

J. W. C. I. Band at 9
Organ at 11, 11:55 and 4:50
Chimes at noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Threatening

Lots of Good Things in Spite of the Difficulty in Getting Them

"Not Able to Sail Today, Sir," Said the Captain

"the storm signals are hoisted all along the coast, signaling high winds and rough water."

"How do you know, Captain?"

"Well," said he, "it is my business to know. For the last six hours, every boat we have passed flies the storm signals, and it was given out last night from the Weather Bureau to all the signal stations and telegraphed everywhere by the Associated Press, and is in the morning newspapers."

Navigators or others are foolish people if they fail to take heed of signals of difficulties ahead.

The only right thing to do is to content oneself and to be governed by the storm signals.

We have not sold anything for a year and more that we are not now wishing we had back again; but that's our way; our customers shall have anything we have that they want and we shall do the best we can for them.

[Signed]

Joe Wanamaker

Oct. 25, 1919.



Novelty Fur Coats

A Hudson seal (seal-dyed muskrat) is 40 inches long, with an immense collar, cuffs and border of gray squirrel. It is lined with blue satin, and novel and charming even while at the same time it is conservative enough to be very practical. The price is \$875.

Another Hudson seal (died muskrat) is 36 inches long, and a box style, being close and straight with a low belt. Its collar and cuffs are of beaver. \$650.

A third Hudson seal (seal-dyed muskrat) is 30 inches long, and is cut on straight lines with tiny "nail" buttons closing its front. This has a cape collar and close sleeves. The price is \$600.

A very novel style indeed of the same fur has three capes, one above the other, and a cape-like collar. This is \$750.

A taupe dyed squirrel made with a cape yoke and full skirt, has dolman sleeves, and is priced at \$900.

A taupe dyed mole is rather full, belted, and has bell cuffs and collar of taupe squirrel. \$725.

These are a few out of many models.
(Second Floor, Chestnut)

New American Lady Corsets for Women of Many Types

\$2 for models of pink coutil, very low bust, long hips, lightly boned.

\$4 for serviceable models of white coutil, heavily boned, with broad clasp over abdomen, low bust.

\$4 for models for slender figures, very low top, well boned; of fancy pink materials.

\$4.50 for topless models of pink coutil, strongly boned, elastic top.

\$4.50 for models for average figures, low bust, long over hips; made of good quality pink batiste.

(Third Floor, Chestnut)

Silk Nightgowns

Pink crepes de chine without an atom of lace—all the money being put into the material. The several styles are all sleeveless and all Empire, and the prices are \$8.50 and \$9.50.

(Third Floor, Central)

FANNELLET kimonos for large women are something we can't always get, but which are always wanted. Here Monday in gray with lavender, at \$5.50.

(Third Floor, Central)

Pongee Waists Tailored

One style with a high-low collar and one with a long shawl collar and a single big button. Price of either, \$5.

Also we have new white waists with Philippine hand-embroidery on fronts, cuffs and collars. These are \$12.50—a small price for such lovely work.

(Third Floor, Central)

Women's Anatomik Shoes, \$6.90 Very Greatly Reduced

There are about 1000 pairs of these shoes and they are close to a third of the regular price today. You can see what a remarkable event it is.

All high lace shoes of black glazed kidskin or dull black calfskin.

Almost all widths in sizes 2½ to 4½, but only the narrow widths in sizes 5 to 10.

Great good fortune for all who can be fitted and an opportunity for women to try the comfort of Anatomik shoes at little expense.

(First Floor, Market)

A Good Cream Is Often the Price of a Good Complexion—

a good cream combined with systematic use, that is. The Queen Mary Creams are absolutely pure, so that you may feel quite safe in using them, and, furthermore, are a great help to the woman who would have a clear, fresh and youthful skin.

Queen Mary Cleansing Cream, 50c a jar.
Youth and Beauty Cream, 50c and \$1 a jar.
(Main Floor, Chestnut)

The Gray Salons Present the New Fur and Fur-Trimmed Hats for the Winter

Nothing could be more charming or more appropriate to wear with the new fur wraps and fur-trimmed wraps and gowns than the new fur hats. Of soft, rich furs, they are fashioned into the new lines, and reflect the new modes for the Winter.

There are hats wholly of fur—

Hudson seal (died muskrat)
Natural squirrel
Moleskin
Nutria

With them are other hats—hats of duvetyne combined with furs or the gorgeous new metal brocades in beautiful colors—and this group includes Hudson seal (died muskrat), squirrel, nutria, mole and Kolinsky.



There are hats for formal wear, as well as hats for general use; the shapes are usually medium or small, and the prices begin at \$25.
(Second Floor, Chestnut)

The Largest of Fur Collars on the Softest of Coats

It is an ideal combination for women who want a very handsome coat to wear for almost any occasion. And it is just such coats many women are asking for now.

For example—an exquisite evora in a dull rich evergreen shade with a huge beaver collar, large cuffs and pockets of beaver. It is \$250.

Another, at \$250, is also the lovely evora with a large cape collar of wolf. This is in a delightful shade of old blue in dolman style.

Then there is a bison brown duvetyne, a most beautiful coat, loosely draped, with a big square kolinsky collar. It has hand stitching to simulate braid. The price is \$300.

Others among these coats are trimmed with moleskin, Australian opossum, maison wolf, racoon, Hudson seal (died muskrat), beaver and squirrel. They are anywhere from \$137.50 to \$500.

(First Floor, Chestnut)

100 Women's Afternoon Dresses Reduced—Now \$50 to \$100

A miscellaneous group of broken sizes, but full of interesting things for all that. There are satins, georgette crepes, crepes de chine and chiffons; in dark blues, black, taupes and browns; some quite simple and some beaded or embroidered. A great many of the dresses have the transparent sleeves and shallow necks which make them useful for so many semi-dress occasions.

There is a saving of \$25 on almost everything in this group.

All sizes in the lot.
(First Floor, Central)

Smart New Top Coats of the Much-Liked Camel's Hair for Young Women

This soft, creamy tan wool, with its fine texture and becoming color makes such extremely effective and good-looking winter coats it is little wonder it is so fashionable.

For \$87.50 there is a coat with raglan sleeves, a straight pleat or tuck all the way down the back, belt all the way 'round and glass buttons by way of finish. It is lined throughout with a soft satin of much the same shade.

Another coat, \$92.50, is in a little different sports style, with large brown bone buttons for finish and two slot pockets to give it a touch of distinction.

Both coats are in 14 to 20 year sizes.
(Second Floor, Chestnut)

Good News for Women Who Like Silk Stockings

We have 4200 pair that we can sell for \$1.75 a pair, which is less than the mills are asking for them today.

1200 pair are clocked silk with mercerized cotton tops; white with black clocks and black with white clocks.
(West Aisle)

These All-Wool Dress Goods Are Only \$2 a Yard

Pretty plaids, 42 inches wide, six styles.
Plain poplins, 40 inches wide, a few shades.

Crepe poplins, 38 inches wide, about six colors.

Granite cloths, 44 inches wide, ten shades.
(First Floor, Chestnut)

Answering a Burning Question— the Wanamaker Ash Sifter, \$3.50

This is a revolving, practically dustless ash sifter that fits in top of the ash barrel and separates waste coal from the ashes. The salvaged coal falls into a coal basket that you "hook on" to the machine.

This is an improved ash sifter with cut steel cylinder and much superior to the older "wire basket" type.

Ash baskets to use with above sifter, \$1.25.

Heavier baskets, same size, \$2.45.

Ash barrels, \$5 to \$7.
(Fourth Floor, Market)

You Can Get Your New Lamp Fixtures at Once

Many people having their houses rewired are finding it difficult to get fixtures, and some report that they have to wait two or three months.

Our Lamp Store, however, can supply immediately practically every kind of fixture needed, from a one-light bracket to the more elaborate fixtures for dining-room or parlor.

We have candle effects in hammered brass, silver, dull gold, Colonial brass and other finishes.

We have the inverted bowls for indirect lighting, from plain white glass to elaborate bowls with silver-finish mounting.

We have brackets in large assortment, one and two light in ivory, silver, gold and hammered brass.

Prices run from \$8.50 for a bracket fixture to \$150 for an alabaster bowl.

(Fourth Floor, Central)

Two Lamp Specials

The first item is—

200 wooden floor lamps with mahogany finish, all two-light. There are many styles in the lot, some having inlay. Prices are \$11.50 to \$37.50.

50 metal-trimmed gas lamps for tables. They have glass panels and are in many different finishes and will sell at \$7.50 to \$20.
(Fourth Floor, Central)

Two New Books

"In Pawn to a Throne," by Demetra Vaka and Kenneth Brown, authors of "The Duke's Price," \$1.60. A fascinating tale of love, adventure and political intrigue against the enchanting background of the Far East.

"The Soul Scar," by Arthur B. Reeve, \$1.60. A new Craig Kennedy detective story, in which the mystery is solved by means of psycho-analysis.
(Main Floor, Thirteenth)

THE amount of pleasure that is constantly given by

A Hall Clock

is the best reason in the world why so many people choose it for Christmas gifts and for wedding presents. It is one of the most satisfactory investments for the money that we know of.

Really truly "grandfather" clocks in solid mahogany cases with hour and half-hour strike, \$190 to \$255. With chimes, \$440 to \$715.

Bungalow clocks, slightly shorter than the "grandfather" models and so suited to low-ceiling rooms, in solid mahogany cases, with hour and half-hour strike, \$210 to \$265. With chimes, \$365 to \$510.
(Jewelry Store, Chestnut and Thirteenth)

Of Rich Pickard Ware a New Shipment

It is well to have such a lovely new assortment of this truly American and truly artistic ware just now when gifts of beauty and worthiness are so much in request.

Pickard ware is indeed a thing of beauty and worthiness, rich in its adornments of gold and fruit design in natural colors, all hand done by America's master china decorators.

The general effect is one of richness, a richness in a measured degree and which is very appealing.

Bowls, compotes, cake plates, sugar and cream sets, little fancy dishes of various kinds, dessert dishes, candlesticks and many other gift-like pieces, all moderately priced.
(Fourth Floor, Chestnut)

The Choice of Bedroom Suits Is Truly Magnificent

Thirty-five years after Thomas Chippendale had, in the year 1754, first issued his book, "The Gentleman's and Cabinet Maker's Director," the Heppelwhites published "The Cabinet Maker's and Upholsterer's Guide, or Repository of Designs for Every Article of Household Furniture in the Newest and Most Approved Taste."

Like Chippendale and Sheraton, they looked across the Channel to France for inspiration, but their work has never been a slavish copy, for, indeed, they invested it with a far higher degree of originality than is found in that of many of their contemporaries.

The avowed aim of the Heppelwhites was to unite elegance and utility, to blend the useful with the agreeable, and it must be admitted that in the style of furniture with which their name is associated their purpose has been achieved.

It is particularly pertinent to refer to this fact just now, because in the unique and unmatched assortment of bedroom furniture which we are showing here are some Heppelwhite suits of outstanding charm.

One of them has been called by a very experienced man "the handsomest suit we have had on the floor in years."

It is singularly pure in outline and spirit, the bureau and mirror being exceptionally harmonious.

There are seven pieces in mahogany showing a decoration in a most attractive antique effect, the price being \$1500.

We have other suits belonging to the same school, and it is interesting to compare them with some in Louis Seize, especially with one Louis suit in an exquisite gray enamel at \$995. Each of the six pieces in this suit is made like a fine piece of jewelry, and the lines are beautifully proportioned. The range of selection among the lesser priced suits is large and delightful.

\$287 for a four-piece Colonial suit in American walnut.

\$349 for a four-piece Queen Anne suit in antique ivory enamel.

\$427 for a five-piece William and Mary suit in walnut.

\$435 for a four-piece Chippendale suit of mahogany.

\$480 for a four-piece Louis XVI suit in antique ivory enamel.
(Sixth Floor, Chestnut and Central)



\$515 for a four-piece Heppelwhite suit of American walnut.

\$630 for a five-piece Heppelwhite suit of mahogany.

\$767 for an eight-piece Ritz-Carlton suit of mahogany.

\$725 for an eight-piece Louis XVI suit of walnut with antique gold decoration.

\$736 for an eight-piece Heppelwhite suit in antique ivory enamel.
(Sixth Floor, Chestnut and Central)

Leather Cases for Gloves and Ties

People who travel much will appreciate the convenience of these leather folders, in which may be carried gloves, veils, handkerchiefs, soft collars and neckties.

They are of soft suede, calfskin, morocco and other leathers, in black and colors, and are \$2 to \$7.50.
(Main Floor, Chestnut)

We Have Lots of Blankets and Quilts, But—

we have lots of people coming for them.

We have no fear of being "sold out," but we hope everybody needing blankets or quilts and desiring to have the most reliable kinds will make selections without undue delay.

Our blanket stocks are believed to be the largest we have ever had at this season, and our own factory keeps us constantly supplied with wool-filled and down-filled quilts, and to do so it has to keep "on the jump."

So far as we are concerned, we have the goods and they are of the best practical kind, and the prices are as low as possible. So far as you are concerned, it is surely time to look to your Winter requirements, if you have not done so already.
(Sixth Floor, Central)

Axminster Rugs Have Come Into Their Own

These handsome and uncommonly durable floor coverings are more highly appreciated as more people learn their merits.

We have them in designs for all styles of furnishings.

9x12 ft., \$48.50, \$52.50, \$57.50 and \$72.50.

8x3x10 ft., \$42.50, \$46.50, \$51.50 and \$64.50.

6x9 ft., \$25.50, \$29, \$34.50 and \$38.50.

4x6 ft., \$16.75 and \$18.

3x7 ft., \$8 and \$10.

2x5 ft., \$4.50 and \$6.
(Seventh Floor, Chestnut)

Warm New Flannellet Garments for the Youngsters

For little girls there are new, warm petticoats of white or colored flannellet; on bands, 6 to 14 years, 75c to 95c.

Nightgowns, in white and colors, 1 to 4 years, are 85c to \$2.25—up to 3 years, 85c to \$1.25; 3 to 14 years, \$1.50 to \$2.25.
(Third Floor, Chestnut)

Certainly the Time Is Here for Heavier Curtains

Velour they are almost sure to be, for velour curtains are the most popular of all and, being plain colors, they look well in any room, no matter what the furnishing may be.

Moreover, there is a fine assortment of colors now, due to recent shipments. The velour is an excellent quality with a high luster.

Door curtains, double faced, with French edges, \$35 a pair.

Window curtains to match, faced with silk edging and with valance, \$7.50 and \$15 a pair.
(Fifth Floor, Market)

New Hemstitched Linen Squares, Scarfs and Napkins Attractively Priced

There has been an advance in linen since we placed the order for these goods and to that extent they are exceptional.

For practical, everyday service they are very desirable, being made of a good class of plain, pure Irish linen, every piece neatly hemstitched.

At the prices they should sell quickly and for that reason early choosing is advisable.

Squares

6x6 inches, 20c each.

9x9 inches, 35c each.

12x12 inches, 60c each.

30x30 inches, \$2.75 each.

36x36 inches, \$3.50 each.
(First Floor, Chestnut)

Scarfs

18x27 inches, \$1.50 each.

18x36 inches, \$2 each.

18x45 inches, \$2.50 each.

18x54 inches, \$3 each.

18x72 inches, \$4 each.

Tea Napkins

14x14 inches, \$6.75 a dozen.

15x15 inches, \$7.75 a dozen.