

Band plays at 9; Organ at 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Monday's News From the Centre of Fashion and Price-Lowering

Some Men Who Have Ideas and Daring Are Doing Tremendous Thinking

these days, as the Patent Office at Washington shows.

A few days ago a vast dirigible, looking like a huge fish, one hundred and fifty feet long, circled low down around the boats in the harbor at Norfolk, as if it were taking notice of all comers.

It was under perfect control and came down to within two hundred feet above the water.

Its capacity seemed equal to carrying over 100 soldiers.

Recent information of a flyer, built abroad, to cross the ocean, say that that particular dirigible is 694 feet long and that it has an engine capacity of 1950 horsepower.

Ask Inventor Wright what the probabilities are of the flying squadrons.

How small and simple this Store seems alongside of today's dirigible, much as it has grown.

[Signed] *John Wanamaker*

Oct. 9, 1920.

Moleskin Is One of the Fashionable Winter Furs

and you will see it in any number of the smart new pieces lately arrived in the Fur Salons.

All our moleskins are of fine quality—soft, lustrous Scotch skins. They have been most carefully matched and made up, and there are some stunning new pieces here.

One of the handsomest is a cape with a graceful sweep in back, crossed in front and fastened in the back. It has a deep collar and is beautifully lined. It is \$900.

A little novelty wrap with (Second Floor, Chestnut)

a cape back and a stole front has a deep collar and is unusually attractive. This is \$400.

A shaped stole of generous proportions has two trills of the mole just above the pockets in front, and is \$300.

A smaller straight stole, with two pockets in front, is \$225.

And there are numbers of smaller pieces, like scarfs and chokers, collars, mufflers and throw ties, in the newest shapes; between \$37.50 and \$170.

(Second Floor, Chestnut)

For Women Who Wear All-Black

The Little Salon of Morning Apparel is showing some admirable tailored dresses, severely plain and priced from \$62 to \$95

Also tailored black crepe de chine blouses, starting at \$9.75.

Black wool sports suits at \$45.

Black duvetyne coats with no fur on them, \$160 and \$175. (Third Floor, Central)

New French Dress Trimmings of Dull Jet

Women who wear black will find these new dress trimmings much to their liking.

There are net bands of unusual beauty—wide and narrower bands of black net, with interesting designs worked out in dull jet beads and bugles.

There are also some stunning new black chiffon tunics, thickly beaded.

Also new jet fringes and jet chains, jet fringes and festoon trimmings.

They are all to be seen in the Dress Trimmings Store. (Main Floor, Central)

An Oriental Rug Sale That Recalls the Old Low-Price Days

There is one place—perhaps in all America—where you can choose from \$200,000 worth of beautiful Oriental rugs at 35 to 50 per cent less than regular prices—the Wanamaker Oriental Rug Store.

Why are we selling these fine rugs at prices so much below the ruling values? There are many reasons.

First of all, we are here to do just such things whenever we can. Also because we went into the Oriental rug market overseas at the first opportunity after the war and these rugs are one result of our activity.

Most of them are at normal landing cost, or less. They are typical of what the Store is accomplishing in providing people with the desired merchandise at lowered prices, in this case at the prices of four or five years ago.

The two very fine Persian weaves, Kermanshahs and Saruks, are shown in splendid assortment.

Kermanshah Rugs

10.6 x 8.10 ft., \$485	14.3 x 10.9 ft., \$835
13.5 x 9.6 ft., \$795	10 x 9 ft., \$575
12 x 8.10 ft., \$793	14.6 x 10.8 ft., \$865
16.9 x 9 ft., \$985	10.7 x 8.6 ft., \$575
13 x 9.6 ft., \$757	9.2 x 8.10 ft., \$495
4.3 x 5.8 to 4.9 x 6.4 ft., \$175 to \$265	

(Seventh Floor)

Saruk Rugs

12 x 8.7 ft., \$825	13.6 x 8.6 ft., \$975
12.4 x 8.7 ft., \$705	12 x 10.1 ft., \$945
12.8 x 9.2 ft., \$990	12.8 x 9 ft., \$875
11.7 x 9.2 ft., \$790	12.4 x 8.6 ft., \$830
12 x 8.8 ft., \$885	11.5 x 9 ft., \$775
4.8 x 3.8 to 6.9 x 4.3 ft., \$165 to \$265	

Beautiful Italian Marble Statuary at Close to Pre-War Prices

Figures, busts and charming groups, all beautifully sculptured, and with nothing mechanical or machine-like about them.

Many very appealing subjects are represented in this fine collection, which has lately come to us direct from Italy. This is the first notable assemblage of these delightful objects shown in years, and we are glad to have been able to bring them direct from the sculptors' shops to sell at prices almost as low as they were before the great war.

Other new arrivals of note in the China Store are French china dinner sets, American semi-porcelain dinner sets, imported china tea sets, berry sets, ice cream sets, sandwich sets, cups and saucers and other goods that grow more interesting every day now as we grow near the gift season. (Fourth Floor, Chestnut)

And Here Are Velvet Gowns for Afternoon

Nothing more becoming than velveteen or velvet was ever woven on a loom; it suits almost every complexion and every color of hair, and the mere thought of it in Winter weather is warming. These gowns are in lovely tones of brown, taupe and blue, besides black; they are cut very simply, as befits velvet, and richly ornamented with beads or hand embroidery. Occasionally they are combined with some other material—such as Georgette crepe or satin. As a rule the lines are straight; now and then there is an extended skirt, or a bloused back, or a surplice front and a waistline. Also the sleeves are usually of elbow length.

Hardly two of these dresses are alike.

Prices are \$87.50 to \$285. (First Floor, Central)



Wraps Are Growing Lovelier All the Time

Should you ask a proof of this fact, you must see a new wonderful garment copied from a Lanvin model. It is in a misty blue duvetyne slightly gathered on to a collar yoke, the sleeves being in one with the wrap.

For trimming there are embroidered gold arrow points and a high collar and cuffs of squirrel fur. \$350 is the price.

Or take this beautiful twine-colored duvetyne, curiously enough it blends in color with the mole fur collar and cuffs. It is stitched in gold-colored silk and has odd side tabs ending in tassels. \$410.

These are only two of the new arrivals; there are many others, all fur trimmed and priced from \$155 up to \$435. (First Floor, Central)

The Chinese Are Making Rarely Beautiful Real Laces

For instance, a new importation from China brings real filet and "baby" Irish crochet, exquisitely done and all hand work. The patterns, too, are varied and very pretty.

For filet edges and insertions, 35c to \$4.25 a yard for 6½-inch edge. For "baby" Irish, edges and insertions, 35c per piece edge up to \$4.25 a yard for 4¼-inch edge. These prices are the lowest yet on these laces. (Main Floor, Central)

Every One of These 24,000 Handkerchiefs Is Interestingly Priced

These pure linen handkerchiefs are kinds that most people are looking for now.

For Women

\$4 a dozen for sheer Irish handkerchiefs, plain hemstitched style or with assorted tapes.

\$3.25 a dozen for handkerchiefs with hand-embroidered initials.

\$3.50 a dozen for novelty colored handkerchiefs in many designs and hues.

For Boys

\$3.50 a dozen for sturdy Irish airplane linen handkerchiefs.

\$4.25 a dozen for boys' colored handkerchiefs.

For Men

\$6 a dozen for men's initial handkerchiefs—good linen and easily-read letters, too.

\$6 a dozen for men's colored handkerchiefs—a fine assortment from which to choose.

\$10 a dozen for men's dress handkerchiefs—hemstitched with tapes above the hem.

All these handkerchiefs will be sold by the dozen only. (East and West Aisles)

Clothes and Armor for Football Warriors

Football jerseys, \$5.50 to \$7.50.

Football pants, \$3 to \$9.

Helmets, \$4 to \$8.

Shoulder pads, \$4 to \$8.

Elbow and knee pads, \$1.75 to \$4.25.

Sweat shirts, \$3.50.

Stockings, \$2.25.

Shoes, \$8.50 to \$10.

Sweaters, \$7 to \$12. (The Gallery, Juniper)

500 standing picture frames may be had for \$2.75 apiece. They are hand-carved and in four different finishes—antique gold, gray and brown, besides silver—and sizes are 5x7 inches to 8x11 inches. (Fifth Floor, Market)

More Lovely New Hats From Paris

Just landed, direct from Paris, and delightfully wearable, are these newest French hats, which come from

Caroline Reboux Lucie Hamar Maria Guy Evelyne Varon

There is a new hat with much beading and rather Egyptian in its tendency, there are new small hats trimmed with feathers, there is the stunning hat with green grapes and green feathers from Caroline Reboux, there are hats with graceful lace draperies, hats of shining hatters' plush and hats of silky velvets.

There are black hats and hats in the colors Paris likes—hats for dress occasions and hats for tailored wear. (Second Floor, Chestnut)

Women's Duplex Gloves for Immediate Wear

Short gloves in white, pongee, beaver, brown or gray are \$2.50 a pair; 2 clasps and embroidered backs.

Short gloves with plain backs, in white, gray or brown, \$1.75 a pair.

Strap-wrist gloves in white, gray or brown, \$2.50 a pair.

Long gloves, 8-button length, in white beaver or pongee, \$2.75 a pair; 16-button length, in white with white or black embroidery, \$4 a pair. (Main Floor, Central)

A Handsome Coating Velour Half Price—\$3 a Yard

Warm, soft and light in weight, it is the finest all-wool and would make lovely coats or wraps.

The weave is very pretty, being diagonal, with a mixture of white to give a silvertone effect. In navy blue, taupe, tan, plum, brown and Oxford, 54 inches wide. (First Floor, Chestnut)

Women's Silk Stockings Special at \$1.65

3600 pair of first quality, pure dye, full-fashioned silk stockings with mercerized garter tops and soles.

Black, white, smoke, navy, cordovan and African brown. (West Aisle)

More Waists From Porto Rico

Hand-made batiste waists—seven new styles at \$5.50 each. They are all hand-hemstitched, and some are hand-embroidered besides.

There are some with ruffles and necks are V, square and high. (Third Floor, Central)

House Dresses Special at \$3.75

They are well-made gingham dresses, in pretty colors and just as attractive styles.

There is a good assortment of styles, and women who know values will want several. (Third Floor, Central)

Superb White Silk Brocades Newest Fashion for Evening Gowns

Paris is highly in favor of the combination of white with black silks for evening gowns or white or black silks with a different color sash or drapery.

These exquisite new white brocades are particularly suited to carry out this fashion in ball gowns or gowns for the opera. They are American, and wonderfully beautiful in texture and design. The prices are \$6.50 to \$16 a yard.

Just now, at the commencement of the Winter social season, the Silk Store is brimming over with the loveliest novelty and plain silks, the very latest fashion fancies, and many of them are coming in at the new and lower prices. (First Floor, Chestnut)

\$25 Will Buy a Pretty New Serge Dress for a Young Woman

For the young woman who wishes a moderately priced cloth frock for the Winter, this new one of dark blue serge may be just the thing.

The blouse is in the becoming Eton effect, with just enough braiding for smartness, a little vest of gleaming white satin, long button-trimmed sleeves, and an accordion-pleated skirt.

\$25—14 to 20 year sizes. (Second Floor, Chestnut)

New Table Cloths and Napkins of Pure Linen and Sound Merit

This is a direct import from a reliable Scotch firm. They are of the good old tried and proven kinds woven from pure flax, full bleached, fine in texture and design. There are five new and pretty patterns.

Three distinct qualities in the collection, some of single and some of double damask.

Table cloths, 70x70 inches, \$14.75; 70x88 inches, \$17.75.

Napkins to match, 22x22 inches, \$18.50 a dozen.

Table cloths, 70x70 inches, \$19.50; 70x88 inches, \$25; 70x105 inches, \$30.

Napkins to match, 22x22 inches, \$25; 24x24 inches, \$28.75 a dozen.

Table cloths, 72x72 inches, \$22.50; 72x90 inches, \$26.50; 72x108 inches, \$32.50.

Napkins to match, 22x22 inches, \$25; 24x24 inches, \$30 a dozen. (First Floor, Chestnut)

Timely Special Sale of Boys' Winter Suits

Savings of 20 to 33 1-3 per cent may be had on 350 brand-new Winter suits for boys of 3 to 18 years.

One group, consisting of 200 suits, is for boys of 3 to 10 years. These suits are of knitted cloth in brown and greenish mixtures and are in middy, Oliver Twist and junior Norfolk styles. The price is \$12.

The other group of 150 suits is for schoolboys of 8 to 18 and an important feature is an extra pair of trousers with each suit. Fancy mixed woollens in grays and browns are the materials used and there are several Norfolk styles. These suits are \$20. (Second Floor, Central)

321 Rag Rugs at Half Price

About a fourth of these rugs have been used in decoration or have been on show and are slightly soiled. The remainder are in perfect condition but are broken lots.

Among them are plain colors, plain and fancy borders and hit-and-miss effects.

9x12 ft., \$7.25, \$13.25 and \$14.50.

7.5x10.8 ft., \$9.

6x9 ft., \$4.75 and \$7.50.

45x84 in., \$2.50.

36x72 in., \$1.25, \$1.80 and \$2.15.

30x60 in., \$1.60 and \$2.35.

27x54 in., \$1 and \$1.30.

24x36 in., 65c and \$1.85. (Seventh Floor, Chestnut)

All Ready for Hallowe'en—Suits, Masks and Wigs

They were never funnier, nor finer; lots of new creations for children and adults.

These novel costumes are sure to go early. (Seventh Floor, Market)

New Marie Antoinette Lace Curtains

Ready with the largest assortment of these beautiful curtains, in domestic and imported makes, that we have had for many a day. They come in white and Arab colors and long and sash sizes, and the prices are unusual.

Sash sizes, \$6.50, \$7.50 and up to \$17.50 a pair.

Long sizes, \$10, \$11.50 and up to \$30 a pair. (Fifth Floor, Market)

Beautiful Decorated Bedroom Suits Join the Furniture Movement at 30 to 50 Per Cent Less

Enameled and decorated suits are one of the particularly charming features of the furniture stock.

We have given a great deal of thought to furniture of this kind. Many of the most charming suits in our stock are decorated under our direct supervision by artists here in our own building.

In buying decorated suits, it is a great advantage to have a selection to choose from which represents the best decorative ideas. Monday you can choose with the additional advantage of a saving of 30 to 50 per cent.

This applies, not to all, but to a group of very charming enameled and decorated bedroom suits in our stock of which these are examples.

A beautifully decorated suit in French motif, consisting of bureau, twin beds, chiffonier and toilet table, now at half, \$362.50. (Sixth Floor)

Old blue enamel suit in French motif—bureau, full-size bed, toilet table and chiffonier, \$362.50.

Gray enamel suit, beautifully decorated—bureau, chiffonier full-size bed, large dressing table, triple mirrors, now at half, \$550.

Enamel suit in Windsor style—bureau, full-size bed, chiffonier and toilet table—now half, \$262.50.

The same suit with twin beds, \$300.

Besides these there are also many others. Of each suit we have several, and the variety of colors and decorative motifs is really delightful.

Reed and Willow

The reed and willow furniture has been well replenished and affords very fine selection both of complete suits and individual pieces at 30 per cent less than regular prices.