

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

Good-looking Clothes for the Cooler Days Coming Next Week

To Succeed in Our Life Work We Must Not

only have knowledge, but have wit or will to use it, at the nick of time.

A famous writer once said, "Depend upon it, a lucky guess is never merely luck; there is some talent in it."

To cultivate a habit of thinking of what one would do under circumstances is to qualify oneself with readiness to act powerfully and promptly at the right moment.

The right guess of what should be done instantly, by the pilot or surgeon, presupposes acute intelligence.

This big merchandise ship has a pilot always on the observation bridge.

[Signed]

John Wanamaker

Oct. 15, 1920.

500 Women's Afternoon Dresses for Only \$30 to \$40

And they are really wonderful, both in quality and style, not to mention being precisely what ever so many women are looking for.

The crepes meteor and satins are finer than anything we have been able to offer for a long time at those prices; and the same is true of the woolens—jersey, gabardine and tricotine. The styles are many of them copied from much more expensive models. Some of the dresses are beaded, some embroidered; some merely cat-stitched or finished in a severely tailored fashion. There are flaring panels, short blouses, sleeves of varying lengths, and our old friend, the tunic, which seems never to lose its popularity.

And the colors are as good as materials and styles—browns, greens and taupes, besides the always-expected navy and black.

Prices are \$30, \$35, \$38.50 and \$40.



(First Floor, Central)

Dependability Is a Noble Feature in Men's Clothing

A man can get a suit that is eloquent with style. He can even get one that shrieks with style, if he wants that kind of a suit—but not here.

A man can get a suit even now at almost any price he wants to pay, if he isn't particular about the wear of it.

We have always felt, and see no reason to change our mind today, that dependability is as important a thing to look for in clothing as any other feature.

Dependability, as a matter of fact, means a suit that can be depended upon to be right in fashion and can be depended upon to give good service.

This is the kind of suits and overcoats you will find in the Wanamaker Men's Clothing Store today, and these are the prices—

Suits, \$40 to \$90.

Fall overcoats, \$45 to \$75.

Winter overcoats, \$47 to \$90.

Raincoats, \$30 to \$60.

(Third Floor, Market)

Men's Fine Shirts With Separate Collars to Match—Special at \$3.50

The men who get these shirts will get extraordinary values, as they were originally bought to sell for nearly half as much again. But through the fact that the manufacturer is going out of business we secured these at a concession, enabling us to sell them at a price very low for shirts of this quality, especially when they have collars with them.

All soft-cuff, plain negligé shirts of fine corded madras in good-looking stripes with separate soft collars to match.

(Main Floor, Market)

New Fur-Trimmed Coats for Women, \$37.50 to \$88.50

These will answer a number of requests for good-looking winter coats with fur collars at moderate prices.

For \$37.50 there is a warm, practical wool frieze coat, with stitched panel down the back and black coney collar.

(First Floor, Central)

Or at \$45, are fine velour coats, made in a very pretty becoming style with a nearseal collar.

And at \$88.50, one can have some very handsome velour coats made with a large shawl collar of nutria. They are entirely silk lined.

Interesting Week-End News for Young Women—

New Fur-Trimmed Coats, \$40
New Tricotine Dresses, \$37.50

Here is interesting news, for these new coats and dresses are not only brand-new, but they are in desirable winter fashions, they are attractive in style and well made, they come just when they are needed, and the prices are below the regular sums.

Smart New Tricotine Dresses, \$37.50
are of fine quality wool tricotine in the popular dark blue. They have round necks, are bound with silk braid on the collar, sleeves, bodice and skirt, and have the lines and the finish of a much more expensive model. Bronze beads outline a pretty design on the bodice, and there are two little pockets.

The New Coats at \$40

are of soft pom-pom cloth in the new fall colorings. They are made in an attractive style, with deep shawl collars of lustrous nearseal (dyed coney) and are lined throughout with fancy silks.

They are warm, good-looking winter coats, have wide collars that may be buttoned close, have pleats and stitching in silk on the back, are button trimmed and finished with narrow belts. \$40 isn't much to pay for such coats!

14 to 20 year sizes.
(Second Floor, Chestnut)

Andrew Kirkaldy Golf Clubs From Scotland

We have just opened a shipment of these famous clubs from Robert Forgan & Son, of St. Andrew's, Scotland.

Many golfers consider them the finest clubs made today and any golfer will be interested in seeing them.

Drivers and brassies, \$6 and \$6.50.
Mid-irons and mashies, mashie-niblicks, putting cleeks and putters, \$5.50.

(The Gallery, Juniper)

Sparkling Cut Glass for Brides

We have cut glass of that kind in very large assortment, all of pure crystal in designs that are tasteful, very well executed, and in a remarkable variety.

Flower baskets, flower vases, compotes, salad trays, mayonnaise dishes, vinegar cruets, berry bowls, water jugs, celery trays, nut bowls, ice tubs, punch bowls, ranging in price from \$1.75 to \$25.00; a very fine choice at \$15.

(Fourth Floor, Chestnut)

A Fresh Lot of Men's \$1 Neckties

A rather remarkable collection, when you consider the beauty and wealth of colorings and the infinitude of designs.

All Fall and Winter neckties of fine quality silks.

(Main Floor, Market)

Men's Silk Half Hose Special at 75c

About 6000 pair of men's black, navy and cordovan silk half hose, all first quality goods and usually much higher in price.

(Main Floor, Market)

Men's Good-Looking Brogues for as Low as \$8.75

These new high shoes for men are calfskin in a dark mahogany shade and have all the features of high-priced brogues—long wing tips, deep perforations, saw-tooth punchings, heavy soles and low, wide heels.

By special arrangement with the maker we are able to sell these shoes at \$8.75 a pair and we have not seen anything like them at the price this season.

(Main Floor, Market)

Men's New London Tweed Hats for \$7

Greys, browns and Lovat mixtures are the colorings and the hand tailoring on these hats is as important as the fine fabrics in them because it is that which makes them hold their shape and last longer.

The sort of hats men can wear all winter in the roughest weather.

(Main Floor, Market)

Men's Gloves for Street and Dress Wear

For street use there are tan capeskins at \$3.50 a pair, and at \$4 a pair hand sewn.

Extra-heavy tan suede gloves, \$3.50 a pair.

Natural-color chamouis gloves, 1 clasp, with black embroidered backs, \$3.25 a pair.

Men's Initial Handkerchiefs, \$6 a Dozen

Irish linen of good quality is in these handkerchiefs, which are a kind usually marked at a higher price.

They are of sturdy flax, well made, have narrow hems, hemstitched, and are finished with a good-looking letter in one corner.

(West Aisle)

Iridescent Spangled Scarfs New From Paris

So brilliant, you would almost think they were jewel studded—the blue of sapphires and the green of emeralds being very prominent. And, besides this, they have the most fascinating iridescence and some are embroidered in gold and colored silks.

Even before the war, we never had as lovely scarfs as these from Paris. Mostly in black net, \$16.50 to \$75.

(Main Floor, Central)



Autumn Hues and Winter Fashions Are Reflected in the Lovely New Millinery at \$12 to \$20

Fancy little velvet hats in the gayest colors like vivid scarlet and deep gold; attractive hats of duvetyne in soft colors to go with Autumn suits; lovely velvet hats trimmed with feathers and useful for dress occasions—these are some of the many hats in this new group.

It is a brand-new collection we have to show you—a collection of hats of medium size, hats for general wear, hats for tailored use, hats for dress.

There are velvets in all the new colors like pheasant brown, old rose, Nattier blue China blue, sapphire, golden brown, soft tan shades, bright red, maroon and, of course, black. And there are duvetyne hats in bright colors, too.

They are trimmed with ribbon loops, some have corded or shirred brims, some have feather brims, some are trimmed with coque, with burnt ostrich and with uncurled ostrich. And some are beautiful combinations of gold brocades and dark velvets. \$12 to \$20—and not two alike!

(Second Floor, Chestnut)

New L. R. Waists and Corsets

A little gymnasium girdle has been much asked for lately, and here it is—practically nothing but a belt to hold the hose supporters; price, \$2.

A very short slip-on that might also be used for athletics has elastic sides, and sells at \$2.

Short pink corsets with elastic insertions are \$3.25.

Two corsets for women of slender proportions are a topless at \$2.50 and a style with low top and long skirt at \$3.25.

Corset waist, short and light, has shoulder straps and is \$2.

(Third Floor, Chestnut)

Women's Fine Pumps

A style with narrow toes, long vamps, and high French heels, developed in black Russia, tan Russia and black patent leather. The price of any one of the three is \$12.50 in the Exclusive Little Boot Shop.

(First Floor, Market)

The Right Veil for the Right Hat

Some new French "made" veils are square with heavy stitching in silk in either the same or a contrasting color. In brown, taupe, black or navy, \$5 to \$12.50 each.

(Main Floor, Central)

Women's Gloves—Specially Priced

\$1.85 a pair for gray, tan and beaver suede gloves, with one-clasp fastening.

\$2.25 a pair for tan and brown capeskin gloves, one clasp.

\$2.50 a pair for slip-on gray suede gloves.

(West Aisle)

\$3 a pair for strap-wrist gray suedes.

\$2.75 a pair for fine French kid gloves, with two clasps, in black or white with self or contrasting embroidery.

More Silk Waists

Crepes de chine with roll collars and ruffled fronts, white, flesh, black and navy; price \$8.50.

Crepes de chine with tucks and hemstitching. Collars can be worn

high or low, white only, \$8.75.

Tailored pongees tucked, collars of the high-low type, \$5.50.

Georgettes with satin trimming, navy, brown and black, \$10.

(Third Floor, Central)

We Can Scarcely Get Enough Special Duvetyne Handbags

For the last two Saturdays we have held special sales of duvetyne handbags, and each time they sold so fast that some customers, who came in late, could not get the styles they wanted, so here's a fresh lot.

All beautiful silk duvetyne in blue, brown and fur shades in

a variety of shapes, large and small.

Covered frames, metal frames, silver and gold finish frames, shell and ivory-finish celluloid frames, some of the last elaborately carved.

Prices \$4.75 to \$12.50.

(Main Floor, Chestnut)

Shoes for Boys and Children

The boys' shoes include—Heavy tan calf bluchers, high-cut, laced, very practical school shoes, sizes 2 1/2 to 5 1/2; price \$4.50.

Tan Russia calf bluchers, laced, sizes 2 1/2 to 5 1/2; price \$8.50.

Black calf lace shoes, sizes 1 to 5; price \$3.75.

Tan calf blucher lace, sizes

1 1/2 to 2; price \$7.25.

Children's shoes—Tan lace, welted soles, sizes 8 1/2 to 11, prices \$6.25 to \$7.75; 1 1/2 to 2, prices \$7.50 to \$9; sizes 2 1/2 to 8, prices \$9 and \$12.

Infants' tan button shoes, no tips, no boxes, sizes 2 to 5, price \$4.50; sizes 5 to 8, price \$5.

(First Floor, Market)

High-Necked Cambric Nightgowns

The kinds so many women are providing for cold weather wear. High-necked styles with embroidery and tucks are \$2.50, \$3 and \$4.75.

High square-necked nightgowns with embroidery edges and ribbon, \$3.15; with lace and embroidery, \$4.75.

High V-necked sorts trimmed with embroidery and tucks, \$3.

(Third Floor, Central)

Silk Petticoats in General

The Petticoat Store has a fine collection just now in light colors as well as the dark shades required for street wear.

All-taffeta, \$3.65 to \$18.

All-messaline, \$5 to \$20.

Jersey tops with messaline flounces, \$3.85 to \$12.

All-jersey with plain and fancy flounces, \$3.85 to \$21.

(Third Floor, Central)

Unusual Things Everywhere in Furniture

GO WHERE you will among these excellent and abundant stocks of furniture, you will find numbers of suits and pieces for all rooms at prices 30 per cent less than they have been. In some cases the savings are even as high as 50 per cent, but generally they are 30 per cent, and hardly ever less.

You can save 30 per cent on any one of probably 50 dining-room and bedroom suits, all of fine staple grade, substantially constructed, designed on true lines after some acknowledged period and finished in the most careful and workmanly manner.

You can save 30 to 50 per cent on a most attractive

collection of living-room and library furniture, comprising many splendid upholstered suits as well as desirable individual pieces. Some of the most superb and luxurious types of upholstered furniture to be found in the world are included in this group, and the choice of more moderately priced pieces is very helpful and attractive.

A feature of interest in this wonderful Fifth Floor exhibition is the sale of hundreds of beautiful hanging mirrors at reductions of 30 per cent.

Then there is the fine selection of reed and willow suits and pieces at the same rate of saving.

It is a time of unusual things in furniture.

(Fifth and Sixth Floors)

1000 Yards of Blue Serge Special at \$2 a yard

The same fine soft dress serge, all-wool, of course, that was here before at this special price. And there was scarcely enough for everybody who wanted it.

It is 42 inches wide and exactly the right weight for one-piece dresses and for children's clothes.

(West Aisle)

If You Have the Boy We Have the Overcoat

We are assuming that the overcoat you want to put on the boy must be the best to be had, ready-to-wear. In that case, you will find our Boys' Clothing Store ready.

Winter overcoats for little lads of 3 to 10 years, \$18 to \$50.

Winter overcoats for boys of 11 to 18 years, \$25 to \$45.

Both kinds in a full choice of the best styles, colors and patterns.

(Second Floor, Central)

A Remarkable Collection of Oriental Rugs at Savings of 30 to 50 Per Cent

The Sale began with \$200,000 worth of Persian, Caucasian, Chinese and Asia Minor rugs, nearly all of them new arrivals but reinforced by liberal lots from our regular stock.

This is by far the largest assemblage of such rugs offered at such wonderfully low prices since pre-war days.

Varieties are lavish, qualities are fine and the colors and patterns are rich and beautiful.

The Sale is the opportunity of years.

Persian carpets of wonderful texture and beauty, notably Saruks and Kerman-shahs, are shown in remarkable assortment.

One of the most extraordinary features of the Sale is a beautiful collection of Daghestans, Cabistans and Kazaks in large sizes that are so scarce and desirable.

Extra-Large Kazak Rugs	Price	Cabistan and Daghestan Rugs	Price
7.6x6.3	\$375	10.4x6.2	\$287
7.8x5.10	297	8.10x5.3	279
7.7x6.5	325	11x4.2	265
7.5x4.5	267	9.7x4.4	285
7.5x5.5	225	11.2x6.1	297
7.8x4.3	158	9x4.6	275
8.1x5.5	195	9.10x5.2	283
7.7x6.6	225	9x4.9	265
7.1x6.3	210	8.5x3.4	145
		7.5x3.11	287
		8.2x3.4	175

Persian Mosul Rugs
Average size 3.6x7, \$49 to \$75.
(Seventh Floor)

Books for Young People

"Cornell," by Johanna Spyri. Price \$1.50. Something which should equal its companion book "Heidi" in popularity.

"Indian Old-Man Stories," by Frank B. Linderman. \$2.50. Another series of Old War-Eagle's misadventures and schemes.

"The Book of Bravery," by Henry W. Lanier. \$2.50. True stories in an ascending scale of courage.

"The Secret of Everyday Things," by Jean-Henri Fabre. \$2.50. Simple enough for any child and significant enough for any adult.

"Billy Whiskers' Adventures," by Frances Trego Montgomery. \$1.25. Calculated to make the children chuckle.

"Glinda of Oz," by L. Frank Baum. \$2. Latest and best of the stories about the Wonderful Land of Oz.

"Miss Minerva's Baby," by Emma Speed Sampson. \$1.25. Third in this series.

(Main Floor, Thirteenth)