

Organ plays at 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

The Evening Ledger News of the Wanamaker Store

To the Young Man Considering a Business Life

This is letter No. 4 of the series and covers only another side of the questions arising:

A—It is important to consider carefully the character of the man who offers you the opportunities.

B—Why does he choose you with whom he has little or no acquaintance?

C—Does he call upon you to invest money and bring to you dazzling prospects, or is he moved by some benevolent interest he has in you?

D—What good reason can he justly give for urging you to quickly conclude a matter of which you know so little except from his standpoint?

E—Sieve very carefully both sides of the proposition before you write any notes regarding it.

F—Be sure to get the chaff out of it.

G—Save these A B C's.

[Signed] *Joe Wanamaker*

Nov. 18, 1919.

Special Postscript No. 2

A Christmas League of Business Beginners

is forming of men, women, private and public school boys and girls, and others over 14, to give such hours as they can spare these next 31 business days to take the first steps in business and find out whether they shall enter upon a business career in learning the Wanamaker methods of business.

Applications can be made at the Lincoln Building, Broad and South Penn Square, Broad Street entrance, first door to the left, 9 A. M. to 1 P. M., and from 5 to 6:30 evenings.

Women's Velour Sports Hats Change Their Prices

Velours are among the best-liked sports hats, and these attractive hats are in those comfortable sizes and becoming shapes which women are wearing this winter.

There are plenty of blacks and blues and browns as well as other good colors, and they are trimmed, usually, with ribbon bands.

Though they have been higher, prices are now around the \$8 and \$10 marks.

(Second Floor, Chestnut)

The Season Is On—and Feather Fans Are Fluttering

Women with an appreciation of their decorative value know that feather fans add a charming touch of color or contrast to one's costume.

The new fans are lovely—great fluffy affairs of soft ostrich, some curled, some straight and all most attractively mounted. There are wonderful blue shades, rich reds, taupe, greens, the loveliest pinks and, of course, black or white.

\$16 to \$54 each.

(Jewelry Store, Chestnut and Thirtieth)

Down Come Prices on Young Women's Warm Winter Coats and Silk or Cloth Dresses

This is an excellent opportunity for young women who need warm, good-looking winter coats or dresses for school, business or better wear.

About 100 Coats Are \$25 Each

and these include models of wool velour and of wool mixtures. There are all the good dark shades of the season. Coats for dress wear as well as coats for general and sports wear are included in the collection. Some have fur collars, many are belted and all are uncommonly good values for the price.

An Unusual Collection of Dresses at \$20

Smart new wool serge dresses, soft satins and crepes Georgette are included in this group.

There are plenty of the very desirable navy blues and black, and all the dresses are in new winter styles.

The serge dresses are sometimes braided trimmed, as are the tricotine dresses, and these are in effective one-piece models.

These silk dresses are of satin alone, of satin and Georgette and of Georgette and silk in several pretty styles.

All are in 14 to 20 year sizes.

(Second Floor, Chestnut)

The Last of Certain Very Pretty Plaid Skirts

So the manufacturer tells us. And they are skirts that walk out almost as soon as they arrive, for every woman falls in love with them at first sight to wear under short coats or fur coats.

There are prunellas, worsteds, gabardines and silvertone velours and at least seven styles of plaids—all so pretty it is hard to choose between them. They are either pleated or box pleated. Plenty of soft blues and browns and some in black-and-white. \$25 to \$28.50.

(First Floor, Central)

Warm Waists

A few women insist always upon having these, for sport or winter wear.

Challis with white grounds and blue or black cluster stripes, price \$6.

Viyella unshrinkable flannel with white grounds and stripes in black, pink, blue or lavender, \$8.50.

All of them have high-low collars.

(Third Floor, Central)

Two New Gloves for Women

With fresh gloves a woman always feels better dressed—and when you can get new gloves and save from 75c to \$1 on each pair it is surely worth doing so!

\$2.35 a pair for dark tan cape-skirts that are outseam sewn and finished with spearpoint embroidery. 1 clasp.

\$2.75 a pair for genuine gray mocha gloves, pique or outseam sewn, with black embroidered bands.

(West Aisle)

Winter Tub Suits for Small Boys

Offer Twist and Middy styles in all sorts of colors and combinations—some white blouses with colored trousers, and any number of yellow, browns, greens, blues, pinks and other shades.

Some have frills, some have touches of hand stitching and all are new and attractive.

\$3 to \$10.50—and 2 to 5 year sizes.

(Third Floor, Chestnut)

Undressed Dolls at Lower Prices

Thousands of mothers and others plan to dress their Christmas gift dolls.

We have 700 undressed dolls that are to be sold at once at prices below regular.

They are all jointed dolls, with bisque heads, moving glass eyes, eyelashes, shoes and stockings. They are in two classes and three sizes:

Regulation jointed dolls, \$2.75, \$2.90 and \$3.75.
Character baby dolls, \$2.25, \$2.90 and \$3.90.

(Seventh Floor, Market)



Furs at Their Loveliest on Some New Evening Wraps

THERE is one particularly exquisite garment in dragon-fly blue panne velvet, with a deep cape, border and cuffs of monkey fur. The lines are most graceful and beautiful. It is \$375.

One of the very newest of all is a mirror velvet that has a black moire effect one way you look at it and richly colored plaid another way. This wrap is trimmed with taupe wolf and has a fascinating lining of white silk with a printed Egyptian pattern; \$275 is the price.

Then there is a French tinsel brocade heavily faced with mole at \$500 and many others, less expensive, in panne velvet, silk velour and velveteen. They are variously trimmed with flying squirrel, beaver, Australian opossum, wolf and white fox furs.

(First Floor, Central)

Charming Evening Gowns for Winter Festivities

PERHAPS "semi-evening" gowns describes them better, since they are of the obliging sort which women can wear for informal affairs, and yet are immensely distinguished.

They are of Georgette crepe, satin and crepe de chine, Georgette oftener than any other material—and their pastel colorings are lovely. The lilac and mauves, the marvelous rose shades from the palest shade to that fiery new shade known as the Heart of France; the jade and other greens, the old blues and turquoises; even an artist could not dream of anything lovelier than these pastel colorings. There are no two gowns alike, but among them you will see many of the new fashion features—the ostrich trim, the hooped effects, the knots of metal ribbon, the charming beadings and embroideries and the sashes which are a combination of gold-striped with color.

Prices are \$77.50 to \$200.

(First Floor, Central)

The Glitter of Metal Laces Is Seen Everywhere

How such a bit of brightness does glorify a gown! Many of the most beautiful evening gowns are made entirely of these laces over a silk foundation.

Some are of white or black tulle with designs worked in gold or silver.

Others are entirely of gold or silver. They are from \$2.75 for an 18-inch flounce up to \$11.25 for one 40 inches wide.

Bands, many of which match the flouncings, are from \$1 a yard to \$8 a yard.

(Main Floor, Central)

Black Enamel Luggage Much of It Underpriced

A suit case, a woman's overnight case or a hatbox of black enamel fabric will any of them be welcomed as a gift. And it so happens that we have some of these goods at prices less than regular.

Suit cases with black leather reinforcements at the parts which bear the brunt of service, at \$5.75 for a small one of 20 inches, to \$19 for a great 32-inch case that will hold almost as much as a small trunk.

Women's overnight cases with trays or shirred pockets, 16 to 24 inch sizes, \$9 to \$10.

Women's hat boxes, fiber instead of leather bound, and with space for two large hats and other things, \$8.50 and \$9.

(Main Floor, Chestnut)

300 Yards Silvertone Coating, \$6 a Yard

The usual price is \$2 a yard more.

It is a diagonal weave silvertone, 54 inches wide, the finest all wool and it is one of the loveliest fabrics one could pick out for coats, wraps and suits that should be warm and yet not too heavy. The colors, too, would blend in the happiest way with furs. They are navy, an exquisite lighter blue, brown and exquisite.

(First Floor, Chestnut)



For the Thanksgiving dinner there are great, luscious mint wafers with a turkey in has relief on each wafer. They are 10c apiece.

And for the Thanksgiving or any other dinner, there are delicious glass nuts, \$2 a pound. There are walnuts, almonds, pecans and Brazil nuts.

(Main Floor, Chestnut)

Little Gift Aprons

Hundreds of them in the corner devoted to maids' dresses—aprons tiny and lacy to play in at a fair or large enough for grandmum when she takes the baby or a huge basket of mending on her lap. Some have big pockets and these are meant for sewing.

All snowy, crisp and white, 65c to \$2.75.

(Third Floor, Central)

"DAINTY MAIDS" are the quaintest and sweetest of little figures, hoopskirted and prettily painted for the holding open of doors. In reality they are of heavy metal and their price in the Little House—is \$7.50.

(Fifth Floor, Chestnut)

Never Were There So Many Leather Folding Clocks

as there are this minute in the Jewelry Store. It is because these convenient little timepieces have made such quantities of friends and they are certain to be much in demand for Christmas presents.

In gray suede, blue or rose ceramic leather, or real seal, and all have the good Waltham movements.

One-day clocks are \$12 to \$25. Eight-day clocks, \$24 to \$40. Some of both kinds have luminous dials.

(Jewelry Store, Chestnut and Thirtieth)

From France to Japan for Lampshade Materials

Japan furnishes the silk, the most beautiful colors in plain silks and fascinating printed designs. You can make wonderful color effects by combining them, \$2.25 and \$3.25 a yard.

Then there are fringes to match, colored and gold, the latter all from France. They are 2 to 8 inches wide, \$1.75 to \$4.50 a yard. Also gold braid to finish the shade. This, too, is French, 20c to \$1.25 a yard.

In Japan, too, we bought all sorts of ornaments and tassels. They add so much to the beauty of the shade.

(Fifth Floor, Market)

Household Brevities

The kitchen end of Thanksgiving festivities will be much more satisfactory if the royal bird be roasted in a seamless oval roaster, self-heating. Varying sizes, \$1.50 to \$7.

Moulds from the little fishes, pineapples and other devices for individual jellies, to melon-and-otherwise shaped pudding moulds, 10c to \$1.25.

There's nothing better among oil stoves than the good reliable Miller make. Miller's in several types and finishes, \$6.25 to \$9.

Not bowls and crackers and nut picks—here's a whole tableful of them.

Food choppers for the mince-meat—they cut the food in four sizes—are \$2.50.

Asbestos mats for the table are 6c to 60c for round; 25c to 60c for oval. Also here are the big asbestos covers to protect the table's polished top.

(Fourth Floor, Central and Market)

Slender Women and Growing Girls Like L R. Waists

\$1.50 for short topless models in coutil, with wide elastic insert on side, laced or closed back.

\$2.50 for medium length waists, topless, of white coutil, wide insert of elastic each side of front steel and next to eyelets at back.

\$2.50 for a short hip style, with low bust; made of white batiste, well boned, with gore of elastic across diaphragm.

\$3 a bonless hip confiner, of dainty pink broche, looks and eyes down front.

\$4.50 a low bust, well boned model of pink broche, medium length skirt, gore of elastic in hip.

These Men's Suits Represent a Genuine Effort to Excel

We are as sure as we can be of anything that there are no better suits anywhere for men than Wanamaker suits, and yet our suits are not as good as we want them to be and as we hope to have them.

It seems to us that the way to always have the best suits is to always keep trying to have better ones.

These suits of ours are the outcome of an earnest effort to provide something better than their prices can generally buy, and we believe the effort has been a success. It has a material basis in all-wool fabrics and a maximum of hand-tailoring.

Of course, we wouldn't go to such pains to have the materials and tailoring of the best without also making sure that the fashion was relatively fine.

Prices from \$32 to \$80.

(Third Floor, Market)

If He Is Fastidious About Handkerchiefs

make him a present of some of the fine French jacquards.

You may have them with fine hand-hemstitched or hand-hemmed hems, and there are several styles of jacquards which have woven borders above the hem and damask-like designs woven right in the fine, snowy linen.

\$2.25 each.

(Main Floor, Central)

Men's Superfine Shirts of Japanese Silk

The silk in these shirts is wonderfully good. It is soft and has no "loading." Will wash splendidly and will keep its beautiful texture to the end.

Soft-cuff negligé shirts, of course, some in solid colors and others in narrow stripes.

Price \$12.

(Main Floor, Market)

The Third and Fourth Volumes of "The Life of John Marshall"

By Albert J. Beveridge Are Now Ready

Already this work has taken its place as one of the great American biographies. In these new volumes Marshall's famous achievements on the Supreme Bench are adequately described for the first time. Price of the two, \$10.

"The Second Book of Modern Verse" is a supplementary volume to "The Little Book of Modern Verse" compiled by Jessie B. Rittenhouse. It would be difficult to find a more enjoyable collection of the poets of the present day. \$1.50.

(Main Floor, Thirtieth)

Motor Tires and Supplies at Unusual Prices

Diamond Squeegee tires of the best quality are marked as follows:

30x3, \$13.25	32x4 1/2, \$36.45
30x3 1/2, \$15.90	33x4 1/2, \$37.50
32x3 1/2, \$19.75	34x4 1/2, \$38.75
31x4, \$26.30	35x4 1/2, \$40.60
32x4, \$26.75	36x4 1/2, \$41.15
33x4, \$28.15	38x4, \$44.85
34x4, \$28.75	38x5, \$47.55
	37x5, \$50.45

Also a little lot of Goodrich Non-skid tires at 10 per cent. less than the list prices.

Extra heavy red inner tubes—30x3, 30x3 1/2, 32x3 1/2, 33x4, 34x4 1/2 and 35x5—at 25 per cent. reductions.

Single-cylinder pumps, \$2.50.

Wind shield cleaners, 50c.

Mobil oil in 5-gallon cans, \$4.25; in 15-gallon drums, \$14.75, including drum.

(The Gallery, Chestnut)

Daily Deliveries of Down Quilts

All from our own workrooms, where we have them made with the idea of producing something better than is usually obtainable for the price.

We believe the idea works out well in the finished product. The latest deliveries bring in down-filled quilts to sell for \$12 each. These are covered with plain sateen and are in a variety of colors, including rose, light blue, Copenhagen blue, French gray, pink and brown. An extra-long quilt is liked by many people. Quilts of this kind are in the newest arrivals. They are marked to sell for \$15, in plain sateen coverings.

The full choice of down-filled quilts ranges up to \$45 for those of real eiderdown, the finest of all.

There is an interesting group of down quilts at \$20 covered in a silk-and-cotton fabric with a floral pattern in a brocade effect. The silk-covered down quilts begin at \$22.

(Sixth Floor, Central)

A Clearaway of Wool Rugs

For immediate disposal we have put very low prices on two small wool rugs that are suitable for bathrooms or any bare spots requiring small rugs. They have plain and figured centers.

30x60 in., \$5.75 36x72 in., \$8

Wilton Velvet Rugs

These are at regular prices, but are moderate enough at that. Oriental effects in color and design.

9x12 ft., \$63.50.
36x48 in., \$10.75 and \$12.
27x54 in., \$7.25.

(Seventh Floor, Chestnut)

New Madeira Linens of Much Daintiness at Low Prices

The popularity of Madeira hand-embroidered linens has never been more pronounced. The new shipment that we present tomorrow brings just such pieces and sets as are most desirable, especially for gifts. They are pretty, practical and comparatively inexpensive. Along with that, they are very moderately priced, the market having materially advanced since we bought them. There is a choice of centerpieces, scarfs and luncheon sets, all pieces daintily hand embroidered and hand scalloped.

Luncheon sets of 13 pieces in five different styles of embroidery, \$6.75 a set.

Scarfs in all desired sizes from 18x38 inches at \$3.50 to 20x54 inches at \$8.50 each.

Centerpieces—

18 inches in diameter, \$2.75 each. 36 inches in diameter, \$7.50 each.

20 inches in diameter, \$3.50 each. 54 inches in diameter, \$15 each.

(First Floor, Chestnut)

New Pin Cubes From Eng'and

Some of the best pins are made in England, and these pin cubes, which women find so convenient, are one of the English specialties.

The pins are in assorted sizes, each cube holds 300 pins, and there are all-white cubes or bright or dull jet. Price 50c.

(Main Floor, Central)

You Can Save the Price of a Turkey or Two Thursday on One of These Dinner Sets

How many people forget and how many realize that a week from Thursday is Thanksgiving?

The people who are buying dinner sets and cut glass and low-priced glassware in the Thanksgiving Sale probably realize it. At any rate, they must realize that the opportunities presented in this Sale are distinctly exceptional, even apart altogether from Thanksgiving.

Several Hundred Dinner Sets Are Reduced 20 to 35 Per Cent

French china dinner sets of 107 pieces in border patterns with coin-gold handles are now \$75, \$85, \$90 and \$100 a set.

English semi-porcelain dinner sets of 106 pieces in a good variety of border decorations with coin-gold handles are now \$35 a set.

American semi-porcelain dinner sets of 106 pieces, plain shape, with gold edges and

traced handles, are now \$16.50 a set.

American semi-porcelain dinner pieces in a good variety of border patterns, some with gold handles, are now \$25 a set.

American semi-porcelain dinner sets of 106 pieces, with rich coin-gold bands and coin-gold handles, are now \$30 a set.

Fine cut glass in attractive assortment of patterns, some with gold handles, at reductions of 25 to 35 1-3 per cent.

Water tumblers in thousands of dozens, specially priced, the plain blown and Colonial tumblers at 60c a dozen; and blown water tumblers with needle-etched patterns at \$1.20 a dozen.

(Fourth Floor, Chestnut)