

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

All New, and Much of It at Prices That Mean Sound Savings

A Well-Known Man the World Around

once said to the writer, "If you go into business simply to get rich, you must take the Golden Rule to measure by."

Wise words, well spoken, they were by the man of high ideals, who said also, "That Golden Rule would not have been given if its Giver were not willing and able to bestow power to help every one to work it out."

Some men went into the war saying, "I mean to be heard from."

Our chosen ideals must be the constant measure by which our lives shall be governed.

Hark ye! our new brothers, this year in the University, and the excellent Peirce School and other business schools.

[Signed] *John Wanamaker*

Oct. 7, 1920.

A Wonderful Gift Is a Diamond Ring

There are some very beautiful diamond rings now in the Jewelry Store in the most fascinating openwork platinum mountings, with three stones, for \$210 to \$260.

We have had these rings mounted under our own supervision and have chosen the diamonds with particular care. They are perfect in color, cut and brilliancy.

(Jewelry Store, Chestnut and Thirteenth)

Women Who Like Bolivia Coats and Luxurious Furs

These women will find some new arrivals very much to their fancy. They are handsome Bolivia coats, wagnly lined, and they have huge fur collars in shawl shape or regular capes of fur.

One with a shawl-shaped racoon collar is \$112.50. Another, a wrap, has a cape collar of wolf, \$157.50. And still another, a wrap, has Australian opossum cape collar and is \$168.

There is the new color of pine needle, brown, black, navy and deer.

(First Floor, Central)

A Pretty Frock of Dark Blue Serge for Young Women

Loops and loops and loops of shining black braid—that's the only trimming on this new dark blue serge dress, but it is most effective.

The dress itself is of good quality dark blue serge, and the braiding is on the bodice, the skirt and the sleeves. There are even loops of the braid down the sash which hangs down the back!

It is new, good looking and the price is moderate—\$32—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Fur-Trimmed Novelty Suits for Women, \$67.50 to \$92.50

Wool velours, Winter-weight broadcloths, silvertones and other soft, fine fabrics in rich Autumn colors, such as Burgundy red, the favorite brown tones, taupe, greens, black and navy—the last two as a matter of course. The coats are almost invariably cut with straight lines—the backs especially are straight—and the fronts are often belted when the backs are not.

Also the coats are finger-tip lengths. The linings are solid-colored peau de cygne to match or harmonize with the outsides, and the final touch is given by soft fur trimmings—Australian opossum, gray squirrel, beaver and so on.

Prices are \$67.50 to \$92.50.

(First Floor, Central)



Women's Luxurious Negligees

The French room is showing unlined corduroys at \$11; lined corduroys at \$14.25 and \$28.50; wadded satin with embroidered crepe de chine collars and cuffs at \$36; and matelasse at \$75. Most of them are in bright Winter colors; some are in pale blue.

(Third Floor, Chestnut)

Women's Low-Heel Oxfords Extremely Smart

With their long wing tips, saw-tooth pinking, heavy perforation and low, wide heels, these shoes have the mannish look that smart women, especially young women, like in Oxfords.

With it all their lines are long and slender and uncommonly graceful.

In black or dark tan calfskin, \$11.50 a pair.

(First Floor, Market)

First Lot of Women's Swiss Underwear for Autumn

Whatever it is that makes Swiss underwear better, there is no denying the fact that it is superior to any other of its kind.

The following garments come in various lengths of legs and sleeves:

Cotton-and-wool—Vests, \$2 to \$3.85; tights, \$3.85 to \$6.50; corset covers, \$3 to \$3.85; union suits, \$5.25 to \$8.

Silk-and-cotton—Vests, \$2.85 to \$5.50; tights, \$5.25 to \$6.35; corset covers, \$4.50 to \$5; uni n suits, \$7.35 to \$10.50.

Silk-and-wool—Vests, \$3 to \$5.50; tights, \$6 to \$7; union suits, \$7.75 to \$11.50.

Spun silk—Vests, \$5.50 to \$10.50; tights, \$9 to \$13.50; union suits, \$14.50 to \$16.50.

(First Floor, Market)

Inexpensive Petticoats

The kinds which sensible, thrifty women think of the moment the weather turns cold.

White flannellet, plain, \$1.25 to \$1.75.

Striped flannellet, \$1.35 to \$2.75.

Black sateen lined with flannellet and made with tailored flounces, \$3.50.

(Third Floor, Central)

The Only Oriental Rug Sale of the Kind in the Country

Just what kind of sale it is, just wherein it is a unique sale unmatched in saving advantages, anybody can understand.

The one reason above all others is because it presents such a choice of high-grade rugs as cannot be found anywhere outside of Wanamaker's at anything like the same low prices, and that is reason enough.

It embraces \$200,000 worth of Persian, Caucasian, Chinese and Asia Minor pieces at ordinary import cost or less.

Every rug in the collection is marked 35 to 50 per cent less than the regular price.

Think of what it means to be able to choose from a \$200,000 collection of high-grade Oriental weaves, in a glorious diversity of sizes and color effects at such prices. Not only is it the only Sale of its kind in the country, but it is one of the most extraordinary in many years.

There is a grand collection of carpet-size pieces.

Saruks of rich, beautiful colorings and fine texture, Kermanshahs in charmingly soft and delicate shades—rose, ivory, ecru, blue; Mahals in rich, warm tones; Chinese rugs marked individually in their pronounced tones of blue, ecru and golden tan.

Prices from a Chinese carpet at \$197, size 9x6.3 ft., to a Serapi, 17x13 feet, at \$1065.

The choice of small rugs is delightful, embracing Daghestans, Cabistans, Kazaks, Mossuls, Anatolian mats and Persian hall pieces.

Prices from a mat at \$12.50 to a Persian hall runner at \$250.

(Seventh Floor)

The First Shipment of Redleaf Gloves for the Winter

has just arrived from England. And we have some kinds of gloves we have not had since before the war. These gloves are all street gloves—gloves for practical Winter service. They are beautifully made and of fine skins in new styles.

For Men—

there are the first hand-sewn capeskins that we've had in five years. They are of fine tan capeskins, and are \$4 a pair.

Other tan capeskins, 1 clasp or 1 button, \$3.50 a pair.

English suede gloves, resembling reindeer skins, are in a rich tan shade, and are \$3.50 a pair.

Capeskin gloves, outseam sewn, with very soft seamless knit lining, \$5.50 a pair.

For Women

Heavy-weight suede gloves, fine for Winter, are outseam sewn, have two clasps, and are in gray or tan, \$3.50 a pair.

Dark gray suedes, with seamless wool lining, \$5 a pair.

Tan capeskin gloves, with wool fleece lining, 2 clasps, pique sewn, \$4 a pair.

P. S.—Of course these gloves are to be found in Philadelphia only at Wanamaker's.

(Main Floor, Central)

Tailored Silk Shirtwaists

A crepe de chine with the much-liked double-pleated frill in front, in navy, flesh color and white, \$8.50.

Another crepe de chine with hemstitched collar and tucked front, white and flesh-color, \$8.75.

White satin-striped washable taffeta, \$9.50.

Men's-wear crepe, all white, and made up in three severe styles, \$10.75, \$13.75 and \$13.85.

(Third Floor, Central)

New Real Lace Collars From Brussels, Belgium

Quite a large importation this time, we are glad to say, and there are many beautiful laces represented. The collars are the finest kind of hand-work and in most attractive shapes—round for the new round necks, square, short back collars and long-pointed ones.

Bruges Point	Duchesse Point Venise
Rosaline	

The prices are much less than many people would think possible, due to the low rate of exchange, \$5 to \$85.

(Main Floor, Central)

Handkerchief Specials, \$5.75 a Dozen

\$5.75 a dozen for women's one-corner hand-embroidered handkerchiefs. There are at least a dozen different styles of embroidery, the handkerchiefs are of sheer and snowy linen, and they come from the foremost maker in Ireland, for this kind of handkerchief.

\$5.75 a dozen for men's handkerchiefs—generous size squares of spotless flax, of sturdy quality, nicely stitched and well made.

(West Aisle)

Other Handsome Rugs at a Fourth to a Third Less

We put on sale tomorrow 160 fine imported and domestic rugs, newly lowered in price to a fourth to a third less than what they have been. Among them are—

Royal Smyrna Rugs in Large Sizes

9x15 ft., \$87	10.6x13.6 ft., \$105	10.6x12 ft., \$87	12x12 ft., \$96
		12x15 ft., \$112	

Scotch Axminster Rugs

9x12 ft., \$95	10.6x13.6 ft., \$127	9x10.6 ft., \$87	12x15 ft., \$157
		36x72 in., \$16.50	

Domestic Axminster Rugs

9x12 ft., \$49

Seamless Velvet Rugs

9x12 ft., \$49

Tapestry Rugs

9x12 ft., \$37.50

(Seventh Floor, Chestnut)

Low-Priced Suit Cases Wonderfully Good

At \$12.75 and \$14.75 we are showing what we believe to be the best two suit cases at those prices in Philadelphia.

They are both excellently made, of oak-tanned cowhide, with good linings and metal trimmings and have all the earmarks of really high-priced luggage.

The \$12.75 case has plain, trim lines and short straps.

The \$14.75 case has straps all around and is stockier in appearance. Either one is exceptional value.

(Main Floor, Chestnut)

1000 Blankets for One-Third Less

White blankets, scarlet blankets, oxford gray blankets, olive drab blankets, all are represented in this interesting disposal and all are one-third less than they have hitherto been marked.

In addition we have a group of white satin-finish bedspreads and a group of wool-filled quilts to sell for one-fourth to one-third less regular prices.

Many people will want just such goods as this disposal brings. They should be quick to take advantage of the opportunity to buy them at the unusual price advantages now offered.

White blankets, part wool, single-bed size, \$6.50 a pair.

White blankets, about 80 per cent wool, double-bed size, \$13.25 a pair.

White blankets with all-wool filling, extra size (80x90 inches), cut and bound separately, \$27.50 a pair.

Scarlet blankets, very scarce of recent years, fine, warm, serviceable, of all-wool, in double-bed size, \$13.50 a pair.

Plaid blankets, all-wool, for couch or outdoor use, \$8, \$9 and \$12 each.

All-wool outdoor blankets in oxford and olive drab, 66x84 inches, \$8 and \$11 each.

150 white satin-finish Marseilles bedspreads—double-bed size, \$10 each.

100 wool-filled quilts, covered with plain Japanese silk, excellent bed coverings, now \$20 each.

(Sixth Floor, Central)

Books Worth While

"The Autobiography of Andrew Carnegie," price \$5. The romance of an unknown boy who became one of the richest men in the world.

"Crowding Memories," by Mrs. Thomas Bailey Aldrich, price \$6. The writer has been on terms of close friendship with some of the most eminent persons in American and English life and letters, and her reminiscences form a volume of rare charm.

(Main Floor, Thirteenth)

The First Cold Winds Are Hard on the Skin

With a little care, however, one can do a great deal toward overcoming the bad effects. Here are some good Queen Mary preparations to use for just this purpose.

Cleansing cream, 65c and \$1.20 a jar.

Skin cream, 65c, \$1.20 and \$3.50 a jar.

Cold cream, 25c a tube, 35c and 65c a jar.

Youth and Beauty cream, 65c and \$1.20 a jar.

Cucumber lotion, 50c a bottle.

Witch hazel jelly, 25c a bottle.

(Main Floor, Chestnut)



The Ampico Is Raising the Musical Standards of America

Music is music, be it a gem of the classics or a tune of the people. But music, like everything else, may be divided into three classes—good, bad and indifferent.

Scarcely anything has the uplifting power of good music, and it is just as easy to acquire a love and appreciation of good music as it is to become accustomed to the other sort. Just as the child of a well-educated family learns to speak better English than the child of a poorly educated family.

It is an unfortunate fact that the masses of the people of America are not so well educated musically as the masses in the chief countries of Europe.

But it is equally true that the musical education of the American people is advancing by such leaps and bounds that it will not be long before they overtake the others, if they do not pass them.

For this advance we have to thank player-pianos in general and

the Ampico Reproducing Piano in Particular

The Ampico reproducing piano has no equal in the faithful reproduction of every art of technique and every shade of expression in the performance of a living pianist.

When you listen to the Ampico you are listening to the actual playing of some fine musician, though he may not be there in the flesh.

So many of the masters of the pianoforte record for the Ampico that the owner of one of these marvelous instruments may have in his own home such concerts as would not be possible in any other way.

The Ampico also plays dance music and other popular airs incomparably and we shall be glad to show you what it can do in any of these fields. It is found in Philadelphia at Wanamaker's only.

Chickering Ampico, \$1800, \$2200 and \$3500.

Haines Bros. Ampico, \$1200 and \$1500.

Marshall and Wendell Ampico, \$975 and \$1250.

The celebrated Knabe Ampico, \$1650, \$2100 and \$3500.

Any of these instruments may be bought on convenient terms.

From 1:30 to 2:30 every day, in what is known as

Ampico Hour, the Ampico is demonstrated in Egyptian Hall.

(Egyptian Hall, Second Floor)

When a Man Thinks of a New Winter Overcoat

—let him also bear in mind that he is not a bit more determined to get the best and finest ready-to-wear garment for his money than we have been to provide it for him.

Prices for our kind of men's overcoats are a trifle lower than they have been, and the kind, if anything, finer, \$50 to \$80.

(Third Floor, Market)

More Men Than Ever Are Wearing Tweed Hats

And we are better prepared than ever to give them a wide selection. In the best American tweed hats we have a handsome range of patterns at \$6.

And we have had some very fine hats made of our own importation of the finest British tweeds that are \$8 each.

(Main Floor, Market)

Original Designs in Silk Pillows and Table Covers

We have just brought in from our own workrooms some beautiful silk pillows, table scarfs and covers that are made from original designs and are shown here only.

The scarfs are suitable for library, living room or dining room and have velour centers and tapestry ends, finished with imported gold braid. They are \$7.50 to \$15.

The pillows are in bright colors and can be used with good effect in any room. Prices, \$4.75 to \$6.75.

(Fifth Floor, Market)

Take Your Choice of a Fine Lot of Dining-Room and Bedroom Suits at a 30 Per Cent Advantage

This is a time of very remarkable things in furniture.

These suits are certainly remarkable at 30 per cent below the regular prices. Many of them are practically new—only a few weeks on the floor; not one of them is old; every one of them is of sound, dependable quality and among them there are some splendid types of cabinet making.

There are many homes ready and waiting for just such suits as these. We hope they will all find out about them in time.

Dining-Room Suits

Queen Anne suit of four pieces, \$325.

Mahogany Sheraton suit of ten pieces, \$460.

Mahogany Queen Anne suit of ten pieces, \$500.

Mahogany Sheraton suit, ten pieces, \$725.

Colonial mahogany suit, four pieces, \$595.

Chippendale suit, ten pieces, \$1400.

Walnut Louis XIX suit, ten pieces, \$710.

Walnut Queen Anne suit, ten pieces, \$650.

Louis XIV walnut suit, ten pieces, \$575.

Adam walnut suit, ten pieces, \$600.

William and Mary mahogany suit, \$665.

Bedroom Suits

Mahogany bedroom suit, (Sixth Floor)

bureau, chiffonier, full-size bed and toilet table, \$275.

American walnut suit, six pieces, \$310.

Ivory enamel suit, Louis XVI style, four pieces, \$483.

Louis XVI walnut suit, four pieces, \$575.

Adam suit, five pieces, \$525.

Queen Anne mahogany suit, five pieces, \$740.

Colonial decorated suit, five pieces, \$625.

Louis XVI suit in antique mahogany, seven pieces, \$1010.