

Organ 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

# Keeping Always Ahead, in Showing New Fashions and Bringing Down Prices

## The First Book One Boy Read Through

was Robinson Crusoe. Later on even more interesting are the fragments we have of the voyages of Columbus, the four hundred and twenty-eighth anniversary of whose discovery of America we are celebrating today.

This is a part of one of Columbus' letters in the year 1503 to the King and Queen of Spain, referring to his fourth voyage.

"Such is my fate, that the twenty years of service through which I have passed with so much toil and danger have profited me nothing, and at this very day I do not possess a roof in Spain that I can call my own. If I wish to eat or sleep, I have nowhere to go but to the inn or tavern, and most times lack wherewith to pay the bill.

"For seven years I was at your royal court, where every one to whom the enterprise was mentioned treated it as ridiculous; but now there is not a man, down to the very tailors, who does not beg to be allowed to become a discoverer.

"It is right to give God His due, and to receive that which belongs to one's self. This is a just sentiment, and proceeds from just feelings. The lands in this part of the world, which are now under your Highnesses' sway, are richer and more extensive than those of any other Christian power; and yet, after that I had, by the divine will, placed them under your high and royal sovereignty, and was on the point of bringing your Majesties into the receipt of a very great and unexpected revenue; and while I was waiting for ships to convey me in safety, and with a heart full of joy, to your royal presence, victoriously to announce the news of the gold that I had discovered, I was arrested, and thrown with my two brothers, loaded with irons, into a ship, stripped, and very ill-treated, without being allowed any appeal to justice.

"I was twenty-eight years old when I came into your Highnesses' service, and now I have not a hair upon me that is not gray; my body is infirm, and all that was left to me, as well as to my brothers, has been taken away and sold, even to the frock that I wore, to my great dishonor.

"Great and unexampled will be the glory and fame of your Highnesses, if you do this; and the memory of your Highnesses, as just and grateful sovereigns, will survive as a bright example to Spain in future ages. The honest devotedness I have always shown to your Majesties' service, and the so unmerited outrage with which it has been repaid, will not allow my soul to keep silence, however much I may wish it. I implore your Highnesses to forgive my complaints. I am indeed in as ruined a condition as I have related. Hitherto I have wept over others; may Heaven now have mercy upon me, and may the earth weep for me!"

Let the big boys of our school get and keep and read often the books of the beginnings of America.

[Signed] *John Wanamaker*

Oct. 12, 1920.

## Mink Furs of Unusual Beauty

The rich brown of the mink is so becoming to many women, and it is such a serviceable fur, it is not difficult to understand its vogue. Small mink scarfs, of single skins, much liked to wear just now with tailored suits and cloth dresses, are \$27 to \$85. Larger scarfs begin at \$65 for two-skin scarfs and go up to \$640 for a handsome scarf of nine skins. And there are still larger pieces, like the mink cape, of beautiful skins, beautifully matched, at \$1600, and the large mink wrap—a stunning garment with a deep cape collar, the coat full length, richly lined and with wide sleeves, at \$3100. (Second Floor, Chestnut)

## Beautiful New Silks Favorably Priced

We are showing a splendid assortment of new and fashionable silks. That is one thing to keep in mind, but there is more to tell. This is a silk Store which responds immediately to every market development that can be of benefit to the customer. At the present time our scale of prices in silks is adjusting itself to the new lower costs and the adjustment is something of real advantage to the customer, especially in view of the immense and really splendid stock of new fashion silks that we are showing. Anybody can now come here any day and find a magnificent variety of new silks marked, considerably below what they have been. It means something to have such a wonderful assortment of grades, qualities and colors to select from at such favorable rates—and no really old goods among them. We might have put this advertisement in another way by telling you that we have so many thousands or tens of thousands of yards of silk to sell at 25 to 50 per cent less than market ratings, but that would be saying no more and no less than we have said. The fact is the new, fine, fashionable silks are here. The values are here. The prices are on a new, low basis. No lower prices are quoted on the same goods, quality for quality. For instance—new lining silks, printed; new printed radiums, foulards, pussy willow taffetas, plain radiums, plain crepe de chine, plain and novelty crepes, crepes meteor, all-silk charmeuse, all-silk satins, taffeta silks and a large and beautiful assortment of chiffons velour at \$1.38 for a plain Georgette crepe up to \$11 a yard for chiffon velour. (First Floor, Chestnut)

## New Brown Jewelry in Effective Styles

There are necklaces of narrow black ribbon, in the fashionable length, with pendants and pretty ornaments of mottled brown—the warm, rich-brown of the topaz, with additional coloring. They are very attractive and the price is \$4. Of the same brown are the new earrings, in pendant or close fitting style, at 50c to \$1.75 a pair. And hat pins to match, in several designs, are 50c each. (Jewelry Store, Chestnut and Thirteenth)

## Overblouses and Waists

One new style of overblouse is severely simple, with surplice front and sash which ties in the back. It comes in navy, brown and black at \$9.50. Georgette waists with real fillet motives and wool embroidery have three-quarter sleeves and square necks, come in white, bisque and flesh, and sell at \$13.50. Other Georgettes are in brown and navy, over tan chiffon linings; also they have tan chiffon vests. These are \$13.85. (Third Floor, Central)

## New Medium Weight Underwear for Women

We have just added to our underwear stocks a new line of fine, white ribbed cotton vests and tights in a good Autumn weight. Vests come with high necks and long sleeves or Dutch necks and three-quarter sleeves. Tights are ankle length. Regular sizes, \$1; extra sizes, \$1.10. (First Floor, Market)

## Women's Camel's Hair Coats Were Pretty Enough Before

But the new fashion of giving them big fur collars has made them simply irresistible. Quite a number of these coats have recently come, some have beaver, others racoon collars and they are \$145 and \$245, the difference in price being due to the size of the collar. Longer camel's hair coats with beaver collars are \$145 and \$265 and with squirrel collar, \$245. Without the fur collar, these coats are \$105 to \$155. The new fashionable colors are darker shades than last year, sand, deer, brown, navy, Oxford and black. (First Floor, Central)

## Women's Practical Tricolette Dresses—\$35 to \$62.50

These are of closely woven tricolette, and nothing is more durable or more gracefully clinging than that—which two facts are perhaps the reason for such dresses selling as fast as we can get them, or a little faster. There are about a dozen styles between the two prices mentioned above—styles severely tailored, beaded or embroidered. Some are tunic and some are the straight chemise, and every one of them bears the mark of Autumn. Colors are navy, black, browns and grays; prices \$35, \$40, \$55 and \$62.50. (First Floor, Central)

## Imported Lisle Stockings

White stockings with black and colored clocks at \$2.50. Black or white stockings with self and eyelet embroidery at \$4, and with lace insertions at \$4. White, black and colored stockings with open work at \$1.25. (First Floor, Market)

## Warm Petticoats and Middies

Heavy flannel middy blouses, navy blue with sailor collars trimmed with white braid, \$9.50. Jersey-topped petticoats with plain or changeable taffeta flounces, \$8. With deeper flounces of the same silks, \$12. (Third Floor, Central)

## More All-Wool Jersey Cloth at \$3.50 a Yard

This is the second shipment at this special price and it brings all the prettiest new Fall colors, also black, for women's and girls' dresses. And there is nothing that gives more satisfaction for the everyday dress than this jersey cloth. The width of 54 inches makes it cut very economically. (First Floor, Chestnut)

## Books of Interest

"In the Tracks of the Trades," by Lewis R. Freeman. Price \$5. Of absorbing interest to lovers of really good travel books, being a vivid and humorous account of the natives and islands of the Marquesas and other South Sea Islands. "The Passing of the New Freedom," by James N. Beck. Price \$2. A new contribution on the most pressing of our national problems. "32 Caliber," by Donald McGibeny. Price \$1.75. An ultra-modern mystery story. (Main Floor, Thirteenth)

## An Interesting Lot of Beaded Handbags

Here are two groups of hand-crocheted, draw-string handbags of exceptional interest. One style is beaded all over in both light and dark colors, mostly in floral designs, and is \$15. The other bags have rather open patterns of cut steel beads of black, brown, dark blue and green fabric. They are distinctive in style and are \$18 and \$25. (Main Floor, Chestnut)

## WOMEN'S patent leather one-strap slippers with turned soles and 2-inch Louis heels are now to be had in the Exclusive Little Boot Shop for \$17. The same style in tan Russia leather is \$17.50.

(First Floor, Market)

## Colored Laces Are Fashionable

Especially the dark colors such as navy blue, brown and black; these are very much used in the new dresses and blouses. We have just received some very pretty laces of this kind in these colors. Flouncings in Chantilly, flit patterns and embroidered net, 18 to 38 inches wide, \$4.50 to \$10.50 a yard. All-overs, 36 to 40 inches wide, \$2.85 to \$5.25 a yard. (Main Floor, Central)



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## Plenty of Girls' Middy Blouses Are Here

Girls like these middy blouses not only for school and gym use, but for many occasions the year round. White middy blouses, some all-white, some with blue collars, some with braid trimming, and some without braid, some with chevron on the sleeve, begin at \$2 and go to \$3.25. And all are in 6 to 16 year sizes. (Third Floor, Chestnut)

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## Men's Hats and Caps at Average Half Price

Smooth finish soft felt hats at \$4  
Beaver and brushed finish hats at \$6  
Handsome velour hats at \$7  
English and American caps, \$2, \$2.50, \$3 and \$4.  
\$13,089 worth for \$6657

The best hat news this season for the men of Philadelphia. Thousands have been waiting to see which store would lower prices on fine hats first. Better come early if you want good selection. These are all fine fashioned hats of excellent workmanship. There are various shapes and colors and any man can find a hat to suit him. The caps are Redleaf and Lincoln-Bennett London caps or were made in this country of fabrics imported from England. A wonderful opportunity that should not be missed by any man wanting a new hat or cap. (Main Floor, Market)

## Call Them Either Bedside or Traveling Clocks

The name makes no difference and they are just as useful to the person who stays at home and who needs a little portable clock to put alongside the bed at night as they are for people who travel and who have to have a clock that will fold up into a very small space to go into the bag. In pretty colored leather cases, one-day Waltham movement with luminous dial, \$25. Or eight-day Waltham movement, plain dial, \$35, and luminous dial, \$40. (Jewelry Store, Chestnut and Thirteenth)

## From Paris—Bouquet Triomphal Perfume

It is an enchanting scent—one of those fragrant combination perfumes with the sweetness of many flowers. It is made by Claire, is one of his newer scents, and this shipment has lately arrived. Extract, \$5. Toilet water, \$6.25 a bottle. The bottles are decorated in artistic fashion—and the perfume, of course, is to be found at Wanamaker's only in Philadelphia. (Main Floor, Chestnut)

## New and Fashionable Street Gloves for Women

High in fashion again this Winter are the short, washable capeskin gloves. A good style is the one with embroidered spear-point backs, in tan, brown and beaver, at \$4.75 a pair. Other new and attractive washable capeskins, outseam sewn, are in pearl white, beaver, brown, or in black, pique sewn, \$4 a pair. Strap-wrist capeskins in pearl white, beaver, mode, tan or brown, pique sewn, \$6.50 a pair. Outseam sewn, tan capeskins, strap wrist, \$6 a pair. (Main Floor, Central)

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## The Furniture Occasion Offers Fine Choice in Reed and Willow at 30 Per Cent Less

Furniture of this class is probably the most adaptable furniture made. It is good almost anywhere, particularly for living rooms, sun parlors, bedrooms and, of course, enclosed porches. Recently we made a notable purchase which enables us to offer a remarkably fine choice of complete suits and individual matchable pieces, all at 30 per cent less than regular ruling prices. A brown willow suit, known as "baronial brown," consisting of settee, two arm chairs, large rocker and round table in figured cretonne upholstery, \$220. A frosted brown-finish reed suit comprising large sofa, two large arm chairs, a large table with plate-glass top in beautiful figured cretonne upholstery, removable spring seats, three satin-covered down pillows with fringe edge, \$886. Brown-finish willow suit, comprising large davenport, arm chair and a rocker, upholstered backs with loose seat cushions, \$106. (Sixth Floor)

## Men's Everyday Handkerchiefs—\$5.75 a Dozen

are just the kind you'd expect them to be—perfectly plain hemstitched style, of sturdy Irish linen, snowy and fresh. And they're particularly good for this price, too. Women's initial handkerchiefs, 50c apiece, are of sheer linen and have hand-done initials. (West Aisle)

## Men's Handsome High Brogues for \$11.75 a Pair

The young man who sees these shoes and does not take a fancy to them must be of extremely conservative taste. They are tan boar-leather with long wing tips, and perforated tips and heavy soles all the way back to the low, wide heels—all distinguishing marks of a smart, high brogue. The toes are shapely, but also "brogueish." (Main Floor, Market)

## New Hand-Drawn Curtains We Are Glad to Get

For they are the kinds that so many people like—serim and marquise with hand hemstitching, hand-crocheted edges or hand-drawn work. Such curtains sell almost as soon as they arrive. There are no better kinds for curtaining the whole house. We had some of them made for us in Porto Rico, but the work on all of them is really beautiful. Nevertheless the prices are quite moderate, \$3.75 to \$11 a pair. (Fifth Floor, Market)

## Certain China Novelties From France

are calculated to make a purse stir in its owner's pocket—curious in design and so delightful are they in color. For instance there are bird luncheon sets—each set a tray with mug-like cup and a tea-or-coffee pot representing a goose or a bird; there are flower-holders such as a fat green-and-white frog with his paws clasped over his tummy and mouth agape to receive the stems; there are froggies and rabbits which will work as salt and pepper shakers, and a pink duck leaning across the shoulders of a green duck turns out to be a vinegar and oil set. Then there are ash trays decorated with insects for table or drawing-room use, and there are perfume lamps. Prices run from \$3 for a rabbit to \$25 for a lamp. (Fourth Floor, Chestnut)

## A Good Hand-Power Clothes Washer for \$18

This washing machine operates on the vacuum or suction principle. When the washer is in operation two vacuum cups inside the tub move up and down and automatically revolve and take a new position on each downward stroke. On the down stroke the soapy water is forced through the mesh of the garments and on the up stroke the cups suck the soapy water back. There is no rubbing, jerking or dragging the clothes over a corrugated surface and the daintiest garments may be washed without injury. For \$18 a woman will save herself a great deal of hard work with the aid of this machine. (Fifth Floor, Market)

## Carpets and Linoleums at a Fourth Less

Velvet and Axminster carpets in hall and stair patterns, \$3.86 a yard. Printed linoleum in a good range of colors, 85c a square yard. (Seventh Floor, Chestnut)

## About a Hundred Dark Blue Dresses for Young Women—to Sell for \$25, \$32 and \$36

are dresses for which we'd ordinarily have to pay more and sell for higher prices. They are all of firm, good quality dark blue wool serge, are well made, and in three becoming new Winter styles.

At \$25 is another good style, made with round neck and straight bodice of embroidered serge—dots embroidered in Copenhagen blue, red or white. The skirt has a panel, the dress is well made, and the style is youthful and good. At \$26 is a frock with a square neck—a straight one-piece dress with pretty embroidery around the neck and on the skirt and sleeves. There is a narrow cloth belt by way of finish. All are youthful, attractive models, and there are 14 to 20 year sizes. (Second Floor, Chestnut)

## 200 Unusually Fine Silk Skirts Samples at \$8.75

Some of the silk in these skirts cost this much for only one yard, so you can see what remarkable values they are. They are skirts that ordinarily would sell from nearly double to four times this amount. Think of a beautiful draped black charmeuse or a black satin with three tiers of pleated ruffles. There are some lovely changeable novelty silk skirts, box pleated and knife pleated; also poplins in dark blue or black, the latter suitable for mourning wear; also there are a few black baronet satins. Any one of these, together with a pretty silk blouse, would make a charming afternoon costume. In sample sizes only. (West Aisle)

## New C. B. Corsets

A shipment which includes—An extra long-hipped model of coutil, double boned, and made with reinforced tab front. It is for large women and its price is \$5.75. Two models of coutil, one with extension back and inserts of elastic price \$5.50; and one of batiste, made very long for tall figures, price \$4. Three models, one topless of pink material at \$4; one girle top of pink batiste, heavily boned, at \$4; and one of fancy pink broche for average figures at \$5.75. (Third Floor, Chestnut)

## WOMEN'S flannellet pajamas, so much wanted for Winter outfits, are here in light stripes. One-piece styles are \$3.50, \$4 and \$5; two-piece styles are \$4, \$4.50 and \$5.85.

(Third Floor, Chestnut)