

Band at 9; Organ at 11 and Band and Organ at 4:40

WANAMAKER'S

Store Opens at 9 Daylight-Saving Time

WANAMAKER'S

Store Closes at 5 Daylight-Saving Time

WANAMAKER'S

WEATHER Fair

# The First School Bells Call to Mind That Autumn Is Here and New Things Are Needed

## Of a Very Great English Admiral It Is Written

that he said he owed all the success of his life to always being a quarter of an hour beforehand with his engagements.

One of the Presidents of the United States once told a member of his Cabinet who was a few minutes late in his engagement, owing to his watch going wrong: "Then you must get another watch or I must get another Secretary."

[Signed]

*John Wanamaker*

September 6, 1922.

## Certain Charming Autumn Frocks for Young Women

have lately arrived at \$40—and they are among the prettiest so far.

Of crepe de chine, Canton crepe and crepella cloth, they are made in the soft colorings and simple styles most becoming to girlhood. A delightful little dress of soft gray crepella cloth is trimmed with hand-drawn work and a wee piping of henna. Also in navy and Havana brown. A frock of black Canton crepe is shirred around the hips with a heading. A touch of bright color is introduced in the head girde and the heading which adorns the shoulders. Sizes 14 to 20 years.

## Women's Silk Crepe Dresses in the New Brown Shades \$27.50 to \$47.50



Every dress in the group is brown, and they are pretty enough to explain why brown is to be the leading color of the season.

Malay, Tunisian, suchard, Zanzibar, tete de negre, and other browns are included, shading from dark walnut through the lighter chestnut tones.

Materials are Canton and other silk crepes of fine quality, satinfaced or plain, pebble-weave or flat and soft and clinging.

A pebble-crepe coat dress of straight lines is trimmed with shining braid and large metal ornaments at the waist. A softly draped gown of satin crepe has clever folds of self-material for ornament. Another is beaded with black jet. On another is a glint of bronze at the waist, or a dull silver girde.

There are many delightful styles, all new, and all surprisingly reasonable.

## Women's Soft New Coats of Bolivia, Low Priced

Decidedly lower priced than coats of such quality were last season.

They're the kind of coats that appeal to women who expect to wear them steadily and want something they will not tire of.

Lines are simple and good—a little fuller and longer. Collars can be fastened close about the throat when cold weather comes. Pockets are comfortable; sleeves cut on the wide lines of the moment; linings are of good peau de cygne.

Lines of silk stitchery form the only trimming. In Sorrento, navy, black, brown and taupe.

\$47.50 and \$57.50.

(First Floor)

## Exclusive New Dress Coats for Children

They are of fine broadcloths and burells, carefully tailored and most of them have beautiful fur collars. There is distinction in the lines that will be appreciated by discriminating people.

Sizes 2 to 6 years, \$45 to \$95.

(Third Floor)

## In the Little Nightgown Shop

Is a new importation of dainty hand-made and hand-embroidered white batiste nightgowns from the Philippine Islands, showing new effects in the exquisitely embroidered patterns. All are cut generously full, in kimono fashion, with V or round necks.

Two styles at \$2.50, two at \$3.85 and four at \$5.85.

(Third Floor)

## Old English 18th Century Prints

A Remarkable Group, of Interest to Collectors

Sixty-three of them, many signed, and including prints in black and white, mezzotints and engravings, covering the period from 1721 to 1818.

Purchased for us by a discriminating collector, from a famous house in Regent Street, London.

Subjects include portraits of illustrious personages of eighteenth-century England—kings, queens, princes and princesses; dukes, baronets, famous jurists, bishops, deans, prime ministers, celebrated playwrights, actors and actresses.

It is like turning over the pages of English history to look at them.

Age has given the prints a depth and softness of tone, which, added to the original fineness of line, gives them almost the vitality of fine paintings. Lace, silk, velvet, powdered wigs and jewels of royal apparel are all exquisitely wrought.

The prices are \$8 to \$30 and the prints will be sure to interest many besides collectors.

(Fifth Floor)

## Silk Laces for Dinner Gowns

Lace dinner gowns are in high favor for beauty, grace and becomingness. No other dress has so much true womanly charm.

Silk lace flouncing, 50 inches wide, in lovely patterns, is in navy, brown, black, white, champagne, pearl gray, ceru and lavender. Some is finished on both sides and would make delightful tunics or negligees, as well. \$4 and \$4.75 a yard.

(Main Floor)

## France Sends a New Material for Trimming

It is marvelously like fine, soft, printed chamolis—even the back looks and feels like chamolis.

There are various fascinating printed patterns on tan or gray. Nothing smarter for the brim of a hat, a hat ornament, a girde or a vest for a dress. Paris uses it effectively for set-in and applique work.

45 inches wide, \$30 and \$35.

(Main Floor)

## Persian Mahal Rugs of Fine, Serviceable Quality at Low Prices

There is an old saying to the effect that "a true tale speeds best being plainly told."

The headline tells plainly the story of the Persian Mahal carpets and the truth of it is vouched for by Wanamaker's.

Persian Mahal Rugs	Price
13.7 x 9.2	\$255
12.3 x 8.8	\$275
12 x 8.8	\$280
9.10 x 7	\$170
13.4 x 10.8	\$375
11.4 x 8.10	\$245
10 x 7.7	\$197
13.2 x 9.3	\$345
12.6 x 9.2	\$295
11 x 9.2	\$295
9.4 x 8.7	\$175
12.6 x 8.10	\$287
12.7 x 9.1	\$275
11.1 x 9.2	\$295

Persian Hall Rugs	Price
3.3 x 10.10 to 3.2 x 17.2	\$75 to \$125

(Seventh Floor)

## A Few Table Cloths Are Priced Attractively

Patterned attractively, too, for it's a fine Irish satin damask in three handsome designs.

Size 18x70 inches and marked \$5 each.

(First Floor)

## Lemon Creams

No, not something to eat, but the delightful Queen Mary toilet creams in lemon scent—refreshing to use, and invaluable in the preservation of a fine skin.

Lemon cleansing cream is 50c, \$1 and \$1.50.

Lemon skin cream, both nourishing and soothing, is 75c and \$1.25.

Lemon finishing cream, a non-greasy foundation for the face powder, 50c.

All to be had only at Wanamaker's.

(Main Floor)

## Gay Spots of Color

They are embroidered all over with circles of brightly colored beads—flame, French blue, jade, white and so on. A deep bead border in the same colorings finishes the fashionable low waistline of each blouse.

Mostly in navy blue or black grounds, though some are in tomato, French blue. Special at \$13.85.

Another elaborately beaded over-bouse is of navy or black georgette embroidered with crystal and black beads. Special at \$9.85.

(Third Floor)

## Nurses' Uniforms of White Poplin

Sturdy white poplin uniforms, made to withstand constant tailoring, are \$5, \$6.50 and \$7.50.

Straight-line white linene uniforms are \$3.85.

(Third Floor)

## Raincoats for the Little Folk

Little raincoats and capes that are well made and clinging to age, are in various colors—red, blue, tan, etc., and two-piece.

Prices begin with capes at \$3.50 and go up to coats at \$15. Some have hats to match. Sizes 2 to 6 years.

(Third Floor)

## One Can't Get Very Wet in Half a Minute

And it takes, by the second hand of a watch, less than that to take the grip umbrella out of its case and put it into service. It takes just two movements to be completely covered.

They take up ever so little space. Suitable handles for men and women. Black cotton, \$5; silk-and-cotton, \$7.50; silk in black and colors, \$10 to \$15.

(Main Floor)

## A \$4 Felt Hat Is About What a Man Wants to Start the Fall With

Anything that is fashionable is here at that price. All the colors—or rather the tones, for men's hats are not so decidedly any color this season, and all the shapes. Mighty good hats for the price—every one.

(Main Floor)

## It Looks Like Fall to See Men's Russian Cord Shirts Again

Better shirts than have come for years, and the prices are way below—in fact, nearly half of what they were meant to be. At \$2 apiece a man can have four or five wrapped up and take them right along.

The cords are different, each one being wrapped with silk, making it stronger and prettier.

(Main Floor)

## The New Oxford for Men Looks English, but It's Really a Brogue

A surprise two ways, for the price also is deceiving—\$6.40.

As smart an oxford as a man could ask for. Of tan Norwegian calf with scores and scores of tiny perforations everywhere they ought to be. The soles, heavy but not too thick, are sturdy white oak, and the entire shoe is built to wear.

(Main Floor)

# The September Sale of Housewares Is for All Housewives—New and Old

The newest bride, bewildered by her newly acquired responsibilities, the most efficient housewife, wise in the ways of refrigerators, ovens and the culinary arts—both will find much of real interest and benefit in this September Sale.

Wanamaker housewares are famous. Famous for variety and for quality. Where else will such a collection of 75,000 first-grade, perfect articles for housekeeping be found?

## Savings Average 27 Per Cent

—and reach even 40 or 50 per cent in some instances—and such savings stay saved for we never lower the quality.

This is the time of times to set the whole household ship-shape before Winter sets in. It's safe to say that in every bathroom, cellar, pantry, kitchen and laundry in Philadelphia there is something that should be replaced or something that is needed for greater comfort and convenience.

Refrigerators, electrical household appliances, tinware, aluminum ware of all kinds, white and gray enamelware.

(Fourth Floor)

## More Lamps More Shades—AND BETTER At the Prices—That Is What the Lamp Sale Stands for

It embraces the entire stock of electric lamps, lamp-shades and candlesticks, at prices 10 to 50 per cent less than regular figures.

This means the greatest stock of lamps and related goods that anybody can choose from in Philadelphia.

And it also means the best values obtainable.

Think of the marvelous assortment, ranging all the way from \$1.50 for a boudoir lamp to \$225 for a French shade of gorgeous beauty!

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

All are at opportune prices, and as many are individual pieces in exclusive designs early selection is advisable.

(Fourth Floor)

## Curtains Ready to "Blow Out" At Clearaway Prices

An opportune clearaway of curtains of all kinds: lace, muslin and serim, lace panels and door curtains. They vary from one to three pair of a kind, and so the prices are a fourth to a third less.

Prices now go from good ruffled muslin curtains at \$1 a pair to some of the velvet door curtains at \$13.50 a pair.

(Fifth Floor)

## Most People Like Nut Candies

—and these chewy nut blocks are great favorites. Almonds, walnuts, Brazil nuts or filberts are held together in a delicious cream candy, each piece wrapped in waxed paper.

Wanamaker cream-covered caramels are a specialty. In vanilla, chocolate and raspberry flavors at 8c the pound.

(Down Stairs Store, Chestnut)

## Every Tennis Player Wants a Steel Racquet

And for the first time since the steel racquet with metal strings has been used, a big selection is here. As lively and pliant as any racquet, and at the same time strong and enduring.

Really they keep down the cost of playing. All weights at \$10 each.

(The Gallery)

## How Could They Think of So Many Patterns to Make Rugs Beautiful?

It seems that all the artists of all the years have been working their lives away just to glorify the new rugs.

How magnificent they are! Deep, rich, almost living colors are combined and contrasted in a veritable world of the queerest, or the most charming designs.

Wilton Rugs	Price
9 x 12 ft., \$84 and \$125	
8.3 x 10.8 ft., \$78.50 and \$114	
6 x 9 ft., \$55 and \$77	

(Seventh Floor)

Axminster Rugs	Price
9 x 12 ft., \$49.75 and \$80	
8.3 x 10.6 ft., \$45.50 and \$76	
6 x 9 ft., \$38.75 and \$53	

(Seventh Floor)

## When a Boy Goes Off to School With a Big, Proud Smile

and eyes sparkling like the the morning sun, it's mighty safe to say he is all fixed up in a brand-new suit that he admires like a friend.



Just the suits that touch boys' hearts are ready now—Norfolks for the most part, and smart ones, too, with box pleats, inverted pleats and many other kinds of pleats. The trousers are knickers of the newest cut.

Boys are wild over them, so are the mothers. Perhaps one reason is

## A Good School Suit Is Here for as Little as \$12

while the most expensive is only \$25 and there is great choosing at \$13.50, \$15, \$16.50 and \$18. At any rate the suits are about 20 per cent cheaper than the Spring prices, and every one has two pair of trousers, which really means double wear.

There are all the bright, youthful colors that any fellow can name.

(Third Floor)



ironware, bathroom hardware (white and nicked), brushes, brooms, mops, feather-dusters, knives, baskets, carpet-sweepers, vacuum cleaners, washboilers, galvanized wares, wooden ware, kitchen cabinets, sewing machines, soap and other things beyond enumeration—all are included in the Sale.

(Fourth Floor)

## School's Just Around the Corner Fun and Exercise

and school supplies must be got quickly.

Everything is here, from erasers and pencil boxes, table and rulers, maps and crayons to filled school bags—4c to \$2.25.

(Main Floor and Seventh Floor)

are both bound up in strong steel binding stack-bounders, as they are called. Children have loads of fun and more than a few grown people are using them for sport.

They are made to accommodate children of 40 to 50 pounds at \$2.50; people of 60 to 110 at \$4.50 and those of 110 to 150 or so pounds at \$7.50.

(Seventh Floor)

## A Wonderful China and Glass Sale

In Everything, Especially Dinner Sets and dinner sets are the mainstay of such a sale.

This Sale presents a greater variety of patterns, a greater price range, a larger assortment at the various prices, a better selection generally and better values than can be found elsewhere.

Varieties, desirability, reliability, excellence of values—these are things that sensible home-keepers look for in a china sale and this is surely the Sale in which they are finding them.

Prices all through are 15 to 50 per cent less than regular, the average saving being 30 per cent, approximately.

French china dinner sets of 106 pieces are now priced at \$50 to \$435.

English semi-china dinner sets are now \$35 to \$150.

American semi-china dinner sets of 106 pieces are now \$15 to \$85.

And the Sale also includes assortments of Japanese and Czechoslovakian dinner sets now priced at \$50 to \$200.

Glassware from many lands is shown in sparkling abundance at real savings.

(Fourth Floor)