

J. W. C. I. Band at 9  
Organ at 11, 11:55 and 4:30  
Chimes at noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Showers

# A Good Store Is a Place of Interest as Well as a Market Place

## The Recent Visit to Philadelphia

of the two great heroes, General Pershing and Cardinal Mercier, will never be forgotten.

That man who forms a purpose which he knows to be right and then moves forward to accomplish it without inquiring where it will land him as an individual, and without caring what the immediate consequences to himself will be, is the manliest of manly men.

There is something in human nature that always responds to manly courage.

There are too many men who build fences about themselves and do nothing for fear of making mistakes.

"I take no risks," a man says, and on this account Philadelphia stands still in many directions.

Such men are like standstill freight trains at night, with a powerful lamp at the end.

But there are other men pushing forward all the time, who are conscious that, while they may make mistakes, their fellows will generously understand, and allow them time and liberty to repair them.

There is hardly any man that is able to take his own measure as to his possibilities until he experiments with himself.

If this Store were a big ship and always tied up to the dock next to the City Hall, it would be very little use to people. Its great crew must cross oceans and travel through deserts and populated countries to keep its cargo up to date.

[Signed]

*John Wanamaker*

Oct. 27, 1919.

## Fur-Collar Winter Coats With Very Moderate Prices

Somewhere between \$50 and \$85 is the limit that many women have in their mind for a coat, and more likely than not they want it to have fur trimming.

There are some particularly good warm coats within this range, in fact, four styles in either plain or silver-tone velour, and they all have collars of seal-dyed coney or Hudson seal (dyed muskrat). They are in dark blue, Pekin blue, taupe, brown and black, lined throughout with peade cygne and also interlined.

One model, at \$85, is especially pretty. It is in silver-tone velour with straps front and back ending in a narrow belt, and the large collar is of Hudson seal (dyed muskrat).

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## A Jaunty New Sports Coat for Young Women—\$63.50

Of sturdy grayish homespun, this new coat is one of the most practical Winter sports coats that we've had. It is in three-quarter length and is belted with a long narrow belt which goes round the waist twice and then has enough left for long ends.

There are two big pockets, and the coat is fastened with big, good-looking buttons.

And it's just the sort of coat a girl would like for tramping about the country or wearing on a motor trip or to use for skating or hockey or any other Winter sports. 14 to 20 year sizes.

## Silks for Dance Frocks Are Puzzling Some Young Heads

These are inexpensive, as prices go now, but they are very good and would make charming frocks.

New chiffon taffetas, supple and graceful for draping or ruffles, both light and dark colors, 36 inches wide, \$2.50 a yard.

A certain fine quality-satin, 36 inches wide, \$3 a yard. In beautiful light and dark colors.

Another satin, almost as good but an earlier purchase, \$2.50 a yard. This is the regular price and the same price this satin has always been. It is 36 inches wide.

Also an exquisite flesh-colored wash satin at \$2.50 a yard, 36 inches wide. We are selling this silk at a fair profit, even though the wholesale cost is now \$2.50 a yard.

## A Trio of Trim, Well-Tailored Winter Suits for Young Women

There are many days and many times when the most practical and suitable costume is a simple, well-tailored suit, of dark, inconspicuous material. And these three new models are just that kind of suit.

At \$55 is a suit of silver wool in heather mixture—in sports style with bellows pockets, inverted pleat and pinch tucks in the back.

At \$57.50 is another model of homespun, in a sports style with new flare jacket, which has a long waistline, with the flare below the belt. There are new pockets and narrow belt by way of finish.

At \$59.50 an attractive suit of silver-tone velour in a deep, chocolate brown or navy blue. This suit is made with two pleats down the back and trimmed with cloth-covered buttons.

All in 14 to 20 year sizes.

## Men's Handkerchiefs Unusual at \$5.75 a Dozen

This is exactly what they would have cost in 1917 when we bought these handkerchiefs. They are worth a great deal more than this today.

They are good sturdy Irish linen with narrow hems, carefully stitched.

## Large Sized Undermuslins

Winter nightgowns for one item—with high or V-necks and trimming of embroidery and tucks. These are \$2.50 and \$3.50.

White petticoats for the other item—these also trimmed with lace and embroidery. Prices are \$2.50 to \$4.75.

## Fine Small Furs

The Fur Salon is full of overflowing of trustworthy and beautiful furs—every piece rigidly inspected by people who know furs to the last hair; and every piece guaranteed.

Natural skunk.  
Natural and taupe beaver.  
Russian and Hudson Bay sable.

Black lynx.  
Natural and dyed mink.  
Gray and taupe squirrel.  
Kolinisky.  
Mole.  
Nutria.  
Black, pointed, brown and taupe foxes.

Prices run from \$18 for a little squirrel boa to \$1375 for a splendid sable cape.

(Second Floor, Chestnut)

## Velveteens Follow Furs in the March of Fashion

And that means that in this season of many furs velveteens are being used for some of the smartest afternoon costumes, separate skirts, theater frocks, evening wraps and, of course as always, children's coats and dresses.

English velveteens, the finest made, are here in all the new as well as the staple shades. They are 27 to 42 inches wide and \$2.75, \$3, \$5 and \$6 a yard.

(First Floor, Chestnut)

## Three Styles of Women's Pumps

The kinds known as spat pumps. They all three have long vamps, turned soles and 2-inch Louis heels and are of dull black, tan and patent leather.

Price of each \$11, in the Little Boot Shop.

(First Floor, Market)

## 250 Women's Distinguished Gowns at Lessened Prices Now \$35 to \$150

More than half of these gowns are reduced out of our own stocks; the others are new from the manufacturers, but at late-season prices; consequently there is a saving on every gown of \$10 to \$25, and often more.

There are—

Duvelynes at \$100 to \$150

Tricollettes at \$40 to \$100

Satins, Georgettes and crepes de chine at \$35 to \$85. This group includes a handful of embroidered nets and charmeses.

While a few of these gowns are in need of some stitches or a little cleaning, the majority are perfect, the colors are delightful, including, as they do, the fashionable browns, the taupes, blues, dull odd reds, grays and terra cottas as well as black; and the styles are so many there are almost no duplicates.

All sizes in the lot.

(First Floor, Central)



## Lillian Brassieres

At \$3.50. A bandeau of pink mesh, very low in the back, with elastic and ribbon straps; suitable for general and evening wear.

At \$3. A longer model of pink mesh, with higher back and open front.

At \$3.50. Bandeau of pink line, very plain with open back. This is medium high.

At \$3. A diaphragm brassiere with mesh top waist and back of pink dotted broche.

(Third Floor, Chestnut)

This model reduces the flesh of the diaphragm. A similar model in less fine material is \$2.50.

At \$16.50. A pretty affair of lace with narrow cluny insertion; net trimming with running of pink ribbon and pink ribbon lining. Open back.

At \$16. An exquisite model of point d'esprit, having lace insertion top and bottom; lining of pink satin ribbon.

(Third Floor, Chestnut)

## Lace Waists Are Back Again

Every day that goes by sees laces more firmly settled in favor, and it is only to be expected that some of them should appear in the shape of waists.

These are black and white effects—one black silk shadow lace over white chiffon, and one of black silk fishnet over white chiffon with trimming of embroidered net bands. The first is \$10.75; the second, \$18.50.

(Third Floor, Central)

## Beautiful Plaid Skirts Reduced to \$22.50

This, in the face of the greatest shortage of plaid skirts we have ever known.

They are every one taken from our own racks, all are fine all-wool materials, such as prunellas and velour-finished worsteds, and they are all good colors and most popular styles. Finally, there is a saving of from \$2.50 to \$5 on each skirt.

There is not, however, every size in every model, but the assortment is complete as a whole. Both light and dark effects and some full boxed models.

(First Floor, Central)

## Sterling Silver Tea Services in Period Patterns

LOOKING to the future, when beauty of design will count in the family silver even more than it does now, many people these days are replacing their tea services with finer and better sets worthy of being handed down to their children and grandchildren.

There couldn't be a better time than Christmas for those who are thinking of giving such a gift and just now there is in the Jewelry Store a particularly fine collection of sterling silver tea services in beautiful patterns. Almost all are complete with dinner services, also, but in nearly every case the several pieces may be bought as desired.

A Sedgwick tea service of seven pieces (including the kettle and tray) at \$700 is the least expensive and there are a number of others between that and the handsomest of all—a hand-chased Daniel Marot set, at \$3800. It is the most beautiful we have ever seen and is exclusive in this city to the Wanamaker Jewelry Store.

(Jewelry Store, Chestnut and Thirteenth)

## 200 Fine Untrimmed Sample Hats for Women—\$4 Each

This is not the price hatter's plush and velvet hats of this quality ordinarily sell for, but these are samples, and having served their original purpose the maker is quite willing to let us have them for less.

Plenty of black; plenty of the fashionable colors—all of the lustrous, pretty hatter's plush or of lustrous velvet or the two combined.

Large and small shapes—many good styles from which to choose.

(Second Floor, Chestnut)



## Be Fair to Your Player-Piano

Suppose you hadn't read a newspaper or a book, or seen a show or conversed with intelligent people for two or three years. Wouldn't be very entertaining, would you?

Yet many a man puts seven or eight hundred dollars, or more, into a player-piano, gets twelve or fifteen rolls, and then wonders after a year or two why he doesn't enjoy the piano as much as at first.

A player-piano is a wonderful instrument, but it is not supernatural. If you do your part it will provide the most delightful entertainment for you, but you must keep it up to date, just as you keep yourself up to date. Get a new roll now and then, or better still, build up a home library. We have a plan by which that may be done at small expense.

In addition to his rolls of fine music, of which he never tires, every player-piano owner should get an occasional roll of new melodies as well as add to the others. If he does this he will get a hundredfold better return on the money he has invested in the player-piano.

Chickering  
Schomacker  
Emerson  
Lindeman

Knabe  
Haines Bros.  
Marshall and Wendell  
J. C. Campbell

We have player-pianos and reproducing pianos in these eight famous makes. Prices range from \$565 for a player-piano made in the same factory that makes the Angelus, to \$3300 for a superb Chickering or Knabe Ampico grand reproducing piano. Any one may be bought on convenient terms.

(Egyptian Hall, Second Floor)

## A Miscellany of Oriental Carpets at Low Prices

We have a particular lot of Oriental rugs of various sizes, and they are so desirable and their prices so attractive that furnishers should know of them.

It is a real miscellany of weaves, comprising Kerman-shahs, Mahals, Saruks, India pieces, Araks, Savalans and Chinese.

Altogether the collection is

(Seventh Floor, Chestnut)

very interesting and certainly worth investigating from the furnishing or investment point of view, as the pieces are of worthy quality and the prices very moderate.

Prices from \$175 for an India carpet, 14x10 feet, to \$795 for a Kermanshah, 15.4x11.8 feet.

Also some Mosuls, 3.6x6.6 feet, at \$39.

(Seventh Floor, Chestnut)

## Some People Prefer Hard-Surface Rugs

Such as Brussels. There is no denying the durability of Brussels, nor the ease with which it can be kept clean.

Body Brussels Rugs  
9x12 ft., \$72.50 and \$75.  
8.5x10.6 ft., \$45 and \$42.

(Seventh Floor, Chestnut)

Tapestry Brussels Rugs  
9x12 ft., \$92.50 and \$95.  
8.5x10.6 ft., \$51.50.  
6'x9 ft., \$16.50.

(Seventh Floor, Chestnut)

## The Star Electric Vibrator Complete for \$5

Everybody knows that health and good looks are closely related to a good circulation, and a good circulation is secured by exercise—active or passive.

One form of passive exercise which appeals to busy people is that given by the electric vibrator. Women accustomed to having it used on their hair after a shampoo know the good it does; men have it after shaving. Also it relieves neuralgia and other pains.

Price of the Star Electric Vibrator, complete with three applicators, \$5.

(Fourth Floor, Central)

## Candy for Your Hallowe'en Party

Pumpkin lanterns for the table, \$1.50.

Snapping bonbons for everybody, \$1.50 to \$3 a dozen.

Novelties and favors of ever so many kinds, 15c to 30c.

Paper caps, 15c.

Jack Horner pies for the center of the table, \$8 and \$10.

Salted nuts, \$1.50 a pound.

Glaze nuts, \$2 a pound.

Ke w pie pumpkins which may be filled, \$1.50 and \$3.

Nut candies, 50c to \$1.25 a pound.

(Down State Store, Chestnut)

## Excellent Brief Cases for \$5, \$6 and \$7

In these days when flimsy leather, with a backing, is so extensively used in inexpensive goods, it is a pleasure to find cases of such fine, stout, solid cowhide at such low prices.

These are in three sizes, all strongly sewed and well made. Chiefly black, but some brown.

(Main Floor, Chestnut)

## A Mighty Smart New \$11 Shoe for Men

It is made of plump mahogany-color Norwegian calfskin in blucher lace style, on an English last.

It has a long wing tip and a heavy double sole running all the way back to the heel.

Altogether an uncommonly fine looking shoe for \$11 a pair and one that will please well-dressed young men.

(Main Floor, Market)

## Wash Corduroy Hats Are Popular for Children

This is not the first time we have had these practical, pretty hats for youngsters, but we couldn't keep enough to advertise when we had them before! This is a new shipment, and the hats are all in white.

There are three good styles, one which turns up in the front, another which has a mushroom brim, and a third which is caught up just in one place. All are trimmed with white satin ribbon.

\$3.50 and \$4—and suitable for little girls or boys of 1 1/2 to 3 years.

(Third Floor, Chestnut)

## Here Is Your Suit if You Are Going to Dress Up on Hallowe'en

One corner of the Toy Store is given up wholly to suits and masks and noise makers and all the essentials for Hallowe'en jollification.

### Children's Suits

- Simple Simon, \$2.50.
- Dutch girl, \$3.
- Crown, \$3.
- Uncle Sam, \$5.
- Mandarin, \$10.
- Belgian girl, \$3.
- Italian girl, \$3.
- Witch, \$2.50.

### Suits For Grown-ups

- Uncle Sam, \$5.
- Patch clown, \$5.
- Dutch girl, \$5.
- Japanese, \$5.50.
- Red Cross, \$7.50.
- Colonial man, \$13.50.
- British girl, \$5.
- French girl, \$5.
- Witch, \$2.50.
- Masks, 5c, 15c, and 25c.
- Domino masks, 10c and 20c.
- Wigs, 50c and 75c.
- Noise makers, 10c to 25c.
- Sailor Boy, \$3.
- Yama Yama, \$3.50.

Also many other styles at moderate prices.

(Seventh Floor, Market)

