

Organ plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Fall Fashions and Fashion Fabrics Hold the Center of Interest Just Now

There Is Shoddy Manhood

as well as shoddy silks and shoddy trouserings, and shoddy storekeeping, banking and advertising.

Get out of the fogs of chance, luck and unpreparedness.

Choose carefully your vocation, grip it hard and climb from the foot of your class to the top. Do not say at the beginning you cannot do it and it is no use to try.

Buckle yourself up to it and keep buckled up, and your storms of impatience, discouragement and dark days of cloud will end with the rainbow of success.

Stick steadily to your work until it is the best, and your work will bring honor to you as the best of your profession or trade.

(Signed) *Joe Wanamaker*

Oct. 7, 1919.

Velveteen Dresses for Women

Ready for the crisp Autumn weather or that of early winter, these new arrivals are in several styles—straight chemise garments, princess styles with tiny pleatings set on vertical lines; others with tassels arranged vertically; still others hand-trimmed or completed with long girdles.

Browns, navy, taupe and black are the colors. Prices \$35 to \$60.

(First Floor, Central)

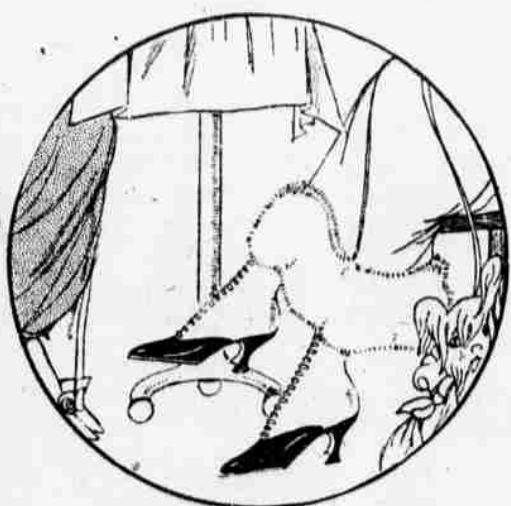
Velour and Bolivia Coats at \$47.50 to \$65

They are coats that women will like who have their own furs and who want handsome coats, without fur trimming of any kind. And they are just the coats for women who don't wear furs at all, because the large collars may be buttoned up close to the throat and be as warm and comfortable as possible.

Also they are interlined and some have entire silk linings in addition. All have the new semi-fitted backs and come in Pekin and dark blue, deer, brown and black.

Silvertone velours are \$47.50, bolivias are \$60 and plain velours, \$65.

(First Floor, Central)



Fall and Winter Fashions in Women's Shoes

Showing every style, from the heavy brogue boot to Milady's dainty, lightweight shoe with extreme Louis heel.

In the smartest models vamps continue long and toes long and narrow.

Novelty shoes and combinations of vamps and tops in different colors or different shades of the same color are much in vogue this season and we have a larger assortment than ever.

Also Winter oxfords and spat pumps, and the spats to go with them.

The leathers most used in the new shoes are dull black calfskin, tan calfskin in various shades, patent leather and soft glazed kidskin in black, brown and gray. In many instances cloth tops of harmonizing colors are used with vamps of these leathers.

All kinds of heels are on this season's shoes—low, military, Cuban and Louis.

Prices range from \$7 to \$19.

(First Floor, Market)

Silk Petticoats

Nothing could be prettier than the newest comers—radium silks in navy, taupe and king's blue; jersey silks with heavily brocaded ribbon borders; jersey with flounces of gay stripes, pleated; jerseys with pleated self flounces; and radiums in enchanting changeable colors.

Prices are \$7.50 to \$20.

(Third Floor, Central)

Fine Mink Furs

When we say fine we mean minks of the softest, darkest color, free from any objectionable reddish tinge, minks soft of skin and rich of texture. Moreover, they are made up in the same styles as sable. A little mink boa of two skins may be had for \$65. A more elaborate style is a little cape with many tails; price \$275.

(Second Floor, Chestnut)

A low broad collar with three big buttons is \$150.
A splendid shawl wrap which has sleeves when desired is \$900.
A gorgeous sleeved wrap with panel back and stole front is \$1175.
These are just indications of the variety.

Necklaces

Necklaces of imitation lapis lazuli, of coral or of jade are all among the most popular of the season. Usually the beads are set in French gray metal, or combined with filigree-like ornaments of the metal and finished with a pendant of the colored beads.

All these beads, though imitation of course, are of good color.

There are many styles—\$2.50 to \$11.

(Jewelry Store, Chestnut and Thirteenth)

Georgette Waists

A sort with tucks only may be had in white, pink, navy or black for \$8.50.

All the following sorts are in pink and white only: One with very narrow lace for trimming and a black bow of very narrow ribbon, \$10.50.

One with pleatings and imitation filet, \$13.50. Another with real filet, \$18.

(Third Floor, Central)

AN ELECTRIC heater to take off the morning and evening chill of a room is a handy thing to have ready. Price \$11.

(Fourth Floor, Central)

A MINCER which cuts instead of crushing and so retains the flavor of the food is made of the best razor steel and easy to turn. Price \$1.

(Fourth Floor, Market)

A GAS-LIGHTER saves thousands of matches, and costs only 25c.

(Fourth Floor, Market)

A POTATO SCRAPER with a point to take out the eyes takes the jacket off potatoes with as little waste as anything of the kind we know. 50c.

(Fourth Floor, Market)

ARTIFICIAL flowers are in great demand as the real ones fail. Roses, poppies, cherry blossoms—in truth scores of varieties—are 30c to \$1.75 a spray.

(Fourth Floor, Market)

Hall Clocks for Apartments

Made especially for low-ceilinged rooms. They are called "bungalow clocks" and they have solid mahogany cases with excellent movements, striking the hour and half hour. Prices from \$210 to \$265. Some with chimes from \$265 to \$385.

(Clock Store, Chestnut and Juniper)

Fifty Sizes in Cedar Chests

There are actually 50 sizes in cedar chests here at this moment; the best assortment, we are sure, and the most moderately priced you will find anywhere. They are all the way from \$19 to \$65. Some have rubbed and others the gloss finish and both the materials and the making are of the best.

Also there are handsome mahogany chests with cedar linings from \$50 to \$75.

(Fifth Floor, Market)

"The Abolishing of Death" By Basil King

The articles gathered together in this book have appeared in magazine form. They are written by a man of power and insight, and possess an intense interest for the seriously minded and all who are concerned with another phase of existence.

Price \$1.25.

(Main Floor, Thirteenth)



The Women's London Shop

has just received some English ready-to-wear sports suits. They are made of Harris tweeds, chevots, Saxony tweeds and covert cloths, and are in mixed and solid colors.

Prices are \$75 to \$95.

(Gallery, Chestnut)

Men's Fall Suits as Fine as They Are Made

They are here in good assortment in a full selection of sizes, colors and styles for men of various ages, beginning with youths going into their first long trousers and ranging all the way through the fine gamut of young men's styles up to the more settled fashions for men of years.

We don't see any way in which these suits could be better for the prices in fabrics, in making, in style or in finish.

Prices \$32 to \$75.

(Third Floor, Market)

Silk-Striped Flannel Shirts for Men

For Fall and Winter wear a great many men are partial to flannel shirts. Especially when the shirts are in such attractive designs as these, with silk stripes adding to their good appearance.

Soft cuff, plain negligé style, of course, and with neckbands, to use white collars on.

Price \$5.

(Main Floor, Market)

Men's Tweed Hats for Motoring or Storm

Because they will stand up under any weather, and because of their great durability, tweed hats are highly favored by men for motor wear and for stormy days.

American tweed hats at \$4.
London tweed hats at \$6.

(Main Floor, Market)

Men's Handkerchiefs With Hand Roll Hems

Notice the handkerchiefs of the next fastidious man you meet—nine chances out of ten they will be these fine linen ones, with a tiny hem and tapes above it. There are several styles of tapes, all attractive, and the hems are quite narrow, and beautifully stitched.

\$1 each, or \$10 a dozen.

(Main Floor, Central)

Count on Axminster Rugs for Wear

There is no more durable domestic rug made than a fine Axminster, and next to the more costly Wiltons these are the handsomest.

Among Axminsters there are many Oriental designs in rich colorings.

9x12 ft., \$57.50 and \$64.50
8x310.6 ft., \$52.50 and \$57.50
6x9 ft., \$30 and \$34.50
4.6x5.6 ft., \$16.75 and \$18
36x70 in., \$8 and \$10
27x54 in., \$4.50 and \$6

Runners

2.5x9 ft., \$13.50
2.5x12 ft., \$17.50
2.5x15 ft., \$22

(Seventh Floor, Chestnut)

"You'd Be Surprised How Many Men Use Jasmine Perfume"

they told us in the Perfume Shop. Many men like just a whiff of toilet water after shaving, and Jasmine is quite popular.

Queen Mary Jasmine toilet water, \$6 a bottle.
Extract, \$5 a bottle.

(Main Floor, Chestnut)

Black Enamel Suit Cases at Low Prices

\$5.75, \$6.50 and \$8.75—these are the lowest prices at which we have been able to sell black enamel cases this year.

And these are good suit cases. Good looking, well made, light in weight. Each has a tray and a pocket in the lid and all are attractively lined with cretonne.

Many people will like them for gifts, but there is only a limited quantity.

(West Aisle)

A Fine Lot of Handbags at \$5

Silk bags, velvet bags and leather bags, the last in pouch and envelope shapes.

Good materials, too; good styles and good workmanship.

The silk bags at this price are especially fine, firm silk, with covered, metal or shell-finish celluloid frames and all prettily silk lined.

A wide range of shapes and sizes in all groups.

(Main Floor, Chestnut)

Philippine Nightgowns

Uncommonly pretty ones with a great deal of hand embroidery on them. Some are sleeveless, others kimono sleeved; some are square, some round and others V necked.

Prices are \$3.95 to \$7.50.

(Third Floor, Central)

Do You Need Some Odd Chairs or Other Pieces of Good Furniture?

If you do, now is the time to buy them. We are selling off some hundreds of pieces of odd furniture at one-third to one-half less than regular prices and the assortment embraces a goodly collection of excellent chairs, many of them in true period styles.

There are oak chairs, mahogany chairs and walnut chairs, mostly only one of a kind and among them are some chairs that would be very desirable for halls or

living-rooms. The prices range from \$3.75 to \$56 each. The other groups in the disposal consist of service tables, china closets, dressing tables, chiffoniers, desks and bureaus.

Also a new addition embracing thirty pieces of wicker furniture, ten dining-room tables, and fifteen night stands. Practically all of these goods are marked considerably below today's factory cost.

(Sixth Floor, Central)

The New Silks of Fashion And Their Beauty and Their Glory

THE season of 1919-1920 will be remembered as a Silk Season in Fashion.

The whole favor of Fashion leans to silks. There are more silks worn in America today than ever before. There are more silks worn in America than in any other country in the world. Every woman and every girl must have at least one silk dress.

And men are wearing silks more than ever before. The charm and the comfort of the silk shirt are irresistible.

All things considered, it is a wise fashion, for silks are economical.

It is true that raw silk sells for almost twice as much today as it formerly did, but our fine silks have by no means made such an advance.

Low-grade, cheap silks everywhere had to be practically doubled in price, but the advance in the price of fine silks such as we sell is not proportionate to the advance of the price of raw silks.

In fact, the advances in the price of fine silks have not been proportionate with advances in cotton and wool fabrics.

Silks, good silks, are still economical. They are proportionately the most economical of all wearing fabrics.

Buy good, sound, full-bodied silks today and you buy well.

But by all means be sure you buy your silks only in a store you can trust. Do not buy cheap silks, do not buy "seconds" of silks, do not buy "jobs" of silks.

In the Wanamaker Silk Store you are protected from all these things.

The Greatest Silk in Fashion at the Moment Is Satin

Good American satin, fine, heavy, full bodied, lustrous, with lots of silk in it and nothing else.



These gorgeous and beautiful silks come in a full variety, and they are in the greatest demand for dresses, wraps, trimmings, lining hats, practically everything that beautiful silk can be used for.

We have a magnificent collection of satins at \$2.50 to \$5 a yard.

Next to satins come Georgette crepes for dresses and waists—especially for waists. We have good American Georgette crepes at \$2.25 to \$3.50 a yard. Also some delightful printed Georgette crepes at \$4 and \$5 a yard.

The greatest fashion novelties of the season are French tinsel brocades.

(Silk Salon, First Floor, Chestnut)

Regulation Dresses for Girls

Girls who wear regulation dresses find the Wanamaker regulation dresses precisely right. These dresses are made with all the care and fine workmanship of custom-made dresses—for they are made in our own light and airy workrooms, to our own specifications.

Linen regulation dresses \$20—14 to 20 year sizes; serge dresses \$30 and \$35—same sizes.

(Second Floor, Chestnut)

A Blue or Black Skirt Goes With Anything

At \$9.75—wool poplin skirts with two bands of pin tucks at the bottom. There are buttons all the way down the back.

At \$15 and \$15.75—wool serge skirts, the former with gathered back, tucked pockets and narrow tucked belt. The latter with extension pockets, being part of a tucked band going around the hips.

(First Floor, Central)

Three Good Lots of Women's Stockings

At 30c a pair—black and white mercerized cotton "seconds."

At \$1.25 a pair—black full-fashioned thread silk "seconds."

At \$1.85 a pair—black full-fashioned ingrain thread silk "seconds."

(West Aisle)

Looking for a Present for a Baby?

A sensible present is a "Don't kiss me" necklace. There is a white medallion with the motto and the necklace is of hand-painted ribbon. 50c.
Pearl teething rings on ribbons, 75c and 85c.
Celluloid teething rings, 50c.

Hot-water bags in juvenile sizes, \$1.75 for those in satin-painted cases; \$1 and \$1.25 for hand-painted bottles.

White celluloid clamps to hold afghans down, 85c; of ribbon, \$1 a pair.

Brush and comb sets (one has tiny military brushes!) are \$2.25; with powder and soap boxes, too, \$2.50 to \$3.50; other brush and comb sets, 65c.

Satin straps to hold down the afghan are \$1.50 to \$3.

Coach straps with toys to amuse the baby, \$1 to \$2.25.

Fancy coat hangers, 85c to \$2.25—some of satin and some hand-painted woods.

Baby records, \$1 to \$2.

Baby rattles, 35c to \$1.

(Third Floor, Chestnut)

Mixed Tweed Suiting \$2.50 a Yard

A beautiful quality tweed, in grayish or greenish mixtures, with flecks of white and usually another color also. The finish has the desirable roughness that is wanted in a tweed and the width is 54 inches.

It is perfectly safe to expect tweed suiting of this quality to give the very best of wear for everyday suits, sports coats and skirts. These suitings are in the right weight for all such purposes.

(First Floor, Chestnut)

Good Linen Towels

Four groups in this particular collection at prices going from \$1 to \$3 each. They are made in a combination of huck and damask figures, all neatly hemstitched and in sizes 18x36 to 27x42 inches.

We have another lot of heavy Scotch huckaback towels with hemmed ends in size 17x35 inches at 60c each—all linen through and through.

(First Floor, Chestnut)