

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

Keeping Stocks Fresh and Full in Spite of the Shortage in Production

The Time to Level Up and Level Down for America

is close at hand. This young nation, walled in by the seas, stopped at nothing to help win the war. Thousands of work people went almost barefoot to help their more fortunate neighbors place the Liberty Bonds necessary to make credit for loans to the nations abroad.

That the Government credit given remained, to a great extent, in the United States, is true, but while this benefited many factories, it only added to our embarrassment, as it created a scarcity of merchandise and of articles made in America, and therefore it resulted in raising the high cost of living and it compelled the raising of wages, which have steadily advanced the past four years.

Now, how can the United States prosper, if these conditions continue? When and where shall we begin to take care of America?

With no less good will to our fathers and brothers overseas.

[Signed]

John Wanamaker

Oct. 30, 1919.

Saturday Is the Day for the Great Annual Sale of Young Women's Winter Coats, Suits and Dresses at Savings Running as High as Fifty Per Cent.

Details in Saturday Papers
(Second Floor, Chestnut)

Concerning Waists of Georgette Crepe

The Waist Store has literally scores of styles—in white and pink and the dark suit shades which every woman who wears a tailored suit finds absolutely necessary. Both groups are beaded, embroidered and beautiful with laces—some of them real; and their necks are square, round and V-shaped. Prices of the light waists \$7.50 to \$45. Of the dark, \$8.50 to \$40.
(Third Floor, Central)

Just the Tricky Weather for Woolen Scarfs

They are one of the good fashions the sports suit has made so popular and we are selling a number to women who want them for warmth in the house.
The new styles are in the prettiest colors, with camel's hair, brushed wool or Angora finish. They are \$7.50 to \$22.50—the latter price being coats with long ends and pockets.
(Main Floor, Central)

100 Serge Skirts at \$3.75 and \$5

We know very well we couldn't buy them for this today. We even doubt whether any woman could sit down and make any one of them and not find that the materials cost more than the completed skirt. There are not, however, all sizes in every style.
50 skirts at \$3.75 are full-pleated models in black, in 26 to 30 inch waist band.
50 skirts at \$5 are in several good styles of dark blue or black serge, one model full gathered, another with panel front and pleats and a plainer skirt for larger women. Sizes in all from 24 to 36 inch waist band.
(First Floor, Central)

New L. R. Corsets—Some Special Models

These seven new corsets were all planned for women of average or well-developed figures.
\$5 for a model for short, stout figures; low bust and under arm strongly reinforced over abdomen and hips; made of serviceable coutil.
\$5 for a corset for tall figures; very long skirt with wide elastic band in back, low bust, heavily boned and broad front steel; of strong white coutil.
\$5.50 for model of pink or white broche, suitable for average and full figures, reinforced over abdomen, heavily boned; a similar model, very low bust, but of finer broche, is \$8.50.
\$6.50 for the Housekeepers' Comfort corset, for tall figures; medium bust, long hips, strong boning; perfect fitting L. R. similar model, but lower in bust and under arm, \$6.50.
\$7.50 for model of white broche, for tall figures, medium bust and long skirt with wide elastic insert, heavily boned.
(Third Floor, Chestnut)

WOMEN'S WINTER NIGHTGOWNS

Heavy cambrics and muslins for the women who refuse to have anything to do with flannellet. They have trimmings of tucks and good embroideries; and the V-necked styles are \$2.50 to \$3, while the high necked are \$3 to \$3.85.
(Third Floor, Central)

SCHOOL GIRLS WANT HIGH-NECK NIGHTGOWNS

A good medium-weight cambric is very popular with either the truly high or a slightly V-shaped neck. All these nightgowns have long sleeves and nearly all have tucked yokes. Sizes 6 to 14 years. \$1.75 to \$2.75 in price.
(Third Floor, Chestnut)



Now That the Furry Little Skunk Is So Very Much in Fashion

It seems difficult to realize that not so very long ago he was not appreciated so highly as he is at present. But now that women have discovered what a really charming fur the skunk is—how becoming it is and what excellent service it renders, the furriers have made it up in scores of attractive, smart fashions.
In neckpieces alone, for instance, there are between thirty and forty distinct styles! There are deep capes, with great wide collars; there are wide stoles; there are cape stoles; there are little chokers, and small animal scarfs in really remarkable assortment.
And the thing that will impress you when you see the pieces is not only the smartness of the styles, but the beauty of the skins, the richness of their color and the care with which they have been made up.
\$30 to \$325.
(Second Floor, Chestnut)

Only With Transparent Silks Are Certain Colors Possible

In fact, there is almost no end to the color possibilities of Georgette crepe and silk voile over another color silk. And there is nothing as soft and graceful for draped goods. You may have 40-inch Georgette in 300 shades at \$2.25 a yard, exactly the present wholesale price. Or so-called "indestructible voile," well known for its durability, 40 inches wide, at \$2.75 a yard. This comes in not so many shades but, nevertheless, a good assortment of light and dark colors.
(First Floor, Chestnut)

Women's Tweed and Frieze Coats for Sports Wear, \$75

Sturdy English cloths are the only ones used in these coats. They are all-wool, of course, and warm enough for the coldest weather. Then, in case you should want either the tweed or frieze coats for bad weather, as many women do, the collars may be turned up high. The tweeds have an indistinct overplaid and they come in the soft English colorings. The frieze coats are in Oxford, brown and green effects. Both kinds are belted and lined to the waist.
(First Floor, Central)

All the Winter Clothes the Junior Girl and Her Younger Sister Need Are Here

They are in their own Salon, these clothes for girls, and what with plenty of space, a good light and helpful assistants who know just what girls should wear, mothers will find it a pleasant task to outfit their daughters.
Warm New Winter Coats
\$20 to \$75 for coats for school and better wear, plain coats and others richly fur trimmed. Plain velours and silvertones, fine duvetynes and other materials—all warmly lined and interlined.
Fur Coats, Also
\$80 to \$325 for these—coats of wild cat, of coney, racoon and golden brown beaver, all of carefully selected skins.
Cloth Dresses
\$8.75 to \$95—and there is a surprisingly good little serge dress at \$8.75, braid trimmed and well made, up to an exquisite little dress of silk duvetine, fur trimmed, at \$95. And there are hundreds of serge and other cloth dresses in between. Plenty of cloth regulation dresses, too—\$18.50 to \$22.75.
Wash Dresses for Girls
\$3 to \$25—ginghams, percales, linens and linens in practical, becoming styles, always in quiet, good taste and made for good service.
The Loveliest Party Frocks Imaginable
\$18.50 to \$85—for fairly-like frocks of crepe Georgette, of chiffon and of silks, in delicate colors. Many are hand made, hand embroidered or trimmed with real laces. All are in 6 to 17 year sizes.
(Second Floor, Chestnut)

Some Very Attractive Chinese Rugs at \$19.50

This is a lot of about fifty pieces ranging in size from 2x3 feet to 2.6x4 feet, very suitable for single doors, fireplaces or as table mats. The colors and designs are particularly attractive, blue, tan, old gold and soft pink being the prevailing shades. Animal and bird designs figure in many of the patterns, notably the reindeer, horse and bat, the decorative effect being unusually attractive.
The collection is made up chiefly of modern pieces, but there are some semi-antiques included. The price is particularly moderate for rugs of such merit and attractiveness.
(Seventh Floor, Central)

The N.-C. 4 Has Arrived—It's a Pie for Hallowe'en

It's a Jack Horner pie to hang over the center of the table, or in the room, if you are having a party. There are 12 favors—\$15 complete. New hydroplanes, with 12 favors, \$15 complete.
(Down Stairs Store, Chestnut)

For the Hallowe'en Party—Don't Forget

Twisted straws, 80c a pound. Curls, 80c a pound. Walnut pillows, 60c a pound. Nut blocks, 80c a pound. Chewy nut candy, \$1 a pound. Glace nuts, \$2 a pound. Chocolate-covered nuts, \$1.25 a pound. Jordan almonds, \$1 a pound. Assorted mint wafers, 80c a pound. Chocolate-covered marshmallows, 60c a pound. Vanilla marshmallows, 50c a pound.
(Down Stairs Store, Chestnut)

An Importer's Clearance of Madeira Scarfs

About 300 pieces in the collection, of pure Irish linen, hand scalloped and hand embroidered by Madeira needleworkers. A good assortment of sizes, suitable for bureaus, chiffoniers and dressing tables—18x36 inches to 20x72 inches, with three lengths in between.
Prices from \$3 to \$13.50 each, the saving being about 25 per cent.
(West Side)

A NEW BOOK BY MAURICE MAETERLINCK

"Mountain Paths," price \$1.75. It is three years since the Belgian philosopher wrote a volume of essays. This new book deals with occult subjects, with fighting and with heroism.
"Ecstasy," by Louis Couperus, \$1.50. A novel which appeared in the original Dutch some years ago and which has not so far been published in America. It is one of the most original and delicate love stories of recent years.
(Main Floor, Thirteenth)

LITTLE LUCKY CHARMS TO DANGLE ON HER BRACELET

are one of the fads of the winter. The bracelets are of sterling silver, slender, dainty links—and the little charms are attached to the bracelets.
The charms are of sterling silver, or of enamels in pretty colors, and there are elephants, bears, fish, rabbits, cats, owls, butterflies and others. In silver they are 50c and \$1 each; of enamel on silver, they are \$2.25.
The bracelets are \$1.25 and \$1.50 each.
(Jewelry Store, Chestnut and 13th)

VENISE LACE COLLARS ARE BACK IN FASHION

Therefore all the women who have real lace collars of this kind are bringing them out and wearing them, but those who haven't will find some new and very pretty imitation Venise lace collars in the Neckwear Shop.
Some are all of the lace, others are of net edged with lace—and there are both round and the long, square-end shapes, \$1 to \$10.
(Main Floor, Central)

DEAR LITTLE VELVET HANDBAGS FOR DEAR LITTLE GIRLS

In every particular but size they are counterparts of women's handbags.
Good-looking square metal frames or shell-finish celluloid frames. Silk lining, tassel, purse and mirror.
Of an excellent quality of velvet in such pretty colors as rose, light blue, brown, pearl gray, taupe and purple.
Price \$3.
(Main Floor, Chestnut)

A CREPE POPLIN THAT SOMEWHAT BELIES ITS NAME

For it has the smooth surface of a fine broadcloth which it much resembles, but there is a very slight crease in the weave.
It is a beautiful material for a dress or separate skirt, being all-wool and 50 inches wide. In good tones of navy blue, brown, reindeer, old blue and Copenhagen, \$3.50 a yard.
(First Floor, Chestnut)

WHEN ONE PREFERS TO MAKE ONE'S OWN CURTAINS

There are some extremely pretty materials to do it with and most of them are very new arrivals.
Dotted and figured Swiss, 35c, 65c, 75c, 85c and 90c a yard.
Madras, ivory color with pink, blue or green flowers, 65c and \$1.15 a yard.
Figured flannel nets, 35c to \$2 a yard.
Novelty nets in beautiful designs, \$1.75, \$2, \$2.50 and \$3 a yard.
(Fifth Floor, Market)

A NICE NEW LOT OF BATHROOM RUGS

Good bathroom rugs in the right colors have been hard to get, though there have been plenty of the kind we wouldn't sell.
We now have a first rate assortment of the desired colors and sizes.
18x36 in., \$2.50.
24x36 in., \$3 and \$4.25.
24x48 in., \$4.25 and \$6.50.
27x54 in., \$5 and \$6.
30x60 in., \$6 and \$8.75.
36x72 in., \$8.25, \$9.50, \$12.50 and \$14.50.
(Seventh Floor, Chestnut)

Men's Suits That Are Right in the Materials and Right All the Way Through

We have been long enough in the clothing business to know just what it takes to make the best kind of suit for any man for any season.

Fundamentally, the essentials of a good suit of clothes are the same today as they have ever been.

These are the right woollens, the right trimmings, the right tailorwork, the right knowledge of fashions and the right good purpose to turn out the best for the money.

We have an ample stock of suits here and every one of them was made from that recipe. No better fabrics are used in any suits sold for the same prices anywhere, and when we say fabrics we mean all-wool fabrics.

No finer tailoring can be found in any ready-to-wear suits—in fact, we don't know of any other suits in which the tailoring is quite so good.

So far as style is concerned these suits tell their own story to the eye of any one who knows what style is, and in the wear they will prove that back of the style there is the real groundwork of quality, the quality that tells in the long run. Youths' models are a conspicuously fine feature of this collection, but we have styles and sizes and shades for all men.

Prices \$32 to \$75.

(Third Floor, Market)



The Finest Sweaters for Men

are these of soft and silky cashmere, the nearest approach to genuine Angora of any fabric that is made today.

Coat-style sweaters of gray, green or drab, in a medium weight that is not bulky under a coat, \$25.

Sweaters of Shetland and Angora wool mixed, with fancy fronts and plain backs and sleeves, \$15.
(Main Floor, Market)

A Man May Treat Gloves Like Old Friends

but it's not so commendable when the gloves begin to look so shabby they spoil the effect of his new winter outfit. The Men's Glove Store is full of fine new gloves, and the man who wants to look well dressed from top to toe will see to it that his gloves add to, and do not detract from, his good appearance.
Tan or brown capskins, \$2.75 and \$3.50 a pair.
Gray suede gloves that look like mochas are \$3.75 a pair.
Olive drab buckskins, \$4.25 a pair.
Gray mochas, \$4.50 a pair.
(Main Floor, Market, and Main Floor, Just Inside the Juniper Street Entrance)

An Old-Fashioned Handkerchief That Men Like

It is a good, sturdy Irish linen, with tape border, and sells for 65c each. It is one of the best-wearing handkerchiefs we know, and men who have once bought these handkerchiefs always come back for more.
(Main Floor, Central)

Men Know the Service of a Good Tweed Hat

They know that it will stand up and retain its shape and color under rough weather better than any other kind of hat.

Not all tweed hats will do this, but those made for this store will.

Red-tinted tweed hats, made in London for Wanamaker's, \$6.
Wanamaker American-made tweed hats, \$4.
(Main Floor, Market)

Men's Merino Underwear Near Half Price

Second-grade goods, but then "seconds" are less of a drawback in underwear than in almost anything else, and the slight imperfections do not affect the wear.
We have the identical goods in first grade in our regular stocks at almost double these prices.
\$1.25 for light-weight natural merino shirts and drawers.
\$1.75 for medium-weight natural merino shirts and drawers.

This is the final shipment of this good mill's "seconds" and, as the others sold out quickly, it would be well to be on hand early.
(Main Floor, Market)

Men's Cordovan Shoes of the Better Sort

Men who like brogue styles, with long wing tips, saw-tooth pinking and much perforation, will admire these high shoes at \$15 and \$17. Made of fine Cordovan leather, on an English last.
A straight tip English style shoe of Cordovan is \$13.
Any of the three is fine in fashion.
(Main Floor, Market)

"This Looks Like a Place Where You Can Get Some Quilts"

So said a man the other day as he looked around him in the Bed Clothing Store. He said he had a much better variety than any he had yet seen and he had been looking in other places. The more he extended his investigations, the more impressed he seemed to be with what he had to show him. He was especially pleased with the assortment of fine quilts in the room devoted to those bed coverings.
"That," said he, "is the way I like to see these goods."

He told us something, of which we ourselves had an inkling, that the down-filled quilts we are selling for \$12 and \$15 are the most extraordinary goods of their kind in Philadelphia. We understand that quilts of this class are sold in some places for one-third more. Those at \$12 are 2x2 yards and those at \$15 are 2x2 1-3 yards.

He wanted something finer, and apparently he had a good eye for unusualness, because he bought one of the down-filled quilts, covered in Japanese embroidered silk, at \$30 and was delighted with it. These are believed to be the best down-filled quilts at the price in Philadelphia.

It is encouraging when people of judgment think so highly of our goods.
(Sixth Floor, Central)

Fine Warm Overcoats Ready for the Boys

Large new shipments have come in, bringing a fine choice of good, warm overcoats for boys of all ages.

The most important of the new arrivals are the overcoats for boys of 11 to 18 years. These are garments of warmth and excellence, made of good heavy overcoatings in an ample choice of colors, including bronze, brown, gray. All are made in the double-breasted style with belts, convertible collars, and all the style features that boys of 11 to 18 years like. Full range of sizes to select from at \$25, \$28, \$30, \$32, \$35, \$38 and \$40.

The showing of overcoats for little fellows of 3 to 10 years has also been reinforced by new arrivals. In this division there is a full selection of good woolen fabrics, including all the desirable fancy mixed goods, and ranging up to the finest worumbo Chinchillas. Prices \$16.50, \$18, \$20, \$23.50, \$25 and \$38.
(Second Floor, Central)

