

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

"Our Friends Shall Not Pay Too Much for What They Buy"

What Seems to Be a Full-Grown Man Is Often Only an Overgrown Youth

being mothered by a noble woman who has accepted her lot in the same way as she accepted motherhood when she became willing to give her own life for another.

In the rush of activities of life how little we realize the unselfishness and surrender of a whole selfhood to a single idea to make possible a chosen career!

All day long that lonely lighthouse, bleached and battered by years of storm, stands firmly upon a bleak coast and makes no sign, but in the dark nights every other minute it flashes its clear light afar over the wild, angry sea.

Brighter than the lighthouse service is the revelation of the love of a woman, who lives her life through her man.

This store has its own life and there was never a better time to show it than in these days when, like a lighthouse, we shall burn an upright light to keep people off the rocks and the shifting sands of speculation and away from the dangers of the mismarking of prices in the face of a changing market.

We could very well prove, if necessary, that we shall keep our friends by seeing to it that they shall not pay too much for what they buy.

[Signed]

John Wanamaker

Oct. 21, 1920.

There's Beauty and Durability in Fisher Furs

These pretty brown furs are quite becoming to many women, and the single scarfs look extremely well with tailored suits and cloth dresses.

We have quite a collection of single-skin scarfs—these skins are full and soft and fluffy and one skin makes a generous-size scarf. With their pretty brown markings, shading from light brown to the rich, dark brown of the sable, they are unusually attractive.

Prices start at \$125 and go to \$470.
(Second Floor, Chestnut)

The Fashionable Sports Coats Women Are Wearing

First and prettiest of all come the soft, woolly camel's hair coats made of the genuine camel's hair, either plain or trimmed with big collars of beaver, natural squirrel or racoon. Such coats are \$75 to \$245.

Many women, however, prefer leather or suede cloth coats, which stand any sort of weather and are fine for keeping out the cold. Leather coats, reversible, with tweed or gabardine linings, \$85 to \$125. Suede leather coats, natural gray color, \$125.

Tweed coats are also much worn, both imported and domestic kinds, weatherproofed, \$45 to \$95.
(First Floor, Central)

Sheer Waists

In other words Georgette waists.

A Georgette, very simply made, its only decoration being its own dots. White, pink or navy, \$9.85.

Sheer Georgette with filet motifs and wool embroidery; sash tie in the back, \$13.50.

Georgette in pink with lots of real filet, \$18.75.

Georgette in pink, white or bisque, made with long sleeves and much filet, \$22.75.
(Third Floor, Central)

Smart New Fur-Trimmed and Other Coats for Young Women—\$70

Two new styles, just unpacked, are just the youthful, smart, new Winter wraps that girls and young women will like. They are very well tailored, they are lined throughout with rich silks, and they are in the fashionable colors.

One style coat is of soft wool velour in brown, navy blue, reinder and taupe. It has an inverted pleat in the back, a narrow belt and is topped with a wide shawl collar of fur. And there is a choice of opossum or nutria for the fur.

The other coat is not fur trimmed, but is a good-looking wrap of a soft, pretty wool. It has a stitched yoke in front, stitching on the sleeves and a narrow belt. The collar is a new collar-and-scarf arrangement that is very new and very effective. \$70—and 14 to 20 year sizes.
(Second Floor, Chestnut)

Women's Smart Tan Oxfords in "Tailored" Style

The word "tailored" seems to express their clean, graceful lines, devoid of the pronounced ornamentation so many shoes have now.

Made of fine Russia calfskin in the new light tan shade, with shapely medium toes, straight tips and military heels.

Price \$11.50 a pair.
(First Floor, Market)

First Velvet Skirts Specially Priced, \$9.75

Already women have been asking when they would arrive, for the season for these skirts is beginning early.

This is an especially good model with the fashionable straight lines, slightly gathered in the back and two stitched pockets in front. A narrow girde, button trimmed, finishes the top. In seal brown or black. All regular sizes.
(East Aisle)

Women's Silk Stockings "Seconds" at \$2.50

A small lot of full-fashioned all-silk stockings from one of the leading mills in the country. Black and colors in the shipment.

If they were first-grade goods they would be nearly double this price.
(West Aisle)

Gold-Plated Mesh Bags New and Quite Different

In fact they are prettier in shape than we have ever had and you are sure to think so when you see them.

They are the green gold-plated mesh, long and narrow and ending in a tassel, and there is a convenient chain or strap handle, the latter having an imitation jewel set in the slide. \$32 to \$53 are the prices.
(Jewelry Store, Chestnut and Thirteenth)

Women's "Beauty Cases" That Are Beauties

They are made of shiny or dull finish black leather or of gay pink or blue ecresse leather, which is highly glazed. In different sizes but all equipped with a good battery of toilet articles and all moire or flowered silk lined.

The toilet articles are of ivory or shell-finish celluloid, French gilt and sterling silver, plain or engine turned. Beauty and usefulness are delightfully combined.
Prices \$40 to \$135.
(Main Floor, Chestnut)

Long Gloves Are a Necessity These Days

When so many of the smart gowns have short sleeves. Here's a new lot of fine French gloves that you'll be glad to know about because they are in the fashionable lengths and in such attractive and desirable colors.

Kid suede gloves of velvety texture are in soft, pretty tan and gray shades and are \$6.50 for the 8-button length and \$7.50 for the 12-button length.

16-button length kid suedes, in gray shades, \$9.

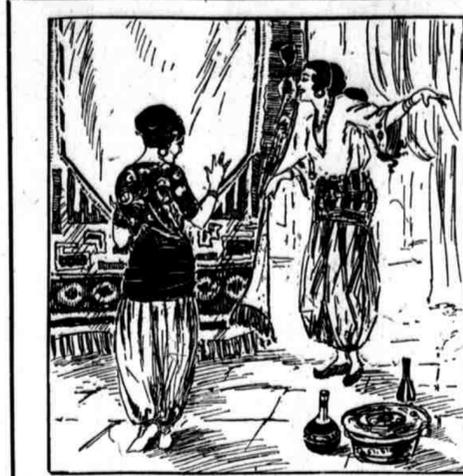
Glace kid gloves in lovely brown shades, 16-button length are \$8 a pair.
(Main Floor, Central)

Afternoon Gowns for Women—Down to \$85

They are really broken sizes, just out of their crystal cases and exceedingly graceful and distinguished every one. There are no two alike; silks are satin crepe de chine, and charmeuse, besides Georgette; and blacks predominate among the colors—though there are a few navy and brown dresses.

A few have some rich metal or silk embroidery in subtle tones, and others have a little wool work combined with beads.

The new price is \$85—a substantial saving.
(First Floor, Central)



To the Oriental Rug Sale Have Come Several New Bales

New Kermanshahs in scarce and popular sizes—4x6 to 4.6x6.6 ft. Very attractive pieces, these, in typical Kermanshah tones—soft, delicate rose, ivory and blue. We have marked them 30 per cent less than regular prices. They are now \$175 to \$285.

New Chinese pieces just unfolded are in two sizes—9x12 ft. at \$425 to \$485 and 6x9 ft. at \$175 to \$250, a saving of 30 per cent.

The Sale is rich in varieties. Persian carpets are the most superb feature. The choice of these at 30 to 50 per cent less than regular is extraordinary. There has been nothing so remarkable in years. The variety includes Saruks and Serapis, Mahals and Araks, all of fine reliable quality.

A group of individual carpets of various weaves and in large odd sizes are marked at 40 and 50 per cent less than prices hitherto prevailing.

The displays are as beautiful as the values are unusual.
(Seventh Floor)

Do You Want a Dining-Room or Bedroom or a Living-Room Suit at a Large Saving?

If you do, you now have a golden opportunity of securing it.

The uncommon furniture movement which we are holding comprises a remarkable selection of suits of all three varieties at 30 to 50 per cent less than regular prices.

And they are WANAMAKER suits, every one of them. It is years since such a wide variety of desirable high-grade suits has been offered at such large savings.

A Few of the Bedroom Suits

- American walnut suit, 6 pieces, \$310.
- Enamel suit, 4 pieces, \$181.
- Windsor motif suit, 4 pieces, \$450.
- French motif suit, 5 pieces, \$362.50.
- Adam mahogany suit, 5 pieces, \$525.
- Walnut suit, 4 pieces, \$650.
- Louis XVI suit, 7 pieces, \$880.
- Louis XVI suit, 7 pieces, \$1250.

Dining-Room Suits

- Walnut Queen Anne suit, 4 pieces, \$315.
- Mahogany Queen Anne suit, 4 pieces, \$325.
- Walnut Queen Anne suit, 4 pieces, \$385.
- Antique mahogany suit, 9 pieces, \$480.
- Mahogany Adam suit, 10 pieces, \$525.
- Mahogany Queen Anne suit, 10 pieces, \$500.
- Walnut Queen Anne suit, 10 pieces, \$590.
- Walnut Queen Anne suit, 10 pieces, \$625.
- Walnut Georgian suit, 10 pieces, \$600.
- Walnut Louis XIV suit, 10 pieces, \$710.
- Walnut Adam suit, 10 pieces, \$600.
- Walnut Queen Anne suit, 10 pieces, \$750.
- Walnut Louis XIV suit, 10 pieces, \$1025.
- Mahogany Sheraton suit, 10 pieces, \$1000.
- Walnut Jacobean suit, 10 pieces, \$1100.
- Mahogany Chippendale suit, 10 pieces, \$1400.
- Walnut Louis XIV suit, 11 pieces, \$1500.

Library and Living-Room Suits

begin at \$235 for a three-piece mahogany suit with cane panel backs, covered with velour, and go up to \$2100 for a seven-piece Italian Renaissance suit covered with tapestry.
(Fifth and Sixth Floors)

Umbrellas Re-covered, \$1.65

This is a small price for a cover of fine black cotton.

The Umbrella Shop will put on a new cover, do the work in satisfactory fashion and the price will be but \$1.65.

The cover will be a fast black, too, the cotton of sturdy quality, and the price is the same for women's or men's umbrellas.
(Main Floor, Market)

Corduroy Breakfast Coats

Here is a very good unlined coat, in rose, dark blue, lavender, cherry and purple for only \$5.85. We suspect lots of young college women will be wanting them.
(Third Floor, Central)

A Quartette of Blue Serges All Specially Priced

And every one of the four is a fine twill all-wool weave, the weight that tailors best in women's dresses and children's school frocks, and all are a good shade of blue. The prices are very little indeed, for these qualities.

- A 40-inch serge at \$1.90 a yard.
 - A 42-inch serge at \$2 a yard.
 - A 50-inch serge at \$3 a yard.
 - A 54-inch serge at \$3.50 a yard.
- (First Floor, Chestnut)

We've Never Sold Filet Laces for So Little Before

It is a new importation of real filets, every bit hand made and in the finest and prettiest of patterns. Women who appreciate and love these laces will be surprised and delighted to hear how little they can be bought for.
(West Aisle)

Imitation Ivory Toilet Articles at Small Prices

They are "seconds" but you'll look hard to discover the flaws—and note the prices! Hair brushes are \$1.40 and \$1.75. Mirrors are \$1.50 to \$3. Combs are 20c, 25c and 40c. Puff boxes are \$1. Frames are 60c, \$1.15 and \$1.85.
(Main Floor, Chestnut)

To Housekeepers Only

- Waffle irons to use on gas ranges, \$2.85.
- Lightning lighters for open fireplaces, \$1.85.
- Miller oil heaters, \$8.50.
- Foot-warmers for automobile use, \$2 upward.
- Toasters for gas ranges, 25c.
- Gas jet heaters, \$1.25.
- Gas baskets, \$2.65.
- Ash cans, \$5 and \$5.50.
- Ash sifters, \$4.50.
- Kitchen-shik pails, \$1.15.
(Fourth Floor, Central and Market)

Special Announcement by the Men's London Tailoring Shop

The Wanamaker Men's London Tailoring Shop, which has no superior in the making of men's fine custom clothing, has a limited number of fine British woollens which it will make up into suits for \$75 and \$85.

Under ordinary circumstances such suits would cost a third more than these prices, yet these will be finished with the same fine tailoring and in the same fine fashion as if they were our highest-priced garments.

Among the fabrics are Angoras and other unfinished worsteds, chevots, worsted-cheviots and Blarney tweeds. All distinctive in design and in a good range of colors, chiefly browns and grays.
(The Gallery, Chestnut)

New Books

"Old Cape Cod: the Land, the Men, the Sea," by Mary Rogers Bangs. Price \$3.50. The picturesque and changing Cape life, beginning with the first adventurers from the Old World, and progressing through three centuries to modern days, is vividly re-created.

"The Big-Town Round-Up," by William MacLeod Raine. \$2. In which Arizona comes to New York.
(Main Floor, Thirteenth)

Glass Oddities

Have you seen those glass "muddlers" which are so handy for stirring fruit beverages or iced tea? Long glass handles with paddles of colored glass at one end, price 40c.

Long glass spoons for iced tea, variously colored, 12c to 35c.

Glass forks for sliced lemon, 20c.

Salt spoons and other little things of glass.

Glass compotes of unusual shape, with various etched designs, no two alike, \$7.50 and \$10.

Effective flower bowls of colored glass, \$1 to \$3.
(Fourth Floor, Chestnut)

Men's Fine Dress Shirts of Real French Pique

Genuine French pique is practically out of existence just now, but we happened to have just enough of this beautiful material to make up 84 dozen dress shirts. We are making them in our own Custom Shirt Factory, as only this factory can make shirts, and the first lot of 15 dozen is ready now.

Of course, only the bosoms and the flexible cuffs are of the pique, the bodies and sleeves being of a very fine cotton. The shirts are all beautifully laundered and are extremely light in weight.
Price \$5.
(Main Floor, Market)

Men's Velour Hats Show Their Quality

Of all the hats a man wears, the velour hat shows its quality most plainly. Even the most inexperienced judge of materials can tell at a glance whether velour is fine or inferior.

Here are some imported velour hats that are a treat to see. The fabric is wonderfully soft and silky and the colorings are inimitable. All in extremely graceful shapes, too.
Price \$18.
(Main Floor, Market)

Men's Redleaf Bath Robes of Terry Cloth

This English terry cloth, with its honeycomb weave and cheerful awning stripes of pink and blue, is an ideal fabric for bath robes. It is different from any material made on this side of the water and is as absorbent as a Turkish towel.
Price \$18.
(Main Floor, Market)

New Arrivals in Fine Domestic Rugs

Patterns this season are unusually good and any one looking for new floor coverings to dress up the home this Winter will find splendid selection here.

- Wilton Rugs: 9x12 ft., \$111 and \$152.50; 8.3x10.6 ft., \$102
 - Fine Axminster Rugs: 9x12 ft., \$67.50 and \$82.50; 8.3x10.6 ft., \$59 and \$72.50
 - Body Brussels Rugs: 9x12 ft., \$78
- (Seventh Floor, Chestnut)

THE Lamp Store has just received forty different styles of brackets for side lights. They are for one and two lights; are in different finishes—ivory, polychrome, white, silver and gold among them; and cost from \$10 to \$30. Please note that they are ready for delivery.
(Fourth Floor, Central)

200 Wool-Filled Quilts at Special Prices

Several grades of wool-filled quilts are embraced in this collection, many of them made in our own workrooms, all of them excellent in quality and at good savings from regular prices.

The coverings include brocade satin, plain satin, Japanese silk and cambric.

All are filled with sheets of pure wool.

An ample choice of colors—rose, light and dark blue, pink, olive and other desirable shades.

A wonderful assortment at various prices, ranging all the way from \$10.50 for a quilt with flowered cambric top and back and plain satin borders, up to \$40 each for exquisite quilts in fine satin coverings.
(Sixth Floor, Central)

For the Household Renovator

Gold and aluminum paint for radiators, picture frames, gold shoes and furniture. Prices from 25c for 1/8 of a pint to \$1.25 for a pint.

Enamels for the pantry boxes, candy boxes, trays, furniture and dishes, many colors, prices from 35c for 1/4 pint to \$2.05 a quart.

Varnishes for furniture, floors, woodwork and outside varnishing, all waterproof, prices from 60c the half pint to \$6.50 the gallon.

Stove enamel for ranges, ovens, pipes and furnaces, 35c for a half pint to 55c a pint.
(Fourth Floor, Central)

For "The Nicht o' Hallow'en"

The Candy Store is full of interesting and novel favors and decorations and sweets for this jolly festival, and if you are having a party, here are plenty of helps—

- Peanut brittle, 60c a pound.
- Vanilla cream almonds, 80c a pound.
- Cheating nut blocks, \$1 a pound.
- Chocolate-covered nuts, \$1.50 a pound.
- Nut caramels, \$1 a pound.
- Jordan roasted almonds, \$1.25 a pound.
- Buttercups and curls, 80c a pound.
- Mint wafers, 80c a pound.
- Salted nuts, \$1.75 a pound.
- Glace nuts, \$2 a pound.

- Cream-covered caramels, 80c a pound.
 - Golden rod, 60c a pound.
 - Seafoam nut fudge, \$1 a pound.
 - Caramel nougat patties, 10c each.
 - Jack Horner pies, with 12 favors, \$2.50 to \$10.
 - Snapping bonbons, 75c and \$1.50 a dozen.
 - Large pumpkin lanterns, 10c, 25c and \$2 each.
 - Baskets to hold salted nuts, 15c to 25c.
 - Large black cats, \$2.50 and \$3.
 - Clown Kewpie dolls, \$3.
 - Surprise walnuts, 50c a dozen.
 - Place cards, with favors, 20c each.
- (Down Stairs Store, Chestnut)

