

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  
Generally Fair

# Tomorrow, the First Fall Saturday, and What a Happiness It Is to Stroll Among the New Things to Wear That Fashion Has Brought to Wanamaker's

## Adversity Is Not the Worst Thing That Can Happen to Us

We all need medicine now and then. Our nerves need bracing up and the stimulation of new circumstances is necessary to use senses that have been lying dormant within us because there was no special need to call them out. There are certain constitutions that are greatly benefited by being shaken up by a loss or a mis-shot.

[Signed]

*John Wanamaker*

September 8, 1922.

## Of Interest to Women

HAND-MADE FRENCH FILET LACE SCARFS, TABLE MATS, CENTERS, CHAIR THROWS, ETC., OF EXQUISITE WORKMANSHIP, ARE DISPLAYED IN THE ART NEEDLEWORK STORE.

(Second Floor)

## A Wonderful Glove Opportunity

### Long French Suede Gloves at Just Half

Not lamb suede, but the finest soft kid suede, and made as only France makes them.

Pique-sewn, needle stitched backs. In favorite colors—beaver and cocoa brown, medium gray and taupe.

12-button length for \$3.  
16-button length for \$3.50.

Also gauntlet capeskin gloves in white, tan or brown, with tops of contrasting color, at \$1.75 a pair.

Both suedes and capes are exactly half usual price, due to a fortunate purchase. Perfect in every way.

N. B.—Imported chamois-lisle gloves in 16-button length; tan, mode, heaver, gray, white and black, special at \$1 a pair.

(West Aisle)

## Women's New Raincoats and Coats Have Arrived

Women have taken an especial liking to the capes this season. Full circular capes of rubberized cotton material are in navy, tan or russet at \$10.

Oil silk capes in a variety of colorings are \$25.

Raincoats of oil silk are \$20.

(First Floor)

## The Custom Tailoring Bureau for Women

is busily outfitting its far sighted patrons who have already ordered their autumn wardrobes.

Orders will be taken for dresses of every kind, tailored suits, sports or dress coats, to be made to measure, with necessary fittings, at moderate charge.

New fabrics and models are now shown.

(Second Floor)

## Women's New Oxfords Between \$8 and \$13

At \$8 she may choose black or tan Russia calf in smooth finish, with medium straight-tipped toe and military heel.

For \$9 are brogue oxfords of black or tan calf, with rounder toe, long wing tip, plenty of perforations and broad low heel.

Heavy brogues of grained tan calf at \$12. Dressier oxfords of smooth tan calf with medium toes, straight tips, Cuban or military heels, at \$12.50.

And an extra-fine tan or black oxford at \$13—long wing tip, perforations, military heel, and the look of a custom-made shoe.

All have welted soles.

(First Floor)

## Charming New Suits, Frocks and Coats Are Here for Girls

Girls' heads are buzzing with all sorts of plans for Fall clothes, and here are the newest, smartest things.

### Sports Coats With Raccoon Collars

make one think of football games already. They're of thick, warm, double-faced brown coatings. Raglan shoulders and an inverted pleat down the back carry out the swaggy sports lines. Sizes 14 to 20 at \$37.50.

New Bolivia coats, in navy or brown, have a becoming square yoke line across the shoulders. They are lined throughout with peau de cygne and interlined. Sizes 14 to 20 at \$37.50.

### Tweed Suits Adopt Autumn Colorings

In herringbone weave or checks with three or four tones mingled in the weaving. \$35.

New tweed suits with nutria collars are \$48.

### New Silk Frocks at \$28

A half dozen pretty models in Canton crepe or crepe de chine in navy, black or sable brown. Pleated side panels, beaded girdles and interesting sleeves characterize them.

14 to 20 year sizes.

(Second Floor)



## Fascinating Buckles

for the new slippers present almost endless selection. Each one seems prettier, more graceful, brighter, more desirable than the last. Some are of our steel and some of cut bronze and all give forth a dazzling play of light.

\$4 to \$35.

(First Floor)

## Spic-and-Span Neckwear, \$1 and \$1.50

The wise woman knows what a complement fresh, snowy neckwear is to a frock and no woman can have too many neat and pretty vesties, collar-and-cuff sets and gumpes with sleeves.

These are all in variety, both net and organdie, and there are some vesties with cuffs to match.

(Main Floor)

## The First New Fur Trimmings

arrive in time to be used on mid-September dresses and the first tailored outfits.

Beaver, squirrel and Australian opossum are the favored furs and there are widths from three to eight inches at \$7.25 to \$18 a yard.

(Main Floor)

## New Wide Laces

of the type being used for table runners and handsome bedspreads, combine ecru threads among the cream in striking designs in a way that is new and most effective.

15 to 22 inches wide, \$1.50 to \$2.25 a yard.

Fringe to match is four inches wide at 35c a yard.

(Main Floor)

## A Feather in Her Hat

Madams Fashion is likely to put one there this Autumn, but one can never tell just which feather it will be.

They are all here, in the Millinery Store—ostrich of every kind and color, pompons, and everything made of feathers.

(Second Floor)

## Good Nightgowns at Little Prices

Excellent nainsook and cambrie gowns, embroidery trimmed and mostly ribbon run.

Three new styles at \$1. Two at \$1.75. Several button-down-the-front models at \$1.65.

All have short sleeves and either round or square necks.

(Third Floor)

## Autumn Blouses Are Gay With Color

Persian embroidery, queer Oriental prints, beads, matelasse crepes are some of the more striking features of the newest blouses which have arrived.

Delightful for the slender young women are the smart little coatees of matelasse crepe in refreshing new color combinations.

An overblouse of Oriental printed silk has a wide rever of navy blue which can be fastened at the shoulder or worn open.

Another blouse has cross-wise bands printed in primitive colors.

Prices start at \$5 and go to \$35.

(Third Floor)

## Week-End Candy Goodies, 50c a Pound

Cream almonds are mounds of inviting whiteness that just beg their way into one's mouth.

Nothing will ever take the place of yellowjacks. Children enjoy it because it "tastes good and lasts a long while."

Square pieces of luscious nougat are finished with caramel on either end.

Rather nice to have a pound of all three, mixed.

(Down Stairs Store)

## Men Like Handkerchiefs With Tape Borders

Even the most conservative man never calls them "too fussy."

These handkerchiefs are of closely woven, durable linen with wide tape borders and narrow hems. They are of sufficient weight to give long service.

\$1 each or \$11 a dozen.

(Main Floor)

## Fiber Silk Scarfs Half Price, \$2.50

What a gay, happy finishing touch to a sports costume! Pretty scarfs, every one.

Plain colors of every hue, blended tones and smart stripes of every variety. One shows even stripes of French blue and navy with narrow gold stripes between, and that is but one of a dozen or so desirable combinations.

(West Aisle)

## There's Something Smart and Swinging About the Cut of a Man's Coat This Fall

It hangs loose and easy in straight, free lines. Yet it fits snugly and comfortably where trimness is the demand.

Graceful? Softly rolled lapels lend the air, while two, or three, or sometimes four buttons hold that "dress-up" look.

"Suits at leisure" is the way one man put it and that tells a lot about the new clothes for Autumn.

Colors might be anything. Browns are popular, for it's more or less a brown season. Plenty of suits are light—in grays or fancy mixtures—and on all sides there's a background of darker shades. The kind men like for Winter.

But the great, big story about the Fall clothes is a great, big story of dollars and cents.

## A Suit That's Tailored to Stay Good Is Only \$35

The best suit of all is marked \$55 and there are any number of prices in between. All in all, the best a man hoped for Fall has more than come true in clothing.

(Third Floor)



## College Striped Neckties at 65c

Big, bold one-inch stripes, half-inch stripes and here and there the fine stripes.

Bright in color, but always contrasted so as not to be gaudy.

In a word, just the neckties a young man wants. Wants more for Autumn than for Spring even, and there's hardly a color combination that has been overlooked.

Silks are sturdy and good, such as one would expect in higher priced neckwear.

(Main Floor)

## Pullman Robes of Habutai Silk

Made for us in Japan, of the pure, unloaded habutai silk, soft and strong and durable. Cut generously full and long, with wide sleeves, and tied with a fringed sash.

Black, navy, gray, wistaria and Copenhagen.

Each robe in a little buttoned silk case, making it extra nice for a gift. Priced \$10.50, complete.

(Third Floor)

## Huckaback Linen Towels—Special at 35c

Of pure linen, size 17x32 inches, with borders in either red or blue.

A new special purchase offered at an exceptionally low price—35c each.

(First Floor)

## The Lamp Sale Spells Opportunity in Letters of Light

Capital letters. Lamps from fifteen lands. Lamps in all styles and sizes. Lamps at little bits of prices. Lamps at savings of just 10 per cent—these are among the best sellers.

Shades as splendid and captivating as the lamps.

Too bad that words cannot glow even as a single lamp can glow, otherwise we could tell the glories and bright helpfulness of this Sale in the illuminating way in which they deserve to be told.

The best thing is to come in and see for yourself, as ever so many others are doing.

Right away, without delay.

(Fourth Floor)

## For the Little Boy

Fresh-colored little creeper-rompers, for those of one year to three years, are of poplin, white rep or dimity with touches of color and show picot-edged ruffles, hand-stitching and delicate embroidery. \$2.25 to \$3.50.

Suits for boys of two to five years have delightful contrasting collars and cuffs, sometimes finished with white ruffles, feather-stitched or picot-ed in color. Regular tailored middie suits, Copperfield styles and various button-on suits are of fine ginghams, dimities, crepes and soft silk-finished materials. Styles are really new.

\$3.25 to \$6.50.

(Third Floor)

## Right Now Nine Out of Ten Men Are Thinking About Felt Hats

What are the shapes, the colors—and above all, how much?

\$4, \$5 and \$6 are the three big prices of the solidly good Wanamaker hats. And when men see the goodness of the hats they agree that prices are back to reason.

There's not so much color in the new hats—at least, not such decided colors, while curves and rolls and dips rule the shapes.

The word "smart" tells it all and the best time to choose is right now.

(Main Floor)

## More of the \$2 Shirts Have Come With Collars to Match

Far and away the popular shirt with the up-to-the-minute man. Really negligé shirts with soft turn-back cuffs, but the collars are starched and cut on easy, smart lines.

Of percale, fine in count and patterned with clean-cut stripes or tiny checks.

(Main Floor)

## A Man Is Pretty Sure to Get the Right Shoe in Four Attempts

Four full fledge, fashionable shoes and every one at the same price—\$7.75.

Of course, there are dozens of other shoes here, but the \$7.75 selection is a bright spot for the men who want mighty good footwear at a reasonable price.

All on the brogue style—safely modified and with tiny perforations here and there. There are tan and black oxfords of smooth calf, also tan and black oxfords of Norwegian grained calf.

(Main Floor)

## Soft New Woolens to Make Autumn Frocks

No time to be lost on the dresses that are soon to go off to school!

Here is a wide choice of soft, light-weight woolen materials suitable for all kinds of Winter dresses. Colorings include all of the fashionable browns, soft tans and grays, as well as navy and black.

Wool Canton crepe and crepe cloth, \$2 yard.

Wool bengaline, \$1.50 and \$2.50 yard.

Self-checked material, all-wool, \$1.25 yard.

Crepe poplin, \$1.50 yard.

French serge, \$1.25 to \$2.50 yard.

Widths vary from 38 to 54 inches.

(First Floor)

## A Triple Choice in Attractive Clocks

Attractive, dependable and moderately priced.

Waltham folding traveling clocks, handsomely made, in fine leather, and in a choice of eight different colors, are \$18 to \$35.

Waltham boudoir clocks, in mahogany and in polychrome, \$35, \$40 and \$45.

Gravity clocks, with brass-finished metal bases, an approach to perpetual motion, as the weight, or gravity, of the clock runs it. \$17.

(Main Floor)

## Every Woman Will Say the New \$5 Bags Are Delightful

Surely the best hand bags we have had at this price.

Dainty little affairs of chiffon velvet, moire or striped silk, the frames and clasps glittering with rhinestones or marcasite set in silver. Even those with just metal frames are ornamental. All are pretty enough for afternoon and calling bags.

Choose black, navy or brown in square, oblong, round or pretty puff-ball shapes. Each at \$5 is exceptional.

(Main Floor)

## New Spread-Out of Iran Rugs \$65 to \$85

In desirable sizes, averaging approximately 4.6x6.6 feet. Mostly in soft dark shades such as old rose, red, ecru, blue, with elaborate all-over patterns rich in conventional detail.

Rugs of excellent wearing quality and good decorative effect at prices that are certainly exceptional for such desirable pieces—\$65 to \$85.

(Seventh Floor)

## Every Household in Philadelphia Needs Something That Can Be Had in the September Housewares Sale

—and can be had at a lower price. It's a Sale of amazing magnitude, comprising thousands and thousands of different articles designed to make life pleasanter and homes more comfortable.

Best of all it's a Sale that you can depend upon absolutely. Knowing your needs, you could choose blindfolded and know that any article selected will be first quality, sound to the core and marked at the lowest possible price for such quality.

Quality is the watchword. Quality has never been lessened, no matter how low prices may have dropped. And savings average 27 per cent, in some cases reaching 40 per cent.

(Fourth Floor)

## Only the Best Wares at Real Savings Could Make Such a China and Glass Sale

On the strength of the right goods at real savings the China and Glass Sale is going ahead splendidly.

The right goods—that is an expression which means a great deal as to quality, desirability and also as to varieties.

The things to which it applies in this Sale are multitudinous.

Among them are some brand-new arrivals, notably 150 fine American dinner sets of 106 pieces, complete in every way, and in a choice of three decorations. Price, \$15 a set, or a little more than half. Not much prospect of any more to sell at this figure.

Another remarkable group comprises American sets of 106 pieces in exclusive border designs, all handles of coin gold and all with gold-traced edges.

These are now priced at \$25 a set, or a little more than half.

(Fourth Floor)

120 English semi-china dinner sets of 106 pieces in six new border decorations, now marked \$35, are one-third less than usual.

Thousands of other sets in the Sale at savings of 15 to 50 per cent.

In glassware—glass flower bowls, in hand-decorations of flowers in natural colors, special at \$2 each.

3000 pieces of fine crystal stemmed ware, special at 25c each.

Gold-encrusted glass table ware now \$3.75 a piece.