

Organ Plays at 9, 9:15 and 11
Band and Organ at 4:45
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Showers

Some Outstanding Features of a Remarkable Stock of Merchandise

A Young Man Often Stops an Older Business Man

saying, "Excuse me, sir, would you mind giving a young fellow a little advice?"

It is only the careless or unscrupulous that go dashing ahead, not knowing or caring where they are going to land.

It is better to be too careful than take great risks.

In cases of doubt or perplexity as to what is right or what is best, do not make any mistake; always reason up to the most honorable standards.

The business man who studies only his own interest grows narrow, mean and foolish.

"Sharp men, like sharp needles, break easy, though they pierce quick."

Remember the old fellow who said: "Be sure you are right, then go ahead."

[Signed] *John Wanamaker*

October 27, 1920

Down Go Prices of Wool Scarfs, Sports Coats and "Tams" for Women

These are all from our regular stocks and for tomorrow they drop to an average half of what they were selling for.

Wool scarfs which are so popular just now.

Wool slip-on and tuxedo coats just when they are needed.

Foreign and domestic models and most of them our best sellers.

Plenty of the popular black and navy.

Wise shoppers will be on hand early tomorrow before the best values disappear.

Scarfs and Tams

At \$1 are 81 hand-knitted wool tams.
At \$1.75 are 26 wool scarfs.
At \$2.50 are 768 wool scarfs.
At \$5 are 48 wool scarfs.
At \$7.50 are 206 wool scarfs.

Slip-ons and Tuxedo Coats

At \$3.50 are 71 wool slip-ons.
At \$5 are 115 wool slip-ons and sports coats.
At \$7.50 are 105 wool slip-ons and sports coats.
At \$10 are 44 wool slip-ons and sports coats.
At \$12.50 are 28 wool slip-ons and sports coats.
At \$15 are 12 slip-ons and sports coats.
At \$20 are 6 jersey sports coats.
At \$25 are 4 leather sports coats.

(West Aisle)

For All the Autumn Sports—Smart, Comfortable Millinery

No woman enjoys a motor trip if her hat flaps about with every breeze, and she feels the same way about other sports—riding and golf, for instance.

Whatever sport she likes, or whether she wishes a hat for tramping and walking about the country, or for traveling, she'll be more comfortable if her hat is right. Becoming sports hats for all needs are here—gray-colored hats and hats of quiet hue, hats of velvet, of soft velours and felts.

They are usually simply trimmed, are in small and larger shapes, and are \$6, \$8, \$10 and \$25.

(Second Floor, Chestnut)

Some Particularly Good Values in Women's Tricotine Coats

And, by the way, for a staple material and one that is sure to wear well, you couldn't find anything much ahead of tricotine. One style at \$97.50 is a pretty belted model with large collar, box pleat in the back and lined throughout with a fancy silk.

Another, at \$95, is even handsomer, being more like a wrap. It has tucked pockets and a fancy silk lining. Also at \$95 is a new, full skirt and large collar. Colors are navy blue, tan and black.

(First Floor, Central)

Silk Remnants for \$1 a Yard

Good staple silks in lengths for entire dresses, separate skirts, blouses, linings and smaller pieces for trimmings and for making gifts.

The price is very remarkable but, with all the many people wanting these silks, it is just possible that there may not be enough to go around.

(First Floor, Chestnut)

If It Gets Cold Suddenly—You'll Want Your Furs at Once

so that we'd advise your getting them out of the Fur Storage now, before the rush starts.

(Third Floor, Central)

Children's Flannellet Nightgowns and Night Drawers—\$1.25 Each

We bought them for about a fourth less than the usual price, and are selling them in the same fashion—so this is a good time for mothers who are looking for such things to get enough for the winter.

They are all of soft, striped flannellets of good quality—white grounds with colored stripes. Nightgowns are in 4 to 16 year sizes. Night drawers are 2 to 16 year sizes.

(Third Floor, Chestnut)

A Little Sale of Women's Dresses 500 Strong at \$18.75 to \$55

Practical, every-day and afternoon dresses, in the most-wanted materials and colors, such as navy, browns, taupe, Copenhagen and black.

Jersey dresses at \$20 to \$31.50.
Georgettes at \$22.50 to \$55.
Crepes de chine at \$22.50 to \$42.50.
Tricolettes at \$28.50 to \$42.50.
Satin at \$22.50 to \$42.50.
Tricotines at \$18.75 to \$42.50.

Some of these dresses are accordion pleated, some are beaded or embroidered with silk or wool, or ornamented with bands of metal tracery, some are simply tailored.

Please note that there are all sizes in the lot and a few extra sizes among the tricolettes and crepes de chine.

(First Floor, Central)

CRISP Autumn weather and new clothes are reasons enough for women to pay a little special attention to their hair and complexions. The Salon de Beauté gives excellent facial and scalp treatments. Appointments may be made by telephone or in person.

(Third Floor, Chestnut)

Showing Rich, New Kermanshahs at 30 to 50 Per Cent Less in the Oriental Rug Sale

It seems as if good things had only begun to come to the Oriental Rug Sale. Right on top of the remarkable new shipment of Kazaks, 4x5 feet to 10x6 feet at \$175 to \$265, have come a lot of Kermanshahs in carpet as well as in smaller sizes. These are beautiful rugs, rich and exquisite in their various shades of soft rose, green, ivory and blue and elaborate and picturesque in their floral and medallion designs.

Like all the other rugs in the Sale they are marked 30 to 50 per cent less than regular prices.

(Seventh Floor)



Fine One-of-a-Kind Wraps and Coats for Young Women

Designers and coat makers seem to have outdone themselves this year, for the new coats and wraps are certainly handsomer than ever. And with luxurious fabrics, charming fashions and soft furs this is easily possible.

Many of the new wraps have cape-like backs. Many have the large sleeves with the generous armholes that take up whole sides of the coat. And then they are stitched and embroidered in harmonizing or contrasting colors and made still prettier!

Some have wide collars and cuffs of soft gray squirrel, some are trimmed with nutria, some with golden brown beaver, or gray mole, or the popular Australian opossum.

Bolivia and evora are some of the fabrics; the colors are lovely Chinese blues, squirrel gray, Zanzibar and other new browns, and navy blue, and they are all beautifully lined and interlined.

\$137.50 to \$325—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Fluffy, Gay-Hued Party Frocks for Girls

For parties and dancing, these little dresses are delightful, for they are in the prettiest colors, and are charmingly made.

Airy crepe Georgette makes many; lustrous, shimmering taffetas make others, and still others are of soft crepes de chine. Turquoise blue, sunset, Nile, flesh pink, coral are the colors, and there are white frocks, too.

Some are lace trimmed, some have hand embroidery in contrasting colors, some have pleated frills, and some have fluttering ribbon sashes. \$30, \$32.50 and \$35.50—and 6 to 14 year sizes.

(Second Floor, Chestnut)

All-Wool Poiret Twill Special at \$4 a Yard

One of the most fashionable materials for handsome tailored suits, dresses and coats.

It is a beautiful quality, 54 inches wide and comes in navy blue and black. Until now the same grade has been selling for half again as much.

(First Floor, Chestnut)

Your Boy's New Suit

Must it be the best to be had for the money? If so, you will find it in the Wanamaker Boy's Clothing Store.

That may seem a mere assertion, but it is based on fact and the suits are here to prove it.

In 8 to 18 year sizes at \$20 to \$35. Norfolk styles, with belts, mostly single-breasted; all made of pure wool fabrics in a splendid variety of colors and patterns.

(Second Floor, Central)

New Silverware in the Fashion of Old Times

Such quaint table pieces as your grandmother or even your great-grandmother owned and which you now cherish beyond price.

Just such pieces, reproductions of Early American silver, have lately been received by the Jewelry Store. They are delightful for gifts or wedding presents and they may even match some old family silver.

There are odd-shaped bowls for fruit, others for mayonnaise, muffineers, porringers and spoons, ladles, sauce boats, bonbon baskets and squatty little breakfast sets of coffee, cream and sugar bowl. Prices are not at all expensive, from \$8 for a ladle up to \$150 for the breakfast set.

(Jewelry Store, Chestnut and Thirteenth)

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(Seventh Floor)

DAINTY "DINNER BAGS" FOR DAINTY DEBUTANTES

Or for any woman who appreciates the lovely and the unusual. Little metal beaded handbags in drawing style, with room enough for a handkerchief, a powder box and a few other necessities. In the most delightful colors and designs and scarcely two alike.

Prices, \$10.50, \$15 and \$18.

(Main Floor, Chestnut)

A VERY large shipment of remarkably attractive Philippine lingerie has arrived. There are night-gowns exquisitely hand-made and embroidered, some of the designs having a great deal of Colada work, for \$4.50 to \$16.50; and chemises of equal daintiness—some of these having hand-made motives in Venise patterns, for \$5.50 to \$8.

(Third Floor, Central)

TAN TWO-STRAP SLIPPERS

Graceful affairs of tan Russia leather, with high-low collars, and two-inch Louie heels. Price \$17 in the Exclusive Little Boot Shop. Patent leather slippers of the same sort may be had for the same money.

(First Floor, Market)

TAILORED SILK WAISTS

Crepe de chine waists in white and pink with high-low collars, \$8.75; and in white, flesh, black and navy, with tiny frills and closely-pleated fronts, \$10.50.

(Third Floor, Central)

PUMPKIN LANTERNS, BLACK CATS

and all the other signs and symbols of that jolly "nicht o' Hallo'een" are here in great variety in the Candy Store.

Big black cats are \$2.50 and \$3. Lanterns are 75c and \$2 apiece. Nut candies are 60c to \$1 a pound.

Surprise walnuts are 50c a dozen.

The Halloween Surprise Box, \$2.50 Complete

includes assorted chocolates, chocolate-covered marshmallows, peanut lumps, old-fashioned cream mint, cream wafers and a surprise. Plenty of candy in it for everybody!

(Down Stairs Store, Chestnut)

A LITTLE LOT OF PRETTY JEWELED COMBS \$8—AND SPECIAL

are quite new, are in many fascinating designs, and come just in time for the Opera and the Winter festivities.

There are combs of imitation shell and of gray-clouded effects, and they are set with imitation sapphires, emeralds, topaz, amethysts, rhinestones and jet. Sometimes two colors are pleasingly combined.

There are many fashionable shapes, the combs are most attractive, and \$8 is a modest price for them.

(Jewelry Store, Chestnut and Thirteenth)

ENGLISH ENVELOPE HANDBAGS THAT ARE DIFFERENT

In unusually large shapes, and made of pin seal and velvet calfskin in various colors, with corners and flexible mountings of silver gilt.

Prices, \$35 to \$50.

(Main Floor, Chestnut)

Every Man Needs a Light-Weight Overcoat

No man should have to be told that he needs a light-weight overcoat; but some men need to be reminded of it.

Like all our other men's clothing, our men's light-weight overcoats stand for the highest excellence in every essential and detail.

This Men's Clothing Store is not in business to be second best or to provide second-best merchandise.

It is here to provide men with the finest and most reliable clothing at the lowest prices that can reasonably be quoted.

A man is as sure of getting the best light-weight overcoat in the Wanamaker Men's Clothing Store as he is of getting the best suit of clothes here for any season. That is as sure as anything in the men's clothing business.

We are as ready to prove these things as we are to print them.

Our light-weight overcoats are in box and slip-on styles; in chevots, homespun effects and the popular herringbone patterns; in the best shades of gray, tan and heather mixtures. Prices, \$45 to \$75.

(Third Floor, Market)

The Kind of Hats Men Bring Back From London

It is like entering a shop in Piccadilly to come upon this showing of Lincoln-Bennett's finest soft hats. They are in the shapes and colorings that well-dressed Londoners prefer and are the sort of hats that American gentlemen visiting England would select to bring home.

The suede finish in which these hats are made is delightfully soft yet much more durable than the ordinary smooth finish. The colorings are really exquisite and there are ten shades to choose from.

Price, \$15.

(Main Floor, Market)

Marie Antoinette Curtains for a Third Less

500 pair of these desirable curtains in long and sash sizes, all new this season and in new patterns. Both white and Arab colors among them.

The sash sizes are \$5.75 to \$8.50 a pair.

The long curtains are \$8.75 to \$12 a pair.

A real saving of a third in every instance.

(Fifth Floor, Market)

Men's Smart High Brogues Remarkable for \$8.75

By a special arrangement with the manufacturer we can sell these really fine shoes for the price of commonplace shoes.

They are made of mahogany-color Russia calfskin and have all the brogue characteristics—squirish toes, long wing tips, saw-tooth punching, deep perforations, heavy soles and low, wide heels.

Splendid shoes for young men.

(Main Floor, Market)

Household Matters

The Housefurnishings Store has received a large shipment of imported wooden ware—spoons of many sizes, cutting boards for bread and meat; kitchen sets, butter paddles, egg cabinets, pot cover holders and other usefuls. The peculiarly smooth finish on this ware makes it most desirable.

Porcelain enameled tables for service and good looks have no equals, \$18 for a size 26x42 inches.

Cereal sets of fifteen pieces, \$15.

At the present moment \$18 will buy a Vacuum Cup Clothes Washer, easy to operate, washes the finest fabrics without tearing, and has a five sheet capacity.

The Reeves Vacuum Cleaner is now being demonstrated in the House Furnishings Store—the aluminum floor nozzle and attachments for use upon tufted upholstery are fine points. Price \$12.50.

(Fourth Floor, Central and Market)

Japanese Jute Rugs Are Inexpensive Orientals

In spite of the fact that they are among the lowest-priced members of the Oriental rug family, Japanese jute rugs are excellent substitutes for expensive rugs. In design and coloring they closely resemble high-priced Oriental rugs and they give good service.

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)

New Hand-Drawn Curtains From Porto Rico

They have hosts of friends, these dainty curtains, and they sell almost as soon as they arrive.

Both voile and marquisette, extra-fine quality, and \$6 and \$6.50 a pair.

(Fifth Floor, Market)

Bicycles That You Can Be Sure Of

Columbia and Continental bicycles have given complete satisfaction for years and can be counted on to continue to do so.

There are no better bicycles made. Columbia chainless models, \$85.

Columbia chain models, \$65 to \$72.50.

Columbia juvenile models, \$51 to \$55.

Continental models for men and women, \$55.

Continental juveniles, \$50.

(Gallery, Juniper)

You Should See These Fine Blankets From Holland

We brought them from Leiden, Holland, where our representative chose them personally.

We believe they are the first blankets of this particular kind shown in this country.

They are very fine, Jacquard-woven, which means with the colors woven into them, and they are guaranteed all-wool by the Dutch Government. All of them have white grounds with figure, or floral patterns in subdued shades of rose, blue, gold and lavender.

They have a very long, fine, fleecy nap, full of warmth and softness. Each one weighs 8 pounds, measures 82x85 inches, and is fairly priced at \$38.

(Sixth Floor, Central)

