

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  
Cloudy

# The Evening Roll Call of Delightful, New Things at Wanamaker's

### A Man of Whom We Often Heard When We Were Boys

and the never-to-be-forgotten words:

"The power of gentleness is irresistible"

Occasions often arise to chide the careless, which, by study and care, can be done without harshness or giving pain. The bitterest tears shed over graves have been for words spoken hastily and for deeds left undone.

[Signed] *John Wanamaker*



### The Balkan Blouse-Coat in Fur

AN abbreviated fur coat model launched by Drecoll in Paris. Bloused over a close-fitting low hip-band. It is charming, youthful and jauntily and invariably becoming. Here in Scotch moleskin with gray squirrel collar and cuffs; in black caracul with kolinsky; in platinum gray caracul with taupe squirrel; in black moleskin with ermine and monkey, and other furs. A diversity of other short fur coats in the most effective models seen in years, carried out in Hudson seal with gray kimmer; fawn caracul with beaver; moleskin; white caracul; black caracul with fox, and a variety of furs. Beautifully made, and priced reasonably for garments of such quality and distinction.

### The Two Favorite Forms of Diamond Jewelry

One is a bar pin and the other a ring. It is entirely safe to choose either as a gift for a dear friend. All the fine diamond jewelry is now mounted in platinum to enhance the brilliancy of the diamonds and the new designs are marvels of delicacy and beauty. Diamond bar pins from \$160 to \$800. Diamond rings, \$93 to \$2800.

### Paris Is Talking Blue Jewelry

Necklaces, earrings and bracelets have taken on the deep becoming blue of imitation lapis lazuli. In necklaces the beads are graduated or all one size and sometimes oblong beads alternate with round ones. Usually they are strung on bead cords with knots between. Bead tassels are another fancy. Necklaces, \$9 to \$15. Earrings, \$1.25 to \$9. Bracelets, \$9 to \$10. Of course, all are of the imitation stones.

### Young Women's Suits Have Smart Box Jackets

The straight line of the box coat is particularly becoming to slender young figures. Often the hem is in the form of a wide band which fits rather closely about the hips, giving the jacket a blouse line. Materials are soft and luxurious and many of the suits have deep fur collars of gray squirrel, nutria or wolf. Others are without fur. Prices start at \$48 and go to \$125.

### A New Coat With Wide Braided Sleeves Is \$68

It is of Bolivia in Malay brown, navy and black, topped with a wide collar of black caracul. The mandarin sleeves are elaborately trimmed with soutache. 14 to 20 year sizes.

### Many New Winter Coats Choose Beaver Fur Collars

It is a choice that the majority of women will approve, for beaver is one of the most fashionable of furs and certainly one of the most becoming. The coats are big, luxurious affairs of soft bolivia, either all-wool or silk-and-wool. They are coats to wrap oneself in on the coldest of days, made in the new Fall fashion with enormous sleeves. The beaver collars are large and fasten closely up to the chin. Some coats have beaver cuffs as well. Many women like to choose Winter coats now because they have the pick of the best furs. One could hardly find more beautiful beaver than is on these coats. There are several styles among the coats, each one in navy, brown, black and kit fox gray at \$100 or \$150.

### Sale of Hurt Books at Half Price

4000 volumes — and they'll disappear like magic when the news flies about to people who want to read books that are instructive. These are Macmillan Company books on all subjects, one or two of a title — so that gives an idea of the wide assortment. Almost all are non-fiction books of the most desirable kinds. It's the early bookworm who catches the book he wants!

### There's \$6 Worth of Material and Workmanship in the "Newtone" Hat

Lots of style in it, too, the kind of style that men like, but it doesn't cost a nickel. Really a different sort of a hat. Curves and dips and rolls just seem to ripple from the most unexpected places. Altogether graceful in effect.

### Knitted Vests Are Just Like Any Other Vest a Man Wears

Not at all bulky; in fact, they are designed to go under a coat so easily a man can wear one to business with the appearance that it belongs there. Among the new ones are many in plain colors, stripes and a few heathers at \$6 each.

### A Full-Fledged Brogue for a Full-Grown Man Is Only \$6.40

It has full-winged tips, hosts of perforations and everything. Even the receding toe that so many men think is smart and neat. The leather is smooth calfskin, the color naturally tan, and rubber heels are already on. Rounded edges to the soles lend a note that is widely liked.

### Women's Fine French Kid Gloves, Special at \$1.65

Much under price by reason of a specially advantageous purchase. Perfect in every way. Two-clasp, the backs heavily embroidered in self or contrasting color. Black, white, beaver, tan, brown and gray. One-clasp pique-sewn capeskin gloves of good quality, in taupe, light gray, beaver, tan and brown shades, special at \$1.50 a pair.

### 200 Women's Wool Sweaters Reduced to \$10 Each

Not all sizes or all colors in each style, that is the reason, but there is excellent choosing with a nice saving on each sweater. Both tuxedo and slip-on styles in practically all good colors, light and dark and many different styles. Some are light in weight and others heavier for Fall and Winter.



### The Best Collection of Dinner Sets to Be Found in Philadelphia Is in THE SEPTEMBER SALE

The best and the largest. More dinner sets, better dinner sets, a better choice of better and more exclusive patterns, a larger selection of grades at the various prices, and, above all, BETTER VALUES—these are the facts and the merchandise is here to prove them.

- American dinner sets in fine semi-china, choice of three decorations, \$15.
- American dinner sets, 106 pieces, blue and gold decorations, \$17.50.
- American dinner sets, fine semi-china, two attractive patterns, \$20.
- English dinner sets, gold band decoration with solid gold handles, \$25.
- American dinner sets, new exclusive patterns, coin-gold handles, 106 pieces, \$32.50.
- English and American dinner sets of splendid quality, eight handsome patterns, 106 pieces, \$35.
- American dinner sets, new patterns with coin-gold handles, \$37.50.
- American dinner sets, gold band and border decorations, \$10.
- Nippon dinner sets, fine thin china, border patterns, 106-piece sets, \$50.
- French dinner sets of fine Limoges china, handsome new decorations, coin-gold handles, \$67.50.
- Finest Limoges china, beautiful new patterns in new shapes with coin-gold edges and handles, \$75.
- Limoges French dinner sets with coin-gold bands, solid coin-gold handles, 106 pieces, \$100.
- Nippon china sets, deep coin-gold encrustations, coin-gold handles, \$115.
- Limoges china dinner sets, exclusive Persian border decoration with coin-gold handles, 106 pieces, \$135.
- Finest French china with wide coin-gold encrustations, choice of three beautiful designs, \$168.
- Coin-gold encrusted French china of finest quality, \$200.
- Theodore Haviland coin-gold encrusted dinner sets, \$295.
- Other encrustations at \$310, \$435 and \$600.

### Fashion Is in the Mood for Gorgeous Silks

That is the first thing one thinks upon seeing the marvelous new French and American silks in the Wanamaker Silk Store. It is the first showing of the new fashion silks for evening gowns, dinner and theatre gowns and for afternoon dresses. A number are intended for evening wraps or linings for wraps or fur coats. There are plenty of the everyday silks as well, and a wide variation in the prices, \$4 to \$30 a yard.

### Sleek Coiffures Have Influenced the New Paris Millinery

Most of the lovely Paris hats exhibited this week have smaller crowns. The smaller crown is not only more feminine and becoming, but it bears witness to the sleeker hairdressing ordained by the mode. Poised at precisely the magic angle, these hats will be wonderful above the simple rather closely-drawn coiffures Fashion expects of her votaries this season. Both the Paris and the Wanamaker millinery surpass any past season's showing in beauty and in that even more important attribute for which women have no more expressive term than *chic*.

### Tunics, Light Weight Yet Glittering

Inexpensive, too, as one would expectly expect, such beauty of coloring, design and play of light to the eye \$28.75. They are made of fine net with beautiful metallic designs. Jade, silver, gold, steel, blue and rose.

### Canton Crepe, \$3.25 a Yard

No need to say how many things Canton crepe is being used for this Autumn. In black, navy, brown and colors.

### All-Wool Navy Serge, \$1.25

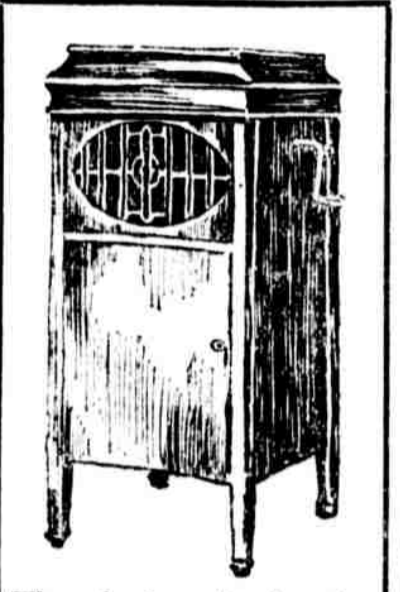
Fine, twilled serge, true blue and just the right weight for women's dresses and children's school frocks. 46 inches wide—and lower priced than usual.

### New Veilings Are Much Dotted

Big dots and little dots, dots close together to form diamonds or squares or arranged in vertical lines with the smallest dots at the top. All new and wonderfully becoming. And they come in colors to match the best Winter hats: black, navy, brown and taupe.

### First Cool Days Bring Out Wool Scarfs

Nothing else goes as well with a sports suit or dress and they are just the thing for school or college. Every bit wool, which accounts for the warmth, and in colors to match almost any costume or make a pleasant contrast. Some are plain, others striped or with plaid borders, \$2 to \$10.



### There's beauty in the simplicity of the "Adam style" Brunswick Phonograph, \$100

In either brown or red mahogany and golden or fumed oak. From top to bottom the trimmings are nickel plated. Like other Brunswicks, the Adam style is equipped with the all-wood, oval tone amplifier, the single Utana all-record reproducer, the Brunswick double spring motor, nickel plated twelve-inch turntable, automatic stop, tone modifier and shelf filling system, designed to accommodate albums.

### Prescription Lenses

Bring us your lense prescriptions and we will fill them correctly. We also take care of repairs and adjustments of frames.

### All "All-Wool" Looks Alike in Print But in Blankets—

there may be quite a difference. You can get all-wool blankets at various prices but you can't get as good all-wool blankets in Philadelphia at the prices as these at \$10 a pair in the single and \$12 a pair in the double bed size. Choice of white with borders in rose or in blue, or of plaids in a variety of color effects. All fresh, new goods.

### Fine Huckaback Linen Towels, \$1.25—Special

Emphasis on the word *fine*. They are fine in yarn, fine in weave and fine in finish. Choice of damask borders in three rich, beautiful patterns. Just a small group and extraordinarily good at the price—\$1.25 each, size, 20x38 inches.

### New Nursery Books From Scotland

are particularly well written, clearly printed and splendidly illustrated. Fine work, all through. They are good books to put into children's hands. Animal stories of the farmyard and woodland, hunting stories, many kinds are here, well bound, too. \$1.25 and \$2.

### Women's Finer Cloth Frocks for Street and Afternoon \$65 to \$145

In the finest weaves of tricotine, French twill and chiffon broadcloth. Exquisitely tailored in a number of smart models, most of them handsome and distinguished enough for afternoon affairs. A fine twill coat dress is oddly braided in tones ranging from silver to copper. A midnight blue twill is hand-drawn, and draped to one side with jade ornaments. The waistline is decidedly shortened on a dark blue frock just touched with scarlet and black braiding. A coat dress of black chiffon broadcloth is lavishly embroidered in silver. Black silk braiding almost covers a twill gown, the long neckline outlined in white fur. There are many models, each of unusual elegance, and few of them duplicated. Black, dark blue or brown may be chosen. Priced \$65, \$72.50, \$77.50, \$85 and up to \$145.



### Wanamaker Galvanized Ware Is a Sort of a Defi to the Ashman

He can stand on the top of a high wagon and hurl one of the galvanized cans to the street below and it will not collapse. We doubt if he will even dent it much, because Wanamaker galvanized ware is made for endurance.

It is of heavy weight and sturdily made. Handles are on to stay. Lids fit closely. Every householder knows that a garbage can wears out first on the bottom. Wanamaker cans are made with an inch deep flange which raises the bottom of the can off the floor and at the same time permits it to be dragged without damage. Such cans will not leak and their close-fitting lids will disappoint nocturnal prowlers.

- #### Special September Prices
- Garbage cans range from \$1.40 for the 12x12-inch size to \$2.50 for the 14x20-inch size.
  - Rubbish cans from \$2.75 for 16-inch diameter to \$3 for 18-inch.
  - Ash cans, \$4 for 17-inch diameter, \$4.60 for the 18-inch size.
  - Heavy bushel baskets for carrying ashes, \$1.25.
  - Dustless rotary ash sifters, \$2 and \$2.65.

### Bright Lights of Economy Shine in the Lamp Sale

Every lamp, lamp-shade and candlestick in stock is offered at a reduced price. Which means large selections of the best merchandise at real savings. These are just two of many particularly fine groups: Three-light electric centerpiece for dining-room table, or buffet, finished in ivory, polychrome and gold, the center being a large blue bowl for fruit, or ferns—remarkably fine piece at the price—\$36. Cloisonne floor lamps from Japan, two and three light, practically good for a lifetime and always much in demand, over a dozen different designs, priced at \$16.75 to \$26.75, which means one-third less than usual. Shades to use with them, \$15 to \$70.

THE new cretonnes are delightful, and the prices somewhat lower than last year. Colors and patterns and combinations without number! Qualities and styles for practically every decorative scheme and every purpose and every room. Philadelphia has scarcely ever had such a fine assortment to select from as we are now showing at prices going all the way from 25c to \$3.75 a yard. In between is a wonderful choice at any number of prices—10c, 50c, 65c, 75c, 85c, 90c and so on.