

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
Cloudy

When Nature Gets Ready for Winter It Is Time for People to Do So

The Coming of the Frost Nights and Mornings

has clothed the trees and the ivy arches on the stone bridges over the streams with lustrous garnet, gold and jasper colorings.

Those arches at Ridge avenue and the Wissahickon are almost as if they were columns of flame. The forests and the sloping hills have been emptied of birds, but the squirrels, chipmunks and mother and brother rabbits are making raids wherever there is an acorn, chestnut or hickory nut tree.

The bees and wasps have fled to winter quarters somewhere or other.

The herds of ladylike Alderney cows are putting on their winter coats.

The tides of life are running toward protective measures for the old and young.

We may learn yet some good ideas, even from animals, big and little, who prepare for wintering.

[Signed] J. J. Wannamaker

Oct. 15, 1919.

These Exquisite New Silks Have Just Been Received

And they have been placed in the wonderful Exhibition of Silks now in the Silk Salon.

Fancy silk tricolettes, with a drop-stitch stripe, 36 inches wide, \$9.50 a yard. The colors are bronze, rose, midnight blue and black. There is not the slightest let-up in the demand for silk tricolettes for handsome winter gowns.

Brocaded crepes, the design being of the same color, but in satin finish, 40 inches wide, \$9 a yard. For evening gowns and wraps, and they make the most beautiful of linings. In turquoise blue, gold, old rose and cerise.

Dresden-design printed taffetas, 36 inches wide, \$4.50 a yard. Very pretty for young women's dance frocks, and they come in Nile green, yellow, pink or rose.

Printed Georgette crepes, 40 inches wide, \$4 and \$5 a yard. These printed crepes are very scarce and very much wanted for all kinds of draped dresses and linings for furs and wraps.

(First Floor, Chestnut)

PRETTIER THAN USUAL—SILVER-PLATED MESH BAGS

The graceful, long, narrow shapes tell quite plainly that these bags are very new. The frames are rounded or pointed and often there is a sparkling imitation jewel set in the clasp. Some are gathered and end in a tassel at the bottom, others are pointed and are finished with tiny balls.

All have soldered meshes and the prices range from \$14 to \$24.

(Jewelry Store, Chestnut and Thirteenth)

FOR THE WOMAN WITH A KNACK FOR MILLINERY—NEW UNTRIMMED HATS

Now that fashions are comparatively simple, many women have found it possible to trim their own hats—and to do it with considerable success, too. For them, and for women who have ideas about their millinery and wish to get the untrimmed hats, we have all the new shapes and styles.

There are untrimmed hats of fine velvets, of long-nap beaver and of hatters' plush. There are large and small shapes, the fashionable colors as well as black, and ever so many becoming styles. Prices go from \$4.50 to \$12.

And at a nearby counter you will find all the things needed for trimming—ostrich, of course, plain and curled, in bands or single plumes, burnt ostrich or the popular glycerine ostrich, flowers of all kinds and colors, fruits and fancy ornaments and novelties.

(Second Floor, Chestnut)

Young Women's Smart, New Cloth Dresses to Wear Immediately

When there's a breath of Winter in the air, there is nothing more comfortable to wear, in doors or out, than a smart, well-fitting cloth frock. And this season one's frock may be of serge, of the much-used tricotine, or of soft wool-jersey, for all are fashionable.

The wool jersey dresses are in simple, good-looking one-piece effects, and in light and dark blue as well as tan shades. Some are embroidered, some tuckered, and prices are \$32.50 and \$33.50.

Serge dresses are in navy blue chiefly, though some very effective dresses are here in the popular dark brown. They are made with tunics, some with light colored vests to brighten them, some richly embroidered, some braided, and others trimmed with wool embroidery. There are dresses for street, for business, for college or dress use and prices go from \$32.50 to \$65.

Tricotine dresses are usually in the becoming dark blue. In tailored or dress models, they are sometimes braided, sometimes embroidered, and always very new as to sleeves and lines and collars and the other features an observant girl will note at once.

\$47.50 to \$75.

14 to 20 year sizes.

(Second Floor, Chestnut)

Some of the New Models of Letitia Corsets

One of pink batiste with a short skirt, very light boning and dainty embroidery for trimming. It is intended for slight women and costs \$4.

A topless pink batiste with inserts of elastic in the waist, and a short skirt, \$6.50.

A pink-striped hatiste with elastic section all round the top, strong boning over the hips and abdomen. Good for average and full figures, \$8.

A pink broche with low top and long skirt, well boned in back and front, \$10.

Pink broche with girdle top and long skirt, strongly boned, \$10.



DECORATIVE LINENS RICH AND EXQUISITE

Ready in Their Annual Assemblage

It takes a woman, especially a woman with a woman's own sense of the exquisite in household things, to appreciate fine, decorative, lace-embellished linens.

And it was such a woman who said to us the other day—"You have more fine, decorative linens here than all the other places that I have visited put together."

We hope we deserve that encomium. At any rate this is a good time for anybody to find out how well we live up to it.

Tomorrow we make a formal presentation of these beautiful goods.

They are so varied in their appeal and so uniformly charming that it would take pages to describe them in detail.

France, the Philippines and the Madeira Islands contribute to it handsomely. The queen piece of the collection is a French tablecloth, 90 inches in diameter, a glorious and captivating thing with a principle decorative motif based on an eight-pointed star at the center, radiating to a larger stellar design near the circumference. Filet and Venetian laces lend their loveliness to it and along with these a fine kind of Renaissance. This triple combination, together with an elaborate amount of hand embroidery, produces an effect of wonderful beauty. The price is \$450, but to a lover of such things, a piece of this kind is not measurable by money.

There is a \$275 French cloth, 96 inches in diameter, which shows a wealth of filet and Cluny laces, together with finely hand-embroidered linen inserts, a feature of the motif being a number of paneled effects in French Cluny, and disc-like designs in filet.

The Philippine pieces are of a heavier type, both in fabric and decorative style. A \$125 cloth, 106 inches in diameter, is finely hand drawn and shows an amount of attractive hand cut-work on Irish linen cloth. There is a medallion-like figure in the center, and the edges are hand-drawn and hand-scalloped.

A remarkable Philippine Island piece is a tablecloth with rounded corners, very richly embroidered, scalloped on the edge and enriched with a hand-drawn motif consisting of baskets of flowers. This piece is \$100 and we have about a dozen other styles and sizes at as many different prices.

A group of particular charm comprises filet scarfs in four matching sizes—18x36, 18x45, 18x54 and 18x68 inches. To the charm of filet these add the appeal of beautiful hand embroidery. Prices \$25 to \$67.50.

The new Madeira hand-embroidered linens are a wonderful family in themselves. Here the assortment runs from a 6-inch doily up to a 72-inch tablecloth, showing the finest Madeira embroidery work. In addition there are bedspreads, pillow cases, scarfs in various sizes, towels, everything that goes to make a full and fine variety of these dainty goods.

(First Floor, Chestnut)

Women's Smart Duplex Slip-on Gloves at \$1.75 a Pair

In white with spear-point embroidery, and another style, with combination embroidery; or pongee with combination self-embroidery. They look well on the hand, will give excellent service—and may be freshened most easily and satisfactorily with cold water and soap.

(Main Floor, Central)

CHILDREN'S COMFORTABLE WINTER SHOES

Comfortable because they are made with square toes and are fitted on the children by competent salespeople.

High shoes of tan Russia leather or white buckskin, made without boxes in the toes, and with a welted sole. Sizes 7 to 8 are \$7.50 a pair. Sizes 8½ to 10½ are \$8 for tan and \$8.50 for white.

Trot-mocs of tan-grained leather, lace, with welted soles, and no linings. These are excellent school shoes. Sizes 8 to 11 are \$4.50 a pair. Sizes 11½ to 2 are \$5.

(First Floor, Market)

GIRLS' BATHROBES

The new bathrobes for girls of 8 to 18 years are dainty pink or blue elderdrows in solid colors, and blanket robes in rose color, Copenhagen blue and gray. Some are bound with satin, and there are different styles. \$3.75 to \$7.50.

Blanket bathrobes with slippers to match come in sizes to fit 2 to 6 year olds. There are light and dark colors, and they are \$3 and \$3.75.

(Third Floor, Chestnut)

NEW FICTION

"The Yellow Typhoon," by Harold MacGrath, \$1.60. Two sisters, one good and one bad, a murder and the theft of a great inventor's blue-prints are the elements in a story of plot and mystery.

"Ladies-in-Waiting," by Kate Douglas Wiggin, \$1.65. Five of the most characteristic and enjoyable short stories ever done by this writer. They should have a hearty welcome from all who enjoy being entertained.

(Main Floor, Thirteenth)

DORETYPES are one of the specialties of the Camera Store. Persons who have old precious daguerreotypes can have negatives made from them and fresh pictures made from the negative. These fresh pictures, or doretypes, are not only perfect duplicates, but retain much of the old-time air of the originals—an effect increased by their narrow leather frames.

Prices of doretypes are \$8 and upward, according to the work on them.

(Main Floor, Chestnut)

SEAMLESS RUGS FOR THOSE WHO LIKE THEM BEST

We quote prices on the most popular size, in various weaves:

9x12 ft. seamless velvet rugs, \$40.

9x12 ft. seamless tapestry rugs, \$32.50 and \$37.50.

9x12 ft. seamless Axminster rugs, \$57.50 and \$64.50.

9x12 ft. seamless Wilton rugs, \$75 to \$122.50.

(Seventh Floor, Chestnut)

It Is Hard to Keep a Maid These Days, but There Is No Trouble in Keeping a Good Suction Cleaner

Science has gone a long way toward solving the servant problem with

The Washing Machine,
The Dish-washing Machine,
The Fireless Cooker
And The Suction Cleaner.

The electric suction cleaner is one of the greatest of all labor savers, and one of the greatest of all things in the saving of health.

The best moderate-priced suction cleaner that we know of is

The Cadillac Special

which we sell for \$47.50.

Its mechanical perfections are summed up in dustproof bearings, carpet-sweeper brush, dustless dirt bag, slotted nozzle.

It is the perfected result of a quarter century of experimentation. It is easy running, cleans 12 inches of space at a time, is especially designed to do no injury to the carpet, takes up very little space in the closet and is so light and handy that it will clean the first floor, second floor and third floor of your house in the shortest possible time without wearying the operator.

In our Electrical Store, ready for immediate delivery, \$47.50.

(Fourth Floor, Central)

Here's a Man With a Wanamaker Suit That Doesn't Fit



Writing from Pittsburgh, under date of October 10, 1919, his son says:

"This will let you know that my father (now 84) purchased an overcoat from you in 1905.

"In December, 1911, he purchased a black suit.

"At the time of said purchase my father was rather stout—about 200 pounds—while at the present time he weighs only 137; and the o'coat and the suit are too large, and the pants look baggy in the seat.

"What we want to know is, if Wanamaker clothes won't wear out, why in heck don't they shrink with the customer?"

DEAR SIR:

To get a suit that will shrink with the customer you will have to get a suit that is part cotton.

The more cotton, the more shrink.

We can't sell it to you.

(Third Floor, Market)

We sell only all-wool, hand-tailored clothing.

That is why customers write to us and ask how many years longer the suit is going to last.

We have some fine new 1919-1920 suits now.

They will measure up to the expectations of any reasonable man who knows what constitutes sound quality and true fashion in a man's suit of clothes this Fall season of 1919. Prices from \$32 to \$75.

Here, Men, Are Those Fine Two-tone Scotch Madras Shirts

Each year we have made up in our own shirt factory a lot of shirts in which are used the short lengths of our fine custom shirtings. Here is this year's quota, and we don't expect any more.

These beautiful Scotch madras are used in the soft pleated bosoms and soft cuffs, the sleeves and bodies being in some contrasting plain color.

Price \$5 each.

(Main Floor, Market)

For Men Who Prefer Cordovan Shoes

to any other kind, as many well-dressed young men do, we call special attention to two of numerous styles.

Both are high shoes, lace, of course, made on a straight English last.

One model has a straight tip and is \$13. The other has a wing tip and is \$15.

(Main Floor, Market)

Boys' Suits That Can Be Depended On

The best-looking suits can sometimes be untrustworthy. The fine appearance of Wanamaker boys' suits is built on a foundation of sound fabrics and thoroughly good tailoring. That is the only way by which the Wanamaker kind of quality can be put into boys' clothing.

Our new Fall stocks exemplify the Wanamaker idea of good quality in boys' clothing very finely.

We have a particular group of suits with reinforcements at the parts that have to stand the most wear. These are priced at \$16.50 to \$22.50. The full price-range for all our suits is \$15 to \$55. Sizes for boys of 8 to 18 years.

(Second Floor, Central)

A Good Brown Cowhide Traveling Bag for \$9.75

These few words are enough to sell all the bags in this limited lot.

But as a matter of information we may say that it is a roomy, standard shape of bag, with leather corners (the corners and edges sewed), brass frame and khaki colored fabric lining. Sizes 16 and 18-inch.

(West Aisle)

Curtain-Stretchers

The favorite of most Philadelphia housewives is the Wanamaker curtain-stretcher, because of the fact that it stretches the curtain perfectly straight and will not tear or strain it.

The curtain-stretcher is adjustable to any size up to 6x12 feet, has nickel-plated pins that will hold, that will not rip and will not rust.

\$4.50 with easel or \$2.50 without easel. Sash curtain-stretchers for curtains up to 8x5 feet, \$4.

(Fourth Floor, Market)

Diamond Little Finger Rings in Marvelously Beautiful Designs

The fashion for wearing these rings has been decidedly growing lately and, in consequence, they never were as beautiful as they are now.

Some particularly fine examples have lately been added to our collection of diamond jewelry. They are all mounted in platinum, containing from three to seven diamonds, and the workmanship is exquisite.

The least expensive is a three-stone chased box mounting with gallery lines at \$190, and from there prices rise to \$1340 for a magnificent flagree ring with three large diamonds, the two flanking diamonds having a pear-shaped effect.

Or, at the latter price, is a ring with the most delicate cobweb mounting surrounding one very large, handsome diamond.

(Jewelry Store, Chestnut and Thirteenth)

Always Something New to See in the Fur Salons

It is an unusual day which does not see some new and lovely pieces of fur arrive.

All the furs that are fashionable, from the golden brown beaver to the glossy black lynx, are here. And that means a wonderful variety, this season!

There are bewitching little short jackets and smart wraps, there are handsome coats and scarfs of much beauty, and there are all sorts of little furs and novelties.

And what with the hint of Winter in the air, people are buying them now—and wearing them at once!

(Second Floor, Chestnut)

Women's Serge Dresses at \$25, \$27.50 and \$30

When a woman asks herself what sort of dress will serve to wear under a fur coat, to wear to business or to save finer things, you may be pretty sure her answer will be "serge."

At the present moment we have a pretty fair collection of serges at moderate prices. They are in navy, black, taupe and brown; are often braided or embroidered, and the styles are varied enough to offer a pretty wide choice.

(First Floor, Central)

500 Women's Silk Umbrellas to Sell at \$5 Each

If you have tried to buy umbrellas lately you will know that pure silk umbrellas, in the fashionable colors, cost more than this, usually.

These are of firm, good taffeta, in blue, green, purple, taupe and black, and they are finished with handles of plain or carved wood or colored bakelite tops and silk loop cords to match the silk.

\$5 is about the wholesale price today.

(Main Floor, Market)

New All-Wool Plaids at \$2 a Yard

Just as pretty as they can be for pleated or plain skirts, for women's dresses, and several are particularly nice for children's clothes.

In green-and-blue, tan-and-brown, red-and-blue and other combinations, nearly all have an overlaid of gold. They are 42 inches wide.

(First Floor, Chestnut)

TAILORED WHITE WAISTS

Fashions may come and fashions may go, but always there is a certain number of women who will stick to the clean, trim, white waist for common wear.

Here are three linen styles at \$5.50—one with hemstitching, one with tique collar and cuffs and one with a tiny hand edge and a high-love collar.

A thinner linen with hemstitching and dots is \$6.85.

Two madras styles, each \$3.50.

A heavy white Japanese crepe, \$5.50.

(Third Floor, Central)

OLD-FASHIONED CHEMISES

Yes, we always keep a few—we have to for the little group of women who know what they like and insist upon having it, regardless of Madam Fashion's whims.

Of course, these chemises are straight, are of good, firm cambric and muslin and are finished with sound embroidery edges. Prices are \$1.75, \$1.85, \$2 and \$2.60.

(Third Floor, Central)

WOMEN interested in the making of lamp shades may like to know that the silks, fringes, braids, fringes and ornaments—everything that goes to the making of a shade—may be found in the Art Needlework Store.

A class in lampshade making is held every day for the benefit of such purchasers at 30 A. M. to 5 P. M.

(Second Floor, Central)