

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

# First to Get the New Fashions and First to Lower Prices

## The Merry Heart Doeth Good Like a Medicine

Going about your work with a cheerful step and a smile, taking along a roomy, sympathetic heart.

It was very like Dr. John B. Deaver, the great surgeon, to tell this:

A young wife, long in bed, was fast drifting down in weakness, as she could not swallow anything, apparently dying from an inflammation of the throat, an inaccessible abscess stopping the way. Her friends were standing around her bed in misery and helplessness.

"Try her with a compliment," said her husband, in a not uncomic despair, who knew his wife had a sense of humor as well as himself. As physiologists know, there is sometimes a mental tickling which is beyond and above control. The patient began to laugh, and she laughed with her whole body and soul and burst the abscess and got well.

A merry heart is a self-player of sweet music in homes as well as hospitals.

[Signed] *John Wanamaker*  
Oct. 11, 1920.

## Silk and Velvet Handbags With Silver Frames

The velvet bags in particular are charming. They are of fine French velvets in checks, large dots and "window" pattern, and are all in black. The silk bags are in both black and navy. All are large shapes and all have sterling silver frames, richly ornamented.  
Prices \$58.50 to \$100.  
(Main Floor, Chestnut)

## Presenting the New Paris Mourning Millinery

New modes from famous modistes for women who wear black. They come from **Lucien Levy and Hermance** and they are the newest Paris ideas about millinery for women who wear black. There are smart and distinctive hats of crepe, of grenadine and of uncut velvets—no two alike, of course. With them are the new Paris veils of crepe and Georgette, some in fillet mesh and with ribbon and beads.  
(Second Floor, Chestnut)

## Girls' Sturdy Chinchilla Coats for \$25

For school, for play, for better wear, many mothers find these dark blue chinchilla coats the most practical of all. They are all in simple, well-tailored style, with double-breasted fronts, bone buttons and red flannel linings. 6 to 14 year sizes.  
(Second Floor, Chestnut)

## Handsome New Evora Coats Fur Trimmed for Young Women Unusual for \$97.50

These coats are beautiful winter wraps—coats of such fabrics and with deep fur collars—coats intended to sell for many dollars more. They are of soft, lustrous evoras in the most fashionable shades of blue and brown—rust and chevron, reindeer, tan, dark brown, Nattier and marine blue. They are made in a distinctive style, with stitching and narrow belts, and deep fur collars of taupe nutria or the much-liked Australian opossum. They are lined throughout with beau de cygne and interlined with flannel. 14 to 20 year sizes.  
(Second Floor, Chestnut)



## Letitia Corsets

are so skillfully designed that they are great favorites, especially with women who go in for a good deal of tennis, golf, motoring and dancing. Two or three of the newest t-pieces models are these: At \$9.50, an attractive striped broche, lightly boned, with strip of elastic inserted under arm and bust. At \$5.50, a topless sport corset of strong pink coutil, well boned, for average figures. At \$12, a pink broche with elastic strip all around the top and heavy boning in the back. At \$8.50, a striped corset with elastic top, durable and comfortable. One something like this is of pink coutil and \$6.50.  
(Third Floor, Chestnut)

## NEW Short Gloves of Fine French Kidskins

There are many times when a woman wants smart, short gloves—gloves like these new French ones that are in the styles as well as the colors wanted now. Outseam-sewn gloves, with two clasps, in black, white, tan, brown or mode, or white with black embroidery, are \$3.50 a pair. Another style glove has attractive combination embroidery on the back and a square hem to match the embroidery—the gloves themselves are in beaver, tan and white. \$3.75 a pair.  
(Main Floor, Central)

## GAY Breakfast Coats for Women

Some of soft, chapeable surah in rose, blue and green, corded and ruffled. Price \$16. Of crepe de chine, pink, Copenhagen and light blues, and black, \$13.75. Of satin in flesh-color and blue, with narrow double ruffles, \$21.50.  
(Third Floor, Central)

## A LITTLE Exhibition of Normandy Laces

and Bordeaux embroideries is being held today in the Art Needlework Store. Also a few exquisite little Paris novelties are being shown.  
(Second Floor, Central)

## PHILIPPINE Waists Again

Half a dozen new styles, ranging from \$7.50 to \$13.85—all of white batiste and hemstitched or embroidered. The finest one has a broad collar of real fillet and one of the \$7.50 styles is high-necked.  
(Third Floor, Central)

## WOMEN'S Trim Spat Pumps Special at \$8.75

These shoes came from the leading women's shoe factory in the city, whose lowest priced pumps ordinarily sell for almost twice this price. They are in tan calfskin and patent leather with Cuban heels and black calfskin with Cuban and military heels. Vamps are long and all the lines are good.  
(First Floor, Market)

## NOVELTY Georgette Crepe, Special, \$2 a Yard

Formerly this silk was three times this price and it is so pretty that it sells almost as soon as we put it on the table. Just imagine a delicious peach color, a rose pink, orchid or white, cross barred with the narrowest silk stripes of the same shade. Scarcely anything could be daintier for dance frocks and there are also darker colors for afternoon dresses. The first shipment at this new low price went out in short order, this is the second and it bids fair to be just as popular.  
(First Floor, Chestnut)

## FRENCH Handkerchiefs, Colored or White, \$1 Each

are the kind fastidious women like, for the linen is sheer and dainty and the handkerchiefs most attractive. The colored handkerchiefs are as gay or as subdued in tone as she'd like. Some have colors all over, some have colored borders, some figured and striped and dotted effects. The white handkerchiefs are of snowy French flax, with narrow hems and three rows of fine drawwork above the hem. They are all \$1 each.  
(Main Floor, Central)

## THOSE Large Buttons Fashionable for Coats and Wraps

are here in the Button Shop for women who are looking for them. They are useful for dolmans and wraps, as well as the Winter coats, and the buttons are in new and attractive shapes and colorings. Some are round, some are four-cornered, some are oval and there are novelty shapes as well. And in addition to black, there are brown and gray, green and blue colorings. \$7.50 to \$12.50 a dozen.  
(Main Floor, Central)

**PLENTY of women's Blanket bathrobes have arrived in time for the cold weather. They are in light and dark figured designs, with satin trimmings and rope girdles; prices are \$5 to \$19.**  
(Third Floor, Central)

**INITIALED Night-gowns** Much wanted and just arrived—a low-necked style with eyelid and scalloped yoke and short sleeves, lace-edged; price, \$2.25.  
(Third Floor, Central)



## Riding Habits for Autumn and Winter

Children's, young girls' and women's, all are ready in the Little Gray Salon devoted to riding clothes. The children's and girls' are in sizes for 8 to 16 years; the women's are in sizes 34 to 44 inches. Every one of them is made in our own factory, and the tailor who superintends the cutting of them is present at the fitting, so that the woman who chooses one may be sure of its correctness in every detail. As for materials, never was there a season of so great variety—whipcord, checks, chevrot, corduroy, worsted, covert-cloth, melton, are among them, in ever so many colors. The coats are of many types—the belted Norfolk, the fitted, the Prince Albert, and the paddock; and all the breeches are reinforced with chamouis. Women desiring skirts instead of breeches can have them made to order. Prices on children's and girls' riding habits are \$40 to \$58.50; on the women's, \$50 to \$125.  
(First Floor, Central)

## Tricotines Loom Large Among the Fashionable Fabrics

They are very much used in the new smart-tailored suits, and even more, if such a thing is possible, for dresses. Navy blue is, of course, the favorite color and there are a number of fine all-wool qualities from \$5 to \$10 a yard. All are 54 inches wide, except the \$5 grade, which is 50 inches. A special light-weight dress tricotine, 54 inches wide, is \$7 a yard, much less than it has been selling for.  
(First Floor, Chestnut)

## Women's Fur-Collar Coats in Soft Warm Velour

Good, practical coats, too, for the woman who wears her coat every day and who wants one that looks well for afternoons as well as mornings. In the pretty silvertone velour is a wrap with large square collar of nearsawl and plain silk lining. It is \$57.50. In either silvertone or plain velour are two other styles of coats with nearsawl collars and fancy linings at \$72.50. Then, in plain velour alone, are some really beautiful wraps with nutria collar at \$87.50 and another with either nutria or squirrel collar at \$117.50. These have fancy silk linings and some delightful new fashion features.  
(First Floor, Central)

## 100 Pleated Velour Skirts Special at \$15

And they are such remarkable values that we wouldn't be surprised to see the whole hundred walk out in one day or even less. Both plaids and stripes are among them. The plaids are extremely pretty with double box pleats and in such popular combinations of color as tan and navy, black and white and also brown and blue. The stripes are in navy with tan stripes under the pleats or in black with gray. All sizes up to 34 waistband.  
(First Floor, Central)

## American Silk Broadcloth Is Now Used for Linings

Knowing how well it wears and washes, you can see how practical this silk is for lining fur coats, wraps and coats of suits. Either the colored stripes or the plain white is used and many women like the idea of being able to take out a lining and wash it frequently. We are selling hundreds and hundreds of yards of first quality American silk broadcloth at \$3 a yard for men's shirts, women's dresses, blouses, petticoats and negligees. This is very close to the wholesale cost and there is the best assortment of stripes and plain white to be found in this country.  
(First Floor, Chestnut)

## Women's Silk Stockings Special at \$1.10

2400 pair of first-grade, full-fashioned silk stockings in black and cordovan with cotton garter tops and soles. Ordinarily they would be almost double this price.  
(West Aisle)

## Notes for Busy Housewives

Metal hot-water bottles, nickel-plated, \$1.75. Mahogany foot-stools, covered with tapestry, \$8. Mahogany waste-paper baskets, \$9. Newspaper holders, to hold a newspaper on the breakfast table, nickel-plated or brass-finished, \$9.25. Extension book racks, with fumed oak finish, to set on the tables, \$9. Folding card tables, covered with imitation leather, \$3.50.  
(Fourth Floor, Market)

## ALL the New Warm Knit Garments for the Children

are here in the Children's Store. There are sweaters galore—soft, woolly sweaters for babies, for little toddlers and for older girls and boys. Warm caps and knitted bonnets, too, as well as the soft, furry Angoras. Also warm leggings and mittens, these often with the sweater sets. Prices begin at \$1 for little caps and go to \$12 for the fine sweater sets.  
(Third Floor, Chestnut)

## You Can Buy Wanamaker Furniture for Any Room at 30 to 50 Per Cent Less

This remarkable furniture movement touches every part of the stock, but, of course, not everything in the stock. It embraces a splendid choice of upholstered suits and pieces for libraries and living rooms, including some of the finest specimens of furniture of this class made in America, not a few at halved prices. It comprises a group of enameled and decorated bedroom, dining-room and breakfast-room suits that are especially novel, individual and charming. But the largest collection in the Sale is made up of dining-room and bedroom suits, of mahogany and walnut, in a diversity of standard designs, all of them excellent interpretations of their periods and all soundly constructed and beautifully finished. It is a real opportunity to have such a large assortment of furniture of this class to choose from at 30 to 50 per cent below the regular prices.

(Fifth and Sixth Floors)

## New Lot of Whittall Rugs at the New Lower Prices

We have just put on sale three new groups of Whittall rugs at revised prices, which are lower than these rugs have been for some time. Among them are Anglo-Persians, Teprac Wiltons and Peerless Brussels rugs.

### Anglo-Persians

9 x 12 ft., \$170	8.3 x 10.6 ft., \$153
6 x 9 ft., \$104	10.6 x 13.6 ft., \$260
11.3 x 15 ft., \$289	36 x 63 in., \$27.25
27 x 54 in., \$17.25	22 1/2 x 36 in., \$11.50
2.3 x 9 ft., \$34.50	2.3 x 12 ft., \$46.50
2.3 x 15 ft., \$57.75	3 x 15 ft., \$78

### Teprac Wiltons

9 x 12 ft., \$111	8.3 x 10.6 ft., \$102
	27 x 54 in., \$11.50

### Peerless Brussels

9 x 12 ft., \$78	8.3 x 10.6 ft., \$71
36 x 63 in., \$12.75	27 x 54 in., \$8
	22 1/2 x 36 in., \$6.50

(Seventh Floor, Chestnut)

## Cantigalli and Capri Pottery

The Little House has just unpacked a quantity of these very interesting and decorative wares—vases, bowls, candlesticks, desk-sets, tea sets and flower-holders for walls. Prices run from \$2.75 for a candlestick to \$60 for a bowl.  
(Fifth Floor, Chestnut)

## Good News in China! 150 English Dinner Sets at a Lower Price, \$42.50

All of them 106-piece sets in the latest border patterns and in the newest shapes. The offering is in line with the general policy of the Store to provide the most desirable merchandise at the lowered prices.  
(Fourth Floor, Chestnut)

## Hundreds of Wool-Filled Quilts at Lower Prices

The most unusual collection of wool-filled quilts to be found anywhere, we are convinced. Prices are 25 to 33-1/3 per cent less than ruling figures. Wool-filled quilts in cambrie with sateen border, now \$13.50. Wool-filled quilts in finest sateen with plain border, now \$15. Wool-filled quilts in figured satin, plain satin border, and sateen backs, now \$20. Wool-filled quilts in the best Japanese silk, made in our own work-rooms and extraordinary at the price, \$20.  
(Sixth Floor, Central)

## 1200 Linen Towels at 85c

Huckaback weaves, loomed in Ireland, hemstitched and in a good generous size—20x36 inches. Good dependable towels for the price, every one of them.  
(First Floor, Chestnut)

## The Oriental Rug Sale Brings the Finest Choice of Kazaks, Cabistans and Daghestans in Years

And it brings them at the lowest prices in years. What makes the collection so exceptionally attractive is the splendid selection of these particular rugs in large sizes—the largest in which these pieces come. In coloring and designs these are rugs of charming quality, rich and brilliant in decorative effect. They are frequently distinguished by a striking boldness in color contrasts, being of varying strength, blue, rose, ecru and ivory—the latter running to white—reds the prevailing hues, the general effect being bright, often daring, to a delightful degree. Every piece in the collection, every rug in the Sale, is 35 to 50 per cent less than regular prices.

### Extra-Large Kazak Rugs

8.7x6	\$265
8.8x5.5	245
7.9x5.9	197
8.6.1	285
8.5x3	195
6.11x5.3	275
7.5	290
7.3x4.10	235
7.8x5.10	297
7.7x7.5	295
7.5x4.5	267
7.1x5.5	255
7.8x3.3	158

### Persian Mosul Rugs

8.1x5.5	\$136
7.7x6.0	225
7.1x6.3	210

Average size 3.6x7, \$49 to \$75.

### Cabistan and Daghestan Rugs

10.4x6.2	\$287
8.10x5.3	279
11x4.2	285
9.7x4.4	285
11.2x6.1	297
9x4.6	275
9.10x5.2	283
9x4.9	265

### Persian Araks in Carpet Sizes

11.10x9.2	\$790
13.8x10.5	975
11.2x9	675
11.6x9	657
11.9x8.9	675
14.4x10.8	987
12.6x9.4	987
13.10x10.5	895
14.7x10.6	995
12.6x9.5	845

(Seventh Floor)