

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
Rain

Well Prepared With Winter Clothing of the Dependable Kind

Four Well-Remembered London Kensington Palace Exhibitions

were held in the eighteen-seventies:
—the Inventories (Inventions)
—the Healtheries (Sanitaries)
—the Fisheries (Water Life)
—the Colonials (Provinces)

To the visitor it seemed as if he were on a turnpike, walking around the globe, and at the tollgate the ticket he received was a passport over all the world.

There are few books, magazines or newspaper articles that are as educative as the pictorial volumes picturing scenery, buildings, people, costumes, customs, furniture, kitchen utensils and tools.

The old-time Franklin Institute Exhibitions, the last of which was held in the old freight station on this site when it was first vacated by the railroad, did more to make people acquainted with Philadelphia's enterprise than anything else, except the Centennial Exhibition at Fairmount Park, which revived industries all over the United States by what was learned of what the entire world was doing in fashions, fabrics and house decorations.

Philadelphia is sadly in want of such an exhibition building now. The armories are not sufficiently attractive to show off the Philadelphia productions.

The subject of the Sesqui-Centennial in 1926 will require prompt beginning.

If Philadelphia does not want to celebrate the 150th anniversary of the work of 1776, no doubt some other city will take it up, or the government at Washington may locate it at the capital of the nation.

It will need to be made ready in 1925. Five years and a fraction of this year is a short time for such a herculean undertaking. It took between seven and eight years to make the preparations for the Centennial and two years to make the necessary buildings in the Park. It took seven years to complete this Store building in sections.

(Signed) *Joe Wanamaker*

Oct. 24, 1919.



Fox Furs

When a woman wants just one piece of fur to serve both as a finish and for warmth, it is ten to one that she will choose fox.

The Fur Salon has fox neckpieces of the simple animal type in the four fashionable colors—brown, black, taupe and pointed—at prices varying from \$40 for brown to \$150 for pointed.

Sets for the few who wish muffs as well as neckpieces are \$125 to \$285.

(Second Floor, Chestnut)

Fine Velvets

This newest shipment brings the 18-inch paven velvet in about 50 shades, including white and black. Many women are asking for these velvets now for millinery and trimmings. They are \$3.50 a yard.

Also more of the beautiful wide chignon velvets, 41 inches, have come. It is hard to get enough for all the gowns and wraps in preparation. There are altogether about 30 shades in these—light and dark colors and the newest and prettiest for this season. These are \$9 a yard.

(First Floor, Chestnut)

Of Newest Fashion Inspirations, Rich Fabrics and Lovely Furs Are the Charming New Winter Clothes for Young Women

Planned by clever, understanding fingers, these new fashions for girls and young women are delightful. Smart always, yet in that simple, quiet taste which is best for youthful lines, the new gowns and suits and wraps are more luxurious than ever. First of all, the fashions are quite as charming as they are new and correct; next, they are of those rich, beautiful fabrics which the modes demand this season, and always they are most carefully made and finished.

New Velvet Gowns— and Others

Of rich black panne velvet is a stunning little gown with short sleeves, the new gathered-on skirt, narrow girdle, and not a mite of trimming to detract from its charming lines and exquisite fabric. \$105.

Picture sapphire blue velvet in a frock with a round neck, embroidery on the bodice and skirt in the same hue, and just a few soft folds of tan Georgette set in the neck—and you'll have some idea of the charm of another dress. \$87.50.

An unusual combination is a taupe Georgette and Brazilian red duvetyne dress, which is quite as distinctive as its sounds. \$82.50.

Of kittens' car crepe is a dark blue dress embroidered in blue and silver, and altogether delightful. \$95.

And a fetching new tailored dress of dark blue plaid cloth, combined with black satin and finished with a vest of cream embroidered batiste, is \$78.50.

Other handsome new Winter afternoon and street dresses, \$40 to \$185.

New Suits for Dress and Sports Wear

\$43.50 for a new velvet model in blue or brown, a straight line model with pockets in front.

\$45 for a silver-tone velvet suit in dark blue—a sports model with collar to be buttoned high or low.

\$55 for a strictly tailored suit of navy blue velvet, with buttons for its only trimming. Good lines and unusual tailoring.

\$63.50 for another velvet suit in blue or brown, with two narrow belts crossed in front. Collar buttons high.

(Second Floor, Chestnut)



How Many Men Will Look Well Into the Quality of the New Clothes They Are Going to Buy Tomorrow?

In buying anything, from a spool of thread to a touring car, the first thing to make sure of is quality, because on quality everything depends, and for quality there is no substitute.

The tailor has yet to be born who can make a garment to hold its shape without putting the required amount of work into the making of it.

Without good tailoring a man's suit cannot have quality, cannot have style and cannot give service.

Without the right backing style crumbles. How many of you men who are going to choose your new suits tomorrow will look into these things, and how many of you will find out just how much, or how little, there is behind the fashion or the seeming good looks of the suits that will be shown to you? We don't know, but we do know that for as many of you as want suits in which the finest fashion is backed by the finest kind of tailoring and the best all-wool fabrics, our Men's Clothing Store is ready.

The new suits are \$32 to \$75. Fine Winter overcoats \$32 to \$100.

(Third Floor, Market)

No Scarcity Yet in Men's Fine Shirts and Ties

A man can come in here tomorrow and choose from about as good an assortment of Fall and Winter shirts and neckties as he ever could. To be sure, prices are somewhat higher than they were, but we have even succeeded in holding prices down to some extent.

For example, you can still get an excellent madras shirt for \$2.15, \$2.50 or \$2.65. And those at \$3.50, \$4 and \$5 are beauties.

And you can still get an excellent silk shirt for \$6.50. From three prices go to \$13.50, which is not high for the superb shirt it will buy.

Also, there are plenty of good four-in-hand neckties in new fall patterns at 50c, and some unusually good ones at 65c. London ties at \$1 and \$1.50 and up to \$3.50 and \$4 for those of exquisite French and Spitalfields silks.

(Main Floor, Market)

Almost Every Man Wants a Soft Hat

And as each man has his own idea of the kind of soft hat he wants, only a store with an unusually large assortment of such hats can give satisfaction.

We have an extraordinary collection in which are all the good shapes and a wide range of colors. Especially good choosing in the rough fabric hats so much in demand this season.

Prices \$5 to \$12.

(Main Floor, Market)

400 Dozen of These Men's Handkerchiefs at \$5.75 a Dozen

These were bought 'way back in 1917 and have just arrived. \$5.75 is the 1917 price, so you'll know how good they are now!

Of sturdy Irish linen, snovy and firm, with carefully stitched hems in narrow widths.

(East and West Aisles)

Men's Good Half Hose at Prices Worth While

The man who wants colored silk socks can get them in fashionable thread silk at 85c a pair, which is a little more than half price. Only a limited lot of these.

Of black and colored merzerized half hose there are 4000 pair to sell at 35c, or three pair for \$1. This means three pair for the usual price of two pair.

All first grade goods.

(West Aisle)

An Unequaled Stock of Dinner Sets

We are said to have the only large assortment of French dinner sets to be seen in Philadelphia. Customers have frequently told us so of late.

Good as it has been up to now, it is still much better by reason of some very attractive and desirable shipments newly received.

In fact, we have been getting a surprisingly large lot of sets from France lately. Four different Limoges factories are represented in the new shipments, which include French sets of 107 pieces to sell for as little as \$37.50. These are in delicate floral spray decorations in soft colors, pink predominating. Other sets in the new collection are marked to sell for \$75, floral border patterns. From these the range of prices goes up gradually—\$75, \$85, \$90, \$95, \$100 to \$175—for sets of varied attractiveness, all in beautiful border patterns, the higher-priced sets having gold edges and coin gold handles. All are sets of 107 pieces.

They make a rich and unusual addition to an already splendid variety.

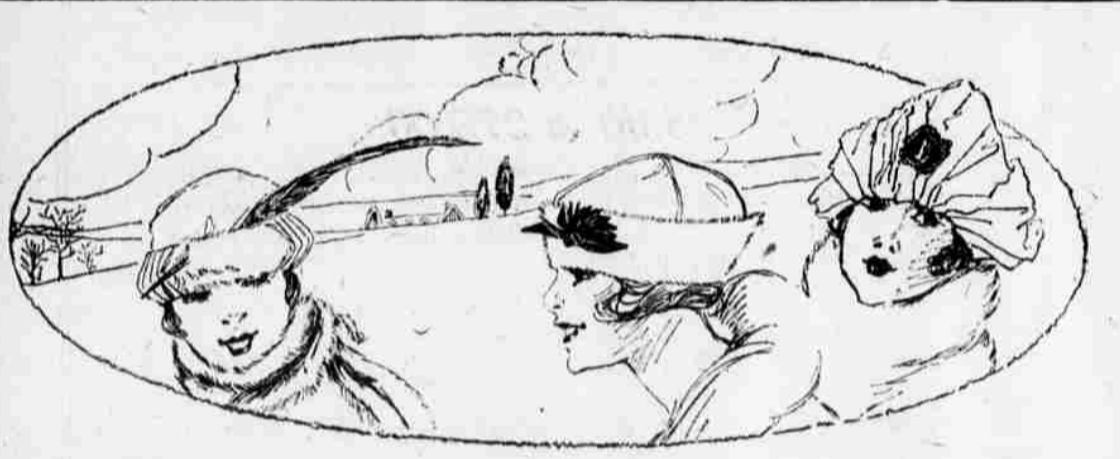
(Fourth Floor, Chestnut)

Never Were Coatings Prettier

All these coatings are all-wool and 54 inches wide and the color variation is very good indeed.

Velours, \$4 to \$6.50 a yard. Silvertone velours, \$3 and \$6 a yard. Bolivian, \$8.50 to \$14 a yard. Duvetynes (the all-wool kinds), \$12 a yard. Chinchillas, \$5 a yard.

(First Floor, Chestnut)



Trim, Smart Close-Fitting Hats for Women— a New Collection at \$12

Here are just a few that we saw when the box lids were lifted—and there are ever so many more!

A draped turban of a soft brown-gold velvet—higher on one side and with a gleaming pin at just the right angle.

A small taupe velvet hat with turn-up brim, with squares of beaver cloth on its brim and a glistening green satin ribbon run through the squares.

A charming little affair of burgundy velvet with a furry edge of beaver cloth in the same color and a ribbon cockade.

And besides these there are piquant little velvet or fur cloth hats with saucy feathers or perky bows; cloth hats with silken stitching; and black hats for matrons—these last often trimmed with ostrich or small tips.

You'll agree that they are uncommonly fetching and smart for \$12!

(Second Floor, Chestnut)

Silk Petticoats

The entire family of browns seems to have settled in the Petticoat Corner, but that doesn't exclude the other colors by any means—there is no end of blues and greens and purples and naysies, to say nothing of sober blacks and giddy evening shades. And there are all sorts of novel touches about the founces.

Materials are all jersey; all tafeta, both plain and changeable; all messaline, plain and changeable, and jersey tops with founces of the other silks.

Prices are \$5 to \$20.

(Third Floor, Central)

New Afternoon Skirts for Women Wearing Black

One model is of black tafeta, closely fitted to the figure and with flat pleats alternated with panels of plain silk. The girdle is soft and deep.

The same style also comes in black baronet satin at the same price, \$18.75. Sizes are all the way from 26 to 40 inch waistband.

(First Floor, Central)

New White Cotton Waists

Two batiste styles with lattice heading are priced at \$3.85.

A voile style has a collar made with bib effect and trimmed with rows of Valenciennes. \$4.50.

Last is a batiste with hand-crocheted lace edge and collar that can be worn high or low, \$5.

(Third Floor, Central)

The Best Everyday Coats Are Those of Wool Frieze

We have a good assortment of these coats now and, although they are all made of fine imported all-wool English frieze, they are very moderately priced.

Certain mannish styles, ulster effects, double-breasted, with convertible collar, are \$45 to \$60. They are weatherproof.

Two newer models at \$65 and \$75 have, in one case, an inverted pleat in the back and, in the other, box pleats both front and back.

(First Floor, Central)

The Woman Who Sets Aside \$55 for a Suit

can spend that sum tomorrow to particular advantage.

We have half a dozen styles of suits in silver-tone cloth, broad-cloth and velour in browns, navies, black, taupe and green. There are more browns, however, than anything else. The skirts are mostly straight and very simple; the variety is in the coats, which are tailored and well lined. They have choker collars and throat ties and various interesting strappings and buttonings, and are altogether wonderfully good for the money.

(First Floor, Central)

The Excellent Shoes a Woman Can Get at \$9

Black and dark tan grain calfskin lace, with full round toes and walking heels. Splendid Winter shoes.

Black calfskin lace with black cloth tops, narrow toes and Cuban heels.

Dull black calfskin lace with dull kidskin tops and military heels. Patent leather lace with black cloth tops and Louis heels.

Tan calfskin lace with tan cloth tops and military heels.

Tan calfskin lace with straight tips and Cuban heels.

Tan calfskin lace with indicated wing tips and military heels.

Patent leather button with black cloth tops and Louis heels.

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

\$9 a pair for any style.

(First Floor, Market)

3000 Pair of Women's Duplex Gloves at 85c a Pair

Duplex gloves are those popular cotton gloves which are so much worn just now—of soft, warm cotton, of the right weight, but with the much-liked chamois finish. Gloves of this quality cost as much again, ordinarily, but the maker of these discovered tiny flaws that you'll have difficulty to find, but which have brought their price down to 85c.

In the popular strap wrist or two-clasp fastening, and in white, mastic or gray. All sizes, but not in each style.

P. S.—They are all washable, of course.

(West Aisle)

These New English Tape Measures

are of oilecloth and the figures are unusually distinct, so that reading is easier. They are carefully wired so that they will not stretch, either.

Several widths, 20c, 25c and up to 40c apiece.

(Main Floor, Central)

New Veilings

There are some new woven geometric patterns with squares that are most becoming and promise to be highly fashionable. They come in all the colors one would want for the new hats and are from 85c to \$1.75 a yard.

Or, if preferred, one may have the French dotted veilings in many styles and many size dots on plain or hexagon meshes from \$1 to \$2 a yard. These, too, come in several good colors.

(Main Floor, Central)

Cotton Crepe Kimonos

Some are made Empire style and they cost \$2.85; others are of the good old-fashioned shoulder sort and they cost \$3.85. Either may be had in blue, old rose and lavender, and either is trimmed with satin ribbon.

(Third Floor, Central)

\$2.25 for a Good Velvet or Leather Handbag

We were only able to get a limited lot of these bags to sell at this low price, so any woman who wants one had better come in early.

The velvet bags have mirror tops and tassels.

The leather bags are in a deep, flat shape and some have fancy clasps.

(West Aisle)

A New Boned Belting

has a woven edge, which will keep it from stretching. It is a good, strong belting, carefully boned, and comes in a two-inch width, in white, at 40c, and a two-and-a-half-inch width, in black, at 50c a yard.

(Main Floor, Central)

Women's Walking Oxfords

Of black Russia sport leather, with wing tips and perforations, and 1 1/4-inch heels. Price, \$13. The same thing may be had in tan for the same money.

All in the Exclusive Little Boot Shop.

(First Floor, Market)

Walnut Pillows—60c a Pound

Rich black walnut meats tucked inside a crisp and shining jacket of toothsome candy—that's a walnut pillow. There's a fresh batch of them just in from the candy kitchen—60c a pound.

Cocoon pillows, 60c a pound.

Nut crisps and wafers, 50c a pound.

Delicious chocolates and bonbons, \$1 a pound.

(Down Stairs Store, Chestnut)

Narrow Leather Belts Are the Fashion

To be right they must be quite narrow, of smooth leather and dark in color.

Black pigskin belts in narrow width with black buckles are \$2.25 each.

Black kidskin belts with little buckles of gilt, nickel or gun metal, \$1.35.

Narrow leather belts in black, brown, tan or navy, 65c.

(Main Floor, Central)

Tomorrow Is the Day to Put New Clothes on the Boys

Fathers and mothers who have been in the habit of buying their boys' clothes here have reason to know that Wanamaker boys' clothing stands for reliability first and always. After all, that is the main thing, and it means more in boys' clothing than in most other things.

This season, as in former seasons, we have boys' clothing of the most reliable kind in the fabrics, in the making and in everything else.

And the style of it is the finest known in boys' ready-to-wear garments. We are not, and never will be, satisfied to sell any other kind.

The new suits for 8 to 18 year old boys are in full selection at \$16.50 to \$38.

A remarkable feature of the stock is the large and excellent assortment of overcoats for 3 to 10 year old lads at \$16.50 to \$40.

Overcoats for boys of 13 to 18 years, fine, warm, comfortably lined ones—\$25 to \$35.

(Second Floor, Chestnut)