

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

# "With Full, Proper and Worthy Assortments of Sterling Merchandise"

## An Organized Store With a Backbone

is where everything in the business tends one way if the employees are intent upon their duties and faithful to the details as they are instructed to be.  
Nothing here is done by the pattern of the more or less popular

### Drives

to gather people's money by big sale days or hurry ups or everything to urge patrons to buy.

The aim and purpose of each day's work is to be prepared:—

1. With full, proper and worthy assortments of sterling merchandise.
2. By barring out counterfeits and imitations, however cheap and attractive they seem.
3. By placing orders ahead with reliable makers, months in advance to preserve constant supplies.
4. "Semper paratus."
5. Visitors welcome and no selfish solicitations permitted.

(Signed) *John Wanamaker*

Nov. 6, 1919.

## The Little Gray Squirrel Is High in Favor This Year

Not in a long time has the soft, pretty gray squirrel been so fashionable as this Winter, and well-dressed women are using it not only for all sorts of neckpieces and muffs, but for short and long coats as well.

The squirrel neckpieces are really charming—and they look so well on the Winter suits and gowns, or to finish a Winter coat. There are little animal scarfs, wide collars, long ties, becoming muffler collars and long, straight stoles with generous pockets. And they include the light, clear gray as well as the pretty darker shades.

Prices go from \$18 for animal scarfs up to \$300 for a handsome stole with a wide collar, long ends and pockets.

Muffs to match the neckpieces are \$50 to \$85, and there are round and other shapes.

## Real Venise Lace Collars at Last!

The rumor has been current for some time that the fashion was turning toward this kind of lace, but, up to now, only the imitation Venise lace collars have appeared.

Quite noticeable is the smaller size of many of these new collars. They scarcely more than outline the neck in some cases. But there are others, wider, of embroidered or tulle net with Venise lace edges. These are chiefly in the straight square-end collars.

Every one of these real Venise collars is imported and prices go from \$8 to \$25.

(Main Floor, Central)

## Lovely Waists of Georgette

Almost always they are in pink and white; occasionally a style may be had in bisque color.  
One simple thing with a broad pleated frill and no other ornamentation is \$6.85.

One with very narrow Valenciennes is \$10.50.  
One with a real filet edge, very dainty and fine, \$12.  
A square-necked affair with real filet forming a yoke is \$15.

Another with real filet and heavy hand embroidery is \$16.50.

A model with square neck has the neck edged with real filet, \$18.

And a beauty with a great deal of filet round the neck and shallow yoke, and hand embroidery besides, is \$45.

(Third Floor, Central)

## Silks Make Wonderful Gifts

Among the best kinds are the rare and precious Japanese brocades, which can be made into the most exquisite things—bags, pillow tops, slippers, table scarfs, hats and so on.

They are from \$15 to \$150 a yard, and we are willing to cut them into short lengths if desired.

(First Floor, Chestnut)

## Silk Petticoats Rushing in

Hundreds of them, and nothing short of fascinating in color, having all the richness which belongs with the Autumn season. They are changeable and solid colors and Roman stripes, and the silke are taffeta and messaline.

Please note that they are marked at the very moderate prices of \$3.85 to \$7.50 and there are some extra sizes in the \$7.50 group.

(Third Floor, Central)

## Silk Bloomers

And this is just the weather for them.  
Those of crepe de chine are mostly pink and cost \$4.50 to \$8.50.

Those of wash satin are \$4.50.  
Ankle-length in either material, \$5 to \$10.

(Third Floor, Central)



## A New Fringed Sports Coat for Young Women

Of a cheery Winter plaid, thick and soft and warm, this coat is one of the Winter novelties and has just arrived in the Young Women's Store.

It comes in black and white, green and brown and other pleasing colors and combinations, and is made with a large collar, which may be buttoned high, if you wish, or worn low. There is a belt which may be worn inside or out, all the way round or just in front, and there are two generous pockets by way of finish.

And there is a fringe all the way around the bottom of the coat, on the sleeves and the big collar which gives it a different touch.

\$49.50—and just the kind of coat girls and young women will like for school or college, for country wear, for motoring and for Winter sports.

14 to 20 year sizes.

(Second Floor, Chestnut)

## With the Cold Wave Arrived Warm Fur-Collar Coats

As many as thirteen brand-new styles—only one of a kind in some cases, not more than five in any—and they are all as pretty as they can be.

Such handsome materials as evora, bolivia, palouchie, crystal cord, plain and silvertone velour, and they are trimmed with large collars, cuffs and often panels or pockets of fur—beaver, nutria, Hudson seal (dyed muskrat), Australian opossum and ringtail.

All these furs are excellent qualities; in fact, the maker has delayed this shipment in order to get exactly the furs he wanted. Prices are less than we could duplicate these coats for today—\$125 to \$350.

(First Floor, Central)

## Riding Breeches and Skirts for Women

We have just received these and there have been many women asking for them.

Khaki riding breeches, buttoning down the sides and reinforced, from 26 to 32 inch waistband, \$3.75.

Riding breeches in oxford and tan shower-proof gabardine, in the same model, \$10.75.

Riding skirts in all-wool serge, convertible to walking skirts, \$15.

(First Floor, Central)

## Women's Anatomik Shoes, \$12— Much Less Than Regular

These are the finest Anatomik shoes made, and that we have 1000 pair to sell at such a low price is due to a peculiar error.

These shoes were made expressly for the Wanamaker Stores in Philadelphia and New York. But through a mistake the manufacturer used narrow tops on them.

They are all high lace shoes with blind eyelets, and there is nothing about them to indicate that they are corrective footwear. They will make splendid Winter shoes for any woman who can wear shoes with small ankles.

There is a wide-toe shoe with black glazed kidskin vamp and dull matt kidskin top and shapely narrow-toe shoes of the same leathers of black glazed kidskin vamp with fawn cloth top, of nut brown Russia calfskin and of white canvas.

\$12 a pair is an amazingly low price for them.

(First Floor, Market)

## Lovely Imported Ribbons

to be used for bags and the fashionable vests make the spot they occupy in the Ribbon Store a feast to the eyes.

The velvet-and-satin brocades—are very dark and rich and cost \$14 a yard for an 11½-inch width.

The metal brocades, gold and silver on solid color grounds, are \$7.50 to \$22.50 a yard; and the widths vary.

(Main Floor, Central)

## Women's Smart New Suede Gloves From New Zealand

To call them suede does not begin to give you any idea of their durability, for these New Zealand gloves have a mocha finish and a durability that is greater than any other gloves of this kind that we have seen.

At \$2.25, for instance, is an extremely good-looking glove in slip-on style; in five-button length and in the desirable beaver and gray shades.

\$3.25 for eight-button length, mousquetaire, in gray.

\$1.85 a pair for the one-clasp style, in gray or the pretty beaver shade, with combination embroidery.

(West Alata)

## Motor Robes for Winter

Whether you want a fine, richly colored robe to match the upholstery of a closed car or a great, warm, heavy robe for an open car, here it is.

Robes of fur, beaver plush and other plushes, mohair plush with rubber interlining and wool.

Prices range from \$8.50 for a woolen robe to \$165 for a fur robe.

(The Gallery, Chestnut)

## "A Tarpaulin Muster"

By John Masefield

As a writer of prose as well as of poetry, John Masefield occupies a distinguished position among contemporary Englishmen of letters. Of his prose nothing exceeds these short stories about the sea. The book has long been out of print.

Price, \$1.50.

(Main Floor, Thirteenth)

"Divine in hooks, glorious in a pipe  
"When tipped with amber, mellow, rich and ripe."

—Byron.

Glorious, indeed, are these new amber-tipped briar wood pipes, mounted with 14 kt. gold and just received in the Jewelry Store in anticipation of being Christmas gifts.

Some have the curved, some the straight stem and there are pure and rock amber mouthpieces. They are \$10 each.

(Jewelry Store, Chestnut and Thirteenth)

## Talk It Over With Your Coal Pile

The question of how best and most economically to heat your home is a big question right now.

There are old style hot-air heaters and new style; steam heaters and hot-water heaters, and various people disagree about them.

There's fault to find with the old style hot-air and fault to find with steam and fault to find with hot-water, as everybody knows.

## But—Did You Ever Hear Anybody Find Fault With a Caloric Pipeless Furnace?

This is a new system which is liked by everybody who has used it.

The most economical to install.

The soundest and simplest heating system of all.

Furnaces are ready to be installed at short notice—prices \$210, \$240 and \$325.

(Fourth Floor, Market)

## Rhinestone Balls on Silk Neckcords Are Her New Fad

Slender black silken cords hold the balls, which are a mass of glistening, sparkling rhinestones. There are several sizes, and you may choose whichever size you like—\$4.50, \$5.50 and up to \$10.

Ribbon sautoirs are much in fashion, too, for women like to wear them to hold lockets or the popular charms—\$1.50 to \$4.50 for sautoirs with novelty rhinestone slides.

And other ribbon sautoirs with silver or gold-plated lockets are \$1.50 complete.

(Jewelry Store, Chestnut and Thirteenth)

## 200 Pieces of Good, Sound Living-Room Furniture Reduced 40 Per Cent

Keeping present market conditions in mind, this is a collection of furniture that everybody with any need for furniture of the kind should see at once.

Comprised in it are 100 chairs and rockers, 50 settees and davenport and 50 miscellaneous pieces consisting of tables, stands, desks and wall and desk chairs.

There is a choice of three finishes, umber oak, chrome birch and walnut and the upholsteries are of tapestry, cretonne and damask. Each piece is 40 per cent less than the price of one year ago.

25 arm chairs and rockers are now marked \$15 each.

25 arm chairs and rockers are now marked \$15.50 each.

25 arm chairs and rockers are now marked \$23.50 each.

25 arm chairs and rockers are now marked \$29 each.

50 settees and davenports are now marked \$38, \$40, \$48, \$62—up to \$84.

50 tables, stands, desks and wall and desk chairs are also reduced 40 per cent.

(Fifth Floor, Central)

## Wilton Rugs in Large Sizes

From the good, standard makes to the very finest, they are here.

9x12 ft., \$107.50 to \$165.

9x15 ft., \$148.50 to \$227.

10.6x12 ft., \$146.50 to \$227.

11.3x15 ft., \$198.50 to \$284.

## Axminster Rugs

9x15 ft., \$72.50 12x15 ft., \$115

## Tapestry Brussels Rugs

11.3x12 ft., \$47.50

(Seventh Floor, Chestnut)

## Men's Dress Handkerchiefs \$12 a Dozen

Of fine and spotless Irish flax, they are in that much-liked masculine style with narrow hemstitched hems and tapes above. There are several styles of tapes.

Such handkerchiefs lend themselves admirably to embroidered initials or monograms, and we will be glad to do the work for you at a moderate tariff.

(Main Floor, Central)

THE Grafex Camera will do the difficult things in photography and may be had for \$77.85 and all the way up to \$252. Also every other worthwhile thing that the photographer needs will be found in the Camera Shop.

(Main Floor, Thirteenth)

## Blankets and Quilts of Standard Quality in Full Choice at Fair Prices

Scarcely anybody need now be urged to buy blankets or quilts.

Some people, however, might need to be reminded that it pays to buy the more reliable kinds.

For people who want blankets and quilts of a quality about which there is no doubt or mystery we are ready.

The most dependable grades of blankets at all prices are here, beginning with part wool blankets at \$7.50 a pair and going up to \$32 in single-bed sizes. Double-bed sizes begin at \$8.50 a pair and go up to \$45 a pair. This refers to regular white blankets with either plain or pink or blue borders.

In addition, we have red blankets, gray blankets, plaid blankets, jacquard blankets, all kinds of blankets that are worthy and desirable at the prices.

And we have quilts without number—down-filled and wool-filled, in a profuse assortment of colors and patterns. Down-filled quilts from \$12 to \$45, those at the latter price being of real eiderdown. Wool-filled quilts, \$10 to \$67.50.

(Sixth Floor, Central)

## Put One of These Good Overcoats on Your Boy

Comfort, service, style and good, sound value are all combined in our boys' overcoats.

We have them in ample variety for boys of 11 to 18 years, moderately priced and warranted for quality. These are double-breasted, belted coats, with convertible button-up collars, in a selection of gray, brown and greenish overcoatings; at \$25, \$28, \$30, \$32, \$38 and \$40.

For lads of 3 to 10 are a particularly good showing of double-breasted overcoats of excellent grade at \$16.50, \$18, \$20 and up to \$40 for the finest ready-to-wear coats in America, many of these having fur collars.

Mackinaws are also here in good choice in brown, blue and gray overplaids, all made with the button-up collar and priced as low as such reliable garments can be, \$12, \$13.50 and \$15.

(Second Floor, Central)

## Glace Fruits— \$1.50 a Pound

It's near Thanksgiving when these come! Tempting morsels they are—and there is a palatable variety of fruits.

All sorts of favors and novelties for the Thanksgiving table are 20c to 15¢—this last for the Jack Horner pies.

Cream-covered caramels, 80c a pound.

(Down Stairs Store, Chestnut)

## Bittersweet Chocolates, 80c a Box

To be found at that candy outpost on the Main Floor, Market, along with many other package candies of much deliciousness.

(Main Floor, Market)

## Fitted Traveling Cases That Women Will Like

Like them because of their good looks, their convenience and their light weight.

Made of fine black cowhide, enameled or dull finish, and lined with moire silk in pink, blue, lavender and green.

Equipped with eleven toilet articles of ivory-finish celluloid and having extra pockets on the sides.

Prices are \$35, \$37.50 and \$40, which is not much more than such cases are wholesale today.

(Main Floor, Chestnut)



## Sir, What Do You Look For In a Suit of Clothes

Perhaps some men may want less than the finest standard of quality in ready-to-wear suits. In that case they will have to look for it somewhere outside of this Store.

No man can want more. Most men would like to know "for sure" where suits of the highest standard can be had.

We say they can be had here, and we are here to stand by what we say.

Our men's suits are priced at \$32 to \$80.

They might be sold for less if we were willing to have them made a little less fine, but that is something we neither believe in nor practice.

(Third Floor, Market)

## Men's Beautiful Hats of Shaggy Beaver

With their soft, silky finish and their superlative grace of form these are as handsome a lot of soft hats as the men of Philadelphia have ever had to choose from.

Usually they will be worn Alpine shape, but they can be worn telescope style, or with the top dented in. Whichever shape you prefer, the great flexibility of both crown and brim will conform to splendidly.

Price \$12.

(Main Floor, Market)

## Men's Sweater Stocks Are Complete

Now a man can get any kind of sweater he wants here—coat style, pull-over style, with or without sleeves; V-neck or shawl collar.

Prices range from \$5 to \$25, the coat sweaters starting at \$6.50.

The lowest priced are of cotton-mixed goods, and from this they go through various kinds of wool up to the finest Scotch cashmeres.

(Main Floor, Market)

## This Is the Underwear Men Are After Now

Natural merino shirts and drawers in two weights, \$5.50 a garment.

Pure wool shirts and drawers in the same weights, \$8 a garment.

For the man who prefers union suits we have them in merino at \$6.50 and wool at \$15.

If you don't want any wool in your underwear you may have it of cotton at \$2.50 and \$4.50 a suit.

Short men, tall men; stout men, thin men; all men can get fitted here.

(Main Floor, Market)