

Organ plays at 9, 11, 11:55 and 5:20
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER:
Cloudy and Warmer

Wanamaker's Has Been Elected as the Store That Will Serve the People Best

The Morning Star Makes No Noise in Its Rising

At no time is there anything more beautiful in the heavens than the glory of the early dawn when the waning moon, the morning star and the first rays of the rising sun appear together in a clear sky.

All great developments of ideas come modestly and silently to fruition without blare of trumpets or pomp of praise.

To be sensitive to inspirations and sensible to modest endeavor, to encourage honest intention, to further true patriotism in national, state and city-wide advancement of the public good, is to help the start and finish of great things.

(Signed) *John Wanamaker*

Nov. 4, 1919.



Black Lynx Furs

Lustrous and silky and very luxurious in appearance, not to mention being becoming to all ages and almost to all types.

There are little choker collars, muffler collars, small and large shawl collars, big animal skins and stoles of varying length and breadth—one short, broad stole is arranged so that it can be worn as a cape if desired.

Prices run from \$42.50 for a little animal scarf to \$265 for a cape-stole.

Muffs to match may be had at \$65 to \$150.
(Second Floor, Chestnut)

Every Woman Apparently Wants a Woolen Scarf

At least that is the way it seems to us from the number we are selling these days. They are one of the good, sensible fashions the sports suit has made popular. We are even selling a number to

women who want them for warmth in the house. The new styles are in the prettiest colors, with camel-hair, brushed wool or Angora finish. They are \$7.50 to \$22.50—the latter price being for coats with long ends and pockets.
(Main Floor, Central)

Fluffy Ostrich Feather Trimmings Are Quite the Fashion

Debutantes like them to trim dance frocks and party dresses and matrons and older women find them useful to add a lovely touch to evening gowns.

All the lovely colors of the season are here—soft shell pinks, coral and flame color, deep rich purples, canary, the fashionable henna, turquoise blue, green shades, taupe and grays, and black and white, of course.

There are several widths, the ostrich is soft and curly and most effective, and the prices by the yard are from \$2.25 to \$3.50, and the soft pompons are \$2.25 each.
(Main Floor, Central)

BRASSIERES of Many Kinds

Literally scores of styles may be seen in the Corset Salon tomorrow. Those of mesh are \$2.50 and \$3, and poplin cost only \$2; others of hand embroidery and real filet cost \$4. In between come plain materials; broches and tricot; laces of many kinds; eyelet embroidery—both machine and hand; and silk. The majority of these brassieres are priced at \$2 to \$10; the finer novelties are \$22 to \$40.
(Third Floor, Chestnut)

PRESS Boards to Renovate Your Old Velvets

No wise woman discards her old velvets these days—especially when velvets are so much in fashion for hats and gowns and wraps. She simply uses a press board and makes them like new! Here are press boards in three practical sizes—6x18 inches, \$9.50; 8x24 inches, \$20; 10x36 inches, \$34.
(Main Floor, Central)

FUR Cloth Neck-pieces Are Most Comfortable Now

And they are in such pretty, becoming styles that more women than ever before are wearing them this year.

Some are straight, others are cape effects and, there are imitations of karami, mole and seal plush, \$5 to \$27.50.
(Main Floor, Central)

AS to Silk Waists

Some dark striped messalines have just been received and are made with low collars and high-logs, and with "skirts" below the waistline. Price \$5.50.

White habutai shirts, extra heavy and very serviceable, are priced at \$10.75.
(Third Floor, Central)

NEW Oriental-Looking Scarfs Are "Tied" Dyed

That is, knots are tied in them before they are dipped in the dye, making a curious but very pretty effect.

They are the softest silk and come in pastel colorings—purples, browns and greens, orange, yellow and so on. Quite novel and delightful for gifts, \$10 each.
(Main Floor, Central)

TERRY Bath Robes for Women

Enough for three hundred women and priced at \$3.85. They are of good weight, clean in color, being pink-and-white, lavender-and-white and black-and-white, and altogether remarkably satisfactory. Kimonos lately come are of Japanese silk made up here. The color schemes are all of the dark Oriental type, and the kimonos are bordered with satin ribbon. \$7.50 is the price.
(Third Floor, Central)

New French Gloves for Women

So famous is the French glove for its fine skin and its excellent fit and finish that most women prefer it to any other kind. These new gloves have not been here long, and are just the kinds wanted for this Autumn and Winter.

\$3 a pair for French kidskins in white, tan, black or gray over-seam sewn and finished with two clasps.
\$3.75 a pair for tan, gray, black, white or brown gloves, pique sewn, with two clasps. The skins in every pair are soft and flexible, and the gloves will be a pleasure to wear.
(Main Floor, Central)

THE ORIENTAL STORE IS FULL OF THE TREASURES OF THE EAST

FIRST of all, of course, the marvelous ancient and modern, jades, rock crystals, lapis-lazuli and agates; the ceramics and embroideries which are a delight to all lovers of beauty and connoisseurs of art. But we should like to mention today a few of the modern objects of particular interest to people arranging their houses for the Winter. These are—
The jardiniere of powder blue

with medallions, of crackle ware, of black and white hawthorn and of five-color ware. They vary in size from one to hold a five-inch flower pot to a huge floor jar. The vases and jars, which can be mounted for lamps, as well as used for their original purposes—blue and white and black and white hawthorn, five-color ware and others. We made a particular effort to get pieces which are copies of the good old work.
(Fourth Floor, Chestnut)

The bronzes for book ends and paper-weights—elephants, tigers, rabbits, frogs, wrought with the peculiar Japanese feeling for animal life. The lovely apple-green porcelain for lamps, flowers and decorative use. The cloisonne enamel incense burners, bowls, ginger jars and tobacco jars. On all these modern things the prices are very moderate.

A Special Sale of Young Women's Winter Coats—Just When They're Needed! at \$29.50 to \$38.50

Hundreds of fine Winter coats of good, all-wool materials, in new and desirable styles.

\$29.50 for wool velour coats in brown and blue, well tailored; collars to button high, belted all the way 'round.

\$32.50 for excellent coats of an all-wool mixture in brown and heather; slit pockets, button trimmed; also brown, blue or gray velour coats in becoming styles.

\$35 for plaid-back coats in brown, tan and gray—coats for cold-weather wear, because they have plenty of warmth.

\$38.50 for dress coats of silvertone velour with wide fur collars; Pekin blue, brown, reindeer and navy blue, finished with pleats in the back and belted all the way around.

All these coats are much under the usual selling prices and all are in 14 to 20 year sizes.
(Second Floor, Chestnut)

More of Certain Sports Coats That Were Almost Too Popular

There were not enough to go around in the first shipments and several women left orders to be filled as soon as we should get any more.

They are the soft, delightful suede cloth, lined to the waist with chamois and as warm as toast on a cold day. Also when motoring you can button the big roll collar up tight around the throat and fasten the cuffs over. They are three-quarter length, double-breasted and have a belt with a large bone buckle.

In beaver, leather, mole and dark brown, \$47.50. Scarcely less liked are these \$57.50 camel-hair coats, of which there has also arrived a second shipment. A seven-eighths-length sports model, belted in the natural tawny color. These, too, are very warm and unusually good values at \$57.50.
(First Floor, Chestnut)

This Will Be a Winter of Home Delights

There will be more entertaining at home than there has been in many a year.

And more people will find time to get acquainted with their families and learn that no pleasure equals that which can be found in a happy and congenial household.

The Player-Piano Will Help

It will not be necessary to go outside the home for music. With a very few exceptions, you cannot hear as fine music in public anywhere in Philadelphia as you can have in your own home. A player-piano or a reproducing piano will play for you anything you like, from the music of the masters to the latest comedy song or dance.

Chickering Schomacker Emerson Lindeman

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

These are the eight famous pianos sold at Wanamaker's—and at Wanamaker's only—in Philadelphia. They are in both player and reproducing piano form and there are a great many different styles.

Prices range from \$600 for a player-piano made in the same factory that makes the Angelus and go to \$3300 for a superb Chickering or Knabe Ampico grand-reproducing piano. And any instrument may be bought on convenient terms.
(Egyptian Hall, Second Floor)

Velour and Silvertone Suitings Are Decidedly Favorites

Most women choose them for suits and a great many for coats. These are all-wool and of the finest quality. They are 54 inches wide. In plain velour, the prettiest colors are tan, beaver, dark brown and navy blue, from \$5 to \$6.50 a yard.

In silvertone velour there are dark blue, Copenhagen, oxford, mahogany, tan, green or brown at \$5 and \$6 a yard.
(First Floor, Chestnut)

New, Warm, Winter Coats for the Children

Hundreds of coats—all brand new, all in those heavy Winter weights which mothers like to have for their children when cold north winds blow.

Cheviots, silvertone velours, soft woolly chinchillas, plain velours and lustrous broadcloths are the materials; the colors are dark, mostly, and the styles are most varied, but always attractive and suitable for children. Many coats have fur collars, some have collars edged with fur, but every last one has a good warm lining and an interlining as well.
\$12.75 to \$65—2 to 6 year sizes.
(Third Floor, Chestnut)

The Christmas Card of King George V

Has been reproduced by permission and replicas sent us from London. It is a booklet with a beautifully colored scene of General Maude's entry into Bagdad.

Also we have just received replicas of the Christmas cards of the Queen of England, the Prince of Wales and Queen Alexandra. They are part of a new importation of very pretty English Christmas cards all in the form of booklets, and nearly all with calendars attached. Some are hand-colored, 50c to \$3 each.
(Jewelry Store, Chestnut and Thirteenth)

When Wintry Winds Blow It's Time for Fur Millinery

Brisk winds and cold November days furnish just the setting for these lovely fur hats—all of which have the charm of newness in addition to their other attractions.

Not very large in shape, they have smart lines that promise the becomingness the well-dressed woman requires of her millinery.

Hudson seal (dyed muskrat), soft gray moleskin, nutria and natural gray squirrel are the furs, and they are used alone and with the rich brocades that are so much in vogue this Winter.

Prices start at \$25.
(Second Floor, Chestnut)

BEAUTIFUL New Handbags of Silk Duvetyne

This rich fabric should not be confused with cotton or wool duvetyne. In tan, brown and blue, with shell-finish frames of the finest quality, it makes very distinctive handbags.

A bag in an oblong shape is \$15. One in a deep pouch shape is \$20.
(Main Floor, Chestnut)

JAPANESE Quilted Vests

Indispensable to a great many women, since they may be worn inside an Autumn coat before time to put on Winter things, and inside fur coats after the bitterest Winter cold has come.

All white, all black, black-and-white, and black-and-purple, with sleeves and without. The first cost \$3.50; the second, \$2.
(Third Floor, Chestnut)

Time to Put 'Em On!

Warmer underwear in cotton, wool or silk that is made right and fits right.

Men's underwear, \$1.25 to \$18.
Women's underwear, 75c to \$18.50.
Children's underwear, 50c to \$12.
(Men's, Main Floor, Market)
(Women's and Children's, First Floor, Market)

We Can Put the Right Overcoat On Your Boy

If his age is anywhere from 11 to 18 years we can fit him in a coat at \$16.50, \$18, \$20 and up to \$40, and it will be as fine a coat as the money can buy at retail anywhere in this country.

If he wants a Mackinaw, and is 8 to 13, we have here a good choice of these warm and handy garments that boys like so well, especially for skating and other outdoor sports. These are in brown, blue and gray overplaids, all made with large button-up collars, and reasonably priced at \$12, \$13.50 and \$15.
If your boy is anywhere from 3 to 10 years we can fit him in a coat at \$16.50, \$18, \$20 and up to \$40, and it will be as fine a coat as the money can buy at retail anywhere in this country.

Both in quilts and in blankets our assortments are very large at all prices, the blankets at \$7.50 to \$45 a pair, lamb's-wool quilts \$10 to \$67.50, down-filled quilts \$12 to \$45, those at the last named price being filled with fine eiderdown.

Cut Steel Beads 75c a Bunch

Use them for making the fashionable flat chains, for the equally fashionable bags and for trimmings for gowns and blouses.
(Main Floor, Central)

Fine Warm Winter Overcoats for Men

Each garment of the best grade that any man can now regularly buy at the price—\$40 to \$100.
(Third Floor, Market)

Men Who Prefer Shirts With Starched Cuffs

will find that we have provided some, of an unusually fine quality of woven madras and in an unusually good-looking lot of patterns. White hairline stripes on dark grounds and larger colored stripes on white grounds. These shirts all have plain bosoms, which may be worn soft or with a little starch in them.
Price \$3.50.
(Main Floor, Market)

Men's Mackinaws and Sheep-Lined Overcoats

are splendid for their warmth and durability. For men and boys who are outdoors much in cold weather they cannot be excelled. Mackinaws with large shawl collars, in various colors and styles—men's sizes, \$16.50 to \$20; boys' sizes, \$14 to \$16. Sheep-lined moleskin coats with large shawl collars—men's sizes, \$16; boys' sizes, \$12.50. Sheep-lined vests, \$6.50 and \$8.
(The Gallery, Juniper)

If You Want a Thanksgiving Dinner Set Now Is Your Opportunity

We have some hundreds of American dinner sets, all new from the potteries, which we are selling at large reductions from the regular prices. They are by far the best and most unusual sets of the kind we have had in a long time.

On one group, which we are selling for \$25 a set, there is a saving of almost 40 per cent.

These are sets of 106 pieces in three attractive border patterns with coin-gold handles.

The other sets in the new purchase are priced at \$25, \$27.50, \$32.50, \$35 and \$37.50 a set, otherwise one-fourth less than today's regular value. All the sets in this group are in open-stock patterns.

Taking this collection as a whole, it is probably safe to say that it is as good as can be found at the prices today in America.
(Fourth Floor, Chestnut)



1500 Yards of Irish Double Damask; Genuine Stuff at \$5 a Yard

New goods of the good, old quality. Real double damask, every thread pure flax, finely bleached and in a beautiful satin finish. The width is 72 inches. At \$5 a yard these goods represent the highest standard of value regularly obtainable today.

As a rule, damasks at the same price are not as sterling in character as these goods at the present time. There is a rich assortment of floral and striped designs that will do credit to any dining table.

In the same purchase there are napkins to match the linen at \$15.75 a dozen, 24 inches square.

The best purchase we have received in many a day.
(First Floor, Chestnut)

Linoleums and Plain Carpets

These are the better grades, which particular people want. Inlaid linoleum, \$1.75, \$2, \$2.50, \$2.85 and \$3.50 a square yard. Printed linoleum, \$1.25 a square yard. Plain heavy chenille carpet, 9, 12 or 15 feet wide, \$13 a square yard. Three-quarter widths, \$3.35 to \$5.25 a yard.
(Seventh Floor, Chestnut)

Vacuum Carafes at \$4.50

These carafes, which are in heavy nickel cases, will keep liquid hot or cold and are a great convenience in many ways. \$4.50 is much less than their regular price.
(The Gallery, Chestnut)

Quilts and Blankets "Good and Plenty"

The cold wind blew in more lots of quilts and blankets, one of the new arrivals bringing eleven boxes of wool-filled quilts; some covered with figured cambric and finished with a border of plain sateen to sell for \$10 each; the others, covered in a choice of four patterns of figured sateen and bordered with plain sateen, are priced at \$13.50 each.

New blankets have come in to sell for \$10 a pair in double-bed size, woven of wool and cotton in white with borders of pink or blue. Another new lot is composed of white wool and cotton blankets of a finer grade, with borders of old rose or of blue, double-bed size, price \$15 a pair.

The low-priced stocks have been replenished by the arrival of a lot of part-wool blankets, size 60x80 inches, with borders of pink and of blue, and these are among the lowest-priced part-wool blankets in our stock, \$7.50 a pair.

Both in quilts and in blankets our assortments are very large at all prices, the blankets at \$7.50 to \$45 a pair, lamb's-wool quilts \$10 to \$67.50, down-filled quilts \$12 to \$45, those at the last named price being filled with fine eiderdown.

In between, both in blankets and quilts, we have any number of different grades to select from, at as many different prices.
(Sixth Floor, Central)