

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

# Knee-Deep in Autumn Now and Looking Forward to Winter

## Today We Climb Over the Top of October

Already the trees, gardens and fields are busy taking off their summer clothes and putting on their Autumn garb.

The many tints of brilliant color in the woods and along the riversides are worthy of the time it takes for the drive or even for a long walk.

The next high wind or stormy day will mightily change the beautiful landscape of yesterday.

Almost all our new fall goods were bought since the Store nearly emptied itself by its memorable sweep-out of stocks in the first half of the year and we were therefore left free and open to take advantage of lower costs in replenishing in August and September for our present large October sales.

Our customers often say, "We know by past experience of many years where to go to find right and reliable qualities and prices properly regulated by every reduction that can be made, and as fast as it appears, every day."

(Signed) *John Wanamaker*

Oct. 16, 1920.

## Unrivalled Colors and Smart Shapes in These Distinctive New Redleaf Hats

"There are no sports hats like the English hats!" Over and over again women tell us that as they select these charming, pretty hats that we bring from overseas.

A Brand-New Shipment Has Just Landed and it includes the newest British sports hats for Autumn and the Winter.

Soft, furry muffs and lustrous chenille hats are the dominating features, though there are any number of wool and felt hats, too. There are new shapes, hats with brims which may be bent to best frame the wearer's face, hats with roll brims, small hats for motoring, larger hats for general wear; hats, in fact, for all sports needs.

### The Colors Are Beautiful

and the combinations are both artistic and becoming. Picture, for instance, a rich, silky brown chenille hat with a wide and gleaming band of rose satin ribbon, or a russet brown with a deeper brown, or a mauve with an orchid band. Sometimes the chenille hats are faced with darker felt and have trimmings to harmonize.

But there are delightful colors from which to choose—jade green and robin's-egg blue, rose and henna and copper, all the browns from soft tans and sand to African brown, lilac, mauve and orchid, and gray and black as well.

(Second Floor, Chestnut)

## Women's Fine Silk Stockings Special at \$4.50

Just a little lot of about 500 pair of full-fashioned, openwork, all-silk stockings in black and colors. These are first-grade goods that usually sell for a third more.

(West Aisle)

## MORE of those initiated nightgowns for women have arrived. They have eyelet yokes and are priced at \$2.25.

(Third Floor, Central)

## Exquisite New French Novelty Gloves

Coming as they do, from the foremost French glove-maker, they are beautifully made gloves, and are of the finest French kidskins.

They are new and unusual in style, too—kinds never before shown. Gloves of one color have contrasting hems, and fancy perforated bands, in pointed effects, just below the hems. Fancy embroidery, with tinsel embroidery introduced occasionally, makes them more distinctive.

There are white gloves with black trimmings and embroidery, black with white, gray gloves with white, mode with white and tan with white. They all have pearl clasps and are \$5 a pair.

Another novelty glove in white has a tan color hem and tan embroidery, and tan pearl clasp. This, too, is \$5.

They will make beautiful gifts.

And, of course, they are to be found in Philadelphia only at Wanamaker's.

(Main Floor, Central)

## Just 50 Plaid Skirts "Specials" at \$22.50

You could buy a very nice silk blouse with the difference in price between the former cost of these skirts and what these new ones cost.

This particular style has been the most popular we have had this Fall—a soft all-wool velour, pleated, in tan with blue or black or in a lighter and darker blue plaid. All have a narrow patent leather belt and sizes go up to 32-inch waist.

(First Floor, Central)



## Luxurious Fur-Trimmed Suits for Women—Prices \$150 to \$460

Ever since women discovered the grace and becomingness of the soft pile fabrics they have clung to them for their finest costumes. Accordingly these novelty suits are cut from wool velours in varying weights, from overclothes and sliverettes, all of them equally pleasant in their soft colorings—browns, taupes and dark blues, besides black. As these colors are emphasized or echoed by the colors of the

massive fur collars—fitch, squirrel, Australian opossum, taupe wolf, mole, beaver and so on—the whole effect is extremely charming.

Some of the suits are very heavily embroidered, even on the skirts; some are simply decorated with rows of braid, and some are entirely simple except for their rich collars. Every suit is interlined. Prices are \$150 to \$460.

(First Floor, Central)

## Women's Redleaf London Tweed Top Coats

English as they can be, from the characteristic soft colorings down to the leather buttons. Somehow you can always tell them at a glance. They are very smart and, what is

more, most practical, for they wear forever and never go out of fashion. Also they are weather-proofed. In invisible plaids, mixtures or plain colors, three models at \$65, \$67.50 and \$87.50.

(First Floor, Central)

## Women's Leather Handbags of Much Distinction

These are mostly imported bags and we don't ever recall having seen a collection of so much individuality.

There are flat envelope shapes and pouch shapes, chiefly of very fine polished pin seal in black and colors, all of rich, hand-tooled leathers.

Some of the pin seal pouch bags have extremely artistic frames of green-gold finish in filigree design. Notable among them is a small round bag with a filigree frame, very wide across the top. Prices range from \$15 for a flat bag of hand-tooled leather to \$60 for a large novelty handbag of pin seal with flexible gold mountings.

(Main Floor, Chestnut)

## All the Beautiful Furs in Fashion This Winter

may be seen in the Wanamaker Fur Salons, now. The collection is at its best, and in addition to the staple furs, there are any number of handsome, one-of-a-kind pieces for the woman in search of something unusual.

There are short fur coats, great, full-length fur wraps, and numbers of novelty coats—you may find whatever you have in mind, from natural muskrat or natural gray squirrel to fine Alaska seal or a regal ermine wrap.

Or if you wish a small animal scarf, one of the fashionable one or two skin mink, marten or sable scarfs, there is an unusually fine collection of these, too.

And there are, of course, many fur sets as well as fur capes, collars, stoles, scarfs and neckpieces of all the desirable furs.

Their quality is always of the highest—and the prices are moderate for such fine skins.

(Second Floor, Chestnut)

## A Great Many Women Insist on Button Shoes

You would be surprised at the number of women who have been wearing button shoes practically all their lives and will have no other kind, and you might be further surprised at the difficulty some of them have in finding these shoes.

We have an especially good assortment in both smart and conservative styles at \$6 to \$12 a pair.

Patent leather and black glazed kidskin.

Black glazed kidskin with dull kidskin or black or gray cloth tops and Cuban heels.

Also welted and turned soles.

All black glazed kidskin with round toes and low heels.

Patent leather with various colored kidskin or suede tops and Louis heels.

(First Floor, Market)

## Pretty Wool Plaid Skirtings Are Now \$4.75 a Yard

Just the thing for the fashionable pleated skirts or for plain ones either. All-wool, soft and fine to the touch and a full 54 inches in width. Several good styles in both blue and brown plaids.

(First Floor, Chestnut)

## White Batiste Waists

One style in which tucks are used with insertions is \$8.50.

Another with collar and cuffs of "short tucking" is \$8.50.

Still another with its collar and cuffs of a scalloped embroidery is \$8.75.

(Third Floor, Central)

## From Paris—a New Lot of "Chypre" Perfume

It is in attractive bottles and artistic boxes. Extract, \$4.50 and \$6 a bottle. Toilet water, \$2.25 a bottle.

(Main Floor, Chestnut)

## Seamless Wool Chenille Rugs in Good Assortment

We had a lot of these handsome heavy pile rugs in 9x12-foot size that went out so quickly that we brought in other sizes also. Here is a good selection in plain and mottled effects—

9 x 12 ft., \$58.50 and \$48.50

8 x 10 ft., \$46

8 x 9 ft., \$51.50

4 x 7 ft., \$16.50

36 x 68 in., \$8.50

27 x 54 in., \$5.25

(Seventh Floor, Chestnut)

## Fine Upholstered Furniture in Good Selection at Savings of 30 to 50 Per Cent

In this collection are many luxurious and splendid suits for libraries or living rooms. Individual chairs, rockers and settees are offered in a most attractive variety.

The whole assortment is probably the largest that has been shown at such remarkable price lowerings since pre-war days.

This is upholstered furniture of the finest kind, both in materials and workmanship.

There are several Italian Renaissance suits of superb quality, real masterpieces of furniture-making, and some of these are truly an extraordinary offering. Less sumptuous but very fine suits are plentiful at 80 per cent or more below regular prices.

## Superb Italian Renaissance Suits for Libraries or Living Rooms

- 8-piece suit in damask, at half, \$662.50.
- 3-piece suit in velour, at half, \$705.
- 3-piece suit in wool tapestry, one-third less, \$1032.
- 3-piece suit in damask, at half, \$745.
- 3-piece suit in tapestry, at half, \$1010.

The other fine upholstered suits and pieces include—

- 3-piece suit in figured brown velour, \$675.
- 3-piece suit in fawn velour, \$755.

- 3-piece suit in figured velour, \$742.
- 3-piece suit in tapestry, \$640.
- 3-piece suit in figured velour, \$300.
- 3-piece suit in striped silk velour, \$295.
- 3-piece suit in figured velour, \$235.
- Separate davenport, mostly of the overstuffed kind, \$85, \$115, \$125, \$135, \$155, \$210, \$215.
- Arm chairs, \$48, \$55, \$72, \$85 and \$95.
- Arm rockers, \$44, \$56, \$60, \$75 and \$95.

(Fifth Floor, Chestnut)

## This Is the Oriental Rug Sale for Which So Many Were Waiting

People who have "been thinking" for years about buying Oriental rugs are buying them in this remarkable Sale. No wonder!

It is surely the Sale they have been waiting for. It is the opportunity of years. It is the only opportunity of the kind that we know of. It is notable for low prices, but the thing that makes the low prices really worth while is the remarkable variety of fine Oriental weaves, sizes and color effects to which they apply. There are great carpets from Persia and China; there are small rugs from most of the Eastern weaving districts; there are medium-sized rugs in unusual choice; and every rug in the sale is marked 30 to 50 per cent below the ruling price at retail.

(Seventh Floor)

## New Books of Interest

"Never Grow Old," by Dr. L. H. Goletz. Price \$2. The author of this little book is an eminent French physician, who is enjoying perfect health at eighty-five, due to the method discovered by him.

"A Builder of the New South," by George Tayloe Winston. Price \$3. The story of the life-work of Daniel Augustus Tompkins.

"In Berkshire Fields," by Walter Prichard Eaton, with illustrations by W. K. Stone. Price \$3.50.

"Letters of a Javanese Princess," by Raden Adjeng Kartini. Price \$4. These letters were originally published in Holland; they breathe the modern spirit, yet were written by a woman of the Orient, and they present a vivid picture of the Javanese life and customs.

"Psychoanalysis and Behavior," by Andre Tridon. \$2.50. The author was the first in the United States to deliver lectures on this subject which were open to the general public.

(Main Floor, Thirtieth)

## New Uniforms for the Maids

For morning wear there are pink and blue cotton dresses, and cottons in pretty checked and striped effects—all simply made, \$4.50 and \$5.

For afternoon wear there are black cotton dresses at \$5 and \$6, gray cottons at \$4.85 and \$5.50, and black mohairs at \$8.50 to \$15.75.

And white uniforms, for nursemaids, are \$5.

(Third Floor, Central)

## New Gingham at a Saving

They are 66c a yard, whereas the same grade has been selling for considerably more than this.

And there are more styles than we have had in any one gingham for a long time—the prettiest bright-colored checks, plaids and some plain colors, 32 inches wide.

(First Floor, Chestnut)

## Irish Point Curtains Less by One-Third

And that means a good deal in the case of these curtains which are such favorites for the more formal rooms in the house.

Mostly three yards long and they are now priced \$5.25, \$7.50, \$8 and so on up to \$15 a pair.

(Fifth Floor, Market)

## Fine New Linen Sheets and Pillow Cases 50 Per Cent Less

We wish we could place these beautiful new goods under your own eyes this minute, that you might see how remarkable they are for the money. They are an absolutely new shipment, purchased on very favorable terms.

The material in them is a very fine, closely-woven, pure flax linen of wonderfully even texture and fine round thread.

All are very excellently hem-stitched. For service and looks these are the goods.

For value they are the best we have had in many a day.

Hemstitched sheets in single and double bed sizes—70x90 inches at \$18.75 a pair; 90x96 inches at \$25 a pair.

Hemstitched pillow cases, 22x36 inches, at \$4.25 a pair.

(First Floor, Chestnut)

## Black Satin Slippers

One-strap slippers, with narrow toes, medium vamps and 2-inch Louis heels; price \$16, in the Exclusive Little Boot Shop.

(First Floor, Market)



## Schomacker Player-Pianos Emerson Player-Pianos Lindeman Player-Pianos

Each Make in Three Different Player Actions

Every musician knows that the Schomacker, Emerson and Lindeman are three of the best moderately priced pianos made. Equipped with any of the splendid player mechanisms with which we have them they make player-pianos that are unequalled outside of the high-priced instruments.

Not every make is equipped with the same mechanism as the others, but there are five player actions altogether in the three makes of player-pianos.

In player-pianos, as in anything else, it is pleasant to have some latitude of choice, and while all the mechanisms used in these players are of superior grade, you may prefer one to the other four.

Schomacker player-pianos, \$1150, \$1200 and \$1850.

Emerson player-pianos, \$950 and \$1000.

Lindeman player-pianos, \$800 and \$850.

Any of these instruments may be bought on convenient terms and in the Emerson and the Lindeman there are two actions at the lower price.

(Egyptian Hall Second Floor, Market)

## 600 Pair of Excellent New Blankets Just Opened

These are the best "popular-priced" blankets on the market. Two kinds are woven of pure California wool, warp and filling.

Others have an all-wool filling and still others are filled with about 70 per cent wool. Nearly all of them are cut and bound separately; some have borders either in pink or blue, others are plain white.

Fine, fresh, new goods, just arrived for this season's selling.

60x84 inches, \$16.50, \$20, \$22 and \$25 a pair.

72x84 inches at \$18, \$22.50, \$25 and \$27 a pair.

80x90 inches at \$22, \$26, \$28 and \$30 a pair.

(Sixth Floor, Central)

500 wicker lampshades go on sale Monday morning at the notably small prices of 50c to \$4.75. They are in nine sizes—from boudoir lamp to floor lamp sizes; are lined with rose, blue, gold and green silk and are very much wanted by women making their homes shipshape for the Winter.

(East Aisle)

## Pipeless Heaters Have Proved Their Practicability

You would scarcely think that a heating outfit that has no pipes, no radiators and no "system" throughout the house could keep a dwelling warm in Winter, yet there are 5000 homes in the Philadelphia territory that can testify to the efficiency of one pipeless heater at least.

## The Caloric Heats Thoroughly and Saves Coal

The Caloric is a big, comfortable, inexpensive furnace that is set up in your cellar and has one register at some properly selected spot on the ground floor. This register is so arranged that it sends warm air upward and draws cold air downward, making a constant circulation throughout the house.

We are reliably informed by people who have used this heater for two or three Winters that it keeps the whole house comfortably heated at 70 degrees and uses only about one-half to two-thirds as much coal as most heaters.

It is made in four sizes at \$195 upward.

(Fourth Floor, Market)