

Organ Plays at 9, 11 and 4:50  
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Partly Cloudy

# Variety Is the Spice of a Page of Advertising

Down South They Still Affirm  
Stonewall Jackson's Maxim  
when he was at West Point and afterward—

You may be whatever  
you resolve to be

It is said he was often ridiculed by the boys at the military academy where he was teaching and dubbed "Jackson, the fool" and "Jackson, the eccentric," but when his testing time came in the almost "ought to be" forgotten Civil War, that Knight of Military Commanders, General Robert E. Lee, wrote Jackson, "Could I have directed events, I should have chosen for the good of the country, to have been disabled to give place to you."

Every man, by his principles and conduct, makes his own step-ladder.  
So a store should do.

[Signed]

*John Wanamaker*

Oct. 19, 1920.

## Distinctive New Mourning Millinery From Our Own Workrooms

includes hats inspired by the French as well as many original models.  
The hats are of silk, of the fashionable duvetyne and of uncut velvet.  
There are large and smaller hats—hats for tailored as well as better-wear, and suitable for young women or matrons.  
With them are new veils, too.  
They are all shown in that quiet Salon devoted to mourning millinery.  
(Second Floor, Chestnut)

## Concerning Silk Waists

Georgette epees come first on the list and here they are in light colors, hand-embroidered or trimmed with real laces, and priced at \$9.85 to \$37.50.  
In dark colors with braiding, beading and dyed laces, \$9.85 to \$35.  
Satin blouses in suit shades, to be worn on the outside of the skirt, and made consequently with a tie in the back, \$9.50 to \$27.50.  
(Third Floor, Central)

## Silvertone Velour Coatings for Exactly Half Price

This means \$3 a yard for those with a diagonal or check in the weave and \$3.50 a yard for the plain silvertone velours. Until very recently they were double these prices.  
They are just the right weight for warm Winter coats and wraps, being all-wool, except for the little silk thread that gives the silvertone effect, and there are all the best colors to choose from. All are 54 inches wide.  
(First Floor, Chestnut)

## Brown and Green Are Popular Colors for Children's Coats

But there are other colors, too, plenty of blues and lighter shades as well as the dark colors, though this year most mothers prefer the dark shades.  
There are coats of broadcloth, of chinchilla and of other soft wools, and they are in plain tailored or other styles, all warmly lined, and a number trimmed with fur. And there are some pretty, wintry, all-fur coats. \$18.50 to \$125.  
New hats to wear with the coats are of velour, of beaver, of felt and of velvet in black, dark blue, brown and other colors, and are variously trimmed. \$3 to \$15.  
All are in 2 to 6 year sizes.  
(Third Floor, Chestnut)

## Women's Oil-Silk Raincoats Now Have Belts

We noticed that a number of women were buying belts to wear with these raincoats, so we asked the manufacturer to make them with belts in the future.  
The new oil-silk raincoats all have belts, but the price is exactly the same, \$26.50. Also there are new oil-silk capes, which always did have belts, at \$28.50.  
And both the coats and capes come in these pretty colors—navy, Copenhagen, gold, tan, green, smoke and purple.  
(First Floor, Central)

## Women's Spat Oxfords With Louis Heels

Many women like spats but cannot wear plain spat pumps with comfort. For them we have brought in some dainty plain Oxfords especially designed for wear with spats.  
Light turned-sole Oxfords of patent leather and black glazed kid-skin, with either high or baby Louis heels.  
Price, \$8.50 a pair.  
(First Floor, Market)

## 100 Checked Velour Skirts Special at \$13.50

As a change from plaid skirts, come these very pretty small checked velours, the color, such as peacock, king's blue, brown or tan, being overlaid with a black check.  
They are made in a most becoming model, full skirted and with a road box pleat front and back. The velour is a fine all-wool quality and one usually seen only in suits. Sizes up to 32 inches waist.  
(East Aisle)



## Fine Tricotine Gowns for Women

These are the newest and most beautiful gowns for afternoon and for street wear. They are of extremely fine cloth; there are no two alike—except in the fact that they are all distinguished in style and most of them are navy blue; and they are usually most beautifully beaded. They are all arranged in the crystal cases of the Little Gray Salon so that they can be seen without delay.  
Prices are \$95 to \$200.  
(First Floor, Central)

## Two New Winter Coats for Young Women—\$42.50 and \$58.50

Attractive, brand-new Winter coats are these, both well made and in new styles.  
The \$42.50 coat is of soft wool velour and is lined throughout with peau de cygne. It has stitched pleats in the back, has a deep collar of the velour and a narrow belt.  
The \$58.50 coat is a good-looking affair of velour and is also lined throughout with silk. It has a new back, has fine tucks, is stitched with silk and has a narrow belt. The large collar may be buttoned high or worn low.  
Both coats are in the fashionable brown and reindeer shades, in China blue and navy blue.  
And they are in 14 to 20 year sizes.  
(Second Floor, Chestnut)

## A New Model in Women's Sports Coats

It is a light-weight, collarless coat with the straight lines of a man's sweater. Made of fine alpaca yarn knitted in an open-mesh stitch and though light in weight it is good and warm.  
Brown with gold stripes, gray with blue, gold with black, navy and Alice blue with white.  
Price \$40.  
(First Floor, Market)

## Riding Boots for Women

Made of tan Russia and black Russia leather, with men's broad heels, soft toes and legs cut narrow after the English fashion. Price \$35, in the Exclusive Little Boot Shop.  
(First Floor, Market)

## Long, Washable Capeskin Gloves for Autumn

Many needs there are this Autumn for these gloves, for so many street and Autumn frocks have short sleeves, and the capeskin gloves are just right.  
These gloves are of fine skins, are in the fashionable tan, brown and beaver color, and are in mousquetaire style. The 8-button length is \$7, and the 12-button length \$9.50 a pair.  
They wash well and wear most satisfactorily.  
(Main Floor, Central)

## Introducing the New Wanamaker Electric Iron at \$8.50

We have experimented with many different kinds of electric irons to find out the weaknesses and virtues of them all, and finally we offer this new electric iron, made by our own order, certainly the equal of, if not superior to, any on the market.  
It is the new Wanamaker electric iron, complete with cord and plug and equipped with a new safety stand.  
\$8.50—and we know of no better electric iron on earth.  
(Fourth Floor, Central)

## Wanamaker Special Corsets

Uncommonly good, all of them, for the money. They are all low in the bust and long in the skirt.  
Two styles with very low busts are \$2.50 each.  
A heavier, but similar model, \$3.  
A topless of soft, light-weight pink broche, \$3.  
The same style and material, but laced in front, \$3.25.  
(Third Floor, Chestnut)

## Inexpensive Nightgowns

Low-necked styles of nainsook, trimmed with lace and ribbon. Prices, \$1.50 and \$2.50.  
(Third Floor, Central)

## New Books

"The Blue Room," by Cosmo Hamilton. Price, \$1.90. A powerful plea for the single standard.  
"The Cause of World Unrest." Price, \$2.50. Describing an alleged conspiracy looking toward world domination.  
"The Luck of the Mounted," by Sergeant Ralph S. Kendall. \$2.  
"The Man Who Found Himself," by Margaret and H. de Vere Stacpoole. \$1.75. An amusing tale of reversion to youth.  
"Cloudy Jewel," by Grace Livingston Hill (Mrs. Lutz). \$1.90.  
"Blind Wisdom," by Amanda B. Hall. \$1.90. A study of three American sisters.  
(Main Floor, Thirteenth)

## To Householders Only

Mincing knives with cast-steel blades, hardened and tempered, 80c.  
Household shears of cast steel, 8 inches long, 75c a pair.  
Fire extinguishers that will choke out gasoline or oil fires, \$1.50.  
High-speed, "heavy duty" grinders, made in three sizes, 4-inch diameter vitrified wheels for \$9; 5-inch for \$10.50; 6-inch for \$11.75. Useful in both house and garage.  
A necktie pressing board keeps neckties like new, 50c.  
English table knives, blade and handle made of one piece of stainless steel, dessert size, \$19 a dozen; medium size, \$20 a dozen.  
(Fourth Floor, Central)

## Oxford Shoes for Women

who cannot wear the broad low heels are made with military heels 1 1/2 inches high, with arches well built up and straight perforated tips. The leathers are black and tan Russia and the price \$12 in the Exclusive Little Boot Shop.  
(First Floor, Market and Juniper)

## The Small Silver That Every Bride Needs

The knives, forks, spoons and other serving pieces are almost, if not quite, the most important wedding gift of all, since they are so necessary in the new household.  
An unusually large number of beautiful period patterns in small silver is offered by the Jewelry Store now in anticipation of the many demands for such gifts for Fall weddings. The different pieces may be bought by the dozen, half dozen or even singly, if desired.  
Mary Chilton  
Heppelwhite  
Cloveley  
Lady Mary  
Hamilton  
Maryland  
Lady Wynne  
Dorothy Quincy  
Valley Forge  
Brandon  
Washington  
Chippendale  
(Jewelry Store, Chestnut and Thirteenth)

## Imitation Ivory Decorated With Pink or Blue

makes unusually pretty toilet table articles, as you may see for yourself in the Toilet Goods Shop. The color is combined with gold, the decoration is the form of a band design, and the pieces are in attractive shapes and practical sizes.  
Hair brushes are \$5.50 and \$5.75.  
Mirrors, \$9.35 and \$9.75.  
Combs, \$1.85.  
Puff boxes, \$4.75.  
Hair receivers, \$4.75.  
Cloth brushes, \$5.75.  
Jewel brushes, \$3.75.  
Files, \$1.  
Button hooks, \$1.  
Shoe horns, \$1.25.  
Trays, \$2.50 and \$4.65.  
Hat pin holders, \$3.25.  
Hat boxes, \$5.  
(Main Floor, Chestnut)

## Indoor Ice-Skating Season Opens Soon

Alfred Johnson tubular ice skates in racing and hockey models, with shoes attached, \$15 a pair complete.  
Spalding's hockey and figure skates, \$2.50 to \$8.  
Canadian hockey and figure skates, \$8 to \$12.50.  
Skating shoes, sweaters, straps and other equipment for this exhilarating sport.  
(The Gallery, Juniper)

## Such Variety in These \$1 French Handkerchiefs for Women

Dots and plaids and figures and all other effects, borders and stripes and checks of color—you'll see them all in these pretty \$1 French handkerchiefs.  
There's scarcely a color you could ask for that is not here, and as for designs, there's such a wide variety the choosing will be a pleasure.  
And they're all pure linen, too.  
(Main Floor, Central)

## Blanket Bathrobes for Women

All ready for the cold weather when it comes—as it always has. They are of figured blanket variety, in light and dark colors, usually satin trimmed and rope girdled. Prices, \$5 to \$19.  
(Third Floor, Central)

## An Oriental Rug Sale Worth Every Year People Have Waited for It

This is an Oriental rug Sale of supreme advantage to anybody desiring a Persian, Caucasian, Chinese or Asia Minor weave at a large and real saving from ruling prices.

It is a Sale of supreme advantage because it embraces the largest and finest assortment of these rugs shown in such low markings.

It is a Sale of supreme advantage because there is no such choice of fine rugs to be found anywhere else at anything like the same prices.

Every day it is proving itself to be a Sale worth all the years that people have had to wait for it.

### Odd Carpets at a Third to a Half Less

Kermanshah, 13.5x9.6 ft., \$687.	Kermanshah, 13.6x9.6 ft., \$674.	Mahal, 11x8.7 ft., \$435.
Chinese, 13.3x10 ft., \$685.	Saruk, 13.6x8.6 ft., \$875.	Saruk, 11.10x8.6 ft., \$857.
Chinese, 12x9 ft., \$465.	Anatolian, 12.6x9.1 ft., \$487.	Tabriz, 15.10x11.4 ft., \$595.
Mahal, 12.3x9.7 ft., \$467.	Ispahan, 12.3x8.3 ft., \$697.	Serapi, 23x15 ft., \$1275.
Arak, 14.7x10.6 ft., \$785.		Khiva Bokhara, 9.8x8.2 ft., \$157.
		Feraghan, 11x6.5 ft., \$275.

(Seventh Floor)

## 125 White Bedspreads Down One-Third \$10 Each

White, satin-finished bedspreads, all made with scalloped borders and cut corners and in beautifully woven patterns. Made extra large. Now \$10 each, a saving of 33 1/3 per cent from the regular price.  
(Sixth Floor, Central)

## Such a Fine Selection of Pure Linen Towels

It is a good thing to choose linen towels where you can be sure of pure linen. Low-priced all-linen towels are still scarce, but we are glad to have a remarkably good selection at 85c to \$1.75 each, and they are very good value for the money.  
Towels at 85c each, of Irish huckaback with hemstitched ends, size 20x36 inches.  
Towels at \$1.25 each, with hemmed ends and damask borders in medallion effect, 18x36 inches.  
Towels at \$1.35 each, with hemmed ends and Greek borders, 20x36 inches.  
Towels at \$1.50 each, with hemstitched ends, pretty damask borders and space for monogram, size 20x36 inches.  
Guest towels with neat damask borders, hemstitched, size 15x25 inches, \$1.75 each.  
(First Floor, Chestnut)

## Animals Never Seen on Land or Sea

as well as some that the children are quite familiar with, are the ones on the pretty little French print handkerchiefs. They are for small girls and boys, the printing is in color, and the handkerchiefs are 50c apiece.  
(Main Floor, Central)

## Black Cats for Luck

and black cats for Hallowe'en parties, of course! And the cats as well as all the other favors and novelties and sweets for your Hallowe'en party or dinner are ready now in the Candy Store.  
(Down Stairs Store, Chestnut)

## Why Men's London Tweed Hats Are So Good

In the first place the fabrics are remarkable in their serviceability and in their rich browns, grays and Lovat mixture colorings.  
In the second place these Redleaf hats are superbly hand tailored, a fact which helps them keep their shape in all kinds of weather.  
Price \$7.  
(Main Floor, Market)

## British Suitcases Decidedly Different

We have just opened an importation of English suitcases for men and women. If you like fine luggage, you should see them.  
Made of great, solid slabs of selected cowhide in light or dark tan, with fine brass trimmings and often with big double corners, these cases are a treat to the eye. There is nothing like them in Philadelphia.  
Sizes 20 to 26 inches.  
Prices \$22.50 to \$100.  
(Main Floor, Chestnut)

## So Many Uses Now For These New Upholstery Silks

Lamp shades, for example; they are exactly right for this. There are both the printed silks for the outside and the plain silks for the lining. And new trimmings and fringes are here to match!  
And you can use them for inside curtains, for pillow covers, table covers, scarfs and so on. Women starting to make gifts will especially appreciate these silks. Prices, \$1.75 to \$3.75 a yard.  
(Fifth Floor, Market)

## Japanese Jute Rugs Are in a Class Alone

They are real Oriental rugs in origin and closely resemble high-priced Oriental rugs in their designs and colorings. Yet their prices are lower than the prices of many domestic rugs.  
This word of a new shipment will be welcomed.  
9 x 12 ft., \$62.50  
8 x 10 ft., \$48.50  
6 x 9 ft., \$31.50  
4 1/2 x 7 1/2 ft., \$19.50  
(Seventh Floor, Chestnut)

## 500 Sturdy Umbrellas at \$4 Apiece

are kinds for women and for men, and will be useful for hard service, Winter rains and winds.  
They are all of firm American taffeta, which is pure cotton, they are in a good black and they have taped edges. Made on strong Paragon frames, too.  
Women's umbrellas have handles with bakelite tops and rings, those for men have hook handles.  
\$4 each.  
(Main Floor, Market)

## The Choice of Bedroom Suits at 30 Per Cent Less Is Remarkable

Any homekeeper who in the past may have hesitated to buy a much-desired new bedroom suit owing to the prices prevailing will surely be interested by the selection of beautiful suits that we are now offering at savings of 30 per cent, in some cases more. These are suits of a uniformly desirable kind, in graceful and attractive period interpretations, all very soundly constructed and finely finished.

### Bedroom Suits

American walnut suit, 6 pieces, \$310.  
Ivory enamel suit, Louis XVI style, five pieces, \$675.  
Louis XVI walnut suit, four pieces, \$575.  
Adam suit, five pieces, \$525.  
Queen Anne mahogany suit, five pieces, \$350.  
Colonial decorated suit, six pieces, \$810.  
Louis XVI suit in antique mahogany, seven pieces, \$880.

### Decorated Bedroom Suits

A beautifully decorated suit in French motif, consisting of bureau, twin beds, chiffonier and toilet table, \$450.  
Old blue enamel suit in French motif—bureau, full-size bed, toilet table and chiffonier, \$262.50.  
(Sixth Floor)

Gray enamel suit, beautifully decorated—bureau, full-size bed, large dressing table, triple mirrors, now at half, \$550.  
Enamel suit in Windsor style—bureau, full-size bed, chiffonier and toilet table—now half, \$262.50.

The same suit with twin beds, \$300.  
Besides these there are also many others. Of each suit we have several, and the variety of colors and decorative motifs is really delightful.

### Reed and Willow Furniture

The reed and willow furniture has been replenished and affords very fine selection, both of complete suits and individual pieces, at 30 per cent less than regular prices.  
(Sixth Floor)