

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
Cloudy

Even Before the Trees and Shrubs Glow Red--the Wanamaker Fashion Salons Are Alive With Autumn Color

When in Doubt, Steer the Little Boat of Your Uncertain Mind to the side of mercy.

Hard lines or roughshod methods will have a lesser force for good than mildness and clemency.

We need not go to the extreme, as a merchant in another city, known personally to the writer, who would never sue a delinquent debtor for a bill, and who quoted as a doctrine, "Forgive us our debts as we forgive our debtors." We need not be erratic or foolish.

"The quality of mercy is not strained,
It droppeth as the gentle rain from heaven."

[Signed] *John Wanamaker*

September 7, 1922.

Riding Habits for Women and Girls

constitute an important feature of the Gown Salons' equipment. Girls of from four to twenty years are provided for, and women who wear 34 to 44 sizes.



Knickerbocker suits with knee-cuffs, in such the same fabric, are also \$15 and up. Separate knickerbockers, \$12. Riding breeches, \$15.

New habits are shown in tweeds, covets, homespun, novelty mixtures, herringbone worsteds, striped cloths and basket weaves.

Schoolgirls' Shoes Built for Service and Comfort

Made by shoemakers who specialize in footwear for growing girls. The correct last, the right heel and toe, and a price that most mothers will agree is moderate for such excellence of materials and making.

Some Pretty Silk Frocks for Young Women

They are of soft silk crepes—crepe de chine, Canton crepe and matelasse crepe in navy, black and sable brown.

The Small Fur Neckpiece Was Never So Necessary

A substantial and satisfactory one costs so little that it seems a shame for every woman not to possess such a smart finish for her street costume.

A Lovely Frock for the Schoolgirl, \$28.50

Charmingly youthful and suitable for the slightly dress-up occasions is a dress of sable brown or navy crepe de chine.

Gay Chintz for School Frocks

There will probably be quite a fad of chintz frocks and sleeveless jumper dresses among schoolgirls.



First of All Is a Smart New Hat

if one wishes to greet the Autumn in a suitable frame of mind. One pretty new hat can do more than any other single item to rejuvenate an entire wardrobe.

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:

1. Orchestra—Selection.
2. Soprano—"Suzanna".....Ronald
3. Piano—Valse in A Major, Op. 34, No. 3.....Kozlenko
4. Tenor—"Soprano and You" Penn.....Mr. Blake
5. Soprano—"The Lark Now Leaves His Nest".....Parker
6. Bass—Gypsy Love Song.....Herbert
7. Piano—"Tender Years".....Kozlenko
8. Soprano—"The Nightingale".....Stephan
9. Tenor—"Ah! Love But a Day".....Protector
10. Reading—"The Fairy's Vainly Strives".....Mr. Blake
11. Tenor—"The Old Days".....Oley Speaks
12. Piano—"Concert Etude".....Kozlenko
13. Orchestra—Selection.
14. Bass—"Invitation".....Hahn
15. Tenor—"Spirit Flower".....Mr. Wilson
16. Soprano—"Jewel Song" (Faust).....Gounod
17. Piano—"Southern Air".....Mr. Blake
18. Tenor—"The Little Girl".....Curt Scott
19. Soprano—"The Little Girl".....Ronald
20. Bass—"Armourer's Song".....Robin Hood
21. Soprano—"The Little Girl".....Gounod
22. Tenor—"The Little Girl".....Old Welsh
23. Tenor—"Voca Voca Gondolier".....Clarke
24. Bass—"The Stately Ship".....Benchor
25. Orchestra—Selection.

Three Special Groups of Women's Fine Winter Coats

Beautiful coats of soft bolivias in a variety of interesting weaves, soft and luxurious to the touch and wonderfully satisfying to wear.

A Little Embroidery Here and There Lends Color to the French Silk Bags

Just dainty touches, or perhaps a tiny strip of it in the brightest kind of colors on backgrounds of black, or navy, or brown. It is the famous Point de Beauvis embroidery, as delicate almost as strands of tinsel and every bit hand done.

The New Oriental Rugs Are Delightful and Prices Wonderfully Low

New Serapis, new Saruks, new Beluchistans. Sizes and colors and designs that people have long been looking for.

Colored Prints of Old Philadelphia

A collection of engravings, wood blocks and colored prints, purchased in London, and depicting quaint landmarks of old Philadelphia, many of them now vanished.

Now the Boys' Shoes Are Side by Side With Dad's

and little Bill and Joe can walk in like "regular fellows" and go to the same salesman that Dad says knows so much about fitting shoes. The boys' new shoe section is in the Men's Store just inside the Thirteenth and Market Streets door on the Main Floor.

A Good-Looking Umbrella

is a boon to any woman and London Club umbrellas have an appearance that makes them add to a costume.

Long French Kid Gloves at a Saving

Autumn brides and bridesmaids who have white gloves to buy will save on this special purchase made in Paris. No more are in sight at the same price.

Luxurious New Bolivia Coatings

Soft to the touch and delightful to wear they are in the good shades of sable brown, navy, French blue, henna and black.

Coats and Caps for Baby

Some pretty new coats are then well qualified, for they are of fine white cashmere and the collars are exquisitely scalloped and embroidered by hand.

When the Tires Are All Worn Down After the Summer's Hard Riding

it's like getting another week's vacation free to have some one say that some mighty good automobile tires are marked at little prices.

Size	Price	Size	Price
30x3 1/2	\$11.75	32x4 1/2	\$28.75
32x3 1/2	\$17.25	34x4 1/2	\$29.50
32x4	\$19.25	34x4 1/2	\$30.50
32x4	\$21.25	34x4 1/2	\$31.50
32x4	\$23.50	34x5	\$35
32x4	\$25	35x5	\$36.75
32x4 1/2	\$28	37x5	\$38.75

(The Gallery)

The Housewife Who Really Knows Will Tell You That Only the Best Is Worthy of the Kitchen

Most newlyweds, when they plan a house, plan it around the fireplace. But the housewife who knows, the housewife who is a veteran of many culinary campaigns, will tell you that the heart of the home is the kitchen.

Quality Has Been the First Consideration in This September Sale of Housewares

Low-priced kitchen utensils can be found anywhere, the market is flooded with them. But low-priced kitchen wares that are first quality, soundly good and full of long service are the rarest things we know of.

Every good housekeeper will want to see the magnificent assemblage of dinner sets

IN THE CHINA SALE

It is believed to be the largest and finest ever shown in Philadelphia. All the great potteries of the world are represented—France, England, America, Japan and Czechoslovakia.

The Men's New Fall Suits—What of Them?

They are manly. A man, a real man, wants a suit that does more than clothe him. He wants a suit that will DRESS him as a real man should be dressed. He will find it here. The best style features of the season are expressed in the new suits.



and something has been gained in the way of dignity. The young men's and youths' models are especially fine. The prices—\$25 to \$50.

Many a Man Still Can Get a Good Silk Shirt for \$6.25

Striped silk shirts in colors that are anything but gaudy. There are wide stripes and fine stripes and almost as varied are the weaves of silk in the lot—all sizes and every shirt has been marked a great deal more this very season.

Men Like Color—Even in Autumn Neckties

Not too much color, of course, but it's like modesty—mighty attractive when well displayed. There are combination stripes and plain stripes and a world of tiny figures on the new Fall ties that are here.

After the Bath

what more refreshing than Queen Mary Superior Talcum Powder? An extra-fine talcum of velvety softness and purity, made in our own laboratories, and scented in eight delicate fragrances.

Who Doesn't Like Yellowjack?

Good old-fashioned yellowjack! It's what Grandma always used to call a "real toothful!"

A Clearaway of Women's Black Dresses, at Half

A little group of black gowns of Canton crepe, Georgette, chiffon taffeta, China silk, voile and dotted Swiss, has been lowered in price for a clearaway.

A Little Sale of Women's Slip-on Sweaters; Half Price, \$2.50

Light-weight Iceland wool sweaters in round or V-neck styles, usually with belt to match.

The Stockings That Children Play In

or walk to school in must be sturdy as well as nice looking. It seems there is endless choosing of the newest kinds among the lots that just arrived.

"How far that little candle throws its beams!"

Yes, but Look at the Bright, Glorious Efulgence of

The Lamp Sale!

"Light, more light," that is what the world needs all the time. Ruskin's beautiful "Seven Lamps of Architecture" will be none the less true if we say that in this September Sale we have seventeen hundred lamps of opportunity or more.