

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 Showers

New Goods at Prices Always Fair and Often Less Than Regular

The Liberty Statue in New York Harbor

is an inspiration, even on a foggy morning, before sunrise, when the thick mists at times cover as with curtains almost all of the majestic figure. Only a great arm and a big hand is visible, the symbol of a kindly feeling reaching a welcome out over the water to all who come to our shores with honest intention to believe in, love and live for the principles of the Star-Spangled Banner, our flag of sunbeams and inspirations.

Big as the United States is, it has no longer room henceforth for a man or woman who does not adopt the Stars and Stripes of George Washington as their flag and their only flag—not the red flag—but the red, white and blue.

(Signed) *John Wanamaker*

Oct. 28, 1920.

Sparkling Red Bead Necklaces

have arrived in the Jewelry Store. They are cut so that they sparkle with beautiful luster, they are in graduated sizes and the red is a warm, rich hue that you will admire.

You'll see at a glance what a pretty spot of color they'll make on a dark frock!

\$5 to \$18.

(Jewelry Store, Chestnut and Thirteenth)

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

(Third Floor, Chestnut)

New Imported Evening Gowns at \$100 for Women

We feel like putting the word "special" after them, for they are remarkably inexpensive for imported gowns of this kind.

Just imagine the softest crepe de chine in exquisite tints of corn, mauve, jade, new blue, rose, apricot or white, almost covered with beaded designs in milk white or crystal beads!

They are such semi-informal evening gowns as women, and especially debutantes, find any number of uses for; they make such nice theatre and dinner frocks or for small dances. All have very short sleeves and beaded girdles.

(First Floor, Central)

A Question for Every Man Looking for a New Suit or a New Overcoat

When you go to buy a new suit or a new overcoat are you going to be caught by something that is apparently cheap, or are you going to insist on getting something that is intrinsically good?

Men's suits and overcoats of an apparently cheap kind are very plentiful. Men's suits and overcoats of an intrinsically good kind are at least plentiful enough to leave no man who wants a suit or an overcoat of that kind an excuse for taking the inferior kind.

This is a man's clothing store which insists on selling none but the best ready-to-wear suits and overcoats made in America.

It insists on this, not only on principle, but as a matter of self-protection. No store can sell better ready-to-wear suits and overcoats than Wanamaker suits and overcoats, because better are not made.

The superiority of Wanamaker suits and overcoats is everywhere in the garments, but particularly in the better fabrics, always all-wool, the better tailoring (very much better) and the more correct fashion and finish.

For Fall overcoats our prices are \$45 to \$75.

For Winter overcoats—as fine as ever were shown—\$47 to \$90.

For Fall and Winter suits—the standard of America—\$40 to \$80.

(Third Floor, Market)



New Coats—With and Without Fur—for Young Women

For the girl who has her own furs and wishes a good-looking, warm winter coat without fur trimming, that \$80 coat of evora is unusually attractive. The material is soft and thick and of beautiful quality, and the coat is made in a simple, youthful style that is invariably becoming. There is a wide collar which may be buttoned high, there is a narrow belt, and there is stitching in the same color on the sides.

If she would like a fur-trimmed coat, there is a stunning model at \$97.50—a coat of evora with a collar of soft taupe nutria. This has a narrow belt, stitching and large buttons for trimming.

Both coats are lined throughout with silk and interlined and both come in the fashionable Winter colors—sea brown, reindeer, pine-needle green, Chinese blue shades and navy blue.

14 to 20 year sizes.

(Second Floor, Chestnut)

Winter Suits—Fur Trimmed and Smart—for Young Women

With soft velours and wool jerseys in lovely colors and such furs as nutria and rich brown beaver, the popular Australian opossum, lustrous nersael (dyed coney) and mole to make their deep collars and sometimes the cuffs, the new suits are more attractive than ever.

The coats are in the fashionable lengths, and are lined with soft silks, and interlined, too. They have embroidery as well as fur, often, or fancy stitching, to make them charming.

There is soughow blue, reindeer, brick, Malay and other new browns, and navy blue for choice of colors.

\$48.50 to \$117.50.

14 to 20 year sizes.

(Second Floor, Chestnut)

Correct Gloves for Men

Capelin gloves, outseam sewn, one clasp, in tan, \$3.50; in tan and brown, \$5.50; in one-button or one-clasp, \$4.

Fine English washable doekskin, in natural color, \$3 and \$3.50; with black hand sewing, \$3.50.

Fine quality, heavy, French, washable suede gloves in tan and mode, outseam sewn, one-button, \$6 a pair.

Mocha gloves of second selection skins, outseam sewn, one-clasp, gray, \$4.50.

(Main Floor, Central and Market)

Twed Hats in Shapes Boys Favor

Small boys like the jaunty bulldog shape, while older lads prefer the Alpine shape, such as men wear.

Whichever you get here for your boy will be a hat of fine twed, excellently made.

Bulldog twed hats, \$3.50.

Alpine twed hats, \$5.

Redleaf London-made twed hats for boys, \$5.

(Main Floor, Market)

Office Furniture in a Low-Priced Movement

We have over 300 pieces of office furniture of standard quality which we are now offering at 20 to 35 per cent below the regular prices. On goods of such a staple, dependable kind these are substantial savings. They are available on a large variety of pieces, chiefly desks, chairs and tables.

Desks, of oak and in mahogany finish, \$50, \$60, \$70, \$75, \$86 and \$92.75.

Chairs of oak and mahogany, \$12.75, \$15.50, \$19.50 and \$25.

Oak tables, \$11.25, \$20, \$29, \$35 and \$42.

(Third Floor, Market)

"Brides' Stockings" From France

That is what they call these beautiful sheer silk stockings with insteps of real lace—Chantilly, Duchesse-point and Point Gaze.

White, \$22.50, \$25, \$30 and \$50 a pair.

Black, \$22.50, \$25 and \$30 a pair.

Only a limited lot.

(First Floor, Market)



Marmot Makes Attractive Fur Coats and Is Not Expensive

Glossy brown marmot makes some particularly attractive coats this year—the fur is full, the skins of fine quality and the fur lustrous and of that rich, dark brown which many girls and women find quite becoming.

The coats are of smart cut, and there are several fashionable lengths from the jaunty short coats to the three-quarter length models. They are attractively made, are lined with rich silks, and the coats will be useful for general Winter wear, for the marmot is a durable fur.

Marmot coats are \$165 to \$225.

Marmot coats trimmed with nutria or soft beaver collars are \$215 to \$365.

(Second Floor, Chestnut)

Women's Umbrellas With Animal Heads Are the Fashion

The covers of the umbrellas are in gay colors and of good taffeta, and they are topped with carved wood and colored bakelite handles in the form of dogs, cats, birds and other animals.

We doubt if you will find them elsewhere in Philadelphia—\$12.50 to \$18.

(Main Floor, Market)

You Can Choose Dining-Room Suits in 50 Different Patterns at a Saving of 30 Per Cent

In furniture of Wanamaker quality this is a most remarkable opportunity. There has been no such choice of these suits at the same savings in several years.

Some new ones have just been added. The variety is exceptionally attractive. The styles are in good taste, the woods sound, the workmanship excellent.

This is an offering that is bound to mean a great deal to any home needing a new dining-room suit of a fine and worthy kind or likely to need one in some time.

(Sixth Floor)

Women's Tweed Coats Are Popular and With Good Reason

One thing is that there is such a good assortment this Fall; the English tweeds are beginning to come in again in large numbers. We haven't had anything like this many since before the war.

And there are the finer American tweed coats, some made of the English coatings, others of American cloths. Both the American and the English coats have the longer rever collar and lovely soft colorings. They are all weather-proofed.

Starting as low as \$45, prices go up to \$95.

(First Floor, Central)

Women's Fine Oxfords Drop to \$9.75 a Pair

Hundreds of pairs of the finest low shoes in the Women's Shoe Store have been lowered in price to \$9.75 a pair.

Four styles altogether—two models, each in two leathers.

There are smart low-heeled sports oxfords with wing tips, saw-tooth pinking and perforations. These are in black and mahogany color calfskin.

And there are trim, straight-tip oxfords with plain, graceful lines and military heels. These are in light tan Russia calfskin and black glazed kidskin.

All brand-new styles, and at \$9.75 a pair there is a very real saving.

(First Floor, Market)

Women's Fitted Luggage at Revised Prices

Fine fitted traveling cases of shiny and dull black long-grain leather, with moire silk linings and white celluloid toilet articles. Handsome, light in weight and thoroughly practical.

In 18, 20 and 22 inch sizes. Prices \$37.50 to \$43.50.

Smart overnight bags of shiny black leather with moire silk linings and white fittings, \$30.

All much less than such things have been.

(Main Floor, Chestnut)

New Gloves for Young People

This means gloves for youngsters, for older boys and for girls in their teens. The gloves are correctly proportioned and made with great care, they are of selected skins and the prices are moderate.

Children's capeskin gloves in tan or brown, \$2.25 to \$3.

Girls' strap-wrist capeskin gloves, in tan or brown, \$3 to \$3.75.

Girls' washable French doekskin gloves in white slip-on style, \$3; one-button, \$2.50 a pair.

French suede gloves, washable, in lovely tan shades, \$3.50 a pair.

12-button length white kid gloves, also French, \$5.50 a pair.

Gray mocha gloves, 1 clasp, \$2.25 to \$2.75 a pair.

(Main Floor, Central)

Time to Get Ready for Basketball

The season for this lively game will soon be here and the equipment is already here.

Basketballs, \$7.50 to \$20.

Basketball goals and nets, \$8 to \$10.

Basketball pants, \$1.75 to \$2.75.

Sleeveless jerseys, \$1 to \$3.50.

Stockings, \$2.25 a pair.

Shoes, \$4.50 to \$5.50 a pair.

Elbow and knee pads and all other necessities.

(The Gallery, Juniper)

Your Boys and Our Boys' Clothing

In boys' clothing, probably more than in any other class of merchandise, quality means economy.

As a rule, a boy's suit or overcoat that lacks quality cannot be worth more than one is asked to pay for and oftentimes it is not worth as much as the supposedly "cheap" price that is asked for it.

Now, as always, our purpose is to have the finest boys' suits and overcoats that money can buy, ready-to-wear, in this country. We hold to that purpose as a policy as well as a principle.

We have the boys' suits and overcoats to show for it. They are of the quality that means economy. We will back them against any at the same prices anywhere. Suits in 8 to 18 year sizes at \$20 to \$35.

Overcoats for chaps of 3 to 10 years, \$18 to \$50.

Overcoats for boys of 11 to 18 years, \$25 to \$45.

(Second Floor, Central)

Women's Sports Hose From England

We have just received a new shipment of English sports stockings in the colors and styles that outdoor women like.

\$2.50 a pair for ribbed wool and cotton in fancy heather and Lovat colorings.

\$3 a pair for ribbed wool and mercerized cotton in fancy mixed colors.

\$3.50 for ribbed wool in heather and Lovat mixtures.

\$4 for plain wool in fancy heather mixtures.

\$5 for plain wool in fancy heather mixtures, with embroidered boot.

(First Floor, Market)

Silks That Are Down \$1 a Yard and More

First of all, certain fine heavy grades of Japanese white habutai, which is one of the best tub silks for men's shirts, women's sport blouses, lingerie and so on. These are now \$1.75, \$2, \$2.25, \$2.50 and \$3.50 a yard—a saving of \$1 a yard.

Flesh pink wash satin, 40 inches wide, now \$1.50 a yard, usually \$1 a yard more.

American novelty plaid skirtings, \$4 a yard. Originally \$2 a yard more.

French novelty tinsel brocades, now \$5 to \$30 a yard. These are for bags, slippers, hats and trimmings and the savings are very great.

(First Floor, Chestnut)

A Fresh Batch of Chocolate Straws 70c a Pound

is just down from the Candy Kitchens. The straws are fresh and delicious, the filling is creamy and just the right flavor, and the coverings are pink or white.

Walnut pillows are also 70c a pound—and good.

(Down Stairs Store, Chestnut)

Good Inexpensive Rugs

Wool-Fiber Rugs

| | |
|-----------------------|------------------------------|
| 9x12 ft., \$23.50 | 7.6x10.6 ft., \$18.50 |
| 8.3x10.6 ft., \$20.75 | 6x9 ft., \$13.50 and \$14.50 |
| | 12x15 ft., \$40 |

Japanese Straw Rugs

| | | |
|-------------------|--------------|--------------------|
| 9x12 ft., \$11.50 | 6x9 ft., \$6 | 12x15 ft., \$21.50 |
|-------------------|--------------|--------------------|

(Seventh Floor, Chestnut)

The New Kermanshah Carpets Are Splendid and Savings Are 30 to 50 Per Cent

If you know anything of Oriental rugs, you will have noticed the distinctive quality of Kermanshahs, particularly the softness and delicacy of their colorings and the elaborate style of their patterns.

These Kermanshahs show all the distinctive characteristics of their family in a charming degree. They are lovely in their soft tones of rose, blue, ivory and other elusive shades, and they are picturesque in their medallion and all over designs.

They are rugs of substantial weave, combining beauty and service, and they have been newly unbled to sell for 30 to 50 per cent less than regular prices—a remarkable thing, truly.

100 Silk Skirts Specially Priced at \$7.50

Some are samples, others are overlots, and \$7.50 is just about what the silk in them would cost. The majority are very close to half price.

There are pon'tins, charmeuse and satin skirts, some knife pleated, others gathered or fancy stitched. They are only in navy blue—being appropriate for mourning. Usually only one of a kind.

(East Aisle)

Here's a Fresh Lot of Honfleur Toilet Preparations

These well-known and popular toilet preparations all bear the Honfleur stamp, and they are made in our own laboratory. The prices are always interesting.

Extracts in rose, violet or l'Empire, 60c a bottle.

Toilet waters in violet, l'Empire, and Bouquet Amour, 60c and \$1 a bottle.

Talcum powder, in rose, violet or l'Empire, 15c.

Skin cream, 40c.

Cleansing cream, 40c.

Youth and Beauty Cream, 40c.

Face powders, violet, rose or l'Empire, 40c.

Lilac vegetal, 85c.

Wisteria, 85c a bottle.

Bay rum, \$1.10 and \$2 a bottle.

Witch hazel, 45c, 75c and \$2.65.

Violet ammonia, 25c and 45c.

Eau de cologne, 75c.

Rose peroxide cream, 25c a jar.

Cream of cocoa butter, 30c a jar.

Rose and almond cream, 27c a bottle.

Benzoin, glycerine and rose water, 25c.

(Main Floor, Chestnut)

Practical Pongee Blouses, \$5.50 Each

Many women like these practical, well-made little pongee blouses for school wear, for business and for general use, for they wear so well and may be laundered so easily.

Two good styles are \$5.50 each—one with a Peter Pan collar and turn-back cuffs and bows of dark brown ribbon, and the other style with collar to be worn high or low.

Both are in the natural color pongee, of course!

(Third Floor, Central)

Kermanshah Rugs

| | | |
|-------------------------|--------------------------|--|
| 14.11 x 10.9 ft., \$775 | 13.1 x 9.3 ft., \$645 | 13.11 x 10.6 ft., \$693 |
| 14.7 x 10.3 ft., \$725 | 13.10 x 10.10 ft., \$687 | 13.6 x 9.6 ft., \$583 |
| 14.7 x 10.1 ft., \$685 | 12.11 x 8.10 ft., \$483 | 14.9 x 10.3 ft., \$755 |
| 13.10 x 9.5 ft., \$655 | 13.7 x 9.7 ft., \$635 | 13.8 x 9.4 ft., \$579 |
| 14.7 x 10.2 ft., \$689 | 14.6 x 10.10 ft., \$785 | 13.8 x 9.6 ft., \$675 |
| 13.9 x 9.5 ft., \$745 | 14.10 x 10.4 ft., \$829 | Smaller Kermanshahs, 4x6 to 4.6x7 ft., \$100 to \$275. |
| 11.8 x 9.4 ft., \$497 | 8.9 x 6.3 ft., \$265 | |
| 13.3 x 8.10 ft., \$489 | | |

(Seventh Floor)

New Chinese Hand-Made Laces Special, 25c to \$2.50 a Yard

If they were made in Ireland by Irish people they would be called real Irish laces.

The clever, painstaking Chinese have wonderfully reproduced the Irish patterns, but at prices very much less than the real Irish laces could be sold for.

Both edges and insertions from 1/2-inch picot edge to a 2 1/4-inch edge that would do for a collar. They make the nicest kind of trimmings for gowns or underwear.

(West Aisle)

Woolen Remnants Average a Third Less

And there are lengths of fine all-wool dress materials for women's dresses, skirts and even coats, besides shorter remnants for children's dresses and coats.

Plain-colored materials, pretty checks and plaids and also black dress goods.

(First Floor, Chestnut)

Women's Corduroy Robes in Gay Colors

The corduroy is lustrous and of good quality and the robes are collarless and unlined.

They come in Copenhagen blue, in lavender, cherry, rose and wisteria, and they have narrow girdles of the corduroy, \$8.

(Third Floor, Central)

Good House Dresses at \$3.75

Dresses of firm, sturdy quality gingham in attractive colors and good styles.

It's a special lot from one of our regular makers, and there are practically all sizes in the collection.

(Third Floor, Central)