

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
Fair

Only a Sincere Store Can Hold the Faith and Interest of the People

An Educated Gentleman Speaking of a Well-Known London Preacher

said the convincing thing about this fine Oxford scholar is that "the entire man gets into his sermons." The expression of his face and the tones of his voice and every motion of his body appear to be in touch with the theme under discussion.

This accounted for his hearers sitting content for an hour and a half with profound attention, to the close of the extempore service.

The fault of most of us is that we do not put half of our knowledge, manners or thorough interest into filling the places to which we are appointed.

You have got to make a break in the egg shell before you can do an omelet.

[Signed]

John W. Wainwright

Nov. 5, 1913.

150 Women's Winter Dresses at \$50—Some Reduced

Half this number are reduced out of our own stock; the other half are brand-new dresses brought in to sell at late-season prices. A few weeks ago they would have sold for \$22.50 more than tomorrow's figure. They include satins, messalines, tricolettes, crepe de chine and Georgette and combinations of different materials.

Colors are black, taupe, brown and navy. Styles are both simple and elaborate. All sizes in the lot.

(First Floor, Central)

Rare Necklaces and Pendants From the Orient

THEY are among the most interesting of all the objects in the Exhibition of Oriental Treasures, and peculiarly so to people in search of wedding presents.

Here are lovely necklaces of jade, opaque jade at \$125 and translucent at \$225. Long strings of amber beads, both honey colored and red, are \$35 and \$63.50.

Rock crystal beads, with smooth surface, are \$40 a string; with cut surface, \$45. Amethyst quartz beads are \$20 and \$35.

A string of carnelians is \$40, and one of rather small coral beads is \$40.

(Fourth Floor, Chestnut)

Little necklaces of turquoise matrix beads are only \$10.

Pendants of jade, some of the pale and some of the deep green; are priced from \$4.25 for a single tiny drop to \$185 for an oblong carving of lotus.

Carnelian pendants variously carved are \$10.

Amethyst pendants, carved, \$7.50. Amethyst balls, large, \$5.50.

Other smaller pendants of carved agate, amber, and so on, are \$6.50 upwards.

A charming link chain and tiny mirror of real tortoise shell is \$35.

(Fourth Floor, Chestnut)

Smart New Slip-On Gloves Doe-Finish and Washable \$3 a Pair

To many women's ideas, there is no glove more attractive than the style which falls in soft folds about the wrist, and these brand-new gloves are in that very style. Of a soft, beautifully finished leather, they are all made with the much-liked doe

finish and come in white or the natural color which is so fashionable.

Outseam sewn, and in five-button length.

\$3 a pair.

We've been waiting some time for this shipment—it has just arrived and there is a plentiful supply of all sizes.

(Main Floor, Central)

WOMEN'S FINE SPORT SHOES

Black or tan Russia leather lace shoes, with wing tips, perforations and military heels.

Their price is \$16 in the Women's Exclusive Little Boot Shop.

(First Floor, Market)

SILK CHEMISES—ENVELOPE

So many new styles have lately been received that women who are forehandedly laying in Christmas supplies need not wait longer for a variety of choice.

Crepe de chine chemises, severely plain or fluffy with laces and embroidery, \$3.85 to \$17.50.

Wash satin chemises, \$4.50 to \$10.50.

(Third Floor, Central)

800 PAIRS WOMEN'S FABRIC GLOVES 50c A PAIR

Though the careful maker calls them "seconds," you'll have to take a second look to find the little flaws which bring them to you for this small price.

They are in white and the good colors worn this Winter, are chamois finished lisle thread and have 2 clasps. Of course they'll wash.

(West Aisle)

This Group of Young Women's Suits Each \$42.50

is made up of models which have the air and the quality of much more expensive suits. They were made just for us, and in the first place were copied from higher-priced models. Only good all-wool materials were used in their making, and the tailoring is notably good.

There are suits of the fashionable silvertone velour, of plain velour, of sturdy tweeds, of tricoots and of chevrona cloths. Some are made in sports style, youthful and simple, and others are intended for dress suits. They have good lines, every last one of them, and they are both lined and interlined, so that they will be warm enough for winter wear.

Brown, blue, gray mixtures and other dark colorings, all popular this winter, are included.

14 to 20 year sizes.

(Second Floor, Chestnut)



New Designs in Stamped Work

are being shown in the Art Needlework Store—designs on towels, on babies' and children's dresses, on lunch sets, combing jackets and bungalow aprons.

(Second Floor, Central)

ALL the materials for lamp shades—gimps, silks, tassels ornaments—will be found in the Art Needlework Store; and the purchasers of such materials can, if they wish, join the class in lamp-shade making, which is held from 9:30 A. M. to 4:30 P. M. in the Store.

(Second Floor, Central)



These Fur Coats for the Woman Who Wishes Something Different

THEY are luxurious, beautiful wraps, all of them, and there is just one of each.

Of Alaska seal is a handsome coat which is in three-quarter length, has large collar and full sleeves, with cuffs, a flare-back and belt in front. It is \$1200.

Many soft, fine moleskins went into the making of a lovely mole wrap, which has sleeves which come from a panel in the back and a huge muffler collar. The lining is lovely, too. \$900.

A perfect beauty is the Hudson seal (dye muskrat) coat with great collar and cuffs of glossy black lynx. \$700.

Taupe nutria, with collars and cuffs of Australian opossum, makes a little short wrap, finished with a cord grille. \$700.

Quite out of the ordinary is the coat of baby leopard, with collar, cuffs and a deep band of soft brown beaver. It is \$650.

And in contrast to the glossy black of the Hudson seal (dye muskrat) is the huge squirrel collar on another coat. It has great panel-like pockets on each side, too, of the gray squirrel, and there are large squirrel cuffs as well. \$700.

(Second Floor, Chestnut)

New Fur-Trimmed Coats of Velours and Silvertones at \$85

Hudson seal (dye muskrat) is the fur of all the collars, which are big and comfortably high for cold days, and the coats themselves are silk lined, two having fancy silk linings, and then interlined.

Out of the four styles that arrived in this new shipment, two have the new loops in the back. Most women find it a very becoming fashion.

The colors among all the styles are Pekin blue, beaver, navy blue, mole, dark brown and black.

(First Floor, Central)

Sparkling New Dress Trimmings for Evening Gowns

Thank Paris for every last one of them, for they are all French and all new.

Lovelier than ever, the white and opalescent trimmings are in a wonderful array. There are flouncings, for instance, on fine white nets, with masses of crystal beads, spangles and opalescent effects in fascinating designs. \$8 to \$34 a yard they are.

The new bands in opalescent effects are in many designs and many widths—75c to \$45 a yard.

And to go with them are lovely little tassels and sectional ornaments and pendants, 45c to \$6.50 each.

Tinsel cloths, to use for evening gowns, are in steel, silver, gold, orchid, blue, old gold, green, rose and turquoise shades, and are \$13.50 a yard and 35 inches wide.

(Main Floor, Central)

A NEW RADIUM SATIN THAT IS \$2.50 A YARD

A fine quality, pure silk, 40 inches wide, dyed in about twenty of the prettiest colors, both light and dark.

It can be used for foundations, linings of dresses under transparent silks, for fancy work or lamp shades.

We are very glad to have this silk arrive in time for the Christmas season, when such a silk is in great demand, and especially glad to be able to sell it for such a moderate price.

(First Floor, Chestnut)

A CHRISTMAS IMPORTATION OF "GRAY BOX" HANDKERCHIEFS

The beautifully hand-embroidered handkerchiefs for women that people, year after year, like to give for Christmas presents. Coming this early they allow time for the markings.

They have one-corner embroidery, exquisitely done, and they are all from the one Irish manufacturer, known as the "King of Hand Embroidery." Prices 35c, 50c, 75c, \$1, \$1.25 and \$1.50 each.

(West Aisle)

English Style Kit Bags of Selected Leathers

These great, square, roomy kits, originally designed for British officers going to India, are still about the finest examples of heavy luggage for men.

Here are some made of very fine hand-boarded leather in russet and the new mahogany brown. The leather has been

(Main Floor, Chestnut)

kneaded into glove-like softness, but it will give wonderful service. In fact, kit bags are built for service.

The 20- and 22-inch sizes have short straps and the 22 to 28-inch sizes have straps all around.

Prices are \$52.50 to \$70, and in some instances they are much below regular.

New Madeira Lunch Sets Unusual at \$12.75

An exceptionally attractive lot of sets—an importer's surplus—all prettily hand-embroidered and hand-scalloped on a good Irish linen.

Just two patterns, one a basket design, the other a wreath effect, with plenty of

(First Floor, Chestnut)

eyelet work on both. Each set consists of thirteen pieces, including six tumbler and six plate doilies and one 24-inch centerpiece to match.

The price, \$12.75, is about one-third less than sets of this class now regularly sell for.

The Best-Liked Photographs Should Have Silver Frames

There are so many styles in sterling silver frames in the Jewelry Store that it certainly will be an easy matter to find one to fit any picture.

There are round, oblong and oval frames, straight frames and folding ones, the latter holding two, three or five pictures. Some are per-

(Jewelry Store, Chestnut and Thirtieth)

fectly plain, others have engine-turned stripes or are hand engraved, and the newest are plain nearest the picture with an outer hand-engraved border.

Prices from \$2.75 to \$70. Or the frames may be made to order in any size or style you wish. They make delightful Christmas gifts.

Honfleur Toilet Preparations Just Down From the Laboratories—

which means that they are fresh and have just been made up. And, as most women know, Honfleur preparations are always most interestingly priced.

Toilet water in violet or l'Empire scents, 50c and 85c bottle.

Extract in l'Empire, violet or rose, 40c and 65c.

Face powder, 25c.

Talcum powder, 10c.

Skin creams, 30c.

Cleansing creams, 55c.

Youth and Beauty creams, 55c.

Hair tonic, 50c and \$1 a bottle.

Bay rum, 60c a bottle.

Witch Hazel, 35c and 65c a bottle.

Extract ammonia, 20c and 35c.

Lilac and wistaria vegetal, 75c.

Eau de cologne, 75c a bottle.

(West Aisle)

LARGE VELVETEEN HANDBAGS AT SMALL PRICES

These are unusually full and roomy bags and the material is a fine grade of velveteen in taupe, brown, blue and black.

They have shell finish celluloid frames and the linings are in lighter colors.

Prices \$4.75 and \$5.75.

(West Aisle)

INDIVIDUAL CARDS FOR CHRISTMAS GREETING

People who like whatever they do to have a distinctive quality are ordering these relief-engraved cards now. We have the samples ready to show in the Book Store—a great many new designs and all with the appearance of engraved and die-stamped work. The prices are very moderate.

(Main Floor, Thirtieth)

WE THOUGHT LAST YEAR WAS A BIG VELVETEEN SEASON

But it was nothing in comparison to the way people are buying velveteens this year.

Principally they are being made into dresses and suits, but many also are going into handsome capes, afternoon coats and separate skirts.

They are every one fine grade English velveteens and all the colors are here anybody could want, including the fur shades to use with fur coats or fur hats. From 23 to 42 inches wide and \$3 to \$6.50 a yard.

(First Floor, Chestnut)

Overcoating the Boys

We are very glad to be so well prepared with good overcoats for boys of all ages, from three to eighteen years.

The surest thing about each coat in this collection is that it is trustworthy for service.

That is because it is sound in fabric and in making.

What is the good of putting an uncertain sort of overcoat on a boy?

There is no economy in it. There is positive loss in it, especially when you can select from this stock of coats of warranted excellence at the lowest prices consistent with the reliability of every garment.

For boys of 11 to 18 years—double-breasted, belted-all-round coats, with convertible, button-up collars, all made of good warm overcoating in a choice selection of colors and patterns. \$25, \$28, \$30 and up to \$40.

For boys of 3 to 10 years, a very attractive showing of overcoatings, double and single breasted, with belts and convertible collars, many of the higher-priced ones finished with fur collars, all made of good warm fabrics—\$16.50 to \$40.

For boys of 8 to 13 years, mackinaws in a good choice of brown, blue and gray overplaids, \$12, \$13.50 and \$15.

(Second Floor, Central)

IMPORTED MEZZOTINTS AT INTERESTING PRICES

Nearly a hundred of them by well-known men, such as Hubbard, Tily, Stodart, Greenhead and Martindale. The originals are all by old and modern masters—Gainsborough, Whistler, Watts and others, or else are small portraits of famous men.

Prices are close to half of regular—\$3.50 to \$10.

(Fifth Floor, Market)

EMBROIDERED PILLOW CASES

They make an attractive form of a very useful present.

The muslin is of good wearing quality and the embroidered designs are unusually pretty. \$1.60, \$1.75, \$2 and \$2.50 a pair. All are in boxes.

(First Floor, Chestnut)

8000-Mile Automobile Tires at Lowered Prices

Diamond tires in squeegee tread, fully guaranteed and all first grade. Low as they are, the prices include the government tax.

30x3 1/2 \$13.25	32x4 1/2 \$36.45
30x3 3/4 \$16.90	33x4 1/2 \$37.50
32x3 1/2 \$19.75	34x4 1/2 \$38.75
31x4 \$26.30	35x4 1/2 \$40.60
32x4 \$25.75	36x4 1/2 \$41.15
33x4 \$28.15	38x5 \$44.55
34x4 \$28.75	38x5 1/2 \$47.55
		37x5 \$50.45

(The Gallery, Chestnut)

Handsome Axminster Rugs

With their rich colorings and their numbers of Oriental designs, Axminster rugs are among the most desirable of the domestic weaves.

9x12 ft., \$48.50, \$52.50, \$65 and \$78.50.
8.3x10.6 ft., \$42.50, \$48.50, \$60 and \$70.
6x9 ft., \$23.50, \$35 and \$41.50.
4.6x7.6 ft., \$19 and \$22.50.

(Seventh Floor, Chestnut)

Cretonnes Are Eagerly Sought

There is no end to the possibilities in these pretty materials for sewing and knitting bags, shoe bags, work boxes, table covers, pillow

cushions, lamp shades and other givable things. One can choose from hundreds of patterns, many are reproductions of foreign prints, 45c to \$1.25 a yard.

(Fifth Floor, Market)

By Way of Emphasis— This Is a Remarkably Fine Stock of Quilts and Blankets

We have been talking a good deal about quilts and blankets, for the very good reason that we have the quilts and blankets to talk about.

From our own knowledge and from what customers tell us we believe we have an unequalled stock of quilts—wool filled and down filled.

We make most of these ourselves and naturally we can offer not only an exceptionally large and attractive choice, but we can also insure a little better value and service in each quilt at the price marked upon it. Please do not make up your mind as to where you are going to buy your quilts. We do not want you to feel biased one way or the other.

But we do ask you to come in and look at this stock of quilts, and at any other stock you care to look at, and form your own opinion.

Our wool-filled quilts are priced at \$10 to \$67.50, according to grade and fineness of materials.

Down-filled quilts from \$12 up to the finest eiderdown at \$45.

As regards blankets we have an abundance of standard kinds and none of the questionable kind. Grade for grade, size for size and price for price, we are ready to have them compared with any others you may know of.

From \$7.50 to \$32 a pair in single sizes and from \$8.50 to \$45 a pair in double sizes.

(Sixth Floor, Central)