

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
Generally Fair

Fashions in Things to Wear Always Seem Richer and Finer at Wanamaker's

Everything Has to Have a Beginning

You say you have no time to read, but you read the newspapers.

Could you not crowd out other things or some of your present reading and save

A whole half hour just for reading certain books?

Say Dr. Arnold's works, Chesterfield's letters to his son, Dr. Johnson, or Carlyle, or Plutarch's "Lives."

If not interested in these suggestions, ask some friend like Dr. Alexander MacColl or Dr. Russell Conwell to make a suggestion of books to you.

When you read for a half hour think it over afterward by yourself.

[Signed] *John Wanamaker*

September 22, 1922.

New From Paris—Beaded Nets and Chiffons

Only from Paris could such lovely things come and they do much toward lending the Paris look to a gown.

In some cases they are used for entire gowns, in others for sleeves, tunic blouses or panels. Glittering bugle beads of black, bronze or steel are combined in an all-over pattern with embroidered or beaded flowers. One is jade green with white glass beads, another all bronze, a third, a symphony in Chinese blue and white or all white or black with a color.

Women's Bolivia Coats, Special, \$30 and \$45

Good and warm for winter, for they are made of all-wool bolivia, silk lined and interlined. Fashionable, too, being cut in the full circular way with large sleeves and wide cuffs, or bell shaped. The \$30 coat has silk stitching and a high buttoning collar of the material. Malay and black are the colors.

Children's Mocha and Capeskin Gloves

Unlined mocha in gray, reindeer and butternut shades. Half pique or outseam sewn, \$1.75, \$2 and \$2.25 a pair.

To Make Cozy Winter Coats

Delightful new coatings, soft of color and texture, are here in the right weights for sports coats, for capes and for the handsome fur-trimmed coats that are so fashionable. In a wonderful variety of modish colorings.

New Jacket Blouses of Chinese Print

The newest and smartest blouses to wear with Fall suits. They are of crepe de chine, printed in cross-stripe figured stripes in the gayest color combinations imaginable. Cut on the lines of a little box jacket, they are piped and collared with plain color satin.

New L. R. Corsets Will Suit Many Women

Every kind woman are asking for is here. Such, for example, as elastic girdles, with either coutil or broche, in pink. The lace back girdles, \$2 to \$4. The slip-ons, \$1.50 to \$6.

Women's Flannel Nightgowns

The first cool nights have made people think of them. Here are hundreds of new ones, every one freshly unpacked, and as soft and snug as can be.

A Vessel Came Steaming In With Hosiery, Just in Time to Miss the Tariff

Another day would have been too late. In the buying, too, good fortune helped keep the prices down for they were ordered just before quotations went sky-larking on the other side. It is a fact that the same goods have since risen about 200 per cent.

There are strong, durable, long-wearing stockings for all the family in the lot.

Stockings for men, for women and for children, and not a pair can be replaced for the same price, due to higher costs in Europe and the tariff in America.

Women's Hosiery

At \$1.50, beautiful mercerized silk stockings.

Men's Hose

At 75 cents, unbleached cotton half hose.

Children's Hose

At \$1, full-fashioned fine cashmere socks.

Lingerie Ribbons

Are nice to send away in ten-yard rolls to girls at school.

All for Baby

Little toilet sets, soft coat hangers, carriage clamps, rattles, baby books, teething rings, etc. show hand-painted ribbons and wee motifs.



Women's Afternoon Gowns Display the Graceful New Draperies

CANTON crepe, jacquard crepe and satin crepe, expressing the new draped modes so gracefully that even the woman who loves straight lines best, will be likely to capitulate to them.

Skillfully draped from side to side, or caught on one hip only, or seeming to fall everywhere in a series of fluttering points and panels.

And what opportunity such draperies give for the use of brilliant ornaments and cabochons!

There is much fine hand-work about these gowns, and many distinctive features that entirely differentiate them from ordinary dresses, besides the beautiful quality of the materials used.

Dark blue or black are the colors, and the prices, \$52.50 to \$72.50.

Charming New Silk Frocks for Young Women, \$30

A NUMBER of delightful styles are of heavy crepe de chine and Canton crepe in the fashionable brown tones—cocoa, caramel and Paris—and in navy and black.

One youthful dress has side panels and sleeves pleated in points.

Another has row upon row of silk scalloping.

A third is embroidered all over in big circles.

Matelasse is the fashionable material

used in another gown. It is trimmed with black tabs piped in jade green to match the big square buckle which fastens the girdle.

All in 14 to 20 year sizes.

Special at \$18.50—a tucked crepe de chine dress in navy, black or Paris brown, trimmed with long tabs.

Many Attractive New Velvet Hats Are Priced as Low as \$10 and \$12

Velvet seems to banish the wrinkles, brighten the eyes and clear up the complexion.

Therefore most of the pretty new hats for matrons are made of this flattering material. Toques and small shapes, mostly, with a soft plume at the side, and so becoming that they take years off one's age.

For younger women, velvet hats are ready in every hue—the new Paris apricot included.

Many are priced below \$10.

In black or colors, for young or for middle-aged, it is easily possible to choose a satisfactory new hat quickly and economically.



Young Women's New Sports Coats, \$25

HERRINGBONES, mixtures and indefinite checks—all in the favorite tan and brown tones.

Exactly the coats young women like for school and general knock-about wear. They are lined through the shoulders and sleeves with silk and some, of double-faced materials, have gayly contrasting backs.

All are belted, generously pocketed and cut on the proper sports lines.

11 to 20 year sizes.

New Slipper Arrivals in the Women's Shoe Store, \$10 to \$12.50

For afternoon wear, a dainty black patent leather one-strap slipper, perforated on vamp and strap; narrow toe, medium Louis heel, light sole. Priced \$10.

A black suede one-strap slipper with cut-work at sides; medium toe and low Spanish heel. Priced \$11.

A brown silk brocade slipper in checked design, with one strap, medium toe and low Spanish heel. Priced \$12.

And a smart new street slipper of black calf, with wide two-buttoned strap, perforated toe and sides, Cuban heel and stout welted sole. Priced \$12.50.

Fine Novelty Black Silks Assume a Place of Importance

Paris is using them largely for evening as well as daytime gowns, and with such gowns are worn wraps or Balkan jackets of black "blister" silks.

The Wanamaker Silk Store has not had

for years past such a splendid collection of the finer black satin brocades, broche silk crepes, satin-back crepes and "blister" silks of engaging loveliness.

The prices range from \$4 to \$12.50 a yard.

"Three o'Clock in the Morning"

played by Paul Whiteman and his orchestra, is one of the new Victor records, just released.

On the reverse side is "Oriental" introducing "My Heart at Thy Sweet Voice," from Samson and Delilah. The record is number 18940.

Another of the new release is "Mr. Gallagher and Mr. Shean," by the originators. It is number 18941.

(Second Floor)

Beluchistan Rugs—\$13 to \$17

Mostly in sizes approximating 3x5 ft.

Dark, rich reds, greens and blues, enlivened with touches of ivory, give them a decorative value that is much appreciated by home furnishers.

And they are rugs of excellent wearing quality as well.

A great many people buy them for wedding gifts.

The prices are moderate—\$13 to \$17 each.

(Seventh Floor)

Boudoir Silver for Any Bride

From a number of beautiful sets in sterling silver, plain or engine-turned designs, one may select an entire set or several separate pieces.

Hand mirrors, \$17 to \$36.

Hair brushes, \$13.50 to \$23.

Combs, \$3.25 to \$8.

Puff jars, \$14 to \$28.

Also all the smaller articles to match.

(Main Floor)

Chocolates With Tasty Centers

Centers of Wanamaker marshmallow (is there any other quite so good?), real mint, pistachio, coconut, cherries, pecan maple, old-fashioned yellowjack, butter creams that are deliciously buttery, caramels and many others! \$1 a pound.

Fine Caramels

Vanilla, raspberry, cocoanut, nougat, nut, molasses, mint and chocolate caramels of the kind one promises oneself "just one more" each time. \$1 a pound.

(Down Stairs Store, Chestnut)

Now That You've Seen All the Other Fellows—What Kind of a Hat Do You Want?

One that curls up along the sides, or one with a broader brim, a high crown or a low, flat one?

It doesn't matter, for it's bound to be at Wanamaker's and what is more, there are enough

other styles to look at that a man knows the one he picks is the becoming one.

And the price will be three, or four, or five, or six dollars—just enough for a hat that will wear so long.

(Main Floor)

No Two Men Are Alike and the Same Way With Brogues

Most different of all are the newest brogues. Some in tan smooth calfskin, as shiny as any Sunday fashion parade demands, that came in the other day to sell at \$6.40.

First of all they just have half a winged tip. It's a bright idea,

though, and men seem to like it. They are bluchers, but it's the median blucher, cut off diagonally.

All the five eyelets are brass-rimmed, the side seams are lined with two rows of perforations and a few small perforations are scattered here and there much like any other brogue.

(Main Floor)

The Whole World Has Sent Baskets to Wanamaker's

Sewing baskets from China. Waste baskets from Porto Rico, Japan and China. Flower baskets from Japan, China or Bellefonte, Pennsylvania.

Clothes baskets and hampers from Czechoslovakia.

Baskets of all shapes and sizes made right here in the United States—some by American Indians, some by the deft-fingered blind.

Here are fire-side baskets to hold the logs that soon will be crackling. Sewing baskets of all descriptions. Flower baskets with high arched handles and metal containers for water. Baskets to hold a winter fernery by a sunny window. Baskets for luncheons, for fruit or for candy. Strongly made bushel baskets all the way from China.

Each has been selected for some special virtue; each is carefully made and perfect in every way.

Specially Priced in the September Sale of Housewares

Clothes baskets of split willow, \$1.25; of whole willow, \$1.99 and \$2.20.

Square-cornered clothes baskets of willow, \$2.75 to \$3.50.

Willow clothes hampers, 23 to 28 inches high, \$3.75 to \$5.

(Fourth Floor)

The Lamp Sale Is Bright on All Sides

It is all aglow with unusual things, and new arrivals constantly enhance its radiance; for instance:

Adjustable, goose-neck, all-metal lamps, with half-moon shades, finished in antique bronze and verde—\$4.

Lamps of the same description, to stand on the floor—\$1.50.

Japanese wicker shades, nine sizes, all colors, 60c to \$2.50, which is half the usual price.

(Fourth Floor)

Three Unusual Groups in the China and Glass Sale

Fine imported china tea sets of 23 pieces, beautiful luster ware in orange, canary and blue, \$15 a set.

Thin-blown crystal glass tumblers in a dainty light floral cutting—\$1.20 a dozen.

American semi-china dinner sets of 106 pieces in a new medallion decoration of baskets of flowers and connecting lines—\$20 a set.

(Fourth Floor)



IT FITS—Right Off!

There is the first satisfaction of a Wanamaker suit.

Sleeves are not elbow length, there's no room for tucks across the back, the collar isn't running away from the neck, nor does the trouser waist seem as if it ought to hang on the shoulders.

Every suit at Wanamaker's is cut over individual specifications and it fits a man first hand, which is a mighty comfort when getting into a new suit of clothes.

A man's friends give him "the second satisfaction" of a Wanamaker suit.

"Where did you get it?" is another way of saying "It's mighty fine," and that gracefully easy, man's man look about Wanamaker clothes is what the other fellow likes as much as you.

It takes a long while to

With it all, Wanamaker clothes are not higher priced. A good suit is here for \$25, while the best of all is only \$55, and \$45 and \$50 offer remarkable choosing.

Tailoring does it.

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(Third Floor)

His Fall Shirts Will Have Stiff Cuffs—\$2

The bosoms are neatly pleated. Such shirts are of 80 square yards, as fine as mercer can be, neatly striped with black, lavender or blue.

And \$2 is a surprising price for such good shirts.

(West Side)

Everything From Stripes to Autumn Leaves on Neckties

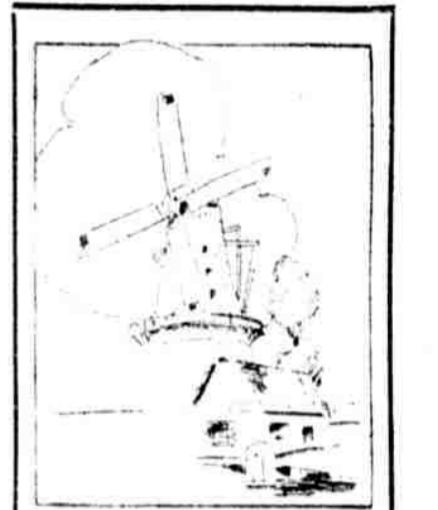
Every new lot that comes for men seems to be a great deal different.

And colors are just as liberal as the patterns.

But what is a great big story for men to know is the fact that anything fashionable in neckwear is among the ties at 65 cents.

Thousands to choose from.

(Main Floor)



Holland Bulbs Just In

They, hyacinth, daffodil and crocus bulbs have just arrived from the land of windmills. They are the best selection bulbs of the first grade and will not fail to bloom.

Little time should be lost in the planting, as they must be in the ground before the frost hardens it.

Tulips

Each Doz Per 100
Double 30 150 \$2.50
Single 30 150 \$2.50
Hyacinth 60 600 \$3

Daffodils
100 800 \$5
30 150 \$2.50
A half dozen bulbs can be purchased at the dozen rate; 25 at the hundred rate.
Crocus bulbs are 20c dozen or \$1 the hundred.

(Fourth Floor)