

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

# The People Know They Can Depend on Wanamaker News

**It Is Believable That to Be on the Side of Truth Is Much More and Better Than**

the old method of making an effort to get a half or part truth to back up your side.

To be the most thorough in search of truth and the exactest, truest and fairest in presenting it has been the indefatigable study and purpose of some leaders of business for more than half a century.

There is no good reason why every line of an honorable merchant's publications, labels, tickets should not be in the whitest of all lights.

Why should merchants lower the reputation of their calling by dancing on a tight rope to attract spenders of money?

[Signed] *John Wanamaker*

Oct. 18, 1920.

## Women's Suits and Dresses Which \$50 Will Buy

Both suits and dresses are broken sizes of October stocks, reduced to \$50 to clear them out speedily.

The dresses are tricolettes in several styles—tailored, beaded and embroidered—and in taupe, brown, navy and black. Some of the tricolettes are the finer weaves.

The suits are of tricotine, pin-striped velour, silvertones and checked velour. There are a good many colors, plenty of black and navy, and the styles include both the embroidered and the simpler.

On both suits and dresses there is a saving of \$5 to \$12.50.

(First Floor, Central)

## Many Fine Dining-Room Suits at 30 Per Cent Less in the Furniture Movement

It is always a pleasure to go through the large and varied exhibition of dining-room furniture on the Sixth Floor, but especially so now when so many of these handsome and excellent suits are marked 30 per cent less than regular prices.

All of these are very meritorious examples of cabinet making, the more expensive ones being superb in design, construction and finish. A saving of 30 per cent on such furniture is indeed something remarkable.

These are a few of the suits included:

- Queen Anne dining-room suit—buffet, china closet, 54-inch extension table and side table—\$385.
- Adam mahogany dining-room suit, neatly carved—buffet, china closet, side table, extension table and set of six chairs with haircloth seats—\$325.
- Louis XIV walnut suit—buffet, china closet, extension table, side table and set of six chairs—\$710.

(Sixth Floor)

Others in the assortment—

- Queen Anne walnut suit of 10 pieces, \$590.
- Queen Anne mahogany suit, 4 pieces, \$315.
- Queen Anne mahogany suit, 10 pieces, \$500.
- Louis XIV mahogany suit, 10 pieces, \$1025.
- Heppelwhite mahogany suit, 10 pieces, \$460.
- Chippendale mahogany suit, 10 pieces, \$1095.
- Jacobean walnut suit, 10 pieces, \$1100.

## Sturdy, Slightly, Inexpensive Are Women's Duplex Gloves

Eight-button length gloves of mouquetaire, in white, gray, brown or tan, \$3 a pair. Short gloves in white, brown, beaver or gray, \$1.75 and \$2.50 a pair. Strap-wrist length, beaver or (Main Floor, Central)

## Illustrated Books

There is a man in this city who reads "Treasure Island" regularly every October. He has been known to wish for a good illustrated edition. Perhaps this one with pictures by N. C. Wyeth will suit him—anyhow the pictures make old John Silver and Dick Pew and the rest live and fight again. Price, \$3.50.

"Westward Ho!" by Charles Kingsley, pictures by N. C. Wyeth. Price, \$3.50.

"The Italian Twins," by Lucy Fitch Perkins, illustrations by the author. Price, \$1.75.

"Adventures of the Teenie Weenies," by W. M. Donahy. Also illustrated by the author. \$2.

"John Martin's Big Book for Little Folk," No. 4. More good things in it than ever before. Price, \$3.50.

"Tytyl," by Maurice Maeterlinck. Pictures by Herbert Paus. Price, \$5.

(Main Floor, Thirteenth)

## Tailored White Waists

Washable white waists are wanted the year round, especially the tailored sorts.

Two styles of corded madras are \$3 and \$3.50.

Still other madras waists are box-pleated or tucked, and cost \$3.85.

Pique and dimity waists, \$3.85.

(Third Floor, Central)

## The Splendid Selection of Mahal and Serapi Carpets in the Oriental Rug Sale

Serapis are the product of a mountain tribe who have resisted outside influences. Consequently their rugs show a bold and striking individualism in design and color effects. They are easily distinguished by their marked contrasts of red, blue, ecru and ivory and by the vividness of the pattern, of which arabesque designs are generally a feature.

The Mahals also are rugs of richness and warmth of tone, but in these the contrasts are less emphatic and the general tone more soft and subdued, deep reds, blues prevailing, while ecru is the prevailing shade in many.

It is believed that the choice of Serapis and Mahals at 30 to 50 per cent less than regular in this Sale is unmatched.

| Persian Mahal Rugs      |                            | Persian Serapi Rugs |                      |
|-------------------------|----------------------------|---------------------|----------------------|
| 12.5 x 8.5 ft., \$487   | 12.4 x 11 ft., \$967       | 14 x 9.9 ft., \$475 | 11 x 10.5 ft., \$595 |
| 14.7 x 11.6 ft., \$550  | 14.7 x 11.9 ft., \$689     |                     |                      |
| 11.8 x 7 ft., \$449     | 17 x 13 ft., \$1065        |                     |                      |
| 11.10 x 8.11 ft., \$465 | 19.10 x 12.6 ft., \$985    |                     |                      |
| 12 x 9 ft., \$467       | 19.1 x 12.3 ft., \$985     |                     |                      |
| 11.10 x 8.7 ft., \$497  | 23 x 15 ft., \$1385        |                     |                      |
| 11.9 x 8.6 ft., \$479   | 25 x 11.6 ft., \$685       |                     |                      |
| 11.10 x 9.1 ft., \$475  | 19 x 10 x 12.8 ft., \$1135 |                     |                      |
| 11.4 x 8.8 ft., \$479   | 16 x 11.7 ft., \$695       |                     |                      |

(Seventh Floor)

## Unfolding Some Very Good Table Cloths and Napkins

New goods, of the fine old reliable quality.

Irish double damask table cloths, white as snow, lustrous as satin, and pretty as a picture in their various floral patterns.

Good looks and good solid quality are surely united in them. Prices are moderate for cloths of such excellence, table cloths 72x72 inches, \$18.50 each; 72x90 inches at \$22.50 each.

Napkins to match them, 20x21 inches, \$18.50 a dozen.

Along with these and from the same manufacturer came a lot of wonderfully hefty napkins, just 100 dozen, of remarkably heavy double damask, cream bleached, size 24x24 inches, good for years of service and priced fairly on real merit at \$15 a dozen.

Everything in the whole collection of pure flax, warp and filling.

(First Floor, Chestnut)

## 3000 Yards Cretonne Now 50c a Yard

In other words it is a gathering up of many small lots of the more expensive cretonnes and marking them at a much lower price so as to hurry them out.

There are remarkable values among them, the prettiest light and dark colored printings, suitable for hangings and draperies for every room in the house and for slip covers as well.

(Fifth Floor, Market)

## The Best Black Enamel Cases Are Here Again

There is one man who makes better black enamel traveling cases than any other, but recently he has been having some difficulty at his factory and could not ship goods.

Now he is "on the job" again and we are glad to report a large shipment from him of cases running from small sizes to great, extra-large affairs that hold almost as much as a steamer trunk.

All well made, of best material; some with straps all round, some with trays, some with moire linings.

Prices, \$9.50 to \$37.50.

(Main Floor, Chestnut)

## Fine, Fresh Domestic Rugs at New Lowered Prices

These are the famous Whittall Anglo-Persian Wilton rugs and Sanford Axminster rugs, and we wish to add emphasis to the fact that they are brand-new, fresh goods, clean as a whistle and in the beautiful patterns of 1920-21.

Any one will appreciate the advantage of selecting from large stocks of goods fresh from the mills, all marked at the lowered prices that recently went into effect.

| Anglo-Persian Wiltons |                       | Sanford Axminster Rugs         |                                  |
|-----------------------|-----------------------|--------------------------------|----------------------------------|
| 4.6 x 7.6 ft., \$58   | 8.3 x 10.6 ft., \$153 | 4.6 x 6.6 ft., \$19 and \$23   | 8.3 x 10.6 ft., \$59 and \$72.50 |
| 6 x 9 ft., \$104      | 9 x 12 ft., \$170     | 6 x 9 ft., \$35.50 and \$42.50 | 9 x 12 ft., \$67.50 and \$82.50  |

(Seventh Floor, Chestnut)

## 100 Embroidered Bed Sets at 33 1/3 Per Cent Less

Each set comprises a spread and bolster cover with edges scalloped and corners cut out. All are prettily embroidered in rose, Copenhagen blue, pink, light blue and some in all-white.

Now marked at \$12 for single and \$13.50 each for double bed sizes.

(Sixth Floor, Central)

## Over 300 New Street and Afternoon Dresses for Young Women—Unusual Indeed for \$25 to \$47.50

Brand-new dresses, in the best Winter styles—dresses copied from higher-priced gowns and French frocks—dresses which look much more expensive than their present prices—that is what you will find here tomorrow.

**\$25, \$32, \$42.50 and \$47.50**

is the way the prices run—and very moderate they are for such frocks.

They are firm, all-wool tricotines and serges, and some smart tricotine and satin combinations. There are soft, lustrous satins and crepes meteor. There are pretty crepes de chine in becoming colors.

Every color is desirable—plenty of navy blues, plenty of black, of pretty tans and soft taupe shades.

There are eighteen distinct, new and attractive models from which to choose. There are the new long-waisted, basque dresses. There are embroidered and beaded dresses. There are dresses planned on straight, youthful lines, dresses with round necks and square necks, with long sleeves and short sleeves. They have pleated and full and straight skirts.

Any young woman who needs a fetching new frock for street or afternoon wear—for school, for business, for parties, for matinees—will do well to see these.

14 to 20 year sizes.

(Second Floor, Chestnut)



## Another Good Importation of Fine English Velveteens

You will notice straight off how supple and light in weight they are. This is because so many of the new fashion gowns are choosing velveteens for their material.

There are also, in this new importation, the heavier grades for tailored suits and wraps and there is a very excellent assortment of the new shades. All are fast colors, 27 to 44 inches wide (the wider they are, the better advantage in cutting), and they are \$4, \$6, \$8 and \$10 a yard.

(First Floor, Chestnut)

## Fascinating New Neckwear in Imitation Antique Laces

Several laces together with bits of fine embroidery are used in this very pretty new neckwear and it is in the cream color which most women find so becoming.

There are separate collars, starting at \$8; cuffs, bestees, and gimpes, the latter being the highest priced at \$18. Some pieces are trimmed with real laces.

(Main Floor, Central)

## Accordion-Pleated Skirt Patterns

You simply sew them up the back and add a band and fastenings. They are already hemmed and in the right length for the average skirt. There are three yards in each pattern.

In black Georgette crepe, \$3.75 a yard. In shaded Georgette crepe, \$4.25 a yard. In metal cloth, \$3.50 and \$3.75 a yard. All the prettiest colors you can think of.

(Main Floor, Central)

## Some New and Radiant French Buckles

have lately arrived in the Belt and Buckle Shop. They are perfectly beautiful buckles, they are very new, and there's a wonderful assortment from which to choose.

Many are all of glistening rhinestones—ovals and squares and oblongs and fancy designs of glistening, sparkling rhinestones.

Others are of cut steel—and there are some new and stunning ones to see.

And there are bronze buckles, too; you will like these.

Use them for frocks, for suits, for evening gowns and for slippers.

\$2.50 to \$40 a pair.

(Main Floor, Central)

## Women's Warm Winter Coats With Collars That Button High

Or they are intended for women who want to wear their own furs with them, in which case the collars are worn flat.

There are some new Bolivia and evora coats in very good styles and beautiful new shades. All are fully silk lined.

(First Floor, Central)

## Letitia Corsets Are Favorites

because they are so reliable and comfortable, because they are made of such good fabrics and bones, and because their lines are admirable. We have Letitias for average and slender women, for growing girls, and for women who require straight lines. New models this season are—

A topless of pink coutil, \$5.50. Two low-topped styles of the same material, \$6.50 and \$7.50. A pink broche with low bust and long skirt, \$7.75.

A fancy broche with low bust, \$10.

(Third Floor, Chestnut)

## Plaid Blankets Lowered

All-wool blankets in a choice of three patterns, all in dark colors suitable for couch or porch, now lowered to \$8, \$9 and \$11 each, which means a good saving.

(Sixth Floor, Central)

## Newest Silk Stockings for Women

All the following styles are in great demand at present—Black silk open-work stockings in numerous designs, \$7.35 and \$8.75 a pair.

Black silk with broad open-work cloaks, \$7.35. Black sheer chiffon silk, \$6 and \$7.25. Gray silk stockings in various shades to match shoes or gowns, \$3.85, \$4, \$4.50 and \$5.

(First Floor, Market)

## The Shoe That Many Women Have Sought in Vain

This shoe is made with extra room over the ball of the foot, but is narrow in the heel, ankle, instep and top.

It is a shape for which there is much demand, but for some unaccountable reason, we never saw it until, after a year's designing, we had it built ourselves.

In appearance, this shoe is no different from any other smart shoe for women, but it is vastly more comfortable on the feet for a great many wearers.

In dark brown calfskin and black glazed kidskin, high-laced shoes with medium round toe and medium Cuban heel at \$12 a pair.

(First Floor, Market)

## A Beautiful New Lot of Tricolette Silk at a Remarkable Price—\$2.25 a Yard

We have secured a special purchase of tricolettes of the most favored and fashionable kind, all of a fine, soft beautiful texture, to sell at close to half the price that goods of this class have been selling for.

They are the lowest-priced goods of the kind that we know of in Philadelphia, the nearest tricolettes to them in quality that we can find being marked at a substantially higher figure. We made this purchase at a favorable time, and for that reason we can quote such a remarkably low price.

Colors—mostly dark brown, blue, black, pink, white, turquoise; in fact, all staple shades.

(West Aisle and First Floor, Chestnut)

## Tan Russia Oxfords

Women's light tan Russia Oxfords with wing tips and perforations, narrow toes and military heels; price \$16 in the Exclusive Little Boot Shop.

(First Floor, Market)

## Girls' Bloomers for Winter Wear

To take the place of petticoats, to wear on hikes, to use in gymnasium—there are many times when a girl has need for a comfortable pair of bloomers.

Sateen bloomers, in dark blue or black, \$3.25.

Serge bloomers, \$4.50 and \$7 a pair—the last price for all-wool serge.

Both kinds are in 6 to 18 year sizes.

(Third Floor, Chestnut)

## There's No Let-up in the Popularity of Bead Necklaces

and most women usually like to add one more to their collection. The pretty necklaces brighten up a dark frock or a simple blouse and are so attractive most women enjoy wearing them.

Bead necklaces in many new designs, with beads of imitation sapphires, amethysts, topaz or other colored stones, are in the fashionable lengths and go from \$1.75 to \$12.

## New French Necklaces for Little Girls

have just reached us after their overseas journey. They are novelty necklaces of sterling silver, in new and unusual designs and combinations—many have pink or blue beads and ornaments. \$2.50 to \$7.

(Jewelry Store, Thirteenth and Thirteenth)