

Band at 9; Organ at 11 and 4:50
(Chimes and Melody at Noon)

WANAMAKER'S

Store Opens at 9
Daylight-Saving Time

WANAMAKER'S

Store Closes at 5
Daylight-Saving Time

WANAMAKER'S

WEATHER
Fair

Back Again With Homes to Open Up—and at Wanamaker's the September Sales That Help So Much

Pack Your Troubles in the Smallest Bag You Have

and find a cheerful companion to talk off your shadows, misgivings and forebodings.

Take off of the wheels of your life-car the tire that has a nail in it, which needs to be replaced with a good whole cord.

Put on your spectacles even to eat strawberries and cherries, as one man said he did because they looked bigger through his eye-glasses.

Repining and grumbling reduce our happiness and usefulness.

Buy a whistle!

[Signed]

John Wanamaker

September 5, 1922.

How Often Can You Listen to a Tune?

It depends on its quality. This is one of the great distinctions between real music and its feeble imitations.

Familiarity with the popular jingles of the day breeds weariness and contempt.

Familiarity with great music deepens understanding and appreciation.

Many have learned to know and love good music by listening to

The AMPICO

in its wonderfully sympathetic and expressive performance of fine pianoforte compositions.

More times than the living pianist could possibly play for you does the Ampico repeat over and over again the song, the opera, the symphony, the ballad, the concerto, the dance, or whatever you wish to hear.

Its library of recordings is marvelously large and comprehensive, and new additions are made each month.

We shall be glad to send or give further information about this remarkable musical instrument. It is sold only at Wanamaker's in Philadelphia, and it is well worth your stopping in to listen to, whether you wish to purchase or not.

(Egyptian Hall, Second Floor)

Every Woman Loves Pearls, So It Is Said

Certainly one of the most cherished possessions that a woman has is a handsome pearl necklace. And she can wear it with every kind of a costume, something that can be said for few other jewels.

Oriental pearl necklaces of the finest luster and perfectly matched are priced from \$360 to \$5500. The prices are based on the lower value of pearls several years ago

and not on the higher value of today.

A pearl necklace is really an excellent investment, if one cares to look at it in that way.

(Main Floor)

New Plain Colored Cheviot Is for Sports Suits

An all-wool weave of good weight for even the coldest weather and that is what many women want for suits that are being made up now.

The colors are especially pretty—violet, leather, French blue, Castro red, navy and black, 54 inches wide and \$2.50 a yard.

(First Floor)

Five New Patterns in Irish Double Damask

All of them beautiful, rich and lustrous, while, as most every one knows, Irish double damask is as serviceable as anything can be for table cloths.

The material is 72 inches wide and priced \$4.75 the yard.

Napkins to match, size 22x22 inches, are marked \$10.75 the dozen.

(First Floor)



Another Remarkable Sale of Handbags at \$1.65

Thousands of Leather Bags of Many Varieties, All Worth Double and More

Pin seal, morocco, shiny black auto leathers, soft-finished calf and goat, suede, colored ecrasse leathers, grained and decorated leathers and many others.

Included are flat envelope bags, vanity and drape bags, dainty calling bags, commodious business and shopping bags, mourning bags, square, oblong, pouch and other shapes and styles.

One can match every Autumn outfit. Here is black, blue, gray, crimson, all the pretty new shades of brown and tan, apricot and some striking two-toned effects.

Every bag is new—not old and outworn stock. With few exceptions they were made to sell at double or more than double the price.

Nearly every woman will want two or three to match various gowns.

(Main Floor)

"Is There a Shade or Tint of Silk"

that is not here?" was asked in amazement just the other day by a visitor standing on the gallery of the First Floor, just above the Silk Store.

Roll upon roll, each grade of color ascending, from palest tint to deepest shade. Surely one could match almost any silk here!

Surely, one can find the most becoming shade of any color here! It is worth seeing.

(First Floor)

Plenty of Women Find the Exact Blouse They Want

by waiting until the first-of-the-month Sale of Waists. And they find the savings in price well worth while waiting for.

If it should be a blouse for a Fall suit or perhaps an extra dark-colored skirt, it will likely be among the following:

Silk tricotee tunic blouses, mostly navy or black, braided trimmed or embroidered at \$3.50.

Sample erape de chine overblouses in the new Fall fashions, at \$3.50 and \$4.50.

(East West Aisles)



Dining Rooms Are Sparkling Bright and New—

For There Never Was Such a China and Glassware Sale

Never so much to choose from, never such splendidly good things at prices so low.

In all this great company of things to make dining rooms bright, there's not a single item but what is at least 15 per cent below the day in and day out price. Many things are only half of regular, while the entire sale reaches 30 per cent.

And at prices so low one can choose from the best dinner ware and the best glass the potteries of the world can turn out.

Dinner sets galore—upward of 3000 of them, including complete ones and open stock. There are sets patterned with a richness that only the art of France could create, there are sets that ring so deeply under your finger taps that one knows master potters are still at work in England; again, there are sets of plainest white, except for the edges where glistening borders of encrusted coin gold seem to be molten and dripping.

But the range of the selection is most remarkable of all. For instance, a complete dinner set for six persons is here for \$6, while one of the rarest of all is marked \$435, and there are hundreds of prices in between.

There Surely Must Be a Piece of Glass Here for Every Light on Broadway

Dazzling, glistening, brilliant myriad of glassware. Thousands upon thousands of pieces and every one just as much reduced as the China.

Some are the richest, finest pieces to be found anywhere—others the solidly good and practical kind for day after day service.

Nothing could tell more about the varieties of glassware offered in this sale than a look at the price tags. There is an imported glass tumbler, of mighty good material, for as little as five cents. There is a complete set of 36 pieces of finest American stemware at \$420, and everything that ought to be in between is here also.

(Fourth Floor)

When a Boy Gets Dressed Up to Go to School

That flashing necktie most likely is the most important part of his attire. There's not a doubt but what it will have bold colorful stripes, much like the ties here from 50 cents to \$1.

Boy like—the shirt he wears must be like dad's; perhaps a plain white one with the soft turn-back cuffs, priced \$1.65 to \$2.50, or a shirt striped with colors at \$1.50. Either style has a soft collar attached or just a neckband.

If it's boarding school he's going to he'll want plenty of pajamas—madras, mercerized cotton or outing flannel, from \$1.65 to \$3—and a snug blanket bathrobe, \$1.50 to \$6.50.

And any schoolboy at all needs a sweater, the pull-over style, with V neck or roll collar. \$7 or \$8.

(Main Floor)

We Will Give You a Helping Hand in the Kitchen Right Away

We know you have been too busy to check up on that old refrigerator and to send for the new garbage can to take the place of the one that leaks. You haven't had time to find out whether the ash can will serve another winter.

And the aluminum wear and the enamelware and the cutlery and the bathroom fixtures—they've all got to be replenished before Winter sets in, but what with opening the house after vacation and getting the children ready for school, how is a body to get time to attend to everything at once?

That's just why we have this

Great September Sale of Housewares

just at the time we do.

This sale is intended primarily to enable housewives to make their replenishments after vacation and before the Winter sets in.

All these things we've mentioned and nearly everything else you could want are to be had here during September at reduced prices—in many cases much reduced prices.

And they're all first grade housewares—no "bargain junk," no "seconds"—all first quality—like Wanamaker courtesy, which is the best thing after all that we have.

(Fourth Floor)

Soft, Woolen Blankets—Snug as Can Be—Are Hurrying Off to Bed

Hurrying off to bed in about a hundred homes hereabouts because the savings are at least a third.

As white as the driven snow, that soon will be in the air, and woven from long, staple Cape Colony wool into three standard sizes.

The ends are bound with satin in blue, rose or white.
60x84 in. blankets \$9
72x84 in. blankets \$10
80x90 in. blankets \$12

(Sixth Floor)

Fall Suits Show a Cheerfulness of Color and Freedom of Line

Men's London Shop

Some were made abroad, but by far the majority was made here of imported fabrics.

Planned by designers who enjoy an intimate acquaintance with the wishes of men who dress well and tailored from the inside out by master workers.

Brown is the body of most of the patterns, perhaps a tan, perhaps a deep brown or perhaps half a dozen shades in between.

The lines, much like the spring suits, are loose and straighter. Two, three or four buttons set the models for the coats, while free and easy rolled lapels lend that air of well-planned carelessness that men like so well.

Prices are between \$45 and \$68.50.

(The Gallery)

A New Purchase of Persian Carpet Rugs Offers Unusual Values

It is a long time since we have been able to get Gorevan rugs at all. They are made in some of the mountain districts of Persia, are less affected by outside influences than some other modern eastern rugs, and are therefore delightfully Oriental in character.

This new shipment contains large Gorevans in rich blue, ivory and red colorings, in characteristic bold medallions and all-over effects.

Also the finer Persian Saruk rugs of silkier pile and closer weave, in large sizes, and some smaller rugs of various kinds. Sizes and prices follow:

Large Gorevan Rugs

- 11.1 x 10.2 feet, \$285.
- 10.0 x 11.0 feet, \$215.
- 13.0 x 10.10 feet, \$275.
- 11.8 x 10.0 feet, \$245.
- 12.0 x 9.11 feet, \$280.
- 14.5 x 9.11 feet, \$325.
- 11.8 x 9.9 feet, \$280.
- 9.8 x 8.8 feet, \$165.
- 12.9 x 9.5 feet, \$265.
- 12.9 x 9.9 feet, \$267.
- 14.4 x 7.8 feet, \$275.
- 13.9 x 11.1 feet, \$450.

Also smaller Gorevan rugs, the average size 4.9x6.6 feet at \$85.

Carpet Size Saruk Rugs

- 10.11 x 7.2 feet, \$335.
- 10.3 x 6.10 feet, \$370.
- 10.9 x 7.2 feet, \$380.
- 12.2 x 8.7 feet, \$485.
- 10.6 x 8.8 feet, \$375.
- 10.8 x 6.10 feet, \$327.
- 10.4 x 7.0 feet, \$371.
- 10.6 x 7.2 feet, \$390.
- 10.6 x 7.1 feet, \$395.



Also small Saruk rugs, the average size, 3.6x5 feet, at \$75. And Saruks of medium size, average 4.6x7 feet at \$145. Hamadan and Iran rugs, 3.4x6.6 feet to 4.9x7 feet at \$50 to \$95. Beluchistan mats, average size 1.6x2.6 feet at \$9.

(Seventh Floor)

Felt Millinery Wins the Smile of Dame Fashion

Long, long ago it used to be possible to get pretty little felt hats such as fashion is smiling on this season.

Most women are glad to see them return.

Of course they never used to be in such charming colors as they are this Autumn. Nor were the shapes ever so piquant and becoming.

All the clever milliner needs to do to them is to add a lovely wide ribbon or dashing coque feathers, and the effect is as smart as you can imagine.

Numbers of the charming new felt hats are in the Gray Salons. Of course, the felt shapes are wonderfully soft and fine to begin with.

Prices from \$15 up.

(Second Floor)

Special for Young Women, New \$28 Tweed Sports Coats

There is a certain English looking tweed that so many of the younger set like better than anything else, and these coats are made of it.

They are distinctive in appearance, in good sturdy all-wool tweed of tan, brownish or salt-and-pepper mixtures, made with raglan sleeve,

beautifully tailored and warm enough for cold days. They are the nicest kind of coats for school or college. Sizes, 14 to 20 years.

(Second Floor)

Women's Tailored Cloth Street Dresses, \$35 to \$45

The dress needed for the first crisp days, when crepe feels a little too thin. The dress that needs only a fur neckpiece, a smart hat, gloves and shoes to take a woman anywhere with the assurance of being well appareled. The dress a woman feels uncomfortable indeed not to possess.

A smart group, perfectly tailored, are these at \$35, \$40 and \$45.

Fine tricelines and Poiret twills are the materials, in dark blue or black. Lines are straight, or bloused, or draped coat-dress effects. Sleeves are long or three-quarter. Necks are high and becomingly collared, or cut out and collarless.

One model is braided in black. Another is faced in French blue.

(First Floor)

with blue beads on the girdle. A third is bound with black gros grain ribbon. On a fourth is a dainty gingham chemisette and collar. Others variously diversified.

Business and professional women will find them ideal, and women of leisure will like them for street, shopping and all outdoor wear. In sizes 34 to 42.

The Daintiest New Slipper Is Brown Suede

Brown will be so much worn, it will be almost essential for every self-respecting boot collection to contain at least one pair of little brown slippers. And suede is by far the prettiest material, besides being very fashionable this season.

The new slippers are beautifully fashioned of finest suede in the new rich brown. They have large toe, a low Spanish heel, turned sole, medium toe and vamp and a finish of perforating.

Priced \$12 a pair.

(Main Floor)

Women's New Arabian Mocha Gloves for Autumn

Arabian mocha is the soft, velvety skin put into the best gloves. In elasticity, endurance and beautiful finish there is nothing to equal them for street wear.

Some of the prettiest shades of brown came in the first shipment—butternut, reindeer and fallow and a soft shade of gray. One clasp, with spearpoint or embroidered backs.

Prices \$3.25 a pair.

(Main Floor)

That Bit of Trimming

for the Autumn hat that you have made in the Millinery Store! Several cases are filled with each type, including the newest feather and quill effects—cut ostrich pompons, the new pins and hanging rings, flat flowers, burnt ostrich—whatever is needed to complete the hat is almost certain to be represented.

(Second Floor)

Imported French Tunics Glimmering With Light

Sponges or beads, one must choose beforehand, for otherwise the array of beauty of color and design is bewildering to choice. One lovely bronze tunic has little sleeves and side draperies. Many other handsome tunics are in brilliant green, red, flushed rose, blue, mauve, platinum, black, fuchsia, etc.

\$27 to \$95.

(Main Floor)

Time for a School Supply of Underclothes

Well-made underclothes, of durable materials, nicely finished, are in vogue. Most of them are priced according to size, as well as style.

Medium drawers, sizes 2 to 14 years, only \$10 to \$12.75.

Bloomers of many kinds, sizes 4 to 14 years, are \$5 to \$13.50.

Drawers combinations, some hand made and hand stenciled, sizes 2 to 14 years, are \$2 to \$3.25.

Drawers waists, sizes 2 to 10 years, are \$1 to \$1.25.

New Paris waists for older girls are \$1 to \$1.25.

(Third Floor)