

Organ Plays at 9, 11 and 4:45
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Tomorrow Will Be a Wonderful Day to See the New Things to Wear and the Last of the September Sales

It Has Come to Me as a Good Rule Not to Believe Anything against another unless it is first confirmed; and even when it is an assured fact, my rule is not to repeat anything that will be harmful to another.

I cannot hold other people's tongues, and it has taken me a long time to get control of my own tongue. But it can be done!

And it is well worth while. If for no other reason, it saves a lot of time.

[Signed]

John Wanamaker

September 29, 1922.

A Wonderful Velvet Season Is Well Under Way

Velvet in the most glorious colors ever—and especially in black, to better set off the fashionable barbaric trimmings and jeweled girdles.

There are velvets in rich dark shades for afternoon gowns used in conjunction with furs; velvets for wraps and

mantles, and velvets to be beaded and draped into the most fascinating evening gowns.

They are all in the chiffon weight and of silk through and through to give the necessary suppleness.

40 inches wide and \$7 a yard.

(First Floor)

The First Velvet Tunics Ever Sent by Paris

It seems scarcely possible that there could be any more beautiful ones.

They are made of the most exquisite panne velvet in the newest straight silhouette fashion or draped to the left side. There is little of the making left to be done.

One of vivid parrot-green velvet is beaded in silver. Another

with a bright cerise velvet skirt has the straight bodice of white net sewn in crystal beads, imitation pearls and rhinestones with long tassels hanging at the sides.

Among the most gorgeous of all is a superb black velvet fairly sparkling with rhinestones. Others are of apricot, flame and spice brown.

Prices \$125 to \$175.

(Main Floor)

Silk Stocking Sale Tomorrow

12,000 Pair at \$1, \$1.75, \$2.25 and \$2.85

They are fine goods of first quality. Prices are only a little more than half of regular.

(West Aisle)

More Filet Lace From China

And this time it is a little finer than usual, besides coming in widths which are generally hard to get—the very narrow edges and insertions and the very wide ones.

Prices range from 35c for a 3/4-inch insertion to \$3.75 for one 8 inches wide; and from 18c for a picot edging to \$3.75 for one 9 1/2 inches wide.

Filet beading is 35c a yard.

(Main Floor)

Girls' Tams, \$1.50

Cloth tams in navy, brown or red, with stiff bands almost all around—except for the few gathers in back—are just what all the schoolgirls are wanting.

Regular sailor hats of navy serge for boys, \$1.25.

(Third Floor)

What Coats Like Chinchilla for Children?

No others so surely warm and snug! The children like them. The old favorites—double-breasted coats with brass buttons—are here and new styles, too, including some coat-and-hat sets. Some are lined with flannel, and all are fully lined and thoroughly protective.

In navy, bright red, chow and borretto blue.

Sizes two to six years, \$20 to \$25.

(Third Floor)

Wonderful Choosing Among Low-Priced Leather Handbags

Little bags and big ones, square bags and long ones, dainty little calling bags and roomy shopping bags, all at \$3 to \$5.

They are of soft, velvety beaver calf in charming grays, the fashionable fur browns

and lovely ashes of roses. Or of shiny black auto leather, dull-grained seal, polished pin seal, soft India goatskin or Cordova calf.

Lined with pretty silks or leather, they have interesting fittings, and some show the popular double frames.

(Main Floor)



Coats of Hardy Furs for Young Girls on Cold Days

NOT a great many are in yet, but enough to show which way the fashion wind blows.

As a rule they are nearly knee-length, although some are much shorter and jaunty. Some at \$125 are of natural muskrat and made with self-border and collars.

Others of a finer quality of the same fur are priced \$150. Some quite short, with high muffler collars. In others again—priced \$235—the skins are worked in an interesting way to form side panels; and the sleeves are of the mandarin type. One muskrat with big raccoon collar is marked \$200.

Raccoon coats for either girls or women, \$275 to \$450—the first big and loose with a self-border, and the last long, with skins worked vertically, and the fur silvery in color.

(Second Floor)

Women's Cloth Dresses, as Pretty as They Are Wearable, \$25 to \$30

TRICOTINE and Poret twill dresses in navy, black and brown.

They are straight one-piece frocks, simple indeed in cut, but usually with enough decoration of braid or self tucks to give a look of richness.

They have the new longish skirts and the new sleeves—both long and flaring; boat necks and shallow collarless necks.

In a word, they are ready to begin their careers as Autumn street frocks, and to finish them as frocks to be worn under fur coats in the depth of Winter.

Prices \$25, \$27.50 and \$30.

(First Floor)

Hundreds of Enchanting New Hats Just Unboxed

AFTER you've seen the smartness of the lines, the charm of the colors and the beauty of the materials, you'll be amazed at the low prices.

It's the finest collection of inexpensive hats in many a day.

A great many are of glistening panne velvet, adorned with ostrich, monkey fur, feather roses, draped veils or a glint of metal. Others have colored brim facings, quills made of velvet or brims of shirred velvet.

Delightful duvetyne toques in soft colorings will appeal to young women.

And you'll find plenty of the wide-at-the-sides, short-in-back type of hat, so becoming and so fashionable.

A wide choice around \$10.

(Second Floor)



Raccoon Collar Tweed Coats for Women's Sports Wear

Excellent coats for motoring or for women who are out every day in all weathers. The tweed is the warm, double-faced kind with plaid or contrasting color back. Really English looking in herringbone weave or soft brown or tan mixtures, the effect is carried out still further by the English cut.

Each of the two styles has a large collar of beautifully blended raccoon fur.

Priced \$47.50 and \$57.50.

(First Floor)

New Fur-Collared Coats That Young Women Will Wear, \$47.50

SOFT, warm Bolivia coats with deep collars of mole or nutria. The coats are made with a shoulder yoke and are lined throughout with peau de cygne and interlined. In deer, Malay brown, navy, kit fox and black. 14 to 20 year sizes. A similar model with a collar of self material, \$37.50.

(Second Floor)

New Silk Dresses for Young Women, \$30

Delightful, draped affairs are of Canton crepe and crepe de chine in cocoa, caramel, Paris brown, navy and black. Some have pleated handkerchief panels, some show fagoting, some embroidery scalloping.

All are new and there is a pleasant variety of styles. 14 to 20 year sizes.

(Second Floor)

New Suits for Young Women

Charming tailored suits of checked tweeds are in soft-shades of tan, brown or blue. Jackets follow the longer line and are lined and interlined. Soft fluff collars of natural opossum finish them.

14 to 20 year sizes at \$47.50.

(Second Floor)

Young Women Couldn't Find Better Oxfords for \$6 to \$9

Substantial calfskin, made of extra plump leathers on the easy, comfortable lasts preferred by the active girl of today.

Rounded toes, low heels—military or mannish—and the sturdy welted soles that invite much walking.

Smooth tan calf bluchers at \$6—plain, with straight tip.

Tan or black calf at \$6.75—wing tips and perforations.

Black or tan calf at \$8—straight tips, saw-tooth edges and perforations. An exceptional shoe.

(First Floor)

Housewares—Just One More Day of September Savings

The last day of the sale that holds a golden opportunity for every household in Philadelphia. Necessities and conveniences needed in every home are at savings averaging 27 per cent.

It's the time of times for replacing broken, worn-out household equipment with new, trustworthy articles that will add to the comfort and pleasure of the whole family throughout the Winter.

Thousands of different articles are included and each is perfect of its kind. No flimsy make-shifts, no "seconds," no carelessly made goods are in the sale.

(Fourth Floor)

Like "Time and Tide," the China Sale Waits for Nobody—Tomorrow Ends It

And tomorrow will be rich in special opportunities, particularly in incomplete dinner sets, all at half or less.

Sets from which one to perhaps a dozen pieces are missing, but there is enough missing from the price to make each one a remarkable value.

French, English, Nippon and American Regular assortments still afford fine sets included. choosing at 10 to 50 per cent less.

Prices from \$10, \$12.50 and \$15 up to \$125, for sets of anywhere from 51 to 112 pieces. Glassware, especially light cuttings, in ample choice at special prices.

(Fourth Floor)

One Last Bright Day of the Greatest September Lamp Sale

Probably no lamp sale ever brightened so many homes, and it can still brighten many more before it ends tomorrow.

And the end of it is brilliant in unusual values. Selections are splendidly abundant in floor lamps, table lamps, boudoir lamps, lamp shades and candlesticks. The entire stock is offered 10 to 50 per cent less than regular prices.

(Fourth Floor)

The New Victor Records Are Out

Among them, to the delight of all who dance, are three particularly good numbers by Paul Whiteman and his orchestra—Truly—fox trot, Coal-Black Mammy and Tricks.

On another record both numbers—Can You Forget and Two Little Wooden Shoes—are played by the Club Royal Orchestra.

Two clever selections by Fanny Brice make up another record. They are: Becky Is Back in the Ballet and Sheik of Avenue B.

The Red Seal records bring the second one by Caruso to be released since the passing of the great tenor. It is Salvatore Rosa—Mia picirella (My Little Girl) by Gomez.

(Second Floor)

He Can't Do Better Than a Woven Madras Shirt—\$1.55

Fabric that is woven to wear. Shirts that are cut and made for freedom and comfort. Patterns and colors that were selected for attractiveness.

All in all, mighty good shirts for any day or every day.

With soft turn-back cuffs, of course, and the price is the best part of the story—to the man who knows shirts.

(Main Floor)

Stripes, Stripes, Stripes and the Neckties Are Only 65c

Big stripes, little ones. Stripes that scarcely can be seen and bold ones that can't be missed. College stripes.

And in all the colors and all the color combinations that neckties ever have been guilty of.

Side by side with them are tiny figures and fancy effects. Such is a man's freedom in choice for Fall. And at 65 cents it's bound to be right.

(Main Floor)

If a Man Wants An Oxford That's Soft and Light and Easy

Norwegian calf fills his bill. It looks mighty like grained calf or Scotch grain, but is infinitely softer and more pliable.

Such an oxford most likely will be a brogue in style, with perforations here and there—and by all means tan.

It will be a good buy at \$6.40.

(Main Floor)

The Maintenon Dinner Service in Sterling Silver

It is considered the most beautiful in the Jewelry Store by most people, and it truly would be hard to find one of finer lines or of more pleasing decoration.

There could be no handsomer gift for a bride than a



No Use Arguin', You Don't Know If You Haven't Seen the Men's New Fall Suits

Revelations—every suit. Never anything like them before.

Trim, clean cut, smart. And every line is full of the swing that keeps young men young.

Free, comfortable, easy, graceful suits and tailored to keep that look of difference as long as the cloth holds together.

Such cloth. Such tailoring. Like the models—far and away ahead of anything that ever came before.

And Such Prices—

At last a man can have good clothes and still satisfy "that hankerin' after" something that doesn't cost so much.

A good suit is here for as little as \$25. The best suit of all is only \$55, and there are any number around \$40 and \$45.

(Third Floor)

It Doesn't Matter if a Man's Hat Costs \$3, \$4, \$5 or \$6

It's going to be a mighty good-looking hat and up with the Fall in every way.

What is more, it will be becoming, for there are enough styles here for every man to get one that suits.

New in "tones" and in graceful, rolling lines—the difference in price is just a difference in quality.

(Main Floor)

Fine Warm Wool Blankets Just Opened—\$10 and \$12 a Pair

All-wool, warp and weft. Choice of white with blue or rose borders, or of square block patterns in four color combinations.

All with wide soisette binding. Single-bed size, \$10, and double-bed size, \$12 a pair.

(Sixth Floor)