

Organ Plays at 9, 11 and 4:15
Melods and Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Time Is About the Only Thing the September Sales Are Running Short Of

There Are Those of Us Who Are Constantly Lamenting Our Ill Luck

These people are all the time waiting for something to turn up. It is a delusion to believe in luck days and spend life waiting for something to turn up, while you do not even keep one eye open for the opportunities passing along.

Lowell said: "Good luck is the willing handmaid of upright, energetic character and conscientious observance of duty."

The winds and waves are always on the side of the watchful navigator at the wheel.

[Signed] *John Wanamaker*

September 28, 1922

New Jacket Blouses of Duvelnye or Matelasse

Long, close-fitting sleeves appear on the new blouses of duvelnye. In cut, the blouses are like little coats and are trimmed at neck and wrists with a bit of braid with a glint of tinsel. In brown, heaver, pheasant and navy, \$16.75. Coats of satin matelasse are in black, brown and navy, embroidered in silver, \$18.75. (Third Floor)

Fashionable Veilings

Meshes take designs into themselves in a most charming manner, so that a veil may be at once conservative and smart. Velvet dots, of course, like to show themselves in various sizes. New designs repay inspection. Black, brown, navy and taupe. \$6 to \$15.00 a yard. (Main Floor)

50 Women's Tweed Capes Priced Down to \$25

All are in winter weight, both light and dark colors of the most wanted kinds and some made of the finest silk linings. They just about average half price now. Also there are a few wool velvet capes in good dark shades now marked \$25 apiece. (First Floor)

Women Who Have a Knack for Trimming Hats

are planning all sorts of becoming headgear for the Autumn. A variety of untrimmed hats is ready—felt, shirred velvets, hatters' plush with velvet facings and so on. Some need only a pin or a metal ornament; others call for the softness of feathers or the gay touch of a bright flower. Untrimmed hats range in price from \$5 to \$25.00. (Second Floor)

The Longer Novelty Coats of Fur

"What is the favorite fur this season?"

Every fur, dear Madam—Fashion sponsors whatever is rich and beautiful.

Broadtail is greatly liked; Hudson seal (sheared mask) holds its own; Persian lamb has returned. And the skins are so wrought as to bear like some sumptuous fabrics.

Here is a wonderful broad-tail coat, loose sleeves, cut in straight, graceful lines, and completed by a luxurious collar of silvery chinchilla. This garment can have any lining desired by the purchaser. Price \$2500.

Another black caracul has wide sleeves and a huge fox collar. Price \$650.

A Hudson seal (sheared mask) has a bloused panel in back, and caracul cuffs, girdle and collar. \$900.

A Persian lamb coat with the sleeve line running from shoulder to waist and massive fox border and shawl collar. \$900.

Such coats are from 45 to 50 inches long.

(Second Floor)

A Good School Coat With a Throw Scarf

is a comfortable companion on a cold morning. It is of warm wool coating, lined and interlined, and can be had in brown or blue. The throw scarf ends in wool fringe and can be wrapped snugly around the neck. Pockets are roomy enough to keep hands warm. Right to fourteen year sizes, at \$14.50. (Second Floor)

(Second Floor)

Women's Princess Slips

Of washable satin in black, navy, brown and white, some with strap shoulders and lace edges, some with built-up shoulders with tailored finish or lace edges. \$7 to \$7.50.

Of satin in black, brown, navy, and all with empire tops. \$2.50 and \$3.50. (Third Floor)

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Longcloth and Nainsook Special

Women having large quantities of white things made up at home may like to take the opportunity of buying at an advantage. Longcloth in 10-yard pieces and 36 inches wide is priced \$1.75 to \$3.50 the piece. (First Floor)

Radio Broadcasting Station W'OO

Wanamaker's

11 A. M. Grand Organ. 11.30. United States weather report. 11.55. Chimes and stroke of noon on the organ bells. 4.45 P. M. Grand Organ selections and trumpets. 7.30 to 8. Concert by J. W. C. I. Military Band, Arthur Rosander, director.

1. Song "Milkmaid" by Sullivan. 2. "The Blue Waltz" by Strauss. 3. "The Blue Waltz" by Strauss. 4. "The Blue Waltz" by Strauss. 5. "The Blue Waltz" by Strauss. 6 to 9 P. M. Concert by the following artists: Benjamin Harrison, violin; George H. Miller, harp; Bertina Fortner, contralto; Henrietta Harrison, contralto; Zola Hale, mezzo-soprano; Madeline Gleason, Hannah Harrison, Lucy Kibbaleck, George Carroll, accompanists, and David Curry, of the New York Evening Mail.

8.30 P. M. Address by David Cory, of the New York Evening Mail, on his "Jack Rabbit" books. 9. P. M. Grand Organ Recital. Miss Mary E. Vogt at the console.

9.55. United States Naval Observatory time signal. 10.02. United States weather forecast.

Imported Duplex Gloves With Perfect Fit, \$2 a Pair

They fill the need for a heavier glove and are often taken for soft leather because of the way they fit and the leather-like appearance. They are in strap-wrist style, with five-inch cuffs and have gores in contrasting tones. The two-tone embroidery on the backs is exceedingly pretty and the gloves are in every desirable tint and shade from palest pearl gray or delicate beige to dark brown. (Main Floor)

Wanamaker Special Corsets

The new draped gowns with smooth fronts and backs make the correct corsets more important than ever, and some of the latest Wanamaker Specials are not only correct but peculiarly good. One is a bridal corset of white satin-topless, with elastic, and a moderately long skirt—which may be had for only \$5. Another is the same model in pink broche, \$3.75. A third is a pink broche corset for large women. It has elastic sections in front, and is topless. Also priced \$5. (Third Floor)

Colored Handkerchiefs Never Lack Friends

No woman ever had so many gay linen squares that more were not wanted. Solid centers and white borders, white centers and colored borders—scores of designs and colorings at 25c and 50c each. (West Aisle)



A Rising Tide of Splendor Produces the Mode for Metal

METAL, metal everywhere—such is Fashion's whim.

Madame flashes and sparkles with it, more radiant than ever before.

Gorgeous metal-cloth evening gowns, metallic brocaded silks, metal laces and trimmings. Metal gleams everywhere on her frocks. It faces her train, circles her girdle, adorns her shoulders. Her slippers are bright with the luster of gold or silver, her hair is dressed with it—forsyth, metal seems a part of her every accessory. How it came about is no matter. Paris knows, but few women care! But they are interested in the

New Ball and Opera Gowns, More Brilliantly Beautiful Than Ever

Gold, silver, bronze, gunmetal tissues and others in cyclamen, heliotrope and white—all with a metallic sheen—are these gowns made of.

As if that were not enough, they are oftentimes embroidered with beads and have girdles of pearl beads and rhinestones or huge clasps of rhinestones. Every one of the marvelous fabrics is imported; never were such supple textures in metal before. And the draperies—quite impossible to describe them. They must rightfully be seen.

For prices, one may begin at \$115 and go up to \$235. (First Floor)

Dancing Slippers of Silver Brocade

made with low heel, rounded toe and one strap, are \$12.50 a pair.

Dainty strap slippers of gold brocade, with narrow toe and French heel, are \$14 a pair. In aluminum cloth—preferred to silver cloth by some—are pretty French-heeled slippers at \$16.

Prettiest of all are the silver cloth cut-out sandals, trimmed with silver brocade, at \$17 a pair.

Brocaded and metal-cloth sandals and slippers are made to order in colors to match gown. (First Floor)

French Metal Brocades Shine Resplendent Among Silks

There are evening gowns wholly or partly made out of them, there are wonderful wraps for balls and the opera (and how well they would go with regal ermine fur).

Beautiful as they are, they are not beyond the dignity of being used for linings for trains, panels and wraps. Some are in plain crepe de chine grounds with the designs done in silver or gold; others are richly brocaded on printed ground in many colors. Others, again, are plain metal cloths. \$7.50 to \$30 a yard. (First Floor)

New Metal Trimmings Come Direct From Paris

And they are the last word in fashion for the decoration of evening dresses. They may be entirely of lacework in gold, silver, bronze or steel, or they may be intricate designs in metal cloth connected with beads. It is hard to say which is the more lovely.

Wide bands, 3 to 18 inches wide, \$3 to \$30 a yard. Edges, 2 to 9 inches wide, \$1 to \$12 a yard. Some in matching widths. (Main Floor)

Glittering Leaves

of metal cloth have a delicate, fragile appearance that makes them suitable for evening use—as dainty fillets for the hair, shoulder straps, girdles or trimming. In gold, silver, bronze, steel, rose, green or blue—all gleaming with light. It is the metallic or frosted touch that lifts a thing into fashion this season. \$7 a yard. (Main Floor)

Opportunities Are Many, Though Days Are Few in the September Sale of Housewares

Saturday Ends the Wonderful Sale of Lamps

By far the largest sale of the kind.

But so far as stocks are concerned, it looks, if possible, bigger, brighter and better than at the outset. A constant incoming stream of new goods insures abundant selection for the last two days.

There is plenty of everything, except time.

Fine silk shades are shown in magnificent choice, from 8-inch size for boudoir lamps to 26-inch size for floor lamps. Now priced \$4.75 to \$85, with 50 different prices between.

Absolutely new are fine square-base mahogany candlesticks to go with mantel clocks—\$3 to \$6. (Fourth Floor)

Almost Every Home Has an Axminster Rug or So

An upstairs sitting room, or a library, or a den—there are rooms where no other rug seems so well.

Far and away, Axminsters are the most popular of medium-priced rugs. And little wonder when one sees the rich, deep beauty of the patterns and colorings.

All of the seamless Axminsters here are known the country over as the best.

9 X 12 ft., \$39 to \$60. 12 X 16 ft., \$34.50 to \$56. 14 X 20 ft., \$24 to \$35. 9 X 15 ft., \$26.50. (Seventh Floor)

England Has Sent Some Good Hockey Sticks

In remarkable selection, too, with one to meet the tastes of most every player.

The prices are \$3, \$3.50, \$4 and \$7. English hockey balls, \$3. Hockey shin guards from England, \$2.50. (The gallery)

Egyptian Appliques From England

They come by way of England, but they really are made in Egypt, and are a vivid representation of the archaic and universally decorative designs which appear in the ancient wall-paintings.

The squares, table mats, wall hangings, pillow covers and spreads may be seen today in the Art Needlework Store and are moderately priced—from \$5.50 to \$60. (Second Floor)

Scotch Tweeds

fresh from the loom of the best Scotch mills, and of the best quality, are now available for coats, jackets, suits and suits.

In black, navy, brown, and other rich colors, they are made in a variety of patterns, and are priced from \$10 to \$15 a yard. (First Floor)

Last Two Days of The China Sale And All Incomplete Dinner Sets at Half

One hundred of such sets are ready, every one at half the original price or less.

French, English, Nippon and American sets included. Perfect wares, in a wide range of decorations, but with anywhere from one to ten or more pieces missing.

There are 51-piece sets, 65-piece sets, 88-piece sets, 95-piece sets, 103-piece sets, 106-piece sets, 112-piece sets. Prices are \$10, \$12.50, \$15, \$20, \$22.50, \$25, \$30, \$35, \$37.50, \$65, \$100, \$125. (Fourth Floor)

Brass Ware Specially Priced
Jardiniere, \$1.65 to \$12. Umbrella Stands, \$3.60 to \$12. Vases, \$2 to \$3.65. Ferneries, Baskets, etc., \$1.60 to \$7.15. (Fourth Floor)



After All, What Is It That Folks Call "Style"?

As far as a man is concerned, it is comfort and ease and grace expressed in clothing.

Many a man has the idea in the back of his head that "style" is a sweet-sounding excuse for looking ridiculous. Coat buttoned up around the "wish bone" and flaring open where the belt button gleams; trousers forcing the knees into a "goose-step" and flapping like a duster over the shoes.

And in the half-price sort of a suit that is style.

But the Style in Wanamaker Clothes Fits the Man just as the style in good clothes ought to.

Lines are long and free and graceful, there's the rollicking swing of goodfellowship in the cut of every coat.

Smart clothes they are—and different. Different from other clothing and each suit just different enough from the other suit that it is going to look like it was meant for the man who wears it.

After all, the master touch of designing makes clothes what they are. Suits \$25 to \$55, with liberal choosing at \$45 and \$50. (Third Floor)

No Man Ever Put \$7.50 Into Better Oxfords

Made of real Scotch grain calfskin in a bougie last, and they look like oxfords priced a great deal higher. They have the full, comfortable soft toe that men are coming to insist upon, double white oak soles clear to the heel and rubber heels. All seams are double-stitch stitched. Naturally the color is tan, but a rich soft tan. (Main Floor)

All-Wool Blankets—\$8.50 a Pair—Special

These blankets are of a good color and are made of a fine, soft, heavy wool. They are made in a variety of patterns, and are priced from \$8.50 to \$15 a pair. (Sixth Floor)

Walnut and Coconut Pillows, 60c a Pound

Pink, white, rose and gold pillows are just as good inside as they look outside. Nobody could see anything more appetizing than that! (Down Stairs Store, Chestnut)

A Good Necktie Is Worth \$1 to Any Man

One of sturdy silk that is good for a season and just a trifle so. Cut to stay straight, padded to stand up, and sewed for service. (Main Floor)

A Group of Fine Dining-Room Suits Reduced One-Third

Some of the best and most desirable suits in regular stock, but the patterns (ten in all) are not to be duplicated.

One to Five Suits of a Kind
\$390—10-piece suit in mahogany veneers, finished in two tones.
\$150—10-piece suit of walnut veneers in two shades of brown.
\$190—10-piece suit in walnut veneers, finished in brown, and in Louis XIV period.
\$550—10-piece suit in walnut, antique finish, Italian influence.
\$835—10-piece suit of figured mahogany, Colonial design.

\$885—10-piece suit in figured mahogany, Hep- white design.
\$1000—10-piece suit in figured mahogany, Louis XVI design.
\$1200—10-piece suit in figured walnut, decorated in old bronze, Louis XVI period.
\$1260—10-piece suit in figured mahogany, Chippendale de-ign. (Sixth Floor)