

Organ plays at 9, 11 and 4:50  
Melody and hymns at noon

WANAMAKER'S

Store Opens at 9  
Daylight-Saving Time

WANAMAKER'S

Store Closes at 5  
Daylight-Saving Time

WANAMAKER'S

WEATHER  
Fair

# There's a New Spirit Everywhere and One Can't Help Feeling It Race Ahead

**Very Few People Mean to Do Wrong**  
It is done unthinkingly, and when done, much regretted.  
It is often the aftermath of lost sleep, haste, hot blood that jumps at an unintended reflection taken hastily from a conversation.  
Bad weather, a peevish disposition, an unruly tongue, have something to do with speech not carefully guarded.  
A sharp word dropped suddenly has burnt out old friendships and driven away good friends from us all.

[Signed] *John Wanamaker*  
September 13, 1922.

**A New Highly Specialized Mourning Goods Service**  
For the convenience of women and young women who wear black we have established a new Mourning Goods Salon of the Main Gallery at Juniper Street, adjoining the general waiting room.  
Not only is this Salon equipped with mourning dresses, coats, suits, blouses, millinery, neckwear, pocketbooks and jewelry, but it specializes in emergency attention. A telephone call to Rittenhouse 1000 is all that is necessary to obtain the service of a competent assistant who will make whatever purchases are desired.  
(Main Floor, Gallery)

**A New School Frock of Wool Crepe**  
is for girls of six to fourteen. It is in soft tones of brown, canna, muffin, Copenhagen or jade, touched with hand-embroidery and finished with a gay little sash, with a contrasting facing, which ties at each side in a bow. \$20.  
Fresh new gingham bloomer dresses are in red, navy, brown, green, Copenhagen, orchid or maize checks, trimmed with cross-stitching.  
Six to twelve year sizes, \$6.  
(Second Floor)

**New Coats to Delight Young Women**  
are of soft Bolivia coatings, fur-trimmed or plain, and prettily lined with crepe de chine.  
All the fashion points combine to make them distinctive coats. The sleeves are almost waistline deep.  
A coat with black wolf collar and cuffs is in navy, black and Malay brown.  
A plain model, trimmed only with stitching, is in black, navy, Malay brown and marten.  
Both in 14 to 20 year sizes at \$57.50.  
(Second Floor)



**For the Woman Who Wants a Charming Black Gown at a Low Price**  
Black crepe and satin dresses of astonishing quality and style are priced \$27.50, \$28.50, \$30, \$35 and up to \$47.50.  
They are in the new wrinkled and "blistered" satins and crepes, satin Canton and plain Canton crepe, crepe de chine and the heavy and lustrous rough silk crepe.  
A gown of black "chinchilla" satin, its wide sleeves and long swinging panels edged with gray fur, is priced \$35.  
One of black satin-faced Canton, tinely box pleated from yoke to pointed hem, has a plaited girdle caught with a great silver flower. Priced \$30.  
Fur trims another black satin crepe, bloused at the back over a striking big red cabochon, \$35.  
A polonaise coat dress of heavy "blistered" black satin crepe, with a touch of vivid green, is \$42.50.  
(First Floor)

**50 Tweed Capes Average Half Price**  
Full, circular capes of delightfully colored tweeds, homespun and rough imported woolsens. There are but one or two of a kind, so the prices are low.  
There are dark, rich plaids, light-colored homespun, weather-proof imported tweeds and soft tans with big brown plaids. A few are lined with taffeta.  
All are perfect for immediate wear and many are heavy enough to wear well into the Winter.  
\$15, \$25 and \$50.  
(First Floor)

**"Where's My Sweater?"**  
The old, familiar cry is beginning to be heard about the house. It is time for Mother to look over the sweaters and see who needs new ones.  
Children's sweaters, in all colors and styles, but all warmly made of good wool, are in sizes from the wee one year to 14 and 16 years. \$2.25 to \$7.50.  
(Third Floor)



**New Bonnets for the Tiniest Babies**  
have arrived and they are as fresh as babyhood. Pink, blue and white ones are of crepe de chine adorned with shirring, laces, ruffles, sprays of hand embroidery or rosebuds.  
One perky affair has two little tails of ermine. In sizes for the newest baby up to children of two years at \$1 to \$6.50.  
**Hats and Caps for Two-to-Six**  
are of velour, broadcloth, duvetyne, velvet, velveteen or homespun. Some are in poke shape with chiffon streamers. Tailored hats have stitched brims.  
Soft tams will appeal to children with bobbed hair. \$2.75 to \$12.  
(Third Floor)

**Gingham Morning Dresses, Special at \$1**  
Straightline dresses of checked gingham, with white collars, button-trimmed sleeves and pockets, shiny black belts. Blue, lavender, brown, red or black checks.  
Also a few in striped effect.  
(Third Floor)

**Sports Millinery of Unusual Smartness and Charm**  
Hats of unquestioned chic and undeniable loveliness. Following the simple modes that well-dressed women prefer for country, outing, sports and street wear in town.  
Felts of unique shape and glorious color. Beavers, velvets, duvetyne and ribbon hats.  
Marvelously graceful and becoming in line. Exclusive and  
(Second Floor)

**New Importation of Long French Suede Gloves**  
In colors women will want most for Autumn and Winter—golden tan, sugar brown, two shades of mode, two of gray and black.  
A plump and soft kid suede, pique sewn, Paris-point backs, three clasps at wrists, perfect-fitting and first quality.  
But purchased in France at a special advantage that makes the prices lower than regular.  
Eight-button length, \$3.50 a pair.  
Twelve-button length, \$4.50 a pair.  
Sixteen-button length, \$6 a pair.  
(Main Floor)

**Women's Handkerchiefs at 15c, 25c and 50c**  
Think of fine colored linen handkerchiefs at 15c! And delightfully pretty ones, too. Shaggy Irish linen, daintily hemmed and hand-printed in all the colors a woman needs to match every suit or dress she owns.  
Even prettier ones at 25c and 50c, some with solid color centers.  
Part of a large special purchase, and so extra good that it will pay to stock up for a long time to come.  
(West Alais)

**Queen Mary Professional Cold Cream**  
A bland emollient cream for removing make-up and cleaning the skin after motoring or outdoor sports. Made in our own laboratories, and notably pure and pleasant to use. 50c a half pound tin; 85c a pound.  
(Main Floor)

**Women's Flannelet Pajamas \$2 to \$3.50**  
Slip-over, middy or regulation jacket styles, in flannelet of good quality, striped or solid colors, braid-trimmed or plain. Well made and particularly good.  
(Third Floor)

**Whose Luggage Is This?**  
Some fine pieces of "sample" luggage are still here, for men and women who want a first-class traveling bag or suitcase away below regular price.  
The leathers are seal, cowhide, walrus, calf and auto leather—nearly all black. All perfect.  
Included are fitted and unfitted bags, fitted and unfitted suitcases, and some coatcases.  
Fittings are attractive and good. Prices are from \$18 to \$100, with a number around \$35 to \$60.  
(Main Floor)

**A New Book by the Author of "Main Street" Babbitt**  
By Sinclair Lewis  
The book is a searching, dignified and important picture of American life today, being the story of a man, his family and one great friendship.  
Price \$2.  
(Main Floor)

**From Sweet Old English Gardens**  
might have come the flower-scents imprisoned in these bottles bearing the label of a well-known English perfumer.  
There is jasmine, sweet pea, gardenia, hyacinth, tea rose, rose geranium and Malmesbury—extracts of a particular delicacy and quality, priced at \$2.75 and \$5.50 the bottle.  
From the same perfumer is talcum in several of the fragrances, \$3. And soaps at 50c and \$1.  
(Main Floor)

**Soft, Luxurious New Coatings**  
Every fashionable color is now to be had in this wonderfully complete showing of soft new coatings.  
Warm, becoming browns, soft blues and a dull rose, smoky grays and taupe, henna and leather shades and, of course, black and navy blue.  
Bolivias \$5 to \$12 a yard.  
Wool duvetynes, \$6 and \$8 a yard.  
Silk-and-wool duvetynes, \$11 a yard.  
All 54 inches wide.  
(First Floor)

**A Box of Cameo**  
is the appropriate thing for a hostess and it may include merely the delicatessen of the candy, in its suitable box, or you may choose from any number of interesting containers.  
(Cameo Shop, Main Floor)

**Player-Piano Music Rolls at 25c**  
A collection of music rolls that have been from four to five times as much. There are about 1000 to choose from, including classics, hymns, word rolls, standard favorites with words, fox trots and waltzes.  
If you have a player-piano you may find a dozen or so in the collection to add to your library.  
(Egyptian Hall, Gallery)

**Exquisite New Hair Ornaments From Paris**  
Garnitures for evening coiffures are not made anywhere else in the world as daintily and delightfully as in Paris.  
Here are the prettiest we could find over there. We think you will see no others like them in Philadelphia.  
Some suggest Egypt, others Greece, others the French Empire; some are regal coronets and bandeaux; others the simplest and loveliest bands and wreaths for debutantes.  
Sparkling rhinestones, glittering jet, creamy pearls, beads of green, blue, gold, coral and other colors, delicate flower effects—all are lovely.  
The most elaborate bandeau of rhinestones, or pearls and rhinestones, is priced only \$20. The simplest little band, \$3.75. Between the two are many kinds and prices.  
Ask for them in the Dress Trimming Section.  
(Main Floor)

**Glittering Crystal Earrings Are Decidedly the Mode**  
Sometimes the crystal brilliance is even intensified by the use of jet, sometimes softened with pearl balls or pendants. But long and most beguiling, the newest earrings undoubtedly are.  
Not in years has there been such variety—showers, long points, pear-shaped pendants, pearl tassels, all bobbing and swinging with every movement of the head.  
Of course, all of the stones are imitations, as the lowness of the prices quickly shows, \$5 to \$15.  
(Main Floor)

**Some Smart Umbrellas With Wooden Shanks**  
Every one who carries one won't have any other kind—lighter, better balanced and easier, they say.  
It's a fact readily seen that they are smart and altogether out of the ordinary.  
The handles, mostly, are the Prince of Wales style, some "L" shaped and here and there a straight one. But they are of unusual woods, rather rustic in effect.  
Full 28-inch size, with paragon frames and priced \$5.  
(Main Floor)

**Long Staple Wool Makes the Best Blankets**  
Which means warmth and service. All-wool warp and filling.  
Can be had in plaid designs, or in plain colors.  
Pre-shrunk, and won't muss. Choice of rose, blue, tan and purple.  
Size, 72x84 inches, \$10 each, these being individual blankets.  
(Sixth Floor)

**A Real, Live Boy's a Mighty Important Sort of a Fellow**  
Couldn't get along without him—there wouldn't be any football teams or anything.  
So it's right and proper when a real live boy goes to get all dressed up that he get the kind of a suit that a regular sort of a fellow would wear.  
**Most Likely a Sports Suit in Sparkling Light Tweed**  
That's the kind nine out of ten boys want. Sports suits with belts and pleats and all of that. And the lighter the better.  
Just like the suits at Wanamaker's. Tailored to perfection, every one and prices start as low as \$12. Highest of all is \$28. There is great choosing around \$15 and \$18. Sizes 8 to 18.  
(Third Floor)

**Anybody Looking for a Small Oriental Rug**  
should note three particular groups here comprising Serapis, Hamadans and Beluchistans.  
In quality, colorings and patterns they are believed to be as excellent pieces as can be had anywhere at the prices.  
Serapis in rose, blue and ecru, in bold patterns, mostly medallion effects. Hamadans, in all-over designs, in blue, tan and rose. Both are in sizes approximately 4.6 to 5 ft. by 6 to 7 ft. and priced \$65 to \$85.  
Beluchistans in dark warm red, with blue and ivory for contrast, about 3x5 ft. at \$13 to \$18.  
(Seventh Floor)

**Some Smart Umbrellas With Wooden Shanks**  
Every one who carries one won't have any other kind—lighter, better balanced and easier, they say.  
It's a fact readily seen that they are smart and altogether out of the ordinary.  
The handles, mostly, are the Prince of Wales style, some "L" shaped and here and there a straight one. But they are of unusual woods, rather rustic in effect.  
Full 28-inch size, with paragon frames and priced \$5.  
(Main Floor)



**Dahlia Show in University Hall**  
September 14, 15 and 16

A wonderful exhibition of gorgeous dahlia blooms will be ready tomorrow morning. More than two hundred and fifty different varieties will be shown, including twenty-five which have never before been publicly exhibited.  
**Mr. L. K. Peacock**  
the eminent dahlia authority, will give, each afternoon at 2:30, **An Illustrated Lecture** showing the most interesting kinds of dahlias, in natural colors, and explaining their propagation.  
Mr. Peacock will be ready to answer any questions concerning the culture of dahlias. Especially are amateur gardeners invited to bring their dahlia problems to Mr. Peacock.  
Orders will be taken for the bulbs of all varieties shown, delivery to be made the latter part of May, 1923. May 15 to June 15 is the season of planting.  
**Fresh Cut Blooms Will Be Sold**  
each day of the show, at 75c, \$1 and \$1.25 a dozen.  
(Eighth Floor)

## If You Have a Feminine Friend From Out-of-Town Bring Her to the September Sale of Housewares at Wanamaker's

It's one of the sights of Philadelphia. Any woman who loves her home and takes pride in its equipment will be fascinated by this wonderful showing of housefurnishings.  
The newest labor-saving devices, the latest inventions calculated to oil the wheels of domesticity are here. It's safe to say that any woman will find at least a dozen things that are totally new to her and which will greatly improve the running of her household.  
Quality is the first consideration in the goods assembled here. It is the only real economy.  
However, during September, price is also a special inducement, as there is an average saving of 27 per cent throughout.

### Wanamaker Sewing Machines Specially Priced

Strongly constructed machines which sew quietly and easily are priced \$30 and \$32. They have the automatic lift, plenty of drawers, a measuring rule and a complete set of attachments. The cases are of solid oak.  
A sewing machine can be purchased upon a \$2 payment, followed by \$1 weekly.  
(Fourth Floor)

### 100 American Dinner Sets of 106 Pieces, New in the September Sale, \$20

The price is a little more than half. The sets are the best American semi-china, in a beautiful new decoration of baskets of roses. Complete sets in every sense.  
This is just one group out of many that go to make up the best and most notable September china sale ever.  
(Fourth Floor)

### The Finest Lamps Ever Shown in a September Sale Just In

Up to date this has been an unprecedented Lamp Sale and it now takes on a new brilliancy from a group of perhaps the finest lamps ever offered in a similar event.  
The vases are in a pure coin gold, encrusted, finished with a decoration of water lilies and roses, and the mountings are of brass, finished in gold to match the vases.  
Some have lights inside and each is an individual piece finished like an article of jewelry.  
Prices run all the way from \$25 to \$150. Shades to use with them, \$22.50 to \$47.50.  
Another bright attraction is a group of English Breyby vases, mounted in royal blue, copper and other colors and finished in gold, \$6.75.  
Iron floor lamps with adjustable bridge arms, finished in gold and black and silver and black—\$35 to \$50. Shades extra.  
(Fourth Floor)

### The Tang's Getting Back in the Air and Sure as You're Born

**Every Man Is Going to Need a Topcoat**  
Going to need it soon, too, if he drives around of nights.  
But there's no worry in that, for getting a topcoat is a matter of only a couple of minutes since the smartest for Fall have come to Wanamaker's.  
Coats that are just alive with youth. Light, almost every one, in mixtures of galore and overplaids. Grays and browns and tans stand out everywhere in the colors.  
Free, flowing coats, cut on straighter lines and four buttons give a snuggler effect than has been seen in many a day. Like in Springtime, the fly fronts are gone and the buttons come all the way through.  
"Smart" is the word most every man utters because no other word will tell about them.  
And it took some smart hustling to get them at such prices, for \$35 to \$55 will make every one know that it's a Fall of bright, good business.  
(Third Floor)



### It's High Time for a Man to Get a Felt Hat for Fall—\$2.50

The bell's going to ring on Friday—already the smart new hats are dotting the streets everywhere.  
And a mighty good one can be had for \$2.50.  
Two different shapes—both up to the minute and at the same time far enough away from extremes that nine out of ten men can wear them and the whole ten will like them.  
Six colors, all new.  
(Main Floor)

### The New Russian Cord Shirts Are Delights

Smiles of delight for the beauty of them—no shirt could be finer.  
Smiles of delight for the service, for they are well made of the best material and are bound to wear and wear.  
It's a little new to have a lustrous fiber stripe between each arrangement of colored cords—and it's pretty, too.  
All in all they are the best shirts of the season. Priced \$3.50.  
(Main Floor)

### If a Man's on His Feet From Morning Until Bedtime

Racing hither and running yon—a whole lot rests on the shoes he wears.  
There's comfort and almost endless wear in the new blucher brogues. They are fashionable looking, too.  
Of sturdy Scotch grained calfskin in a deep tan. A few tiny perforations here and there, but on the whole, just plain and solid looking.  
And they are worth every bit of the \$9 marked on the price tag.  
(Main Floor)