EVENING PUBLIC LEDGER-PHILADELPHIA, THURSDAY, OCTOBER 9, 1919

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

WANAMAKER'S

WANAMAKER'S Store Opens at 9

Store Closes at 5

WANAMAKER'S

WEATHER Fair

# It Is Continually Striving After Something Better That Does It

#### The Boardwalk at St. Petersburg, Florida, for Automobile Drives

out into the Bay is very popular afternoons and evenings, though not quite a half mile long.

The idea comes that a way might be found to which a drive for Atlantic City, which needs to keep on adding to its attractions.

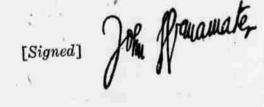
A two-storied boardwalk on the ocean front has many objections, and to lessen its present walkway is not to be thought of.

It could be done, however, along the Thoroughfare on the west by the water side all the way to Longport.

For invalids and old people to whom the chair rides are tiring and for children with their nurses and baby carriages, a section of the Boardwalk could be railed off, separating it from motor dangers.

We ought to be learning and doing something every day to add to the conveniences and comforts of our cities as well as our homes and stores.

What a long step forward this Store made! Thank you.



#### Oct. 9. 1919: Postscript:

Many people are still sounding our praises, though, because of war enlistments and of thousands of our welltrained clerks caught away from us by various depleted corporations and war operations, we have, like almost every large concern, been obliged to begin the training of new clerks, who make many mistakes in getting their education that we have to be patient with.

#### Women's Coats of Hudson Seal (Seal-Dyed Muskrat)

There is a good deal of variety even among what we call the plain or self-trimmed coats-box styles, flaring styles and some which approach the dolman. For instance-

Entirely simple coats, 30 inches long. Price \$275.

Box coats, 36 inches long, at \$425.

Straight coats or coats with a slight flare, 40 inches long, \$525. A dolman, rather light in weight and giving the pretty oval silhouette, \$600.

A more decided dolman style, \$700.

collar is \$800.

A long flaring model, with a lovely lining of Chinese yellow, \$750.

Next come the coats with trimmings of beaver, Australian opossum, natural squirrel, lynx and skunk-skunk above all. One charming skunk-trimmed affair, 30 inches long, has bell

cuffs and shawl collar of the long fur. \$450. A similar one with a border also is \$700. A really superb coat with an ermine inlay to set off its skunk

(Second Floor, Chestnut)

6000 Pair of Women's Duplex Gloves to Be Soldat85c a Pair Because They Are "Seconds"

Cotton duplex gloves are most desirable for women's wear now and later in the season, and it is an unusual opportunity, indeed, to get such gloves, of such quality at this price.

If first grade they would sell for a great deal more, but because of tiny and difficult-to-discover flaws the maker put them all in the "second" class and we got them to sell for 85c a pair.

> ' There Are Plenty of the Popular Strap-Wrist Gloves

in white, mastic, pongee, butternut or chamois color, with several good styles of embroidery. Two-Clasp Gloves Also

in the same colors and with different styles of embroidery.

They Are All Washable and may be freshened with cold water and soap. There are all sizes in the collection and the assortment is good. Find them on two counters on the (West Aisle)

**B**EFORE planning her Winter gowns, every woman should see

# The New Silks

The silks whose marvelous rich- | scarcely less beautiful, sating of ness and beauty all women are talking about. These silks are every conceivable hue, Georgettes to use with them, chiffon and plain talking about. These silks are giving the inspiration for many of velvets, radiums, pussy willow taffctas (which make such lovely the new fashions in handsome afternoon costumes, evening gowns linings), black silks, white silks, sports novelties and Shantung pongees.

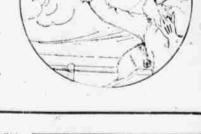
quality and they are priced at \$1.50 to \$45 a yard.

#### Comfortable, New Millinery for All the Autumn Sports

There are small and larger models, of fine felts, of velvets, Whether you want a hat for riding, for motoring, for golf or for velours and chenille, and there are general country wear, it will not be difficult to find just the style you have in mind and the color that is becoming to you in the Sports Hat Salon. (Second Floor, Chestnut)

> Sterling Silver Mesh **Bags Have Changed** Their Shape

They have grown longer and narrower, with a round or pointed top, and are pointed at the bottom. where they are finished off with tiny balls or a tassel. The mesh is so fine it feels almost like silk. These bags are very graceful and pretty and are priced from \$35 to



war.

sland

Four New Books "Life Can Never Be the Same," by W. B. Maxwell, \$1.75. A volume of striking stories which suggests how everybody in England has been affected mentally and physically by the

"Spanish Doubloons," by Ca-

milla Kenyon, \$1.50. A tale of

treasure, pirates and a Pacific

"Leave It to Doris," by Ethel

Hueston, \$1.50. A book of a

"Peter the Brazen," by George

F. Worts, \$1.50. A picturesque

story of China and the Big Six.

Here's Your Suit

for Hallowe'en

Children are not the only ones

who enjoy dressing up on "the

nicht o' Hallowe'en" and so we

have an excellent assortment of

suits for grown-ups as well as

.There are Gypsy suits, Span-

ish girl outfits, Bo-Peep suits

saflors, Uncle Sam, Yama Yama

Prices are \$2.50, \$3.50, \$5 and

And with them are masks and

(Seventh Floor, Market)

There Will Be Many

Hallowe'en Parties

Jack Horner pieces for the

table, with twelve favors, \$4,

Snapping bonbons, 60c to \$3

Baskets for holding salted

Paper witches on boxes, 30c

New celluloid favors, 35c each.

Fruits to hold candies, 30c

Peanut squares, 50c a pound.

\$6.50, \$8 and \$10.

uts, 20c and 25c each.

Black cuts, 20c each.

dozen.

each.

and ever so many more.

and others for minstrel men

little people.

\$6.50.

wigs also.

(Main Floor, Thirteenth)

good deal of simple charm.

#### A Fortunate Pick-Up of Men's **Overcoats from Hunt, London** (In the London Shop)

An opportunity of this sort comes only once in a while and must be taken advantage of promptly. There are only a limited number of these coats and each one represents a fat saving.

As men of fashion know, Hunt is one of the leading makers of men's clothes in London. These overcoats are proof of it.

Light, medium and heavy weight coats of fleece, cheviot, tweed and homespun. In many colors-browns, grays, tans and greens.

Most of them are single breasted, but some of the ulsters are double breasted. Prices \$35 to \$70.

(The Gallery, Chesinut Men's Woolen House Gowns

### From London

Redleaf gowns, which means made in London for Wanamaker's only.

Handsome, soft, warm robes in plain colors and checks, some of the plain-color garments having collar and cuffs of contrasting color.

Prices \$25 to \$40. Main Floor, Market)

#### Man and His New **Fall Clothes**

Now is the time when a man has no option but to put on new Fall clothes or else drop out of the game. We are ready with the clothes-new suits of the utmost excellence and reliableness; also new Fall overcoats.

We believe these clothes have in them all the features and qualities which men particularly like.

The suits for youths and young men in the twenties are undoubtedly very fine examples of correct modeling and highgrade tailorwork.

Every suit in the collection is believed to carry the fullest measure of service and satisfaction obtainable at the price. We bought them solely for that reason and we are selling them for no other.

Suits \$32 to \$75. Overcoats \$32 to \$50. (Third Floor, Market)

More Pieces Added to the Odd **Furniture Disposal** 

For any one needing single pieces of furniture this turnout is a very fortunate development. All the pieces comprised in it are "one-of-a-kind," and they are priced at prevailing factory cost or less-some things are at fractions of the original figures. The variety is made up chiefly of bedroom and dining-room pieces, but some of the many odd chairs are also suitable for halls or living rooms.

#### **Odd Fieces of Shaded Ivory Bedroom Furniture** \$14.50 for a toilet glass. \$29 for a single bed with oval decorated panels. • \$33 for a toilet table, William and Mary design.

- \$37 for a single bed, Louis XVI design. \$37 for a dressing table, triplicate mirror. \$48 for a dressing table with three drawers,
- \$61 for a bureau, Sheraton design. \$66 for a full-size bed, Louis XVI design, with
- cane head and footboard. \$67 for a toilet table, decorated.\$75 for a bureau, Louis XVI design.

THE "Soho" Reflex Trop-L ical Cameras last a lifetime. In other words, they are the pick of reflex cameras, with Aldis F 4.5 lenses. For postcard-sized pictures, \$200.

For half-plate-sized pictures, \$400.

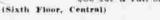
Nearly all the high-grade

and Walnut \$22 for a full-size mahogany bed. \$32 for a walnut toilet table, William and Mary style. \$38 for a full-size walnut bed, William and Mary

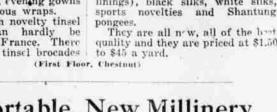
style.

Bedroom Pieces in Mahogany

- \$40 for a walnut toilet table. Adam flesign. \$48 for a mahogany toilet table, Louis XVI design.
- \$50 for a Colonial mahogany toilet table. \$50 for a walnut chifforobe.
- \$55 for a full-size walnut bed. \$67 for walnut toilet table with triplicate mirrors. \$80 for a full-size mahogany bed, swell ends.







and the new gorgeous wraps. There are French novelty tinsel brocades that can hardly be matched outside of France. There are fine American tinsel brocades

## Fine Polo Coats for Women

and exceedingly distinguished, as simplicity and richness combined always must be.

At \$57.50 there are big belted coats of camel's hair, in the natural color and deer.

At \$75 are other camel's hair coats, also cashmere velours in fing shades of taupe, natural color and fawn.

At \$125 are white camel's hair coats and lustrous vicunas in fawn, natural and deer shades.

At \$135 are vicunas in natural, navy and taupe shades. These coats have buckles and buttons covered with leather."

(First Floor, Central)

### Women's Tailored Suits Priced From \$65 to \$125

Silvertones, velours and worsteds chiefly, in navy, browns and black-the browns running the havy a close second as far as favoritism is concerned. A few of the higher-priced suits are fur trimmed, and a few embroidered; but the most attractive sorts are those with velvet or duvetyne vests, or those with severe bindings of silk braid.

Prices are \$65 to \$125. (First Floor, Central)

#### The Right Clothes for Schoolgirls

For girls of 6 to 14 years, this often means tub frocks for one item. Tub dresses are so sensible-they may be freshened so easily and a girl may have more changes-that we can readily understand why mothers come in and select them by the half dozeng.

Gingham, linen, linene and other sturdy cotton dresses, in white and colors, plaids, checks and stripes, made in scores of attractive styles, are \$2.75 to \$12.50.

Warm coats to wear to school, to play in and for dress are of soft wool velours, of roughish tweeds, and of other warm, Winter weight coatings in many good colors and mixtures. They are warmly lined and interlined, some are finished with great furry collars, and prices are \$20 to \$52.50-6 to 14 year sizes. (Second Floor, Chestnut)

### **Richly Striped Silk Waists**

are pretty nearly certain to appear with the Autumn leaves. Taffetas and messalines of the tailored persuasion may be had in various satisfying colorings-greens, browns, blues and rich reds being pleasantly combined a the stripes. Prices are \$6.85 to \$10.75.

More tailored pongee waists have come-an excellent heavy quality

(Third Floor, Contral)

bottle. Violet ammonia, 20c and 35c a bottle. (West Aisle) Women's

200003.4

Handkerchiefs With Hand-Stitched Hems—\$6 a Dozen

**Toilet** Goods

Advisable to Buy at

Such Low Prices

A little collection put out for

the convenience of the many

people who find it an economy to

lay in a supply at such a time.

soap, 10c a cake; \$1 a dozen.

Hair brushes, 50c to \$1.50.

Tooth brushes, 20c; six for

Rose and almond cream, 27c.

Benzoin, glycerin and rose

Chalk and orris, 15c for 1/2

Bicarbonate of soda, 10c a

Peroxide, 18c and 35c a bottle.

Witch hazel, 35c and 65c a

Cocoa butter cream, 30c.

Boric acid, 25c a pound.

Nail brushes, 22c.

Violet and rose transparent

Hot-water bottles, 85c.

90c a dozen.

\$1.10.

water, 25c.

pound.

pound.

Women of good taste like few kinds better than this-the handkerchief with a tiny hem, hand hemstitched and of quite sheer and beautiful snowy flax.

These handkerchiefs, Irish of course, are new, and lately unpacked. They will lend themselves admirably to hand-done monograms br initials, and if you wish we will be very glad to do the work for you for a moderate charge.

(Main Floor, Central) Four Good New

Styles of Women's **High Shoes** 

All lace shoes and all cut generously high.

Two are of dull black calfskin and two of nut brown calfskin. In each leather there is a Cuban heel model with a straight tip and a military heel

model with an indicated wing tip. . The black shoes are \$10

pair; the brown, \$11. (First Floor, Market)

Other toilet soaps, Sc a cake

Vanity cases in sterling silver to hold coins, calling cards and powder are \$16 to \$30. (Jewelry Store, Chestnut and Thirteenth)

> Among the Handsomest Dress **Fabrics Are New Bordered Serges**

and that means hostesses should One thinks of them in connection with the most beautiful and exclusoon be thinking of the decorations and the favors and the censive gowns, and this Winter these terpiece and all the other debordered serges are more in favor tails which help make the party than ever before. a success.

The designs are worked in silk on a fine quality all-wool serge of very dark blue. They are done in black, terra cotta, old gold, silver gray or a lovely bluish gray.

The material is 50 inches wide and \$6.50, \$7.50, \$8.50 and \$10 a yard. Also there is here the plain serge to match. (First Floor, Chestnut)

# Two Velvet

for handbag values.

chiffon velvet with a mirror in the top. It is a long, deep shape with a tassel.

The other bag, which is \$5.50, is a one-piece style, oval shape, and is also chiffon velvet. It comes in black, brown, navy and taupe. (Main Floor, Chestnut)

Pick the Coal Out of the Ashes and Burn It Again

We have just received a carload lot of

#### Galvanized Ash Sifters at \$3.50

By the use of one of these ash sifters you can often save a bucket of coal when you take the ashes out from under the furnace.

of it, pass the ashes through the sifter, which is almost dustless. Give the handle a few turns and you will have the coal in the bucket and the ashes in the barrel.

You place the sifter on top of a barrel and place a bucket in front (Hemetaratahunga Store, Fourth Place, Central)

cameras made will be found in our Camera Store. (Main Floor, Chestnut)

> The Right **Clothing for Every Outdoor** Game

will be found in the Sporting Goods Store and anybody needing an outfit will be wise to come in and just see the assortment we have to show, which includes these as well as other items:

Shaker-knit sweaters in various styles, \$8.50 to \$15. for men and

Mackinaw coats boys, \$14 to \$20. Sheepskin-lined coats for men and boys, \$12.50 to \$16.

Town and country coats, leather-lined body and sleeves, \$15 to \$20

(fine for golf). Leather coats, trousers, shirts

and vests in large variety, \$6.50 to \$22.50. Norfolk corduroy suits, coats and trousers, \$18 to \$21.50. Khaki gunning coats, \$4 to \$15. Trousers (khaki), \$3 to \$5. Corduroy, khaki and moleskin riding breeches, \$4 50 to \$9. Flannel shirts, \$3 to \$5. (Gailery, Juniper)

The Hats That Boys Like

The bulldog shape is one that is ever popular with spirited lads. The round Alpine is another. We have both in fine tweeds at \$3, \$3.50 and \$4. (Main Floor, Market)

#### Sharp Winds and These Good **Blankets and Quilts**

go well together.

This is surely a fine assortment of bed coverings to face the Winter with, an assortment taking in blankets and quilts of every

kind that anybody caring for quality and service can desire. Every wise housekeeper should look to her supply of these goods ahead of time—and forehandedness was never more important than it is now. There is nothing to be gained by waiting. The time to buy blankets and quilts is now, and this is where

you will find the kinds that will make you feel better pleased that you bought them the longer you have them, because they are goods that carry satisfaction.

Blankets-part wool and all-wool-from \$7.50 a pair in single and \$8,50 a pair in double bed size, up to \$32 and \$45 a pair for single and double bed sizes respectively. Quilts or comfortables, an immense showing; wool-filled, \$10

and upward; down-filled, \$12 and upward. (Sixth Floor, Central)

The Washing Machine Was Never in Such Great Demand

The difficulty in securing domestic help has made it incumbent upon thousands of housewives to either do the washing themselves or have done by some member of the family.

The electric washing machine relieves all the distaste of the washtub, No rubbing, no scrubbing, no ruining of the hands in the wash water. No disagreeable work at all.

No hard straining at the wringer.

The Easy vacuum washing machine, price \$150, or \$160 on timefirst payment of \$16 and \$12 monthly. The A. B. C. Super-Electric is \$135, or upon deferred payments, \$145.

(Fourth Floor, Central)

# · It Is "A Thing of Beauty"-This Exhibition Sale of Oriental Rugs

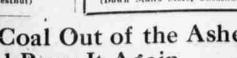
This great display of Oriental rugs is a most interesting place in which to spend an hour or more, a fact which many people have discovered. The Exhibition as a whole is irresistibly impressive, but the more one examines it in detail the more interesting it seems to grow. If you would realize the truth of this, look into the depths of color and diversities of decorative detail in some of these weaves, more especially the Kermanshahs and Saruks. Serapi designs mirror the wild freedom and boldness of their weavers. Mahals tell their own story in warm colors and patterns less distinct in their outlines.

Setting of all the wonderful Persian weaves and the rugs of China in all their mmistakable blue, ecru and soft pink and golden brown shades.

Hundreds of other rugs complete the ensemble, and it is surely delightful. The specially priced rugs include Saruk, Kermanshak, Mahal, Savalan, Serapi and Chinese and India carpets; also a great many smaller pieces, such as Saruks, Af-Shiraz, Mosuls, Chinese Beluchistans and other pieces.

(Seventh Flour, Central)

One of the greatest wastes of our modern life is the waste of coal that goes from the bottom of the furnace and is sent away with the ashes.



#### Cocoanut crisp wafers, 50c a ound. a pound.

Chocolate-covered nougat, 50c (Down Stairs Store, Chestnut)

Pumpkin-tace lanterns, 10c, **Handbags** That 20c. 35c and \$1.50 each. Establish a Mark Salted nuts, \$1.50 a pound. for other stores to aim at in trying Jordan almonds, \$1 a pound. Chocolate-covered nuts, \$1.25 pound. One style, at \$2.85, is of black Nut caramels, 80c a pound. Chewy nut candy, \$1 a pound.