

Wanamaker's

Store Opens at 9
Daylight-Saving Time

Wanamaker's

Store Closes at 5
Daylight-Saving Time

Wanamaker's

WEATHER
Probably Fair

Organ plays at 9, 11 and 4:50
(Meady and Chimes at Noon)

The Whole World Over, There's Not a Spot Where Master-Workers Toil to Create Fashions, or Art, or Furnishings, or Countless Other Things That Lend Beauty to Life, But What There Is That Inborn Yearning to See Their Choicest Productions Shown at Wanamaker's

To Aim for Goodness as Well as Greatness

To gain both by the study of examples that have gone before us, the people who came nearest to perfection in life and those who did the most to help others to live aright.

To do good for others to know it can be easily known as such and is much condemned.

To do good for goodness' sake is to do as J. V. Williamson, the Quaker, did in founding his schools for boys, which was not known until his will was made public.

Let acts follow your good wishes.

[Signed] *John Wanamaker*

September 12, 1922.

Women's Made-to-Measure Sports Coats and Tweed Suits at New Low Prices

The Women's Custom Tailoring Bureau finds it possible to lower prices on certain garments, without lowering the quality one jot. It therefore offers:

Tweed Suits at \$55
Sports Coats at \$40

Coats are of heather mixture, half-lined with satin. Suits are of excellent tweed, the coats finely lined throughout. A number of models are offered for selection.

Prices include fittings, materials, and the work of skilled men tailors.

Brocaded Corduroy Negligees, Special \$7.75

Full-length robes, lined throughout. Comfortably and conveniently made, with becoming collar, wide sleeves, and a glove-snapped front. Lavender, cherry, old rose, Copenhagen or navy. A limited quantity specially priced, \$7.75.

At \$5.15 are wide-wale corduroy breakfast robes in the same colors, belted, pocketed, and lined throughout.

(Third Floor)

Beautiful New Winter Coats for Women Are Trimmed With Beaver

Silk-and-wool bolivia of a soft, deep quality is used in them and it is almost as lovely to touch as the silky beaver collars.

The coats are in three styles—one on straight, loose lines, another with just a suggestion of a fitted

line, a third trimmed with ball buttons.

They are lined with crepe or peau de cygne and interlined for warmth.

In ivory, brown and kit fox gray. Really remarkable coats for the price—\$100.

(First Floor)



Tiny Bunches of Grapes Adorn New Earrings and Bracelets

But they're in strange Oriental colorings unlike any grapes that ever grew. Bright gold leaves and a touch of jet set them off with wonderful effectiveness.

Other bracelets have taken a note or two from the charming circlets our grandmothers wore. Earrings are distinctly of the pendant type, some almost four inches long. They are imitation pearls and crystals, some touched with jet, some with rhinestones.

Interesting sautoirs on black silk cords have colorful pendants in which rose, blue or jade green is introduced.

Bracelets, \$7 to \$22.
Earrings, \$4.50 to \$20.
Sautoirs, \$4.50 to \$12.

(Main Floor)



Exclusive and Fascinating Handbags From Paris

In the exclusive little shops of the French capital there are such bags as these and at Wanamaker's. Nowhere else.

You can carry them with the satisfaction of knowing that their duplicates will not be met on every hand.

None but French artisans would put so much loveliness, so much exquisite care for perfection into just a little bag.

Each is a tiny masterpiece of silk or velvet, the frames sparkling with marcasite set in silver, and in many instances clasped with a large semi-precious stone carrying out the color scheme—jade with emerald silk and black velvet, lapis with gray and blue silk, sardonyx with black velvet and crimson, and so on.

One of the loveliest is exquisitely hand embroidered with tiny flowers, and the frame is inlaid with gold and flower garlands to match. Priced \$50.

Each will delight some hard-to-please woman.

Prices on the group are \$25 to \$75.

(Main Floor)

Head and Shoulders Above All Other Men's Fall Hats Is "The Newtowne"

Rolls and dips and curves, springing suddenly from the most unexpected places make it an easy-looking, graceful sort of a hat.

English to the Nth degree and mighty striking in colors. For a fact, it doesn't have colors, really tones, for the browns aren't so brown nor the grays so gray.

The price is \$6.

(Main Floor)

Linen Scarfs, Tea Cloths and Napkins

Oyster white and with designs embroidered in blue.

The linen is heavy and serviceable—and the prices moderate. New goods and rapidly gaining favor.

Scarfs, 18x36, 18x45 and 18x54 inches, \$2.25, \$2.50 and \$2.75 each.

Tea cloths, 36x36, \$3.75 and 45x45 inches, \$4.75 each.

Matching napkins, 13x13 inches, \$6.75 a dozen.

Place doilies, 12x18 inches, \$1 each.

(First Floor)

Wee Suits and Frocks Arrive From England

All of the charm of fine smocking, excellence of material and simplicity of style for which the clothes of English youngsters are famous, are embodied in the new arrivals. Tiny tub suits for children of 2 and 3 years are of white dimity smocked in blue or of linen in lavender, Copenhagen or maize. \$14 and \$20.

The dresses are of white dimity, beautifully smocked and embroidered in blue or cherry color. 2 to 6 year sizes at \$10 to \$12.

(Third Floor)

New Velour Door Draperies in Beautiful Choice

Figured and plain. The figured are absolutely new this season.

And they are of a particularly good quality, with the allover figures embossed, not cut out at the back, which is a new feature and a good one.

All leading color combinations.

(Fifth Floor)

are represented in both the plain and figured curtains.

For curtains of such quality, prices are quite moderate, the plain, \$24.50 and the figured, \$30 a pair.

Every pair fully 50 inches wide and with a high luster.

Small Saruk and Serapi Rugs Exceptional in Beauty and Value

Persian Saruks are gems of the loom, heavy, closely woven and in colors of depth, richness and beauty.

Persian Serapis are rugs of serviceable quality and a striking boldness of color and design.

Both groups, Saruks and Serapis,

(Seventh Floor)

Soft Nightclothes

for girls and boys are moderately priced.

Pajamas, of madras, seersucker crepe and mercerized cottons are in white, plain colors and stripes. Sizes 4 to 14 years, \$1.50 to \$3.

Nightgowns of soft white nainsooks and muslins, trimmed in various ways, are in sizes 6 to 16 years, 65c to \$2.75.

(Third Floor)

Men's Fine Silk Pongee Handkerchiefs From Japan

A particularly fine quality natural pongee, with quarter-inch hand-hemmed hems, and a hand-drawn border of fine hair-line stripes in color. Good looking and practical.

Three patterns at \$1 each, or \$11 a dozen.

One pattern at \$1.25 each.

(Main Floor)

Blu-Mottle Soap Is a Real Laundry Soap

It's a soap that will lather freely in hard Philadelphia water. It's a soap that blues as it goes. And for economy there isn't a soap that can equal it.

Get a bar during September.

(Fourth Floor)

Sample Silk Overblouses, Special at \$3.85

An excellent choice among navy blue and brown, as well as brighter colorings. Mostly of crepe de chine, tulle, embroidered or gay with colored applique.

All in size 36.

(Third Floor)

Sapphires for September

Rich and in exquisite taste is the collection of women's rings, bracelets and bar pins with sapphire and diamond settings.

From saphar, meaning to shine, comes the name, sapphire, but it means ever so much more.

As applied to these beautiful stones, blue, white and flawless, it means to fascinate by a sparkling subtlety of color.

All-platinum, with sapphire and diamond enrichments—that spells a trinity of brilliance and loveliness hard to resist in these exquisite pieces:

Women's all-platinum rings, set with sapphire centers and two diamonds, are priced at \$150 to \$1065.

All-platinum bracelets, set with sapphire and diamonds, \$380 to \$2600.

A new narrow-line bracelet with an all-sapphire setting, a graceful and dignified piece, is \$450.

Bar pins with sapphire and diamond settings, \$260 to \$825.

(Main Floor)

Every Steamer Seems to Bring New Silks

—judging from the exquisite things arriving almost every day.

Charming chiffons brocaded with velvet, handsome velvets of all kinds, tinsel broches.

(First Floor)

500 New Dimity Bedspreads, \$2.25

Pure white, in the seersucker weave, size 81x90 inches and exceptionally good—\$2.25 each.

(Sixth Floor)

Interested in Military Headgear?

Then you would enjoy a little visit to the Market Street Section of the Eighth Floor, where there are three cases of English, French and Belgian military hats and caps.

There's also a huge gray miller's hat of France.

(Eighth Floor)

A Sterling Silver Tea Service Is a Queen Among Wedding Gifts

It is the gift that mothers and fathers feel particularly impelled to give.

The sets of sterling silver shown in the jewelry store are impressive in charm and variety. They represent the finest standards of design in modern silversmithing.

Besides the well-known periods such as Colonial and Heppelwhite, there are several other designs of distinctive loveliness and individual grace.

Sterling silver tea services of 5 pieces are priced at \$225 to \$1050. Sterling silver kettles to match are \$145 to \$460.

Walters are \$230 to \$725.

(Main Floor)

The Refreshing Odor of Lemon

makes Queen Mary cleansing cream particularly delightful to use. After a dusty motor trip it is invaluable. Priced 50c, \$1 and \$1.50 a jar.

Queen Mary lemon-scented skin cream is another dainty toilet aid. 75c and \$1.25.

(Main Floor)

Striking New Skirt Plaids

Big blocks of color—red, dull blue or rust brown—with corresponding blocks of black and pebbly stripes of white, make the most interesting innovation in a long while.

54 inches wide, \$4 a yard.

(First Floor)

Women's Smartly Tailored Cloth Dresses That Look Far More Than \$30 to \$57.50

They are extremely well tailored, and the materials—navy blue and black serge and Poirat twill—are of exceptionally good quality.

Styles are so varied that one may easily find whatever lines are most becoming.

Some are in wide circular-skirted effect; some in draped-front or side-fastened coat-dress effects; some follow the slender and straight "chemise" lines that many women will not give up.

Sleeves are short or long, tight-cuffed or wide and flowing. Necks are round or square or becomingly collared.

(First Floor)

A Good Corset Is the First Step Toward a Graceful Gown

Impossible to expect any of the new gowns to set well over a corset that curves where it should be straight, or is stiff where it should be gently flexible.

Certain all-elastic models in Letitia corsets provide the utmost flexibility and grace for some

figures. They are priced \$7, \$8.50 and \$10.50 in laced-back models, and \$6.50 and \$7 for slip-ons.

Lightly boned or almost bonelless Letitia of light-weight broche or striped material with elastic insets or elastic bands at top are \$6.50 and \$9.50.

(Third Floor)

A China and Glass Sale With the Wares That People Want

Desirable goods, abundant quantities, substantial savings.

A splendid assortment of dinner sets from the world's leading potteries.

Glassware, decorative and practical, in rich, sparkling selection.

Among the exceptional groups are:

Crystal glass tumblers, of excellent grade, in Colonial design at 45c a dozen.

(Fourth Floor)

floral patterns—10c each.

Imported china cups and saucers, border designs, \$3 a dozen.

47-piece sets of American semi-china dinner sets, to seat six persons, \$10 a set, in new border decorations.

(Fourth Floor)



Youthful New Frocks at \$40

Exactly the type every girl needs right now.

Of black, navy or Paris brown Canton crepe, shirred about the hips and full in the skirt. A touch of bright color is introduced in the narrow bead girdle and on the heading which adorns the shoulders.

14 to 20 year sizes.

Coats Trimmed With Beaver

are ready to go away with the girl who will soon start for boarding school or college.

They are cut on blouse back or straight lines and are of soft bolivia in Malay brown, Hawaiian or navy blue. Sleeves are wide at the shoulder and taper into rather narrow cuffs.

Collars are deep and soft—of golden beaver. Linings of silk crepe.

14 to 20 year sizes at \$95.

(Second Floor)

Good Shoes for High School, College or Business Women

Shoes that will give the service necessary to women who must go out in all weathers.

Shoes that will give the comfort imperative to women whose minds must be "free from their feet" if they are to succeed in work or study.

Shoes that are above the average in many little personally thought-out details of style, service and satisfaction.

High-laced calfskin in tan or

black, including smooth or grained leather, military or low broad heels, round or medium toes, straight or wing tips, perforated or plain, priced \$6.75, \$7.50, \$10, \$11.50, \$12, \$18 and \$15 a pair.

Oxfords of black or tan calfskin in the same style variations of heel and toe, \$6, \$6.75, \$8, \$9, \$12, \$12.50 and \$13 a pair.

It is worth noting that many are several dollars a pair lower priced than the same shoes last Autumn.

(First Floor)

A Clearaway of Women's Silk Sweaters at \$25

Round necks or V necks, but all in slip-over style.

Of pure silk in every lovely color—mauet, brown, buff, henna, purple, lavender, navy, black, white, to-mato, jade, reseda and charming Copenhagen blues.

All have been much higher priced.

Amber color, white or tinted bakelite rings, leather loops or cords adorn the pretty handles, and each umbrella has a stub ferrule and bakelite tipped ribs.

Covers are of taffeta in purple, navy, black, brown or green.

(Main Floor)

A Choice of Women's Good Silk Umbrellas at \$5

Amber color, white or tinted bakelite rings, leather loops or cords adorn the pretty handles, and each umbrella has a stub ferrule and bakelite tipped ribs.

Covers are of taffeta in purple, navy, black, brown or green.

(Main Floor)



A Man Couldn't Find Better Clothing

If He Hunted the Four Corners of the Earth

On second thought, maybe there aren't any four corners of the earth to hunt.

But half a dozen thoughts drive home the conviction more deeply that there aren't any better clothes, either.

A fact that never was plainer than right now, since the Fall suits have come to Wanamaker's.

Easy, graceful, dignified looking suits. But smart suits, every one.

The lines are straighter, freer, more "loungy-like." Just full of that air of good-fellowship that simply belongs to men.

Lapels are softly, easily rolled and even the set of the buttons—two, three or sometimes four in number—lend that rollicking good swing that seems part of the dash of Autumn.

Colors are just as varied as men's tastes—light, dark or anything (perhaps brown is a little to the forefront) and the prices—"Aye, there's the rub"—\$25 to \$55, making them stop where they used to start.

(Third Floor)

Winged Tips Are Getting Flatter and Softer on Men's Brogues

Each new pair that comes makes the difference more noticeable. And men like it—more comfortable, they say.

Especially comfortable are the new black brogues, really beautiful shoes of waxed calfskin.

The winged tips and vamp seams are edged with tiny sawtoothing.

(Main Floor)

while fine perforations dot each shoe both front and back.

But the smartness is only part of the story. The thick white oak soles and sturdy, long-lasting stitching lend the look of service that men insist upon.

Price, \$12.50.

How the Need for Clean Shirts Grows When a Boy Gets Back at School

It seems three are needed where one did before.

Just the shirts he wants are here, the neglige kind with soft turn-back cuffs, collars attached or neckbands.

In plain white, the prices are

\$1.65 to \$2.50; shirts striped with colors, \$1.50.

Pajamas, too, are wanted in abundance by the boy at school away from home. Priced \$1.65 to \$3 in mercerized cotton, madras or cutting flannel.

(Main Floor)

Embroidery Ruffles and Insertion Combined

Women always used to have to bother to put on the insertion first, before joining the ruffle, but these embroideries combine them, conveniently and attractively.

A splendid choice of blind and open embroideries, already ruffled onto the insertion, two to eight inches wide, 25c to \$1 a yard.

(First Floor)

Paper Towels Are a Good Idea for the Kitchen

Besides the ordinary uses of towels, fresh, clean sheets of paper are excellent for absorbing the excess grease from French fried potatoes and similar fried foods.

A roll of 150 towels of creamy absorbent paper that will not rough up on the hand, 20c.

(Fourth Floor)

Nowhere Else Such an Assortment of Housewares as You'll Find at Wanamaker's

And certainly nowhere else is such high quality maintained throughout.

Every article in this Sale, from the smallest paring knife to