

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  
Showers

# October Winds Are Back and Warmer Clothing Comes to Mind Again

## The Western World Was Found and Its Institutions Begun

by men who believed in things unseen.

The Mayflower followed the Santa Maria.

The discovery of floating branches and trunks of fallen trees encouraged Commander Columbus. Faith and fortitude, and a profound belief in Divine leading, brought the band of Pilgrims led by John Carver, John Alden, William Bradford and Isaac Allerton.

The influence and the labors of others, to us unseen, are perfecting inventions and working out policies of commerce, finance and statesmanship for the betterment of the world.

The invisible work under the City Hall, with its unfinished pieces of stone and iron on the surface, is only a suggestion of what is going on below ground in the new building of the Subway.

So is it almost always that men must be hammered into shape to fit into the improved city and its enterprises.

*Joe Wanamaker*

[Signed]

Oct. 17, 1919.

## In Face of All Conditions These Are Moderately Priced Silks

If the same silks had been marked such prices a few years ago we would have thought them high priced, and they would have been. But times have changed.

The twisted weave silks, such as crepes de chine and silk voiles, are scarcely to be found now in the mills at all.

Dark-colored striped messalines and taffetas, especially desirable for dresses, skirts and blouses, 36 inches wide, \$3 a yard.

A small quantity of all-silk voile, 40 inches wide, \$1.50 a yard. In green, brown, gray and some black. Usually \$1 a yard more.

Also a fine variety of Fall colorings in striped, check and plaid taffetas and messalines at \$2.50 a yard. These are most popular and fashionable.

Crepes de chine and crepes meteor, 39 inches wide, \$2.25 a yard. The color line is by no means complete, hence the very small price.

(West Aisle and First Floor, Chestnut)



## A Particularly Attractive Group of Dress Hats at \$15

Charming new Winter dress hats—just out of the workroom—and smart, new and delightful, every one!

First off, the hats themselves were the result of an unusual purchase—and there are hats in the group for which the regular price of the untrimmed hats would be more than \$15. Lustrous hatter's plush and velvets of rich quality made them, the shapes are unusually large and the styles are both new and smart.

The favorite trimming of the Winter is used—ostrich feathers, curled and uncurled, with perhaps a ribbon bow or two in just the right place for effectiveness.

Black hats predominate, but there are taupe and blue and purple hats also.

No two are alike, and as each seems more charming than the other, choosing will be a pleasure.

(Second Floor, Chestnut)

## Warm Knitted Things for Baby's Comfort

New afghans for his perambulator, and to keep him warm when he takes the air, are in white, pink and blue, some satin backed, and are \$4 to \$8.

Mittens for his little fingers are 30c to 50c.

And socks are 30c to \$1.25 a pair.

Dear little caps are 85c to \$1.50.

White angora caps are \$3 and \$4.

Knitted sacques in many dainty styles are \$1.25 to \$3.75.

Drawer leggings, \$1.25 to \$4.50 a pair.

(Third Floor, Chestnut)

## Tomorrow Will Be a Fine Day for Girls and Young Women to Choose Their New Dresses, Suits and Coats for Winter

Full and fine assortments—hundreds of brand-new garments from which to choose—pretty styles that you'll not find elsewhere—surprisingly moderate in price for clothes of such good fashion and quality—all these make the Young Women's Salons a place of particular interest for everybody in search of new Winter clothes.

### It's Time for New Serge Dresses

\$27.50 for brown or blue serge frocks in a new style with round neck, silk braid and buttons for trimming and fastening at the side.

\$32.50 for another fetching style, in dark blue, of good serge, planned on long straight lines and button trimmed.

\$35 for blue serge dresses with pointed peplums and rows of black silk braid for trimming.

\$39.50 for a particularly youthful and becoming new dress with accordion-pleated skirt and Russian blouse trimmed with wool embroidery in tan and blue.

Other serge dresses \$40 to \$75.

### If She Is Thinking of a Trim New Suit

Here is a group of new models—not expensive, but new in style and excellently tailored.

\$37.50 for a sport model of brown burella cloth—a suit useful for all 'round general wear. It is lined with silk, trimmed and finished with belt and pockets.

\$43.50—velour suits in the new reindeer brown, dark brown and navy—suits for better wear; made with collars to be buttoned high and belted at the waist with the popular narrow belt.

\$45—an effective new model of silvertone velour in oxford gray in a youthful sports style.

\$46.50—a charming new style in velour with blouse jacket, with tiny tucks and just enough hand stitching to give it distinction. In brown and dark blue.

\$60 for a very well-tailored sports suit of a fine wool mixture, in dark colorings, made with pleats and belts and pockets.

Other suits \$40 to \$85.

### One Cannot Get Along Without a Warm Coat

When Winter breezes blow a warm coat becomes a necessity.

\$28.50 for a surprisingly good, practical coat of

(Second Floor, Chestnut)

## Splendid Fur Coats for Women

There are no two alike among the finer novelties in the Fur Salon; but each is beautiful enough and rich enough for a princess. Consider, for instance:

A mole coat with a blouse back, a muffler shawl collar and extended skirt. The cuffs are oddly strapped. The price is \$850.

An Alaska seal coat—a perfect thing in texture, color and effect, giving, as it does, an oval silhouette. It is \$1450.

Another Alaska seal coat is a straight model, with a big skunk collar, \$1350.

A Hudson seal (seal-dyed muskrat) has an immense collar and cuffs of clear gray Australian opossum. This has no buttons, but a sash fastening, \$750.

Another Hudson seal (seal-dyed muskrat) has a broad-tail collar, sleeves and fronts, and costs \$1050.

Two magnificent mink coats are almost as soft and dark as sables. One has a great muffler collar and kimono sleeves, and costs \$2250, and one has a deep yoke, the coat below it rippling. This is \$4500.

(Second Floor, Chestnut)

## Women's Winter Riding Habits

The Little Gray Salon devoted to them is showing the new things, beginning with two styles of habits at \$38.50 and \$40.

The first has a belted coat and may be had in chevrot, tweed and homespun; the second has a fitted coat and is made of chevrot.

Other habits are of tan whip-cord, price \$42.50; and Oxford gray mixtures at \$50, and the finest of all—meltons at \$85.

(First Floor, Central)

## Practical Tan Shoes for Children

Sturdy, excellently made high shoes—the right sorts for the winter season.

Trotmocs of heavy grain leather, russet color, lace; sizes 8½ to 10½; price \$4.50.

Tan Russia lace shoes.

Sizes 8½ to 10½; prices \$5.25 to \$6.50.

Sizes 11 to 2; prices \$6 to \$8.75.

Girls' sizes, 2½ to 7; prices \$8.50 to \$10.

All these shoes, please note, are built with the sensible square toes.

(First Floor, Market)

## Corset Covers

We don't often mention them, but we should, for they are almost as much worn as they were before the chemise came into such favor.

Cambric corset covers with scalloped embroidery, \$1.

Nainsook with hemstitched casing run through with ribbon, \$1.25.

(Third Floor, Central)



silvertone velour, belted at the waist and half lined with satin. Blue or brown are the colors.

\$37.50 for melton cloth coats made to button high for Winter protection. Button trimmed, belted and half lined with satin and in dark blue.

\$39.50 for velour coats in dark blue, lined throughout and finished with large shawl collar.

\$43.50 for silvertone velour coats in blue or black, with box pleats in the back and large collars.

\$67.50 for attractive coats of fine silvertone velour with great shawl collars of glossy Hudson seal (died muskrat). In blue or golden brown.

Other coats \$40 to \$150.

All in 14 to 20 year sizes.

## Most Fascinating Are the New Vests

There have just arrived some of soft, chamois cloth, others of duvetyne, broadcloth, tricotette and gorgeous tinsel brocades.

Each and every one has an individuality and quite new features. The necks are round or square and there are also very high collars, some surmounted by still higher ruffs, \$4.50 to \$27.50.

(Main Floor, Central)

## New Chiffon Veils in Twenty-two Colors

The deep hemstitched borders are of a contrasting shade or color, making a very pretty effect.

Such a veil would make a delightful addition to the wardrobe of any woman who motors or who expects to travel at all this Winter. They are \$6.75 each.

(Main Floor, Central)

## A New Wool Slip-On for Women

It is of soft wool, made in a vertical stitch, with belt, collar and pockets of different colors. It can be buttoned high at the neck if desired.

Black with white collar, white with reindeer collar, turquoise with coral collar, camel with coral collar, Copenhagen with camel collar and navy with camel collar.

Price \$16.50.

(First Floor, Market)

## 1000 Men's and Women's Umbrellas Remarkable at \$2

In fact, we know there are precious few umbrellas on the market today to sell for \$2. These are a late shipment of a very early order.

The covers are strong twisted cotton with a tape edge and they have strong paragon frames. The women's styles have plain and carved mission wood handles with loop cords. Those for men have plain or carved mission wood handles and also some of boxwood and furze.

(Main Floor, Market)

## We Are Selling More Plaid Skirts Than Ever

New tomorrow are some especially pretty wool plaids in a slightly gathered style, with two large gun-shaped pockets and a belt, both with button trimming.

They are particularly good skirts for everyday wear with any kind of a blouse and coat and they come in such popular color combinations as gold-and-blue, blue-and-green and brown-and-green. All sizes at \$16.50.

(First Floor, Central)

## Good Queen Mary Bath Soap \$1.50 for a Dozen Cakes

We know it is pure, for we know what is in it—for it is made especially for us.

Queen Mary Bath tablets, in violet, rose or verbenascent, 12½c a cake, \$1.50 a dozen.

Queen Mary transparent soaps, much liked by many people at this time of year—violet or rose-scented, 12½c a cake, \$1.50 a dozen.

(Main Floor, Chestnut)

## Furniture That Links One Up With the Ages

### The Sale Comes On Next Monday

There is a thrill in being brought into intimate contact with the old court cabinet-makers of Europe. One cannot help feeling it in looking at the wonderful collection of ancestral furniture that we are getting ready to put on sale next Monday.

If ever there was furniture in Philadelphia destined to become historic—in the sense of becoming a prized family possession—this is it.

The sole reason why we have such a large collection to sell for one-third less than the maker had marked it is because it is too fine, too beautiful, too rare in artistry and historic charm to be commercial. This is not "period" furniture in the ordinary sense at all. Every piece of it is twin brother (or

sister) to some original old piece seen in some European museum or private collection. It was from such sources that the maker got all his models; and he made furniture exclusively for high-class decorators and to special order.

No such carving, pierced work and marvelous finish has ever been seen on any furniture we have ever shown—and certainly no such purity of line and contour.

The sale of this unduplicable collection on next Monday, October 20, will be an event of great interest in the furniture world.

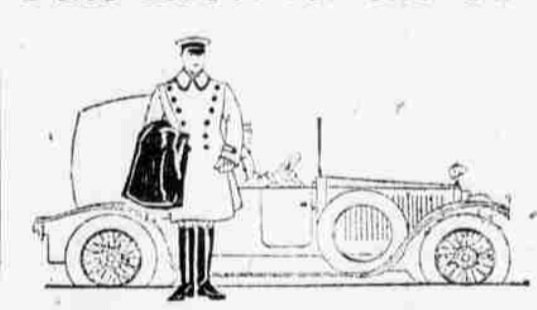
For many it will mean the chance of a lifetime to pick up something to use, to enjoy and to pass down the family.

## Men, This Is About as Short as We Can Put It—and as Straightforward

Our Men's Clothing Store claims to be ready tomorrow to show any reasonable man that he will find here the best ready-to-wear suits to be found anywhere at the prices—\$32 to \$75.

(Third Floor, Market)

## Fine Robes for the Car



Light but warm plush robes in beautiful combinations of blue, purple, white, moss-green, maroon, pink and terra cotta. Especially designed for closed cars. \$25 and \$40.

Other excellent robes for town cars are of mottled plush in rich shades of russet brown, tan, horizon blue, moss green and steel gray. \$35 to \$50.

Finer robes of silver-gray plush with gray Bedford-cord backs, or brown plush with brown Bedford-cord backs, at \$85.

Brown and mole-color heavier fur cloth robes with Bedford-cord backs, \$57.50.

Seal modeled silk plush robes with Hudson seal (died muskrat) backs, \$70 and \$75.

Australian opossum robes with dark kersey cloth backs, \$165.

Foot muffs to match the finer robes, \$20 and \$25.

(The Gallery, Chestnut)

## New Washable Chamois Gloves for Women

In natural chamois color and finished with spear point embroidery.

One style has just one large pearl button for fastening and is out-seam sewn. It is \$3 a pair.

Another style has two pearl buttons and is pique sewn—it is \$3.25.

(Main Floor, Central)

## Hand Bag Styles May Come and Go

but the popularity of the pin-seal handbag runs on forever.

In view of the limited supply of seal leather, we are fortunate to have such a good assortment of these bags at moderate prices.

Pouch and envelope shapes, large and small; all of them silk lined. Some with inner frames; some with purse and mirror; some with outside pockets.

Prices \$5.50 to \$10.

(Main Floor, Chestnut)

## Fine Wool Velours

Plain colors and silvertones. New shipments give us a splendid assortment of the favored shades. Reindeer, beaver, brown, navy, Pekin, gray, dark green and black. Prices \$5 to \$6.50 a yard.

(First Floor, Chestnut)

## Men's Solid-Color Shirts of Woven Madras

Most men like a few solid-color shirts in their chiffoniers, and here is a fine, fresh lot for Fall and Winter.

Soft-cuff, plain negligé style, made of an excellent quality of madras in light gray, dark gray, green, blue and pink.

Price \$2.50.

(Main Floor, Market)

## Men's Redleaf London Neckties at \$1

Dollar ties from London are out of the ordinary these days of the dwindling dollar.

These are of good silks and in a good range of patterns.

Also a new lot of the 65c ties that are so popular.

(Main Floor, Market)

## So Many Different Kinds of Men's Soft Hats

means that every man who comes into this Men's Hat Store will find the hat that suits his face, his fancy and his purse.

Everything from the fine featherweight soft hat to the heavier, shaggy soft hat, in a great variety of shapes and colors.

Prices \$5 to \$12.

(Main Floor, Market)

## Men's \$1 Handkerchiefs \$10 a Dozen

This price holds good only for those sold by the dozen, otherwise they are \$1 apiece.

They are a beautiful medium-weight Irish linen with hand-rolled hem and either flat or hairline tape borders.

Hand-embroidered block initials, monogram or autograph, make them even more acceptable as gifts.

(West Aisle)

## The Boys' Day and the Boys' New Suit

Everything needed to make boys' ready-to-wear suits of the finest kind has gone to the making of the boys' suits which we have ready tomorrow in full selection, and they are going to prove it in the wear as surely as they prove it in their looks.

Norfolk in all desired styles, fabrics, colors and patterns, in 8 to 18 year sizes, at \$16.50 to \$32.

Suits specially reinforced at parts subject to hardest wear, \$16.50, \$18, \$20 and \$22.50.

(Second Floor, Central)

## Yellow Jack Squares 50c a Pound

One of the delicious old-time sweets which never loses its popularity is yellow jack—and just why you can fully understand after you've tasted one of these yellow jack squares! 50c pound.

Crisp nut squares are delicious, too—\$1 a pound.

And the best salted almonds you've ever tasted are \$1.50 a pound.

(Downstairs Store, Chestnut)

## Shoes

There's a good deal of embroidery on the stories that are being published about shoes. Of course, shoe prices are higher than they used to be. So are the prices of everything else.

But you can still buy good shoes at a fair price.

For example, this Shoe Store has men's shoes at \$7 to \$17 and women's shoes at \$7 to \$19. Now, either \$17 or \$19 is a pretty stiff price for a pair of shoes, but please bear in mind that these are very fine shoes, the kind that have always been bought by people who consider price last.

\$7 is not a high price for a pair of shoes, nor is \$8, or \$9, or \$10—as shoe prices go now. And we have a very large and satisfying assortment of good Fall and Winter shoes at these prices for men and women. All styles, from the fashionable to the conservative, and all leathers.

On Saturdays we have a greatly augmented sales force to take care of the unusual crowds, so count on good service.

(Men's Shoes, Main Floor, Market)  
(Women's Shoes, First Floor, Market)