

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
Mostly Cloudy

Where Once It Was Autumn Shadows, It's Now Brightness in Fashion's Realm

J. D. Rockefeller, Junior

The Son of the Famous Millionaire said in one of his addresses recently, "There are many secrets of success, but I suppose the true secret is work."

Just Plain, Thorough Work

He also said, "I sat one evening over my Shakespeare, when a sentence popped up that puzzled me, so I said to my father, sitting near reading a newspaper, 'Father, what does this mean: "There is a tide in the affairs of men" "Which, taken at the flood, leads on to fortune"; "What kind of tide would that be, father?"

"Tied Down to Business, Son"

My father replied. For more than sixty-one years the father of this business and his sons, with many faithful men and women who began with us, have been tied on to this particular business and are still devoted to it to make it a better business every day.

[Signed] *John Wanamaker*

September 9, 1922.



Ruffles the fashions of yesterday flaunted;
Slender the maid, today, tripping undaunted.

Presenting the New Fashions to Young Women

NEW French frocks, new coats heavy with fur, fur-lined capes, smart suits collared with fur—all make their bow on Monday.

What fun to be a debutante and wear these pretty clothes!

Among the Dresses Color Is the Thing

WHILE cloth frocks cling to the favorite navy blue, afternoon and evening gowns reflect the rainbow.

White, too, will be much worn in the evening and there are some charming new French dresses of white crepe de chine almost covered with tiny beads.

Long circular panels give the impression of longer skirts. Sleeves are very wide.

For afternoon, an unusual Paris gown is of navy blue crepe de chine with solid circles of bright red beads forming a wide panel, back and front, and decorating the sleeves.

The younger set will still wear party frocks slightly wired over the hips, though older girls have adopted the more slender lines.

Coats Are Trimmed With Fur

FUR collars and cuffs, of course, but with additional heavy bands of fur around the hem. Newest are the slightly fitted coats with flaring skirts.

Navl, Malay brown, black, marten, kit fox, Hawaiian blue and Tunisian red are the favorite colors.

Black or silver wolf, beaver or squirrel are the furs most used. A brown Bolivia cape is lined with natural muskrat.

Suits Show Box Lines With Fur Collars

SOMETIMES the collars are so long that they reach below the waistline. Others are of the smart choker type. Jackets are cut on straight lines, fitting rather closely around the hips.

Most of the new suits are of Donegal tweeds, trimmed with fitch, natural opossum and kit fox.

Lovely Expressions of the Felt Millinery Mode

Felt hats twined with velvet, or with shimmering metallic ribbon. Felt hats with a garniture of soft-colored Liberty silk handkerchiefs.

Felt hats vivified with gay Oriental embroideries.

Felt hats gracefully draped with feather fantasies—or smartened with huge ribbon bows.

Felt hats wide and shadowy of brim, or petite and upturned and piquant.

Tangerine, mahogany, rosewood, rust, leather, mulberry, old red, sage green, putty, black, blue, American Beauty, petunia, jade—every color on fashion's Autumn palette.

They will be very lovely, very chic, these hats, with smart Autumn toilettes for street and dress.

Women's Velvet Gowns for Afternoon, Dinner and Evening

Gowns of chiffon velvet, crushed velvet and velvet-brocaded chiffon.

Beautifully fashioned in modes suitable for afternoon receptions and teas, dinner, theatre and evening wear.

Exquisite shades of Venetian and "lip-stick" red, sapphire blue, gray, walnut brown, golden brown and a number of very striking models in black.

Many are richly beaded, in cut steel, bronze, jet or crystal.

Some are simple in lines, others elaborately draped. All are artistically lovely. Many are without duplicates.

The promised vogue for velvet could not be more effectively launched. Priced \$77.50 to \$160.

Print Collections

The Picture Store is showing two groups likely to interest collectors and lovers of early Philadelphia. Eighteenth century English prints, mezzotints, and engravings—principally portraits of personages notable in the England of that period. Very finely done, and beautiful to look at and possess. \$8 to \$80 each.

Engravings, wood blocks and colored prints of old Philadelphia, picturing many places no longer existing but dear to antiquarians. Priced \$3.50 each.

(Fifth Floor)

Caps of Hand- Woven Irish Tweed Are Only \$2.50

A touch tells their goodness—that slippery all-wool feel that goes with long fiber yarn.

Bright, cheerful tweed caps in a dozen mixtures. All the eight-piece style, smart as can be.

(Main Floor)

Snowy Pillowcases for Slumber Pillows

and babies' little pillows, 12x16 inches, have deep hemstitched hems. Of white muslin, 35c; of lawn, 50c. With hemstitching and an edge all around, they are of sheer white lawn at 75c.

(First Floor)

New Bar Pins of Beauty

Fourteen-karat gold, with platinum front, set with small diamonds, \$14 to \$76.

Fourteen-karat gold bar pins set with semi-precious stones, \$12 to \$63. Circular pins, fourteen-karat gold, some pierced, \$3.25 to \$11.

(Main Floor)

New Silks From France

as well as wonderfully fine things from the best American manufacturers are arriving in the Silk Store. Every day sees some beautiful new thing unfolded. And what a season is promised for the glittering tinsels!

(First Floor)

"That Delicious French Perfume"

which many people ask about, is not French at all, but Charnes d'Amour, the product of our Queen Mary laboratories. It is a first favorite with many fashionable women.

Charnes d'Amour extract is \$1.80 to \$5.50. Toilet water, \$4 and \$5.50. Face powder, \$1.50. Talcum, 75c. Soap, 35c, or three cakes for \$1.

(Main Floor)

Beautiful Table Cloths and Napkins New From Ireland

Recognized as the standard of excellence at the prices.

Of fine pure flax linen yarn, in several handsome new designs, 'mums, Empire effects, rose pat-

(First Floor)

There's a Swing of Good Fellowship in the Boys' New Suits

Sports suits for the most part—Norfolks all of them.

There are the inverted pleats and box pleats and many other kinds of pleats, all smart as can be and just the clothes a boy feels proudest in when going off to school.

The trousers are knickers, cut in a free new way, and two pair go with almost every suit.

Tweed is the popular fabric—light, bright, youthful tweed, but, of course, here and there is a darker suit. A cheviot or a worsted.

It's surprising to see how fine the boys' clothes have grown, but the great surprise of all is the price. A suit that's good through and through is marked as low as \$12.

The best of all is only \$28



and there are half a dozen different prices in between.

(Third Floor)

The First Punt of a Football Is the Signal for a New Sweater

School's wide open, the team's lining up and the sweaters are ready at Wanamaker's.

For boys as well as the men and for the most part, big, heavy, snug sweaters—every strand all wool.

There are the V-neck kind, the slip over sweaters with roll or

shawl collars and coat sweaters with or without shawl collars. All the colors the team could think of are here; the men's price from \$8 to \$12; the boys', \$7 and \$8.

(Main Floor)

A New English Oxford Has All the Ear Marks of a Brogue

As solid as any brogue dared be, and the toe, too, is comfortable but not so broad.

Nothing in the art of shoemaking has been overlooked in the effort to make the new oxfords good.

They are of tan oiled grain calf skin—soft, supple, yet tough. The full winged tips have saw tooth

edges as well as the vamp seams. Tiny perforations are everywhere. Double white oak soles extend the way to the heel. They are built for seasons of wear and priced \$16.

(Main Floor)

Bonnie New Tweeds Fresh From Scotland

Plaids, mixtures and plain colorings are here in the soft grays, greens, tans and blues for which Scotch tweeds are famous, as well as in black-and-white mixtures.

They're in suiting weights and the heavier weights for topcoats and sports capes.

64 inches wide at \$5 to \$8.50 a yard.

(First Floor)

Paris Says "Lace" "Much Lace, Particularly Black and Metal Laces"

Here is our own importation of French metal laces.

"Dazzling!" is the first comment. The ensemble effect appeals so strongly that one scarcely notices the designs, but they're off attention with their loveliness. What amazingly individual and wonderful evening dresses they will make!

The best of it is that the laces are in complete sets of designs, from narrowest bands and edgings to widest flouncings, 3 to 36 inches, 75c to \$16.75.

Metal laces are being used for everything from bordering flowers at the waist, for hats and trimmings up to complete dresses of dazzling brilliance and beauty.

(Main Floor)

Homes Are Growing Dazzlingly Bright the Whole Country 'Round

Housewives are coming as they never came before, seeing wonderful things they never saw before, sharing opportunities never heard of before in

The September Sales of Housewares China Glassware Lamps

Hardly a thing that housework calls for but what is included in the more than 75,000 items in the Housewares Sale.

Thousands of dinner sets from potteries the world over, thousands of pieces of glass are here to make dining-rooms sparkle.

Every lamp, every lamp shade, every candlestick is an opportunity for some one.

And the savings make a hundred-mile trip well worth while.

(Fourth Floor)



A Great Many People Have Been
Waiting for

THE AMPICO

in a Small Knabe Grand Piano

It has been possible to get other small grand pianos with the Ampico.

It has been possible to get the Ampico in a large Knabe grand piano.

But the desirable combination of the Ampico in a Knabe grand piano of small size has up to now been unobtainable.

Now we present it—

The Knabe Mignonette Grand Piano and Ampico Combined Priced \$2850

This beautiful Knabe small grand piano measures five feet two inches. It will fit across the corner of even a small room.

It is the diminutive grand Knabe in all its musical perfection, a perfection that has made it one of the most celebrated grand pianos in America for almost a century.

Within it, in no wise altering the size or appearance of the piano, is the marvelous Ampico. The very soul of the instrument, one might call it. For when no living pianists are present, and the fingers lie idle, the hidden Ampico within repeats, in soft and soul-stirring notes, or in a grand and glorious rush of music, the perfect playing of the greatest pianists of our time.

An unsurpassed grand piano of diminutive size, and a choice of the greatest living pianists to play it for you when you do not care to play it for yourself—this is what you possess yourself of in the purchase of a Knabe-Ampico small grand.

It will give us pleasure to demonstrate its musical perfection and its almost astonishing wizardry of performance in Egyptian Hall at any hour of the business day.

(Second Floor)

Women's Madeira Handkerchiefs, 50c

Of pure white linen daintily scalloped and embroidered by hand.

(West Alais)

Underwear Nainsook

Good weights for children's and women's underwear are in ten-yard pieces, 34 inches wide, at \$1.75 and \$2.15 a piece.

(First Floor)