

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

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 work out such 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.

[Signed] *John Wanamaker*

Oct. 9, 1919

Postscript:

Many people are still sounding our praises, though, because of war enlistments and of thousands of our well-trained 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.

6000 Pair of Women's Duplex Gloves to Be Sold at 85c 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 chamamois 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 refreshed with cold water and soap. There are all sizes in the collection and the assortment is good. Find them on two counters on the



BEFORE planning her Winter gowns, every woman should see

The New Silks

The silks whose marvelous richness and beauty all women are talking about. These silks are giving the inspiration for many of the new fashions in handsome afternoon costumes, evening gowns and the new gorgeous wraps. There are French novelty tinsel brocades that can hardly be matched outside of France. These are fine American tinsel brocades

(First Floor, Chestnut)

Comfortable, New Millinery for All the Autumn Sports

Whether you want a hat for riding, for motoring, for golf or for 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)

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.

- Hot-water bottles, 85c.
- Violet and rose transparent soap, 10c a cake; \$1 a dozen.
- Other toilet soaps, 8c a cake; 90c a dozen.
- Hair brushes, 50c to \$1.50.
- Nail brushes, 22c.
- Tooth brushes, 20c; six for \$1.10.
- Rose and almond cream, 27c.
- Benzoin, glycerin and rose water, 25c.
- Cocoa butter cream, 30c.
- Chalk and orris, 15c for 1/2 pound.
- Boric acid, 25c a pound.
- Bicarbonate of soda, 10c a pound.
- Peroxide, 18c and 35c a bottle.
- Witch hazel, 35c and 65c a bottle.
- Violet ammonia, 20c and 35c a bottle.

(West Alble)

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

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-dome monograms or 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 a pair; the brown, \$11. (First Floor, Market)

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 \$52.

Vanity cases in sterling silver to hold coins, calling cards and powder are \$18 to \$30. (Jewelry Store, Chestnut and Thirtieth)

Among the Handsomest Dress Fabrics Are New Bordered Serges

One thinks of them in connection with the most beautiful and exclusive gowns, and this Winter these bordered serges are more in favor than ever before.

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 Handbags That Establish a Mark

For other stores to aim at in trying for handbag values. One style, at \$2.85, is of black 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

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. 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. You place the sifter on top of a barrel and place a bucket in front 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. Saves its cost over and over again during the Winter months.

(Household Goods Store, Fourth Floor, Central)

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 savings.

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 fleecy, 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 Galleries, Chestnut)

Men's Woolen House Gowns From London

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

Handsone, 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)

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 war.

"Spanish Doubletons," by Camilla Kenyon, \$1.50. A tale of treasure, pirates and a Pacific island.

"Leave It to Doris," by Ethel Hueston, \$1.50. A book of a good deal of simple charm.

"Peter the Brazen," by George F. Worts, \$1.50. A picturesque story of China and the Big Six. (Main Floor, Thirtieth)

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 Pieces 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.
\$38 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.
\$87 for a toilet table, decorated.
\$75 for a bureau, Louis XVI design.

(Sixth Floor, Central)

Bedroom Pieces in Mahogany 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.
\$40 for a walnut toilet table, Adam design.
\$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 mirror.
\$80 for a full-size mahogany bed, swivel ends.

(Sixth Floor, Central)

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. 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 collar is \$800. (Second Floor, Chestnut)

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 fine 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 heavy 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 refreshed so easily and a girl may have more changes—that we can readily understand why mothers come in and select them by the half dozen. 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 mesallines of the tailored persuasion may be had in various satisfying colorings—greens, browns, blues and rich reds being pleasantly combined in the stripes. Prices are \$6.85 to \$10.75. More tailored pongee waists have come—an excellent heavy quality for \$8. (Third Floor, Central)



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 forehandness 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 coverlets, 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 it done by some member of the family. The electric washing machine relieves all the distaste of the wash-tub. 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 \$180 on time—first payment \$36 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 unmistakable blue, ecrú 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, Kermanshah, Mahal, Savalan, Serapi and Chinese and India carpets; also a great many smaller pieces, such as Saruks, Af-Shiraz, Mosul, Chinese Beluchistans and other pieces. (Seventh Floor, Central)