

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

There's an Engaging Freshness About These New Autumn Stocks

As if It Were Its Bridal the Autumn

puts on its most gorgeous apparel and lays lovingly its leaves and some of its seeds and acorns upon the bosom of Mother Earth to warm the beds of the wild flowers and to preserve the keys to the forests of the coming years.

So do the valleys and hills and mossy banks of streams with their forests beyond become transformed into schoolhouses that mankind may learn that everything is going on with a careful and conscientious purpose and in arithmetical order.

No one knows all that is hidden in this old earth and in the sky over our heads, nor has any man as yet fully measured the capacities of man.

We are endeavoring to reconstruct the organization of our schools of training and restore the quality of service that the exigencies of war and its sudden necessities tore down when so many of our people were obliged to go.

(Signed) *John Wanamaker*

Oct. 21, 1919.

Those Pile Fabric Coats Are Here at Last

as women who have been waiting for them will be glad to know. They are scarce and hard to get, but we have about fifty in for tomorrow.

The plush coats are unusually long-piled—a good seal color, and are made exactly like fur coats—

long and full with high collars and big belts and linings of printed silk. Prices are \$115 and \$125.

The caracul cloth coats are in two styles, one long, full and belted; the other a decided dolman with a double cape effect in the back, \$135 and \$145.

(First Floor, Central)

New Dark Blue Serge Dresses for Younger Girls

Some of the clever dressmakers for little girls have made surprisingly interesting and different new dresses of dark blue serge for Winter use.

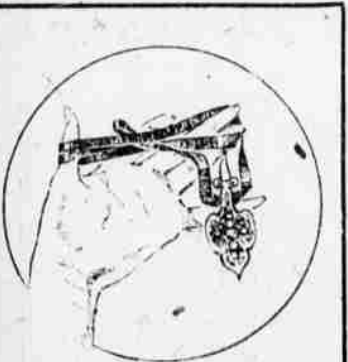
One dress, at \$22.50 has enough hand embroidery in bright color to make it particularly pretty, and a colored linen collar by way of finish. The skirt is gathered on a yoke with little tucks.

Mothers will approve the good serge in the \$27.50 dress, which has a straight, long waist and little collar and cuffs of frilly white dimity.

And at \$28.50, another blue serge dress has wool embroidery defining the waist line with gold ribbon run through, round neck and gathered skirt.

Other dresses, \$23.50 to \$37.50, all in 6 to 14 year sizes.

(Second Floor, Chestnut)



Lacy Designs and Sparkling Stones Make the New Rhinestone Jewelry Lovely

More lace-like than ever in their delicately wrought designs are the new rhinestone pins and ornaments. In most instances the rhinestones, set in sterling silver, are used alone to secure the best effects, but sometimes the rich blue imitation sapphires are introduced with charming results.

The new bar pins are \$7.50 to \$24.
Rings, \$2 to \$11.
Veil pins, \$1.25 to \$7.50.
Pendant sautoirs, \$9 to \$30.
Sautoirs with rhinestone lockets, \$20 to \$33.
Bracelets, \$7 to \$24.
(Jewelry Store, Chestnut and Thirteenth)

Treo Elastic Hip Confiners

Women like them for regular wear and they are comfortable for dancing or negligence. They clasp in front and are closed in back.

\$4. Treo elastic hip confiner, twelve-inch length, medium hip and back. In pink or white.
\$5.50. Treo models, 14-inch length, elastic hip confiner for slender or average figures. Pink only.
\$5.50—model for tall figures, long skirt, elastic hip confiner—finished in front with white coutil.

\$10. Treo hip confiner of pink broche and elastic, long skirt, for tall figures.
(Third Floor, Chestnut)

Evening Slippers

The Exclusive Little Boot Shop has the favorite kinds for this season.

Black and white satin slippers at \$12 and \$13.

Black velvet at \$15.

Silver and gold at \$15.

Besides black and white satin with low French heels, at \$13.

(First Floor, Market)

Dark Waists of Georgette

are greatly in request to wear with dark tailored suits. Browns and navies naturally predominate among the colors, but there is a long list of styles—with trimmings of beads, of braiding and hand embroidery, of real filet and of Georgette of contrasting color. Necks are V, square and round, the few plainly tailored sorts having high necks.

Prices are \$8.50 to \$38.50.
(Third Floor, Central)

Crepe de Chine Bloomers

A very simple good sort with tiny self-frills and no trimming at all is \$4.50.

Another with lace and tucks is \$5.

All of them are pink.
(Third Floor, Central)

Silk Chemises and Nightgowns

Some charming ones have just been received in the French Room.

Materials are pink crepes de chine and wash satins, with laces and stitchery for ornament. The envelope chemises are \$5.75 to \$14.50; and the nightgowns, \$12.75 to \$35.
(Third Floor, Chestnut)

Splendid Shoes in the \$10 Group for Women

Right in fashion, with their long vamps, narrow toes, slender lines and tall, laced tops. All new styles this season.
Dull black calfskin with straight tip and Cuban heel.
Dull black calfskin with indicated wing tip and military heel.
Tan calfskin with tan cloth top and Cuban heel.
Dull black calfskin with gray cloth top and military heel.
Patent leather with light gray cloth top and Louis heel.
\$10 a pair for any of them.
(First Floor, Market)

It Would be Difficult to Say Which Furs Are Most Fashionable

this Winter because the list would be so long! From the golden brown beaver to the lustrous black seal, almost every good fur is included in the list, which means that every woman may wear the fur which appeals most to her taste and is most becoming, which is a most satisfactory arrangement, to say the least.

And what with almost every day bringing some new pieces and the already excellent stock now here, the Fur Salons are full of all sorts of new and fashionable and interesting pieces. Handsome coats and wraps, smart novelties, capes, stoles, collars, scarfs and muffs are all here.

And you are absolutely sure of all the furs which come from the Wanamaker Salons.
(Second Floor, Chestnut)

Why Do People Rave Over Old Cupboards and Things?

AS a rule they KNOW why, although sometimes they find it hard to explain. As well ask, why do people read history, or why do they like to read novels of old times in which never a locomotive, to say nothing of a motor or an airship, has any part?

There is good reason for liking "old cupboards and things" because they are beautiful, if one has the vision, and also they are a part of history. Of course, not everybody has the vision, so that for them old times and old-time things hold neither charm nor instruction. But always there are lots of people

who have the feeling for such things and usually they are very interesting people.

We wish we had more rare and beautiful old-time things to show them, but at least we are glad we secured this large collection of rare old furniture reproductions of which we are now disposing at a very unusual reduction from the prices they were originally intended to sell for.

Each of these pieces is a replica of a rare old original seen in some European collection.

The collection as a whole is typical of many decorative epochs, from the Italian renaissance
(Fifth Floor, Chestnut)

down to late Georgian. All the pieces are individual things of unmistakable distinction, most of them suitable for halls, libraries, living rooms or dens, such, for instance, as quaint fireside benches with carvings in relief, reproductions of old-time carved oaken chests; fine chairs, among them some of the high-backed type of the Queen Anne period with handsome carvings and pierced work; also some finely lacquered and decorated pieces. It is a rare opportunity to be able to choose from such a collection at one-third less than these pieces were intended by the maker to be sold for.



The Men's New Winter Overcoats

have a look of manliness and comfort.

All of these coats have the good, wide, convertible collars. They are made single and double breasted, mostly with belted backs, cuffed sleeves and many show novel touches in the style of the pockets.

There is a good selection of the really desirable overcoat colors—greens, browns, grays in the standard dark shades as well as in striking and unusual tones. The assortment is most attractive and includes all sizes. Prices begin at \$38 and go to \$100.
(Third Floor, Market)

Men's Woolen House Gowns From London

Their warmth is very agreeable, these cool evenings, and their style is good at any time.

Chiefly in plain colors, though a few have faint stripes.
Price \$25.
(Main Floor, Market)

Men's Extra-Size Handkerchiefs \$7.50 a Dozen

This shipment, just in, is entirely of these good, practical extra-size handkerchiefs. They are in plain hemstitched style with 1/4 or 1/2 inch hems, and you may look the town over before you find their equal at their prices. 65¢ apiece—\$7.50 a dozen.
(West Aisle)

If You Want Wilton Rugs Better Buy Them Now

The best factories have not yet been able to speed up production to meet the demand. Of certain grades, we could sell more than we get. The only reason there is ever any surplus of them is because some people are not willing to wait for the new lots, but take something else.

Just now there happens to be a good selection.

9x12 ft., \$75, \$92.50, \$112.50, \$123 and \$165.
(Seventh Floor, Chestnut)

8.3x10.6 ft., \$86.50, \$102, \$108.50 and \$112.

6x9 ft., \$48.50, \$77.50 and \$102.

Axminster Rugs

9x12 ft., \$48.50, \$52.50, \$64.50 and \$72.50.

8.3x10.6 ft., \$42.50, \$52.50 and \$64.50.

6x9 ft., \$23.50, \$30 and \$34.50.

Body Brussels Rugs

9x12 ft., \$72.50 and \$75.

8.3x10.6 ft., \$45 and \$52.
(Seventh Floor, Chestnut)

Five New Books

"The Raincoat Girl," by Jennette Lee, \$1.60. The girl is another figure to add to Mrs. Lee's group of wholesome and lovable women.

"Joy in the Morning," by Mary Raymond Shipman Andrews, \$1.75. A collection of short stories dealing with the European War, and in the same exalted mood which readers associate with the writer's "Perfect Tribute."

"Free Air," by Sinclair Lewis, \$1.75. A good American love story.

"The Bells of San Juan," by Jackson Gregory, \$1.75. A story of the Southwest with a heroine worth knowing.

"The Law of the Gun," by Ridgewell Cullum, \$1.60. A dramatic tale laid in a Western mining camp.
(Main Floor, Thirteenth)

200 Dozen Fine Linen Napkins at \$10.75 a Dozen

For good looks and good service these are napkins of the most desirable kind and really exceptional at the price as napkins go today. They come from an Irish maker who puts real quality into his goods.

A fine assortment of patterns, 22x22 inches, to select from.
(First Floor, Chestnut)

With Long Gloves So Much in Demand—

it is good news to be able to tell of these new duplex cotton gloves, with chamois finish, in the popular lengths.

They are all in snowy white, with combination black and white embroidery on the backs.
Eight-button length, \$2 a pair; 10-button length, \$2.25.
Wash them with soap and water when they are soiled.
(Main Floor, Central)

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Wash them with soap and water when they are soiled.
(Main Floor, Central)

Women's Silk Stockings at Less Than Today's Mill Price

First-quality, pure-dye, full-fashioned thread silk hose with mercerized cotton tops. The kind that wears so well.

In black, white, cordovan, navy, bronze and dark gray.
Price \$1.75 a pair, which is less than the mill will sell them for now.
(West Aisle)

Chilly Mornings Suggest Making Warm Bathrobes

Double-faced eiderdown is so soft and cozy that most people like it better than anything else. The price is 75¢ a yard.

Blanket robes of the same material with cord and tassels and frogs complete in a box, \$5.50. These are often given as Christmas presents.
(First Floor, Chestnut)

Shetland Wool Jackets

Useful round the house on chilly days, and equally useful inside one's coat when the latter isn't heavy enough. In pale blue, rose, maize, lavender and deep blue, \$21.50 each.
(East Aisle)

Kewpie Pumpkins Are New

Great, golden yellow pumpkins, with a beaming kewpie on the lid—use them for table decorations and to hold fruit and nuts, \$1.50 and \$3. Pumpkin lanterns for decoration, 15¢ to \$1.50 a piece.

And nut candies of all kinds, to grace the Halloween feast—50¢ to \$2 a pound.
(Down Stairs, Store, Chestnut)

A Really Wonderful Stock of Small Boys' Overcoats

Small boys means any chap of three to ten years. The overcoats we have to show this season for lads in that class are simply fine.

In quality they begin with the good, sound, warm garments and go up to the finest and most luxurious fur-collared ones. Made in double and single breasted styles, with belts, and all well lined with warm woolen linings.

Collars are of the good button-up, convertible kind that keep a little chap well protected in the worst weather.

Full selection of colors, all in excellent woolen overcoats, fancy mixed colors and plain blues, \$16.50 and \$40.
(Second Floor, Central)

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(Second Floor, Central)

2000 Pair Filet Net Curtains at Last Season's Prices

Nevertheless they are all new this Fall, and they are in the most attractive file patterns.

Filet net is one of the few kinds of curtains that look well throughout the house, and they are among the most satisfactory of all.

In white or beige, \$2.25, \$2.50, \$2.75, \$3, \$3.25, \$3.50 and \$4.50 a pair.
(Fifth Floor, Market)

Small Boys' New Suits in Oliver Twist Style

It is such a becoming style, and one that permits of so many variations, its popularity is quite readily understood.

Some of these new suits are all in white, some have white waists with colored trousers, some are all in colors.

There is pique, chambray and poplin for choice of cottons, some have hand stitching, some are smocked, some have sailor collars, some are scalloped, some have frilled collars and cuffs.

All white, blue, tan, brown, rose and green shades.
\$3 to \$7.75—3 to 5 year sizes.
(Third Floor, Chestnut)

The Time Is Now and the Blankets Are Here

If you are at all likely to need new blankets this Winter you should buy them when selections are at their best.

You will gain nothing by waiting and you might possibly be disappointed. We have a large stock of blankets of the most trustworthy kind, beginning at \$7.50 a pair for blankets containing a small percentage of wool and ranging up to \$45 a pair for blankets of the superfine kind. Between these we have as ample a variety at various prices as anybody can desire. We give preference to blankets that are made essentially for comfort and serviceableness, also for sightliness, believing these to be the fundamentals of good quality in such goods. If these things, coupled with the lowest prices practically possible, appeal to you, this is the Store to come to for blankets.

Being quilt-makers, we have a stock of these goods with which, we are assured, no other stock compares in size and variety and desirability at the prices. Wool-filled quilts, \$10 to \$67.50; down-filled quilts, \$12 to \$45.
(Sixth Floor, Central)