

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
Fair

At Your Service—With the Newest Fashions and Savings That Are Real

These Are Not Toy Ideas Nor
Soft India Rubber Words

merely to draw attention to a merchandise page. They're words carefully chosen with an all-absorbing desire of leaving in the reader's mind something to think about and lay away in the alabaster box of memory. We are told that the frightful fatality of accidents of automobiles, especially at night, is because their drivers have carelessly dozed or slept from weariness and overwork. Long study of men and women and wide observation justifies the statement that the majority of people are not fully awake. We live superficially, half-heartedly. Many of us fail to rub the eyes of our souls open to get thoroughly awakened. There are few who could not build a temple of happiness and use it for their families and friends, if they cared to do so, with even a small part of their good sense and lost energy. This is written for home consumption as well as for outdoors.

(Signed) *John Wanamaker*

Oct. 20, 1920.

Everyday Jersey Dresses for Women
\$20 to \$31.50
It is a long time since we had anything so good for such moderate prices. Some of the dresses are tailored, with ribbon bindings or "saw-teeth"; some are wool embroidered; a few have short tunics, but the majority are of the straight chemise sort, not too narrow. Colors are navy, black, brown and taupe. Prices \$20 to \$31.50.
(First Floor, Central)

Women's New Bolivia Coats With Big Racoon Collars
Comfortably warm coats for cold days and the collars are so large they look like separate fur pieces. They are round and cape shaped in the back with pointed ends in front reaching to the waist. These coats are made in a very pretty style, with narrow belt and stitching. In navy, green, brown, beaver or black, the latter with skunk-dyed racoon collars. The price is \$112.50.
(First Floor, Central)

Pretty Fur-Trimmed and Embroidered Winter Suits for Young Women, \$48.50
And far prettier than \$48.50 usually buys, too! Of soft wool velour, the coats are in a becoming style with deep collars of lustrous black fur, and a panel of silky embroidery down the back. Narrow belts define the waist line. They are lined with fancy silk, too. There is a fashionable brown shade, reindeer, black and navy blue, and there are 14 to 18 year sizes.
(Second Floor, Chestnut)

Breakfast Coats
may be had of brushed wool or of chiffon over crepe de chine—and it's hard to say which will be most liked. The chiffons are all fluffy and frilly, and have tiny flower trimmings; they may be had in flesh-color, rose, turquoise, light blue and Copenhagen blue for \$18. The brushed wool coats are thick and cozy and light, with heavy fringe at the bottom; they come in rose, tan, pink and turquoise for \$37.50.
(Third Floor, Central)

Two or Three Corset Items
C. B. "seconds," always interesting to thrifty women, sizes 21 to 27 inches; price \$1.25. Lillian bandeaux of pink satin for slender women are special at \$2. Rubber swimming corsets, \$2.50—which is a very small price, indeed.
(Third Floor, Chestnut)

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)

So Many Uses Now for These New Upholstery Silks
Lampshades, 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)

Handsome Fur Wraps—and Just One of Each
Luxurious, beautiful wraps, of soft, rich fur—how women will delight in their beauty! One of the newest is a mole-skin coat, bloused in back, with a great wide collar, full sleeves and a lining of silvery satin and brocade. It is \$1000. Another new wrap is of natural gray squirrel with a full collar and the fur worked in two ways, a panel effect in front and cape-like sleeves. This is \$1200. A Hudson seal (dyed muskrat) wrap has a deep collar, is gathered in the back and the
(Second Floor, Chestnut)

Surely a Wonderful Occasion in Oriental Rugs
Think of hundreds and hundreds of Oriental rugs of various nationalities—Persian, Chinese, Caucasian, Asiatic—in all sizes from mats up to enormous carpets, and all marked 30 to 50 per cent less than the regular retail prices now generally prevailing! This is a Sale uniting the three essentials of a really great merchandise occasion—ample assortments, reliable qualities, the lowest prices in years. Several individual carpet pieces in extra-large sizes are marked at half. Saruk rugs in carpet sizes are shown in rich variety at 30 to 50 per cent less, a remarkable thing, considering that these are among the very finest of Persian weavings. Persian Serapi and Mahal rugs in carpet sizes are offered at savings of 30 to 50 per cent. Beautiful Kermanshahs are marked equally low. One of the remarkable features of the Sale is a collection of fine, handsome Kazaks, Daghestans and Cabistans in larger than usual and very desirable sizes at 30 per cent less than regular markings.
Cabistans, Daghestans and Shirvan Rugs
3x4 to 5x8 ft., \$75 to \$225.
Kazak Rugs
3.6x7 to 5x8 ft., \$100 to \$245.
Persian Mosul Rugs
3x5 to 3.6x6.6 ft., \$49 to \$115.
Anatolian Mats
1.6x2.7 ft., \$10.85.
(Seventh Floor)

Fur Cloths Are Ready for a Busy Season
And it will be a busy season from all indications, for furs and fur cloths are the most fashionable of trimmings for smart tailored suits and dresses and these pretty fur effects are always in demand for fur sets and entire coats and also for soft turban hats. Seal plushes, \$9 to \$25 a yard. Black astrakhan, \$14 and \$20 a yard. Black caracul and pony, \$10 to \$16 a yard. Mole, squirrel and other fur effects in brown and gray, \$14 to \$22 a yard.
(First Floor, Chestnut)

Paris Dress Trimmings With a Japanese Inspiration
is what you'll think of these new and lovely flouncings and bands that have just landed. They are all French, of course, are quite new, quite stunning and quite different. They are all done on filmy black net, and the designs are in shinning applique effect, rather flat, and rather suggestive of Japanese inspiration. There are black and blue and gold combinations and a black and green and gold that is lovely. The flouncings are \$45 the yard. The bands are \$18 and \$20 a yard. And they will make beautiful evening gowns and trimmings.
(Main Floor, Central)

New "Tam" and Scarf Sets from Switzerland
Hand made, of fine wool, in the loop stitch so popular with young women just now. Colors are pink, gray, brown, henna, black, sky blue, buff, purple, white and peacock blue. Price \$18.
(First Floor, Market)

Women's Specially Priced Gloves, to Wear Now
These are kinds women will find useful to wear now—good wearing, short gloves in practical styles, at moderate prices. \$2.25 a pair for tan or brown capeskin gloves, 1 clasp. \$1.85 a pair for gray or tan suede gloves. \$3.50 a pair for a little longer glove—8-button—length gray suede, mousquetaire style.
(West Alble)

New Styles of Porto Rican Waists
Delightful affairs of batiste, all hand wrought. 4 batiste with drawwork and dots, all hand done, \$5.50. Another batiste with fine drawwork and dots arranged less simply, \$5.50. Very fine batiste with double frills, blue, pink or white squares being inserted in the drawwork, \$10.85.
(Third Floor, Central)

Women's Silk Stockings Special at \$1.65
1200 pair of first-grade, pure-dyed, full-fashioned silk stockings with cotton tops and soles. Mostly black but some cordovan, African brown, navy and gray. Ordinarily much higher priced.
(West Alble)

500 Women's Silk Umbrellas at \$7.50
Umbrellas with hardwood handles having colored bakelite tops, silk cord loops or bakelite rings, and covers of silk—navy, green, purple, brown, taupe, black and red. Some of these covers are plain and some have borders to match. Price \$7.50.
(Main Floor, Market)

New Wool-Fiber Rugs Modestly Priced
These inexpensive but durable rugs are in both plain and figured effects and are uncommonly attractive. 9x12 ft., \$31. 6x9 ft., \$17.50. 8.5x10.6 ft., \$27.50. 36x72 in., \$7.60. 27x60 in., \$4.85.
(Seventh Floor, Chestnut)

As to the Silver for Hallowe'en
The hostess will find she needs certain pieces of sterling silver to complete her table appointments and to give the festival a more attractive setting. For example, a fruit bowl for the centerpiece. In sterling silver, \$43 to \$375. Cake dishes, \$32 to \$85. Bonbon dishes, \$11 to \$20. Almond sets, \$30 to \$50. Candy jars, \$12 to \$20. Flower vases, \$8 to \$285.
(Jewelry Store, Chestnut and Thirteenth)

New Amber-Colored Necklaces Go Well With Fall Gowns
In fact, they look well with almost any color you choose to wear them with and, what is equally to the point; they are usually most becoming. The beads in these necklaces are cut and sparkle brilliantly and they are graduated in size. The necklaces are in different lengths and sizes of beads, \$7.50 to \$24.
(Jewelry Store, Chestnut and Thirteenth)

Women's Handkerchiefs of Airplane Linen, \$2.50 a Dozen
are the sturdy kind that will give no end of service. They are in the perfectly plain hemstitched style that everybody likes, and they are good size, too.
(West Alble)

The Hallowe'en Surprise Box, \$2.50 Complete
It's a great box of delectable sweets—just the candies you'll like for Hallowe'en—1 pound of assorted chocolates. 1 pound of peanut lumps. 1 pound of old-fashioned cream mint. 1 pound of chocolate-covered marshmallows. 1 box of cream wafers. The surprise. It's tied with bright yellow ribbons, and the sweets are all fresh and good.
(Down Stairs Store, Chestnut)

Pie That Everybody Likes
That's Jack Horner pie—the pie in the center of the table at the party. The new Jack Horner pies for Hallowe'en are in now, they are in new designs, they hold 12 favors and they are \$2.50 to \$10 each.
(Down Stairs Store, Chestnut)

Reupholstering Should be Done Now
Now is the time to sort out and send to be reupholstered all the various pieces that need attention. And they will be home in time for the family gatherings during the holidays. Also there is a fine assortment of verdure tapestries, damask and velours for re-covering. Tapestries, \$4.50 to \$10.75 a yard. Damasks, \$8.75 to \$17.50 a yard. Velours, \$4.50 to \$15 a yard.
(Fifth Floor, Market)

The Wanamaker Diary for 1921 is ready now, 10c
Diary, account book, check book, city guide, story book, all in one, with an automobile map to boot! Thousands of people use them for household accounts, for memoranda and for information. 10c a copy—wherever you see a pile of red books.
(Main Floor and Down Stairs Store)



Music for Everybody
FROM the incomparable CHICKERING—with the AMPICO, pictured, at \$3500, to a good, dependable upright piano at \$395, there are more than seventy choices—makes, styles, sizes and grades of pianos, player-pianos and reproducing pianos—in the Wanamaker Piano Store—music for everybody, on terms convenient to everybody.
(Cayltan Hall, Second Floor)

English Leather Novelties for Cigarette Smokers
Cigarette cases of soft, velvet calfskin in beautiful colors, \$5. Of pigskin in two sizes, \$2 and \$5. Tortoise-shell cigarette holders in velvet calfskin cases, \$6.50 plain and \$10 with 14-kt. gold band. Large cases that will hold two packs of cigarettes and made of fine willow calfskin with silver gilt corners, \$10.50.
(Main Floor, Chestnut)

Your Boy's New Overcoat Is Here
We are taking it for granted that you want him to wear the best ready-to-put-on overcoats to be had for the money. Boys' overcoats inferior to ours are as plentiful as Autumn leaves in Fairmount Park. Boys' overcoats as good as ours for the money are hard to find. Boys' overcoats better at their prices than ours do not exist to our knowledge. As surely as we make these assertions we have the proof. Selections are now very fine in all desirable styles in 3 to 10 year sizes at \$18 to \$50; and in 11 to 18 year sizes at \$25 to \$45.
(Second Floor, Central)

Men's English Caps Special at \$2.50
Under ordinary circumstances these caps would sell for half again as much, and did, up to a short time ago. Of handsome fabrics, well made and in a shape that is becoming as well as good style.
(Main Floor, Market)

Men's Brogue Oxfords at \$7.75 A Little Above Half Price
Most remarkable men's shoes at the price in Philadelphia. One style, with the squarish toe associated with brogues, comes in black and tan grain leather. The other style has a narrower toe and comes in tan only. Both have long wing tips, sawtooth punching, deep perforations, heavy soles and wide, flat heels. The sort of shoes that rouse a young man's enthusiasm and tickle his pocketbook.
(Main Floor, Market)

Herd and Mitchell Models Join the Golf Clubs
This collection of British golf clubs and balls is attracting much attention among golfers. Latest arrivals are Alex Herd's and Abe Mitchell's clubs, the drivers and brassies \$6 and the irons \$5.50 each. Andrew Kirkaldy clubs from St. Andrews, Scotland, at \$6 and \$6.50 for the wood and \$5.50 for the irons. The imported balls are Zenith, Zome and Pearl Zodiac and Avon, at \$12 a dozen.
(The Gallery, Chestnut)

The Furniture Movement Takes In a Brilliant Disposal of Mirrors
This is a Sale within a sale. Hundreds of mirrors from the simplest to the most ornate are being disposed of at a saving of 30 per cent from the former prices. This is quite a remarkable offering, perhaps the most remarkable there has ever been in goods of this kind. Several beautiful period adaptations and reproductions are represented. All are hanging mirrors. Hanging mirror, 32x36 inches, Colonial frame, \$35. Italian motif, decorated frame, with hand-painted panel, \$44.50. Mahogany mirror, 20x32 inches, twist turnings, \$10.50. Large panel mirror, button effect, with silver-finished frame, \$136. Adam wall mirror, three sections, beautifully carved, polychrome finish, \$315. Three-section walnut-frame mirror, beautifully shaped in French motif, carved and decorated in gold, \$176. Extra-large gold-frame mirror, Chinese Chippendale effect, with beveled mirror side panels, \$130. Walnut wall mirror, neatly carved and finished, \$81. Oval mirror, walnut frame, carvings high-lighted with gold, \$60. Other mirrors in various motifs and finishes at \$7, \$21, \$25, \$28, \$32, \$42, \$53, \$60, \$67 and up to \$490 for a rich and massively carved one.
(Sixth Floor)