pleasure for you to come in and see what exquisite things have been brought together.

(Fourth Floor)

The Whole Stock of Electric Lamps, Shades and Candlesticks in the September Sale

It is well known that we have right here in this store more lamps, more shades and better than are to be found in any other store.

Now this whole stock is reduced 10 to 50 per cent.

Prices start at \$1.50 for a boudoir lamp and go to \$225 for a French shade as gorgeous as a Parisian ball gown.

There are floor lamps, bridge lamps, desk lamps, boudoir lamps, candlesticks and lamp shades.

And you can choose from them all at the lower September prices.

(Fourth Floor)

Many of them are single and exclusive designs. If you wish to choose from these you must come right away.

Truly it is a sale of such character as to make light cheaper than darkness.

(Fourth Floor)



A Pretty Little Hat of Dark Blue Velvet

In the new stirred effect, with great dashing loops of velvet at the sides, is \$10.50.

A new turban of rich shalima red velvet, with a garniture of braided self-color velvet, is equally charming for \$10.50.

At \$10.50, too, is a black velvet hat, the brim fashioned of black velvet leaves, each leaf bound with silver cloth.

Black and silver is a good combination, appearing in several new hats of velvet or hatter's plush.

Many new ideas are shown now, illustrating the lovely Autumn colors and becoming shapes, and all moderately priced at \$10, \$12 and under.

(Second Floor)