

J. W. C. L. Band at 9
Organ at 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

News of a New Week at Wanamaker's Is Always Full of Interest

Before Any of Us Were Born These Two Wood Cuts were made picturing:



Columbus appealing to the Spanish Court.
Columbus meeting Indians on our shores.

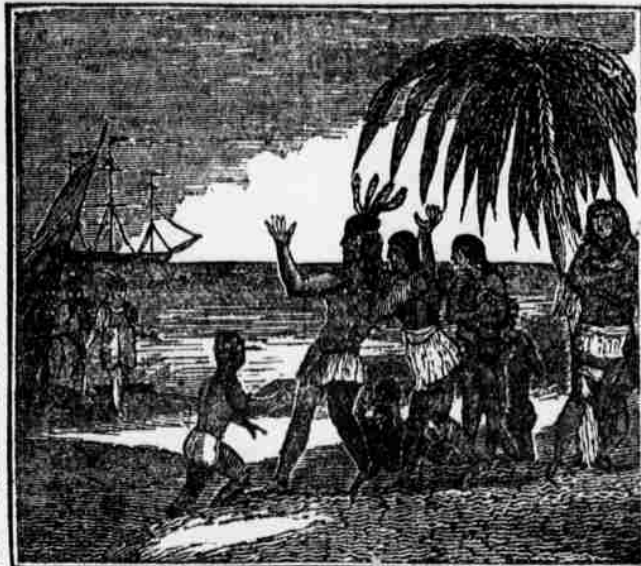
It is well to remember that to Spain belongs the honor of making known to the world the existence of a Western Continent.

The Welsh and the Norwegians at one time antagonized the claims of Columbus, but their discoveries, based upon uncertain data, proved to be the Azore Islands and the country about the Gulf of St.

Lawrence, and they made no use of them. The voyage of Columbus, which Ferdinand and Isabella, the sovereigns of Castile and Aragon, promoted, began on the third of August, 1492, and on the twelfth of October following the first land appeared.

After great urgency at the Court of the Spanish King and Queen, the persuasive Columbus got the consent of the hesitating Queen when she said, "I undertake the enterprise for my own Crown of Castile, and will pledge my private jewels to raise the necessary funds."

Therefore, it is not to be forgotten that upon the banner of distinguished discoverers a noble woman's name must stand close by that of the navigator whose ships first touched our shores.



(to be continued)

(Signed) *John Wanamaker*

Oct. 11, 1919.

The Lesser-Priced Small Furs

These are the little ties which women like for a bit of warmth and finish to their suits. The style is always the same—a simple little animal skin with head and tail, and the furs and prices vary like this:

Gray and sable-dyed squirrel, \$18.
Kollinsky, \$20; two-skin, \$30.
Mink, \$35 upward; two-skin, \$65.
Stone marten, \$40 to \$80; two-skin, \$90 to \$135.

(Second Floor, Chestnut)

For Women Who Like Furless Coats

There are women who have handsome furs already and wish to get all possible use out of their coats by wearing them when it is not cold enough for furs.

The cloths are bolivia, evora and palouchie chiefly, in fine dull blue, deer brown, a Pekin blue and dark brown.

The coats are rather simply made, with huge collars that button closely, muffer fashion, and the prices are \$97.50 to \$145.

(First Floor, Central)

New in the Art Needlework Shop

Hand-painted scrap baskets in black, with lavender, yellow or blue decorations and borders; \$4.50 apiece.

Novelty baskets, somewhat bowl shaped, to hold fruit or work, are attractively decorated by hand, and are \$1.75, \$2 and \$2.50 each.

Of that pretty hand-painted lacquered ware, in black and colored effects, there are baskets and boxes and match-box holders, napkin rings and telephone screens. Prices are from 60c for the smallest piece up to \$5.50 for the biggest.

Colonial door stops are just as decorative as they sound and are \$4 a pair.

Quaint, ladies in much-ruffled frocks are also intended to be used as door stops and are \$2.50 each.

(Second Floor, Central)

Fine Embroidered Serges With Bordered Designs

Easily among the handsomest of the new wool dress fabrics and they will be used a great deal this winter for the more exclusive tailored gowns.

The designs are worked in silk on dark blue serge. 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, \$8.50 and \$9 a yard. Also there is here the plain serge to match.

(First Floor, Chestnut)

Never Before Have We Had Such Fine Fur Coats for Girls

As those we have to show you now in the Young Women's Salons of Dress. Carefully selected furs, made up in precisely the styles girls of 6 to 14 years should wear, these coats are warm, handsome wraps that we are quite proud to be able to show you.

There is natural racoon—and this is a youthful, becoming fur, famous for its excellent service; the soft, pretty nutria, natural coney, which is a grayish tan, and natural wild cat, with its interesting marking. All the coats are cut generously full, have full collars and are richly lined throughout.

And they are quite reasonably priced for such garments—\$80 for the coney on up to \$325 for the nutria.

(Second Floor, Chestnut)

A Little Group of Fine Hats for Formal Wear

will have their showing in the Gray Salons Monday morning.

There are handsome brocade hats, wide of brim, with draped crowns and ostrich for adornment. Large hats of duvetine, in two-color effects, trimmed with wool flowers.

Stunning new picture hats of silk tricolette—one in the new red shade is faced with red velvet and wreathed with red silk morning glories.

Some have a soft, transparent edge of maline extending beyond the crown; many are trimmed with gold or silver ribbons; there is much ostrich. Prices begin at \$25.

(Second Floor, Chestnut)



Women's Afternoon Frocks Satin and Charmeuse Prices \$62.50 to \$185

Navy and black chiefly, though a taupe brown or gray creeps in occasionally. These dresses are delightful and very rich in effect, and they have such fashion features as—

Skirts with two or three tiers of pleating.

Broad self-girdles, relieved by a velvet edge of another color.

Elbow sleeves and sleeves even shorter.

Ruffles finished with loops of bands.

Chenille tassels and trimmings.

Loops of ribbon flying from the waist.

One-sided tunics.

Blouses deeply lined.

Prices are \$62.50 to \$185.

(First Floor, Central)

Some of the Good Shoes a Woman Can Get for \$9

Better shoes than she would expect to find at this price now.

Heavy tan grain calfskin lace, with heavy soles, wide-toes and low heels.

Tan calfskin lace with narrow toes, straight tips and Cuban heels.

Tan calfskin lace with narrow toes, indicated wing tips and military heels.

Tan calfskin lace with narrow toes, indicated wing tips, colored cloth tops and military heels.

Heavy black grain calfskin lace with heavy soles, wide toes and low heels.

Black calfskin lace with black cloth tops and Cuban heels.

Patent leather lace with black cloth tops and Louis heels.

Black glazed kidskin button with black cloth tops and Cuban heels.

Bronze kidskin lace with turn soles and Louis heels.

(First Floor, Market)

Blankets and Quilts

From the west comes news of a cold wave on the way. It may break before it gets here, or it may not. It is this very uncertainty which makes it necessary to be prepared for sudden changes. Have you all the blankets and quilts you are going to need? If you have all the better. If not, you had better make your selection while selections are so good.

We have stocks of blankets to meet every reasonable need, and as for wool-filled and down-filled quilts, our supply is simply immense.

We have white blankets in grades and grades and grades; plaid blankets in many colors and designs; Jacquard-woven blankets in various attractive shades; gray blankets of good, serviceable quality, especially for school service, and all are priced as low as they possibly can be considering the quality—from \$7.50 a pair for white blankets of mixed cotton and wool, single-bed size, up to \$45 a pair for the finest double-bed size blankets in the Store.

We don't believe there is such another stock of quilts to be found anywhere in Philadelphia. Everything anybody can desire in materials, patterns, colors and grades will be found in the collection.

The wool-filled quilts are \$10 and upward to \$40, the down-filled quilts \$12 and upward.

All the down quilts we sell are made by ourselves, and many of the wool-filled ones. There are no better grades regularly sold anywhere for the prices, and it is not easy to get as good.

(Sixth Floor, Central)

Good New Linens for Gift Time

Three new lots of household linens very appropriate for gift-giving have just been opened.

200 dozen heavy, full-bleached, pure linen napkins, full of good wearing qualities and in a choice of good patterns, 22x22 inches, to sell for \$10.75 a dozen.

Double damask tea cloths, square shaped, beautifully finished and in a convenient size, 46x45 inches, neatly hemstitched, at \$9.50 each.

Real Madeira lunch sets of 13 pieces, all finely hand worked, \$7.50 a set.

(First Floor, Chestnut)

English Tobacco Pouches in Fine Leathers

A convenient shape that fits flat in the pocket and is easy to fill a pipe from.

Made of suede, morocco, calfskin in various finishes, pin seal and pigskin, some with sterling gilt trimmings.

Prices \$1 to \$7.50.

(Main Floor, Chestnut)

Gold-Decorated and Colored Glassware

is one of the bright, particular attractions of the China Store just now. The assortment is the largest we have ever shown and the most beautiful, something of which we are very glad because of the demand for just such things for wedding gifts.

The gold-decorated pieces include sugar and cream sets at \$3 to \$8.50 a set; sandwich trays, \$5 each; cracker and cheese dishes, \$6.50 each; candy jars, \$3.50 to \$6.50 each; berry bowls, \$6 each.

The colored pieces are in blue, royal purple, aquamarine and some in amber. Among these are marmalade jars, flower bowls and iced-tea sets.

(Fourth Floor, Chestnut)

Autumn Is a Good Time to Buy New Rugs

And here is a good selection of rugs to choose from:

Wiltons

9x12 ft., \$75 and \$92.50.

8.5x10.6 ft., \$71, \$72.50 and \$85.50.

6x9 ft., \$46.50, \$52.50 and \$59.

Axminsters

9x12 ft., \$57.50 and \$64.50.

Tapestry Brussels

9x12 ft., \$32.50

8.5x10.6 ft., \$31.50.

(Seventh Floor, Chestnut)

An Exquisite Scent Is Bouquet Triompal

From Claire, the famous Paris perfumer, and a delicious and fragrant scent.

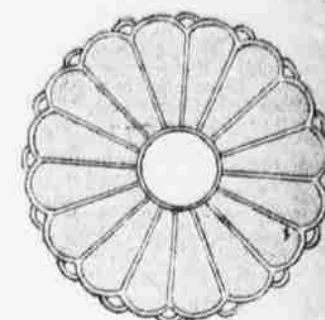
Extract, \$5.50 and \$7.50 a bottle.

Toilet water, \$4.50 a bottle.

Face powder, \$2 a bottle.

(Main Floor, Chestnut)

Imperial Japanese and Other Magnificent Brocade and Tapestry Silks in a Glorious Exhibition



A RECENT Pacific steamer brought from Japan a Wanamaker traveler with his purchases of the most remarkable art silks that any merchant, so far as we know, has ever been privileged to display before the American public.

At about the same time a shipment of superb brocades was landed from France—the products of the famous mills of Lyons.

And so virtually "from the two ends of the earth" have come the silks of Lyons and Kyoto, making up an exhibition that today distinguishes the Silk Store that in this as well as in other respects, so we are told, is not to be equaled in the whole country.

It is a particular joy to us to be able to present to the sight of our customers these precious fabrics in such unusual and unfamiliar beauty.

The radiant Japanese silks are brand new; in fact, only a few hours out of their Asiatic cases.

They are fresh from the looms of their artist makers.

But in character and spirit, in tradition, they are older than the memory of man. They go back into the mystic centuries before the beginning of written history as we understand it. They are symbolic of the early aspirations of a nation that was cultured in the exquisite arts thousands of years before the American continents were even dreamed of.

The new French brocades and some of the simpler of the Japanese brocades may be used for costumes and particularly for fine evening wraps, but the Japanese tapestry silks, because of their great weight, must fill other greatly varied purposes. For this reason, we will be willing, when customers ask us to do so, to cut them in very short lengths. People use them for handbags, for boudoir slippers, for hat brims or crowns, and the heaviest ones for wall panels, table covers, pillows, screens and all rich decorative purposes.

Please note that these finer silks are of necessity in limited quantity and the display we now present cannot last long.

As to prices—a little thought will show that they are most moderate. One of the Palace tapestries described in the adjoining list is in a piece five and a half yards long, and we are informed that it took its artist worker more than a year to weave it. All of these things are necessarily handwork, and it is said that no two of them are alike.

Imperial Japanese Palace Silk Tapestry Brocades

A magnificent heavy silk tapestry brocade woven of the finest silk intermingled with gold. It is embroidered in silk and gold thread in a marvelously rich design of flowers and dragons, and is \$150 a yard.

Another brocade of chrysanthemums and tiger lily design in old rose, orange, yellow, green and purple combined with gold, \$100 a yard.

A black silk brocade woven with a design of large gold flowers with a dash of purple and green. This is \$40 a yard.

Magnificent Japanese Brocades

These are in smaller designs and are more practical for making into such small articles as bags, slippers, vests, hats and so on. They are \$6 to \$25 a yard.

A brocade in the red worn by Shinto priests on ceremonious occasions. Tiny flowers are worked all over it in gold and silver, \$20 a yard.

New French Brocades

A turquoise blue satin brocade with flowers in red, blue and green, \$45. This also comes in a wonderful red.

On satin of apricot color, another brocade has an unusual design in gold, \$30.

A Gobelin blue brocade richly embroid-

A vivid green silk brocade showing a conventional treatment of the lotus flower outlined in block form with a silver and blue border, \$24 a yard.

Another white silk brocade embroidered in panel form with large flowers and oak leaves, done in exquisite colors and gold thread, \$40 a yard.

On a cloth of gold background still another beautiful brocade shows a handsome design of Japanese storks and large ferns. It is \$45 a yard.

On a dragon fly blue ground of another brocade, there are small medallions in gold, red and other colors, \$15 a yard.

Diamond-shaped figures in gold on a black background with chrysanthemums in white and gold is another beautiful brocade at \$25 a yard.

An apple blossom pink brocade has small all-over designs in gold, \$15 a yard.

ered with silver chrysanthemums, \$25. This also comes in emerald green with gold, black with silver, dark blue with silver and white with gold.

Still another French brocade of cloth of gold has a tulip design in peacock blue, black, emerald or royal blue. It is \$30 a yard.

The Exhibition will be complete in the Silk Store Monday morning, supplementing the great Wanamaker exhibition of new American Fashion Silks, which are probably in better and greater variety than can be found elsewhere. In fact, it is the most valuable collection of silks we have ever brought together in our history and now is the time to see them and make selections.

(Silk Salon, First Floor, Chestnut)