

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

"We Aim to Make Our Ways of Doing Business a Pleasure to People"

A Room Which Flowers Have Made Sweet

is sweet long after the flowers are gone. The sky glows long after the sun disappears. There are people who visit us that make us feel happier and richer and leave us lonelier and poorer when they go away. Few of us understand each other. Little some people know how dependent we are on something outside of ourselves. Often a single word or look would have changed an entire day. So many of us stand before each other only as closed books—contents unknown. All the summer long we knew when we came near the sweetness of the odorous honeysuckle along the back road or the scent of the magnolia and the smell of the lemon trefolia bushes. Even an old-fashioned shrub gives out of its sweet self to all comers who pass by it. We aim to make our homes and our Store and our ways of doing business a pleasure to people.

John Wanamaker
[Signed]

Oct. 16, 1919.

Animal Scarfs and Other Small Novelty Furs

Such furs and small pieces as these are what many women and girls like to wear now with their Autumn suits, or with cloth frocks—to add a touch of smartness to the costume, and give just the needed warmth. There are small scarfs and throw ties, little novelty collars that fasten high and are finished with furry tassels or pendants, stanning pieces with wide buckles to hold them high in front, and ever so many more. Soft Scotch moleskins, golden brown beaver, natural and taupe squirrel, Australian opossum, Hudson seal (dye muskrat), nearseal (dye coney) and nutria are the furs most used, and you will notice that the furs are always of beautiful quality and most carefully made. \$20 to \$60. (Second Floor, Chestnut)

The New Winter Buttons Have Come From Paris

On handsome wraps and suits and gowns, buttons are often a most important feature these days, at least so Paris thinks, for she has designed some new and most attractive ones to be used on the new Winter costumes. Some are of imitation shell in round and oval effects (and they are most generous as to size, too) and they are distinguished by designs in metal. Others are of dark effects inset with shining pearl, or of composition with colored inserts. New, too, are buttons of shining gold or silver braid, and others of glass or crystal in round or oval or novelty shapes. One little gold triangle button with flower-like dots of pink and blue is particularly pretty. But you will like to choose just what you need for your new clothes. (Main Floor, Central)

The Tiniest Beads Make the New Flat Necklaces

There are several rows of the beads, which go round the neck and are joined in front in one flat pendant-like ornament, and usually finished with fringes of the beads. Not only are the colors charming, but the designs are very pleasing, and there are any number of pretty, unusual effects. Two, three and four colors are sometimes combined in one necklace, and there are several two alike. \$4.00 to \$44. (Jewelry Store, Chestnut and Thirteenth)

Fine Winter Coats Are Coming at Such a Rate

That we are quite sure there is every possible kind that any woman could have in mind. She may, if she wishes, have a good-wearing frieze coat with excellent tailoring, just the thing for every day, for as little as \$25. And there are dozens of other styles in these untrimmed coats between this and \$165. For this latter price one may have lovely everas, palouchie or duvetyne. Fur-trimmed coats start as low as \$50 for some very pretty velours with seal-dyed coney collar, and they go up to \$500 for an exquisite duvetyne with mole fur. There are sports coats, practical coats and the handsomest coats for afternoon and evenings that we have ever had, and they come in at least a dozen materials. (First Floor, Central)



Slips and Dresses and Petticoats, All New and All for Wee Babies

Ever so many of these dear little garments have a bit of hand embroidery by way of trimming, but whether they have, or whether they are otherwise trimmed, they are just the simple, dainty little garments most women want for their children. There are slips and dresses, some straight and some on yokes, some embroidered, some lace trimmed, \$1.25 to \$3.75 each. And petticoats to go with them are \$1.25 to \$3 each. (Third Floor, Chestnut)

Three Cloth-Top Shoes for Particular Women

There is as much difference in the quality of cloth used in shoe tops as there is in the leather used in the vamp. The cloth in these shoes is an unusually fine grade, well known to most women by its trade name. All lace shoes with Cuban heels and blind eyelets. One style has nut brown calfskin vamp, another black calfskin vamp and the third black glazed kidskin vamp. The tops are fawn color. Price \$11 a pair. (First Floor, Market)

More White Cotton Waists

A batiste with hemstitched insertion, price \$5.50. A voile with a shawl collar hemstitched and hand embroidered, \$9.85. Batiste with collar, cuffs and front full of fine Valenciennes, \$10.75. Dotted Swiss with wide frills and hemstitching, \$10.75. (Third Floor, Central)



For Women—Afternoon and Evening Dresses and Suits Both Simple and Fine

Behind the glass doors of the Little Gray Salons there are literally hundreds of

Evening Gowns
Gowns in dark colors—two cases are full of nothing but black and dark blue, sometimes lightened by silver or gold embroideries or opalescent sequins; gowns in the entrancing light shades, such as endless pinks, orchids, white, pale blues and greens. The materials of both dark and light are nets and metal brocades, radium taffeta, Georgette, chiffon velvet and chiffon. A few show the narrow fashionable trains, a very few have fur or ostrich, but all are delightful to think of owning. Prices of these are from \$50 for a simple tucked taffeta to \$700 for an imported gown by Jeanne Lanvin. Other cases again are filled with

Afternoon Gowns
of charmeuse, satin, Georgette and chiffon. These are quite as charming as the evening gowns, though in quieter fashion; being oftentimes of navy, brown and black, though a few are in the lighter fawns, taupes and grays. Most of them are rich with beads and embroidery. Prices are \$27.50 to \$225.

Tricolettes and Fine Cloths
The tricolettes are in navy, taupe, brown and fawn, and a great many of them have the fringe reaching from waist to hem. Others have a great deal of crocheted flit. Velvetene and duvetyne dresses are in enchanting colors—rose shades, deer browns, grays, greens and henna besides the usual dark blues. These show a little fur and much crocheted work, some embroidery and a good deal of metal cloth; even the favored ostrich trimming appears upon some. Tricoettes are braid trimmed and embroidered with wool or silk. So are the finer serges. Prices for these tricolettes and cloths run from \$57.50 to \$300.

Suits, Tailored and Novelty
Silvertone, velour, broadcloth, tricotine, gabardine, jersey, plain and mixed, and palouchie, in tans, browns, greens, blues and black. Rich vests and waistcoats, braiding or fur appear on the novelties. Prices are \$47.50 to \$350. (First Floor, Central)

Between-Season Nightgowns

—that means that they are made of soft cambrie and have tucked yokes with V openings and good embroidery edges. Prices are \$1.65, \$2 and \$2.50. (Third Floor, Central)

Big Velvetene Handbags to Sell at \$5.75

Very large bags, yet so well proportioned as to be pleasing to the eye. The style known as the "service" bag, because of its great convenience for shopping. Made of fine velvetene in black, navy, taupe and brown, with shell-finish frames. Remarkable bags for \$5.75. (West Aisle)

Women's Tape-Border Handkerchiefs

There is such an air of daintiness and refinement about them. Here are some especially nice ones of sheer Irish linen, several styles of tape border and all with a tiny hem, at \$4 a dozen. (Main Floor, Central)

A Little Group of Fine White Dresses for Girls Is Much Reduced—Now \$5 to \$16.75

Some of the dresses need a pressing, some need freshening, but that is all that matters—and that is what has changed their prices so that at present they are just about half the original markings. They are of fine voiles, of crepes Georgette and crepes de chine, and of fine white lawns. Many are hand embroidered most effectively. Others are trimmed with real laces. Some have colored or white satin sashes. All are in such pretty styles it would be an unusual girl who wears 6 to 17 year sizes who could not find something which just suited her. They are party and afternoon dresses and there are seldom two alike. (Second Floor, Chestnut)

Kimonos New From Japan

Charming affairs of silk and challis and silk crepe. The first have sprays of wistaria and chrysanthemums embroidered upon them; the silk crepes are thin enough to tuck into an overnight bag, and are plain or embroidered with butterflies; the challis are the gayest things imaginable. Prices are \$12 to \$60. (Third Floor, Central)

New Books

"The Warlord of Mars," by Edgar Rice Burroughs, \$1.40. A tale of adventure and romance forty-three million miles from earth. "A Woman's Man," by Marjorie Patterson, \$1.60. A clever study of the human spirit, done with ruthless analysis. "Not All the King's Horses," by George Agnew Chamberlain, \$1.75. A novel with a basis of actual facts for its incidents. (Main Floor, Thirteenth)

French War Orphans Made These Beaded Handbags

Beautiful bags they are, too, in their exquisite colorings and soft texture. They are copies of antiques and you can crush one up in your hand as you would a handkerchief. Little draw-string styles that are especially suitable for girls and in light and dark colors for afternoon and evening wear. And for all their beauty and excellence they are only \$16.50. (Main Floor, Chestnut)

BEAD necklaces are having the time of their lives just now and the beads from the East are in as much favor as any of their relatives. The Oriental Store is showing quantities of them at this moment—glass beads, in imitation of jade, turquoise and other stones, being \$1.25 to \$8 a string; and bone beads—white and carved brown—\$2 to \$3.50. (Fourth Floor, Chestnut)

Men's Irish Linen Handkerchiefs—\$3.50 a Dozen

Real linen, the plain hemstitched kind, and at such a moderate price in these days of high-priced linens that it is not necessary to say another word. (West Aisle)

Interesting Prices on Good Toilet Articles

Most of these are Honfeur preparations and from our own laboratory. Violet and L'Empire toilet water, 50c and 85c a bottle. Talcum powder, 10c package. Face powder, 25c package. Skin cream, 35c jar. Youth and beauty cream, 35c jar. Hair tonic, 50c and \$1 a bottle. Bay rum, 60c, 95c and \$1.85 a bottle. Violet ammonia, 20c and 35c a bottle. Lilac and Wistaria Vegetal, 75c. Eau de cologne, 75c. Transparent rose soap, 7c a cake, 80c a dozen. Vegetable oil soap, 8c a cake, 90c a dozen. Hot water bottles, 85c. (West Aisle)

Doretypes are one of the specialties of the Camera Store. Persons who have old precious daguerotypes 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)

What Will a Man Get for What He Pays for a Fall Suit This Season

It is a very natural thing for thinking men to be more particular than ever to look well-into what they are getting for their money when they go to buy suits of clothes this Fall and Winter season of 1919-1920. The more particular they become, the better we will like it, because the hope of all good quality clothing is that there are always enough men to recognize it and to give it the preference. Men's Fall suits of a quality aboveboard are here in ample assemblage. In ready-to-wear clothes there are no better suits anywhere for the prices—\$32 to \$75—because our specifications stand for the limit of excellence in every part from the selection of cloths to the sewing on of the buttons. Nobody can insist upon a higher quality than we do. Nobody, to our knowledge, does insist upon as high. And when you come to look into prices you will find that for real quality clothing there are no prices lower than ours. Young men are especially advised to see the models we have to show them. (Third Floor, Market)

The Boys' Suit Situation in a Nutshell

This season, as in former seasons, there are different kinds of boys' ready-to-wear clothing, but this season, as in former seasons, there is only one kind of boys' clothing here, and that is the Wanamaker kind. There is no better kind made. The new Fall suits are in full assemblage in sizes for boys of 8 to 18 years, at \$16.50 to \$32. One particularly serviceable group of suits with reinforcements at the parts that have to stand the hardest wear are priced at \$18, \$20 and \$22.50. (Second Floor, Central)

For Nut-Cracking Time and Hallow'e'en

The Jewelry Store has some delightful and most practical mahogany nut bowls with silver-plated nut picks and nut crackers and, to make them more complete, some have an anvil and hammer. Also for the Hallow'e'en feast are silver-plated mounted fruit bowls with glass linings, cheese and cracker dishes, compotes, relish dishes, ash tray sets, smokers' sets and "lazy Susans"—all in the same ware. They make very nice gifts and they are inexpensive; for example, \$6.50 for a nut bowl up to \$16.50 for the smokers' set. (Jewelry Store, Chestnut and Thirteenth)

Why Worry About Sugar?—Here Are Molasses and Nut Tid Bits!

Crisp nut squares are a delicious treat—\$1 a pound. Chewy nut candy, \$1 a pound. Coconut strips, 60c a pound. Yellowjack squares, 50c a pound. Salted Jordan almonds, \$1.50 a pound. Roasted Jordan almonds, \$1 a pound. Pumpkin lanterns, 20c, 35c and \$1.50 each. Snapping bonbons, \$2 and \$3 a dozen. Jack Horner pie, for the Hallow'e'en table—with 12 favors, \$8 each. (Down Stairs Store, Chestnut)

A New Carload of America Bicycles

Choose from either black and white or red and white finish and the following models: Men's models, 20 and 22 inch frames, \$40. Arch-bar models, 20 and 22 inch frames, \$42.50. Women's models, \$42.50. Junior models for boys and girls, \$35. Bicycle tires, 20, 24, 26 and 28 inch, \$5 to \$9 a pair. Bicycle lights, \$1.50 to \$5. Bicycle bells, 25c to 75c. (The Gallery, Junior)

Now Men Can Get Chapeaullets in Brown

Chapeaullet, the featherweight soft hat, has become so popular that every little while we add a new color to the already large assortment. The newest is a rich shade of brown. There are also pearls and grays in several shades, green and beaver. Price \$5. (Main Floor, Market)

Extra Fine Two-Tone Scotch Madras Shirts at \$5

Each year we have made up, in our own shirt factory, a lot of shirts in which are used lots remaining of our fine custom shirtings. These beautiful Scotch madras are used in the soft pleated bosoms and soft cuffs, the sleeves and bodies being in some contrasting plain color. (Main Floor, Market)

Men's Good Half Hose From Five Good Countries

England, Scotland, Ireland, France and the good old U. S. A. have contributed to our stocks of socks. Here are plain, everyday half hose, sports hose and fancy kinds. Cotton are 35c to \$3. Mercerized are 45c to 85c. Merino and wool are 50c to \$4.50. Plain silks are 65c to \$2.75. Clocked silks are \$2.50 and \$3. Fancy silks are \$3 to \$6. (Main Floor, Market)



China and Her Rugs

The wonderful peace-loving old land of China holds an honored place in the textile world, as witness these, her rugs. The Chinese were amongst the oldest, if not actually the oldest, masters of dyeing. Even the Persians learned from them and improved upon the knowledge, so that fine Persian rugs surpass all others in loveliness and time-defying colors. In rugs, the Chinese weavers hold to a comparatively few shades, notably blue, golden brown, orange and soft pink in various combinations. Of late they seem to be turning out rugs of heavier weight and closer texture. At least the pieces shown in this Oriental rug event would indicate as much. They are remarkably substantial and the choice of sizes, colors and patterns is broad and fascinating. For many schemes of decoration a Chinese rug fits in as no other rug will. Many a dining room, drawing room, bedroom or guest room would seem so much finer and richer and more satisfying with the addition of one of these pieces.

There are all sizes from mats to carpets 15x20 feet, with a plentiful selection of pieces 9x12 and 8x11 feet. Prices, \$25 to \$2500, present a considerable saving from prevailing market values. (Seventh Floor, Central)

Axminster Rugs for Service

Not only famous for their durability, but liked because of their rich colorings and pleasing designs, many of which are in Oriental effect. 9x12 ft., \$48.50, \$57.50 and \$64.50. 4.6x7.6 ft., \$16.75 and \$18. 8.3x10.6 ft., \$42.50, \$48.50, \$52.50. 3.6x7.0 in., \$8 and \$10. and \$57.50. 27x54 in., \$4.75 and \$6. 6x9 ft., \$23.50, \$30 and \$34.50. 9x15 ft., \$72.50. (Seventh Floor, Chestnut)

Will You Have the Needed Blankets and Quilts When the Need Comes?

The need for plenty of good warm blankets and quilts may make itself felt all of a sudden. Anybody who is not ready for the possible emergency and who wants to be well furnished our Bedclothing Store equipped with the largest supply of these goods in our history, all at the lowest prices, quality considered. We have good blankets in a large variety of grades at \$7.50 to \$45 a pair, according to size and quality. Wool-filled quilts in a wonderful choice of coverings, colors and patterns at \$10 upward; and down-filled quilts beginning at \$12. We make all our own down-filled quilts and the greater number of wool-filled quilts that we sell, and we have never been so busy keeping up with the demand for them—a sure result of making them a little better than any others at the same prices. It is good to buy blankets and quilts when you need them, but it is better to buy them before. (Sixth Floor, Central)