

Organ plays at 9, 11 and 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

THE GATHERING SPOT FOR BEAUTIFUL THINGS AND HAPPY PEOPLE IS THE WANAMAKER FASHION SALON

There Are Few Finer Experiences in Business Than Close Family Life

The examples of them are full of inspiration. Philadelphia has always been proud of its Drexels, Welshs, Dobsons, Bromleys, Pattersons, Bories and a long line of others. This business dates back to 1861 and its sole owners are the father and son. It is a far better business because of daily individual direction by its active owners, who superintend it at home and abroad. We are receiving a great abundance of new goods every day. Our buyers in foreign countries have done well and returned home. There is much of newness to see now.

[Signed] John Wanamaker September 18, 1922.



Gracious New Wraps of Surpassing Beauty and Charm

Soft, luxurious materials, exquisite linings and a charming use of fur combine to make them the most beautiful wraps of the season. Of silk-and-wool bolivias and duvetyns and of the new French matelasse materials, they are soft of outline and wonderfully becoming. All have wide sleeves, often of waist depth, some have sleeves like little capes, others are capes without any sleeves whatever. A handsome wrap of black bolivia has wide sleeves made entirely of dyed squirrel to match the collar. A wrap of "cloy," the favorite fabric of Paris, is trimmed with deep bands and a collar of beautifully blended kit fox. Black mole, combed caracul and blue Iceland fox are fur novelties. A point worth noticing—several of the finest wraps are without belts. No finer wraps are made. \$200 to \$475. (First Floor)

Paris Has Put Gorgeous Spots of Color on Bags of the Darkest Silk

Vivacious Paris, the Paris of unusualness and her whims show strikingly on the newest handbags to come. As for the bags themselves, they are the finest, softest, most rippling silk faille, or sometimes silk moire, in black, or navy or dark brown. The shapes are chic—square with rounded corners, or oblong, extending cross-wise or down-wise. But the glory of it all is on the front, where insets of white net are magnificently hand embroidered in all the colors that even the artists of Paris could think of. And in all the designs. From the practical side, they really are little vanities or dinner bags. Inside is a delicacy of color and the handiest little compartments. Prices are \$35 and \$40. (Main Floor)

Young Women's Topcoats of Double-Faced Woolens, \$35

Thick warm coats, cut on sports lines, are of brown or tan mixtures which show plaids or contrasting colors on the reverse sides. Big patch pockets, raglan shoulders, notch collars and buckled belts are points that girls like. The coats are lined through the shoulders and sleeves with peau de cygne. 14 to 20 year sizes. (First Floor)

New Suits, \$35

Of herringbone tweeds in blue or brown tones, simply tailored and finished with narrow belts. Exact right for everyday wear. 14 to 20 year sizes. (First Floor)

Longcloth and Nainsook Special

Longcloth, 10-yard pieces, \$1.75, \$2, \$2.25 and up to \$3.50. Nainsook, in 36-inch width, \$1.75, \$2.15, \$2.75 and \$3.50 the piece. In 48-inch width, \$1.25. In 45-inch width, \$1.75 and \$2. (First Floor)

Lace Tunics That Are Complete Dresses \$10 to \$14.75

All they need is a silk slip underneath. The tunic is fashioned with a smart neckline, wide sleeves, rippling wide draperies, and uneven hemline. Black, cream, navy, brown or American Beauty red, in lace of several patterns, some resembling heavy old Spanish designs. Priced \$10, \$12.75 and \$14.75. (West Aisle)

The Finest Tailored Costumes a Woman Can Buy, \$90 to \$225

Fashioned of beautiful variations of duvetyn, known under various trademarked names, but all alike in their thick, soft texture and rich velvety appearance. Exclusive models. Of most we have but one of a kind, of none more than two or three. They are, in fact, such individual costumes as a woman might have made to order by her favorite fashionable tailor—but here all ready to put on and walk out. A number are richly fur-trimmed—squirrel, fox, wolf, lynx and other pelts. Others are left unadorned, that handsome separate furs may be worn with them. Lines, tailoring and finish are of the perfection expected in costumes of this quality. And there is much variation of coat length and general cut. In the best colors of the year—kit fox gray, the charming new browns, darkest blue, black and a deep wine red. Priced \$90 to \$225. (First Floor)



Some New Hats for Little Children Wool Velour in New Colors

Tamms, pokes and little hats with rolling brims are all ready to go to kindergarten. They are of broadcloth, duvetyn, felt and velour, touched with fur or flaunting bobbing tassels of silk plush. \$2.75 to \$6.75. (Third Floor)

Radio Broadcasting Station W O O -Wanamaker's

11 A. M. (Daylight-saving time) Grand Organ
11:30. United States weather report.
11:55. Chimes and stroke of noon on the organ bells.
4:30. Half hour recital concluding with the Grand Organ selections and trumpets.
7:30. Evening recital by the following artists:
Helen Markly Thomas, soprano; Josephine Bonniwell, contralto; Daniel Earle Higgins, tenor; Henri F. May, baritone; Sarah Venore Shriner, reader; Eleanor E. Hamilton and David E. Crozier, pianists; Lucy Kilpatrick and Leroy Bawdon, accompanists.
1. Soprano, Mrs. Higgins...Gounod
2. Baritone, a. Ross of Yesterday...Tanner
b. All the Roses of June...Geel
Mr. May
3. Duet, Lovely Night (Tales of Hoffmann)...Opersbach
Miss Bonniwell and Mr. Higgins
4. Duet for Two Pianos, Hungarian Dance No. 8...Brahms
Miss Hamilton and Mr. Crozier
5. Tenor, The Americana Come Foster...Foster
Mr. Higgins
6. Reading, At the Theatre...Original
Miss Shriner
7. Contralto, Lamin Door...Scott
Miss Bonniwell
8. Soprano, Good Bye...Tosti
Miss Thomas
9. Reading, Willie Shirner...Shirner
Miss Shriner
10. Baritone, Vision Fugitive...Maasnet
Mr. May
11. Duet for Two Pianos, Fantasia C minor...Mozart
Miss Hamilton and Mr. Crozier
12. Tenor, Il Mio Tesoro (Don Giovanni)...Mozart
Mr. Higgins
13. Contralto, I Dreamt...Schubert
Miss Bonniwell
14. Reading, Her First Ride in Oystermobile...Hill
Miss Shriner
15. Duet, Home to Our Mountains...Verdi
Miss Bonniwell and Mr. Higgins
P. M.—Organ Recital, Miss Mary E. Vogt at the Console.
1. Blue Danube...Strauss
2. Cortège des Cardinaux...Borlon
3. Cradle Song...Kreutzer
4. Down River...Rogers
5. Evening Devotion...Williams
6. Elgin...Maasnet
7. Intermezzo Les Siphons...Davy
8. Jour de Triomphe...Kunder
9. Love Song...Nevin
10. Selection from The Merry Widow...Wagner
11. Liebestraum...Liszt
12. Request, Old Familiar Melodies...Parr
13. Pueri Heroide...Rigler
14. Russian Romance...Finginger
15. Scherzo "Furber"...Spreng
16. Toccata in D Minor...Nevin
10:55. United States Naval Observatory time signal.
11:02. United States weather report and press dispatches.

A Man Choosing a Watch

shows something of his character. For one thing, he shows the value he places on Time, specifically correct time. Also, he shows the value he places on Money. And, finally, he shows how much he values a standard of quality in that marvelous thing, a watch, "the box of wonders in your pocket," as somebody has called it. Men who appreciate all these things at their true worth choose the watches here named, and they choose incomparably well: Howard, Waltham, Elgin, Illinois

Howard watches, 14-k. gold, \$84 to \$147. Gold filled, \$68 to \$150.75. Waltham watches, 14-k. gold, thin model, \$50 to \$210. 14-k. gold, regular model, \$57 to \$86. Gold filled, regular model, \$52 to \$71. Elgin watches, 14-k. gold, thin model, \$75 to \$175. 14-k. gold, regular model, \$54 to \$85. Gold filled, regular model, \$28 to \$30. Illinois watches, 14-k. gold, thin model, \$44. 14-k. gold, regular model, \$50 to \$85. Gold filled, regular model, \$35 to \$71. (Main Floor)

Silk Lingerie Pretty Enough for Brides

Dainty enough for a bridal trousseau are matching sets of nightgowns, chemise and drawers, in pink radium silk, finished with plain silk binding, and ornamented with fine pinch-tucking and clusters of French knots. Gowns, \$10.50; chemises, \$5.75; drawers, \$5. Another style in pink radium, hemstitched and flit-edged, is \$5.50 for the chemise, \$9.50 for the gown. Unusually good crepe de chine chemises, trimmed with French knots and hemstitching, are \$4.50. (Third Floor)

The Schoolgirl Who Wants an Outfit Made to Order

will find good materials, excellent models and prompt service awaiting her in the Women's Custom Tailoring Bureau. School and college uniforms, street dresses, dress and party frocks, coats and wraps—all the up-to-date apparel of a well-equipped wardrobe, is made to measure at reasonable prices. The satisfaction of mothers who have tried this service for their schoolgirl daughters is the best endorsement of its excellence. (Second Floor)

Peter Pan Blouses Have More Friends Than Ever

School girls emphasized the need for new blouses and young women like Peter Pan blouses best of all. Fresh white dimities are smartly tailored into waists that are trimmed with tucks, feather stitching, Irish plaid edges or with hand-drawn collars and cuffs. \$2 to \$3.85. (Third Floor)

Capping and Aproning the Maid

Every pinner little bit of white net, lawn, creolin, dotted swiss or what-not that household helpers wear on their heads, is ready, priced 12c to 75c. Some run with black velvet or ribbon. Correct white aprons for every household service, the materials carefully chosen, most of the embroideries imported. Size to \$3.85. (Third Floor)

Every Day is a Day of Opportunity in The China and Glass Sale

The great, big beautiful Store of china and glass is sparkling with unusual things these September Sale days. Dinner sets and glassware of every desirable description are offered in magnificent assortments at substantial savings. Here are a few of the unusual groups: Imported china cups and saucers, in an all-over blue design—extraordinary at \$2 a dozen. Crystal teed tea sets in cracked glass—one low covered jug and six tall glasses to match—\$3.75 a set. Fine thin-blown crystal glass goblets in a pretty floral cutting—\$3 a dozen. (Fourth Floor)



Like a Man Feeling Easy, Standing on His Dignity

—that's how the new Fall suits look. Talking fashion to a man is about like singing "Il Trovatore" on a roof garden, until fashion strikes home with comfort. Then he's all attention. But in the new Fall suit he is all at ease, for if fashion ever was comfort it is right now. Straight free lines, yet dignified lines. Make a fellow look like a man's man through and through. Delightfully careless, loungy, yet smart—and there's youth and vigor and a rollicking good swing in every line of them. Lapels are softly rolled, as they ought to be on a well-dressed man, and the real dignity of the cut—the long, free look—is buttoned in by two, three, or sometimes four buttons. There's no end to the colors. Grays, bright mixtures, dark ones, all that a man talks about, but brown is far ahead. And prices start with a mighty good suit at \$25. The best of all is \$55 and there's great choosing at \$40 and \$45. (Third Floor)

The Broken Stripe's the Thing—on the New Crocheted Neckties

Thin stripes, almost the pin size, but they are irregular and broken and different looking. For the most part the ties are in dark colors—navy and black and brown, etc.—with stripes of gold all-wool and woven in the durable or white or some other light color. Also a number of solid colors—blue, black or brown. Every thread brown, etc.—with stripes of gold all-wool and woven in the durable or white or some other light color. (Main Floor)

After Looking Them All Over—Here's the Best Brogue

Every day a couple of men say so. A brogue that is smarter, sturdier, more comfortable, and with it all the price is only \$19.50. Not an awkward of a brogue has been written, yet it's trim and neat looking. Sawtooth edging and perforations there must be, but they are neat and small. The leather is South grain calf—skin, best of all. The tip is the full-width style and, of course, the color is tan. (Main Floor)

Right Now Is a Good Time to Buy Good Rugs

A look at the rugs tells why. And a look at the price tags completes the conviction. New rugs are coming every day, in a world of colors and patterns galore. Axminster Rugs, Seamed or Seamless. 8x12 ft. \$25.00 to \$50.00. 10x12 ft. \$35.00 to \$70.00. 12x12 ft. \$45.00 to \$90.00. 14x18 ft. \$60.00 to \$120.00. 16x20 ft. \$75.00 to \$150.00. 18x24 ft. \$90.00 to \$180.00. 20x28 ft. \$105.00 to \$210.00. 22x30 ft. \$120.00 to \$240.00. 24x32 ft. \$135.00 to \$270.00. 26x36 ft. \$150.00 to \$300.00. 28x38 ft. \$165.00 to \$330.00. 30x40 ft. \$180.00 to \$360.00. Wilton Rugs. 8x12 ft. \$25.00 to \$50.00. 10x12 ft. \$35.00 to \$70.00. 12x12 ft. \$45.00 to \$90.00. 14x18 ft. \$60.00 to \$120.00. 16x20 ft. \$75.00 to \$150.00. 18x24 ft. \$90.00 to \$180.00. 20x28 ft. \$105.00 to \$210.00. 22x30 ft. \$120.00 to \$240.00. 24x32 ft. \$135.00 to \$270.00. 26x36 ft. \$150.00 to \$300.00. 28x38 ft. \$165.00 to \$330.00. 30x40 ft. \$180.00 to \$360.00. Body Brussels Rugs. 8x12 ft. \$25.00 to \$50.00. 10x12 ft. \$35.00 to \$70.00. 12x12 ft. \$45.00 to \$90.00. 14x18 ft. \$60.00 to \$120.00. 16x20 ft. \$75.00 to \$150.00. 18x24 ft. \$90.00 to \$180.00. 20x28 ft. \$105.00 to \$210.00. 22x30 ft. \$120.00 to \$240.00. 24x32 ft. \$135.00 to \$270.00. 26x36 ft. \$150.00 to \$300.00. 28x38 ft. \$165.00 to \$330.00. 30x40 ft. \$180.00 to \$360.00. (Second Floor)

A Brown Season Means a Brown Umbrella

What a selection of brown umbrellas in shades and styles. Scores of different kinds are here, with handles of almost all types. Some are rubber, some bakelite and the same materials are used for tips and ferrules. Straps, rings or things are used to carry them by, while the silk covers are either plain or bordered with tape, narrow or wide. Prices, \$5, \$7.50, \$10, \$12 and 15. (Main Floor)

Table Cloths and Napkins Specially Priced

A lot of group purchased from a good maker at a low price. Table cloths in six sizes, from 32 to 24x30 yards, at \$12 to \$25. Napkins to match, 22x22 at \$1.50 and 25x25 inches at \$1.75 a dozen. (First Floor)

Through Fashion's Eye Of Course You Are Enjoying the New Paris Hats

MATERIALS are rich. Colors are fascinating. But it is the simple hats, the hats of wonderful line and almost unadorned elegance, that speak their Paris heritage most clearly. From Lewis is the famous Venetian tricorne in silver-bound black velvet, with Chantilly lace cascading from the brim. Lanvin's surprising Russian turban in ruddy brown crepe and mink fur; the curious Chinese effects; the Directoire pokes of Reboux and Lanvin; Marcelle Demay's glorious symphonies in all the new browns; Maria Guy's huge moire-bow hat—each is but one of a galaxy of millinery loveliness and distinction. (Second Floor)

Silks—A Mode of Magnificence

METALLIC brocades, velour brocades, cloth of silver or of gold, colorful imprimés, sumptuously Oriental—such is the mode for Winter. It means that balls and dinners, supper dances and the opera will take on a new radiance, for never have silks been more beautiful. Metal cloths have this year lost the stiffness which has been their drawback and have caught the grace and suppleness of chiffon. For daytime wear brocades are just as fashionable as for evening. There are entrancing patterns in crepe meteor broche, Canton crepe broche and in Georgette brocaded in velour. (First Floor)

Reliability Is the First Essential in Wanamaker Housewares

Every article must be dependable, carefully planned and soundly constructed. No makeshifts, no "seconds," no flimsy, trashy goods are allowed. You can rely absolutely upon the service of any article here. Bathroom Fixtures are an illustration. Brass is the base of all our metal fixtures, whether white or nickel plated, as it has been proved the most satisfactory from all viewpoints. Porcelain is the finish used on all the better grades of white fixtures. This snow-white surface will not flake nor crack with the expansion and contraction of the metal beneath. Bath tub seats, \$2.75. Chairs, \$2.00. (Fourth Floor) Nurses in a large New York hospital have told us the purest laundry soap they have ever seen is Blu-Mottle Soap. It will stand every chemical test for purity and every practical test for efficiency. People are taking advantage of the September Sale price and are ordering it by the case—\$5 per hundred bars. Single bars, 5c each. (Fourth Floor)