

Band at 9; Organ at 11;  
Band at 4:45  
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  
Fair

# Whirling, Laughing, Happy Paris Again—the Paris of Old, and

**Wrong Methods in Any Business Are a Species of Cancer that must end in the weaknesses or extinction of strength and final destruction. All claptrap and deceptions are moral cancers that require a surgical operation to save life.**

It is not necessary tomorrow or next day, but evil practices in business are morally suicidal.

[Signed]

*John Wanamaker*

September 16, 1922.

## DINNER and Evening Gowns of Gorgeously Metal Tissues and Brocades

Wonderful fabrics of Bianchini, Rodier and Marescot, three great artist designers of Paris, are used in these glittering gowns for dinner, restaurant and evening wear. Gold and silver cloths and tissues and brocades and laces, in the beautiful new color-lined effects that make such tone symphonies as orange and gold, periwinkle and silver, gold and Venetian red, silver tissue with rhinestone-sprinkled gray chiffon, and so on.

In sumptuous materials and simple clinging lines they duplicate the gorgeous toilettes worn by notable French and English women at the most splendid Deauville dinners recently given to the King of Spain.

It will interest women who like such exquisite toilettes to know that we have but one of a kind.

(First Floor)

## Young Women Want Coats

**Trimmed With Fur**

There's a luxurious warmth and softness about a fur-trimmed coat that one does not find in any other.

New coats of fashionable olive weaves are topped with deep, soft collars of natural wolf, platinum wolf, caracul, squirrel or beaver, and sometimes have cuffs or bands match. In navy, brown, arden, Hawaiian blue and black.

Especially lovely is a coat of black Bolivia with a deep lining of Australian opossum platinum wolf.

All are lined with silk crepe and are in sizes 14 to 20.

(Second Floor)

## Fine Reynier "Novelty" Gloves From France

Finest French glove made. Here exclusively. Beautiful novelty gauntlets such as Paris is wearing now.

Washable suede and glaze kid in white, white with black, black with white, pearl, champagne, mode, mastic, golden sand and light and dark tan.

Cuffs scalloped, embroidered, stitched, bordered, laced, laced or appliqued. Some with extension cuff that lengthens out the five-inch top.

Priced \$6.50 and \$7.50 a pair.

(Main Floor)

## THE New Brown Satin Slippers Will Walk Into Many Events

They will be charming with brown crepe or satin gowns, and scarcely less effective with dark blue or other colors.

Plain French-bound opera style, the toe rather full, the arch high and dainty, the heel Louis.

Ask for them in the Little Boot Shop.

Buckles of French cut bronze, from \$6 a pair up, will add immensely to such slippers.

(First Floor)

## THE Sparkle of Paris Is in the New Bags

Just off the ship. Chiffon velvet in the loveliest shades—jade, sapphire, flame and cinder gray, as well as the new browns, navy blue and black.

Studded with cut steel beads, hand worked in dainty designs, and carried by a chain on a frame of glittering cut steel.

They're new, unique and beautiful.

Priced \$40 to \$50.

(Main Floor)

## Glorious Silver and Gold Laces From France

A new importation of metal laces, founcings and all-overs, silver, gold and gunmetal laces, and in extraordinarily rich and elaborate patterns.

A little will go a great way toward a magnificent gown. Inches deep, and priced at 75¢ a yard for the all-over, and \$8.50 to \$12.75 for the lacing.

(Main Floor)

## Hat and Coat Sets for Toddlers

Warm, snug little coats of chinchilla, broadcloth and mixed coatings have wee hats to match.

They are brown, navy blue, tan, white and bright red, warmly lined and cut to button close under the chin. One coat has throw collar which ends in fringe, while some of the little hats have ear tabs for cold weather.

Two to six year sizes at \$9 to \$25.

(Third Floor)

## HER Gown Was Delightful—But That Umbrella Surely Looked Like a Rainy Day!

How often have you seen it?—Madame stepping with fashion's elite, as exquisite and fine as any, from her chic little bonnet to her trim slipped foot. Then she turns—that umbrella! How hideous everything seems.

And it's so simple to have an umbrella just as smart and as nice as the rest of one's attire. Fashion has provided the London Club umbrella. Shorter and clubbier in effect both at handle and shank. Tops and tips are flashing with bakelite amber, a little side strap or leather thong provides a different way for carrying, while the silk covers are in many plain styles.

Priced \$7.50 and \$10.

(Main Floor)

# What a Difference It Makes in Fashions



Presenting the New

## PARIS MILLINERY for Autumn and Winter 1922-23

WONDERFUL hats, gracious and lovely in line, indescribably chic in effect. The most notable collection we have ever brought over from

- |                 |                     |         |
|-----------------|---------------------|---------|
| Caroline Reboux | Lewis               | Alex    |
| Marcelle Demay  | Lucie Hamar         | Saget   |
| Lanvin          | Nicole Grout        | Suzelle |
| Maria Guy       | Vasseline Villetard | Suzy    |
|                 | Hernance            |         |

and other brilliant Paris creators who set the millinery modes for womankind.

Each has expressed her own interpretation of the mode. Each hat is marvelous in its own individual way.

Useless to tell the materials. One might as well say a picture is made of such-and-such colored paint. It is the artist's inspiration that makes the picture. It is the millinery artist's inspiration that makes the hat—such hats as these.

But if you wish to know what are the new lines, the new colors, the new decorations, the smartest materials in Paris today, see what Reboux and Lanvin and Maria Guy and the others have to say about it in the hats we present Monday—so lately from the Rue de la Paix and the Place Vendome that they are only just rustling out of their steamer boxes as this is written.

Never have Paris hats been more diverse, more captivating, more eminently wearable.

(Second Floor)

## A Glorious Presentation of Radiant, New and Enchanting Silks

LIGHT and loveliness, charm and beauty will be spread forth in the Silk Store on Monday morning—and the silk mode will be established.

Exquisite French silks, all opened within the last two weeks, indicate beyond a doubt that it will be a season of patterned silks—broches, matelasses, imprimés—and, for evening, a glitter of tinsel.

Metal brocades on Georgette or silk crepe grounds, cloth of silver or gold and satin-back tinsel will be used for evening gowns and wraps, for lining the finest fur wraps, for trains, panels, girdles, hats and even for slippers.

Color is everywhere on fashion's palette—black and white perhaps for contrast, but color is the mode. Take, for instance, the new satin broche imprimé, a gorgeous material for evening wraps or for lining ermine cloaks. It is of a chiffon texture with a velour broche printed in orchid, blue, brown and green on an apricot ground—the colors mingled in perfect harmony.

On a ground of black Georgette crepe a broche figure, in which artificial silk is used for brilliancy, is worked out in purple, deep



blue and ruby red. Especially beautiful is this material when draped over still another color.

A Japanese temple design is done in silver on an orchid ground. Rays of silver light play on a field of geranium crepe.

In addition to the brilliant things for evening are many delightful silk crepes brocaded or striped with satin and suitable for afternoon gowns.

Prices on these exquisite things are lower than they have been in years—\$4 to \$30.

(First Floor)

## Fur Mantles and Coats Exhibit Amazing Diversity and Beauty

ALMOST as regal as ermine are the snowy white caracul coats and wraps.

A beautiful white mantle of this fur falls in voluminous folds as soft as velvet. Its inner side is silver-and-white brocade, and the great new collar is of silvery squirrel.

Platinum gray, pearl, beige and black caracul, all appear in lovely garments of varied length. A pearl white caracul coat has white-and-silver military braiding. A beige caracul coat is trimmed with golden beaver. A white caracul mantle with platinum fox fur. The combinations are enchanting.

Scotch moleskin, "Summer" ermine, Hudson seal, gray squirrel, mink, Persian lamb, leopard, nutria and other furs, make coats and wraps of a diversity of line and a variation of length greater than in any past year.

Balkan blouses belt the hips. Extremely long mantles reach to the slippers. Short swinging sacque coats suggest the 1860 period. Draped and paneled garments are as

elaborate as gowns. Sleeves are totally new and different. So are collars. Linings are nothing short of exquisite.

(Second Floor)

## Electro Silver-Plated Ware in the Adam Period

The much appreciated Adam period, with its classic elegance and austerity of line is seen to particular advantage in this collection of charming sets and individual pieces.

- Five-piece tea set, \$125.
  - Hot-water kettle, \$63.
  - Coffee urn, \$100.
  - Tray, \$65.
  - Bread tray, \$16.
  - Cheese and cracker dish, \$26.
  - Vegetable dishes, \$27 and \$30.
  - Chop dish and cover, \$65.
  - Centerpiece, \$37.
  - Well and Tree meat platters, \$39 to \$55.
  - Meat platters, \$22 to \$45.
  - Water pitcher, \$39.
  - Three-piece after-dinner coffee set, \$75.
  - Tray, \$28.
  - Combination vegetable dish, \$64.
- There are service plates, bread-and-butter plates, knives and forks, spoons and serving pieces to match.
- (Main Floor)

## BOOTS for the Rider—or Puttees, if He Prefers—Are in

**The Men's London Shop**

Riding boots that are among the smartest that England produces. Tan or black ones in smooth, supple calfskin.

Straight in line and snug in fit. The black are priced \$32; the tan, \$35.

Puttees of black calf are priced \$10; of the soft and best tan pigskin, \$13.50.

All are new from England.

(The Gallery)

## ENGLAND Has Sent a New Brogue That Has Men Walking Sprightlier

Plainly smart. Not a perforation a strikingness of stitching, a mark of any kind anywhere—but it is good through and through.

First of all, roomy and free, although far from cumbersome.

Made of the best Scotch grain calfskin in a rich tan; the soles are of heavy white oak and the heels flat and comfortable.

All in all an oxford that is steps ahead of any the season has brought forth. Priced \$13.

(Main Floor)

## All-Wool Blankets Of the Best Construction Known, \$10 Each

Woven for service, warmth and looks from the longest, strongest, cleanest staple wool.

No bed blanket at any price is sounder or more serviceable.

Choice of two plaid patterns and several solid colors such as rose, blue and a novel shade combining the tones of periwinkle and purple.

Size 72x84 inches, \$10 each, and sold exclusively in the Wanamaker Blanket Store.

(Sixth Floor)

## 100 Irish Linen Table Cloths \$5.50

Heavy, full bleached and of good, pure flax yarn.

Size 72x72 inches, new arrivals and good as gold for the money—\$5.50 each.

Pillow cases \$3 and \$3.75 a pair—both kinds of excellent, pure flax linen, hemstitched, and in size 22x36 inches. White as snow and sound value.

(First Floor)

## A Gift for the New Baby

Hand-painted hot-water bags, some with pretty bags to fit, a world of rattles, baby books, decorated coat-hangers, afghan clamps—everything up to toilet sets of brush, comb, powder box and soap box!

Prices start at 45¢ for afghan clamps to \$6 for the toilet set.

(Third Floor)

## BROCADED Ribbons Are Used in Many Ways

Not only do they adorn hats most becomingly, but they are used as half sashes on cloth frocks, or to face lengthwise pleats or as borders in the linings of very fine fur coats.

This latter use calls out the finest ribbons that are woven. 5½ to 7 inches wide, they range in price from \$1.35 to \$9 a yard—the last for gorgeous metal brocades.

(Main Floor)

## GLOVING the Small Hands That Carry Books to School

Most mothers are choosing for the children unlined mocha gloves, which may be had half-pique sewn at \$1.75 and \$2 a pair, and outseam sewn at \$1.75 and \$2.25. Gray, reindeer and butternut shades.

Equally good are children's pique-sewn capeskin gloves in beaver, tan or brown, at \$1.85 and \$2 a pair.

(Main Floor)

## A New Travel Book by JOHN T. FARIS Seeing the Eastern States

Completing a travel quartet by Dr. Faris, this book possesses all the qualities of interest which make his previous books so attractive, and telling of the glories of the Eastern Coast from Maine to Maryland.

Colored frontispiece and 90 illustrations in half-tone, \$5.

(Main Floor)

## New Models in Parisienne Girdles

include one of orchid brocade and elastic at \$22; one of pink satin and fine lightweight elastic at \$22; and others of pink broche and elastic at \$10 and \$18.

The Parisienne is our finest corset and the favorite of perfectly gowned women.

(Third Floor)

## One Should Look Pretty to Sleep Well

if one is a normal young woman.

These tailored-silk pajamas are good-looking, and many find them more comfortable than nightgowns. Pink, blue, white or striped effects, in jacket or slip-over styles.

Priced \$13.50 a set.

(Third Floor)

## Mesh Bags Are Daintier and Prettier Than Ever

Frames are of a delicate slenderness most delightful, and the mesh is so fine that it crushes in the hand like a piece of soft silk. The newest shapes are long and narrow, and many of the bags end in fine fringe or small tassels.

All are gold plated and show the green gold finish. \$16 to \$54.

(Main Floor)

## September Surely Must Have Been Created Just for the Housewives

**Opportunities Undimmed in The Lamp Sale**

Surely the brightest, best and busiest lamp sale ever.

All the lamps, candlesticks and shades are offered at 10 to 50 per cent less than regular, thus affording hundreds and hundreds of exceptional opportunities.

Among the attractive items are dainty boudoir lamps of metal and tinted ivory, metal-trimmed with glass panels, one light, 15 inches high, now \$5 each.

Hundreds of new parchment shades from Japan, transparent and decorated in a variety of tints in the clever and characteristic Japanese way, and in sizes from boudoir size to table-lamps, now priced \$2 to \$8 each.

**Certain Good White Mountain Refrigerators Are Specially Priced in the Housewares Sale**

Scientifically constructed refrigerators of the best type, thickly insulated and lined with one piece of seamless porcelain. All corners are rounded and all parts are easily removable for cleaning.

Of three-door construction with capacity for 100 pounds of ice. The ten-inch space beneath the ice chamber provides ample room for quart milk bottles.

During September the special price is \$50.

A smaller White Mountain refrigerator of 50 pounds ice capacity is special at \$26. Perfect for families of two.

(Fourth Floor)