

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

Ready for the Rush for Warmer Clothing Tomorrow

Be It Known and Remembered That We Courageously Let Go before the last Fourth of July, three-fourths of our great stock of merchandise and firmly refused placing orders with manufacturers, except at conciliatory prices in the interests of our patrons.

Our appreciative customers were benefited by the actuality of our concessions in prices, and the large quantity of goods so disposed of made room for us to take in ever since enormous quantities of whatever was desirable in freshness, quality and at reduced prices.

Therefore, we have been and shall continue to be well prepared to offer every advantage to all who will trust us to watch the markets and guard the interests of all who look to us to secure lower prices.

The public are hereby assured that under no circumstances will we assist in palming off storage goods that are aged and impaired in fashion or quality or lacking something in construction, no matter how cheap they may seem in the advertisements.

[Signed] John Wanamaker

Oct. 29, 1920.

100 Women's Winter Suits at \$40—A Lowered Price

Broken sizes of good, practical suits of the finer sorts. They include checked velours, plain velours, tricootines, mixtures and pin-striped velours in a pretty good variety of colors—even a few bright ones. They are warmly interlined, with good silk linings, and their styles are sometimes severe and sometimes slightly trimmed. A few of them have fur collars.

The saving on each suit is at least \$10, and often a good deal more.

(First Floor, Central)

Nearly Every Woman Wears a Scarf These Days

Some new all-silk scarfs are unusually pretty and would go well with almost any kind of a suit.

They are quite wide with a self-colored stripe in the weave and cross stripes of a color. In navy blue, black, brown and henna, \$18. Brushed-wool scarfs, \$6 and \$8. Camel's-hair scarfs, \$10 to \$15.

(Main Floor, Central)

All-Wool Velour Suiting Special at \$3.50 a Yard

There are really two weights, one heavier for suits and coats and the other lighter for dresses.

Both are beautiful qualities, 54 inches wide, and they come in good shades of brown, heaver, tan, navy and Pekin blue and taupe.

(First Floor, Chestnut)

New Overblouses

A satin style to be worn outside of the skirt has a little belt, a real flit vest and it comes in navy with tan trimmings, brown with tan and all-black. This is \$10.

Another satin with surplice cross-over front and belt that ties in the back comes in navy, brown and black, and is priced at \$9.50.

(Third Floor, Central)

Pretty, New Winter Coats and Velveteen Frocks for Girls

The Young Women's Store is full of interesting news for tomorrow.

Girls' Coats at \$18.50
are of polo cloth in blue or brown and are well tailored, good-looking coats that button high, have narrow belts and deep pockets and are lined throughout. 6 to 10 year sizes.

Girls' Chinchilla Coats, \$25
are of dark blue chinchilla, are in a plain tailored style, and are lined throughout with red flannel. 6 to 14 years.

Other Winter Coats, \$15 to \$100
are of fine velours and broadcloths in pretty colorings and as pretty styles and are usually fur trimmed. 6 to 14 years.

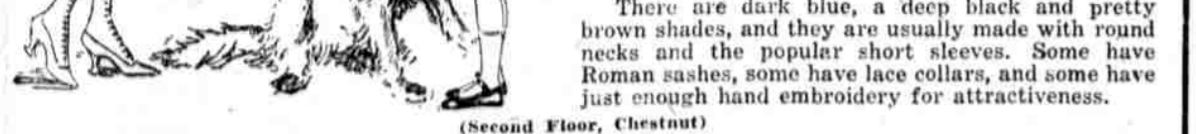
A Special Junior Coat, \$25
is of polo cloth in heather brown, has a deep cape-like collar, fastens high, has narrow belt and pockets, and is lined throughout. It is in 14 to 17 year sizes.

Other junior coats, for school and dress, many fur trimmed, are \$35 to \$100. 14 to 17 years.

Young Women's New Winter Coats, \$42.50
are of soft wool velours in brown and blue shades, and are in coat or dolman styles. They are lined throughout and interlined, are particularly good coats for the price, and are in 14 to 20 year sizes.

Girls' Winter Frocks of Velveteens
\$30 to \$45 is the way their prices go, and they are new and attractive dresses in sizes to fit girls of 6 to 14 years.

There are dark blue, a deep black and pretty brown shades, and they are usually made with round necks and the popular short sleeves. Some have Roman sashes, some have lace collars, and some have just enough hand embroidery for attractiveness.



(Second Floor, Chestnut)

Pretty Collars With Special Prices

White or ecru linen collars, hand embroidered with picot or torchon lace edges, 50c to 65c each. Sets, \$1 and \$1.25.

Real flit and Irish lace collars, \$2.25 to \$3 each. Sets, \$5. These are wonderfully good values.

(Main Floor, Central)

We Couldn't Buy These Women's Handkerchiefs Wholesale for 35c

The handkerchiefs are of sheer and the snowiest of Irish linen, with tiny hemstitched hems and tapes above—35c each—\$4.20 a dozen. There are several styles from which to choose.

Shall we send you a dozen?

(West Alate)

Sparkling New Bracelets in Delightful Designs

and of lustrous imitation pearls and glistening rhinestones are among the newest trinkets for her wearing. There are three strands of the pearls with rhinestone ornaments, and there are others in serpent effects, with pearls and rhinestones for the heads and tails.

Other new bracelets are in flexible styles, graceful and dainty, and others, equally new, are of gleaming black with rhinestone ornaments.

There are more new designs than you'd imagine, and the prices begin at \$5 and go to \$42.

(Jewelry Store, Chestnut and Thirteenth)

High-Heeled Pumps for Women

Made of tan Russia, black Russia and patent leather, with turned soles, and French heels two inches high—a particularly good style to wear with spats. The price of these pumps is an uncommonly small one—\$9.75.

Spat, which are particularly good to wear with them, are in light and dark fawn colors and gray, and sell at \$3.50.

All in the Exclusive Little Boot Shop.

(First Floor, Market)

About Women's Breakfast Coats

Silk coats, including crepe de chine, satin and silk armure, are priced from \$13.75 to \$24. These are in pink, rose and lavender, and are mostly made with frills.

Breakfast coats of corduroy are in rose, cherry, wistaria and blue, priced at \$8.

(Third Floor, Central)

In New and Delightful Winter Fashions \$10, \$12 and \$15 Hats

Duveltyne hats in gay colors—apricot, rose, blue, tans and browns and ever so many more—fetching little hats usually, in youthful styles.

Velvet hats, too—rich, lustrous velvets in dark colors and black, hats trimmed with burnt ostrich or other feathers—hats for dress.

New small hats—new larger hats—hats for the debutante, hats to wear to teas and matinees, hats to wear with one's new Winter suit or a smart frock—you'll find them all in this collection—\$10, \$12 and \$15.

(Second Floor, Chestnut)

Platinum Wrist Watches Set With Diamonds

They are the most exquisitely dainty pieces of jewelry imaginable and also they are thoroughly reliable timepieces.

Every one of these watches has been mounted under our own supervision and with only the most carefully selected stones. All have black ribbon bracelets.

Waltham, 17-jewel movement, the smallest American watch made, \$725 to \$1050.

Elgin, 15-jewel movement, slightly larger watches, \$655 to \$815.

(Jewelry Store, Chestnut and Thirteenth)

New Heavily Embroidered Veils Are From Paris

They are the smartest fashion in that city and are worn with large and small hats both.

In fact that is one of the nice things about these veils that they suit almost any shape hat. In black, brown, taupe, henna or navy blue, some two-toned. All have plain centers and heavily embroidered edges, \$5 to \$15.

(Main Floor, Central)

Small Animal Scarfs Such as Are in Fashion Now

are here in such pleasant variety it would be an unusual woman who could not find something exactly to her liking.

In the mink scarfs, for instance, there is excellent choosing. They are all the natural brown mink, and the single scarfs begin at \$27 and go to \$85, while the two-skin scarfs range from \$80 to \$110.

But there are many other much-liked furs, too—the pretty Japanese marten, or the soft, prettily marked baum marten, the natural gray squirrel, fish, stone marten and fisher, and these begin at \$20 for the squirrel and go to \$245 for a stunning fisher scarf.

And one of these smart little scarfs is a most becoming finish to a Winter suit or frock.

(Second Floor, Chestnut)

Corset Accessories

Bandeaus of pretty, striped broche are \$1.15; others of pink corset satin, firm and comfortable, are \$1.65; and still others of plain pink material are 60c; also a model open in front is of pink material and costs 85c.

(Third Floor, Chestnut)

Boys' Suits and Overcoats of Top-Notch Quality

The basis of good service in boys' clothing is in all other merchandise, is good quality.

Good quality in boys' clothing begins in the fabrics and goes all the way through the process of making to the last touch of the tailor's hand.

Wanamaker boys' suits and overcoats are made on the principle of quality first.

(Second Floor, Central)

French Beaded Handbags at \$5, \$15 and \$25

The \$5 bags are for children and are dainty little copies of the larger pieces.

The \$15 bags are full size draw-string handbags with colored beads and were made by French war orphans. The colorings are beautiful and of infinite variety.

The \$25 bags are those crocheted silk handbags ornamented with cut steel beads. The first lot found such instant favor that we are glad to have these.

(Main Floor, Chestnut)

A New Fiber Silk to Make Ties and Scarfs 95c a Spool

requires but one spool to make a man's scarf and is a lustrous, pretty silk that comes in attractive colors.

There are two hundred and fifty yards on each spool, and there are plain blues, browns and black and a number of mixed colors.

95c a spool

(Main Floor, Central)

Winter Dress for the Home Means Cheerful Rugs

Rugs that are warmer in their colorings than Summer floor coverings and that will feel warmer underfoot in the cold days coming.

These are all fresh, new goods:

Wilton Rugs
9 x 12 ft., \$111 and \$115
8.3 x 10.6 ft., \$95, \$102 and \$108
6 x 9 ft., \$73.50 and \$75

Axminster Rugs
9 x 12 ft., \$67.50 and \$82.50
8.3 x 10.6 ft., \$60 and \$72.50
6 x 9 ft., \$35.50 and \$42.50

Body Brussels Rugs
9 x 12 ft., \$78
8.3 x 10.6 ft., \$71

(Seventh Floor, Chestnut)

Longcloth and Nainsook Have New Low Prices

In one case the saving amounts to \$1.50 on a piece of 10 yards. All these grades are good staple kinds that women buy year in and year out for undermuslins and children's clothes.

Longcloth, 36 inches wide, now \$4.75 for 10-yard pieces.

Nainsook, 36 inches wide, now \$3.35 and \$4.25 for 10-yard pieces.

"Japanese" Nainsook, 39 inches wide, \$6.75 and \$7.25 for 10-yard pieces.

(First Floor, Chestnut)

New Books

"An Old Chester Secret," by Margaret Deland. Price, \$1.50. In which the beloved village with Willy King and Dr. Lavendar and all the rest live again.

"It Pays to Smile," by Nina Whlox Putnam. Price, \$1.90. A tale of mystery and love, full of the joy of living.

"The Silver Prince," by Edward Leonard, \$1.75. The old Wild West is the setting for this.

"Main Street," by Sinclair Lewis. Price, \$2. About the American small town of today.

(Main Floor, Thirteenth)

British Clubs and Balls for Discriminating Golfers

Newest are the clubs designed by Alex Herd and Abe Mitchell, and those by Andrew Kirkaldy, of St. Andrew's, Scotland.

The irons in these three groups are \$5.50 each and the wood clubs are \$6, excepting some of Kirkaldy's, which are \$6.50.

The imported balls are Zenith, Zone and Pearl Zodiac and Avon, \$9 to \$12 a dozen.

(The Gallery, Chestnut)

Walnut Pillows 70c a Pound

are one of the Halloween goodies in the Candy Store. Plenty more, too—nut candies of all kinds, mints, chocolates and all the other sorts you'll need for your party are here, too.

(Down Stairs Store, Chestnut)

Silk Envelope Chemises

Exceedingly pretty styles—some of the simple tailored sort, some trimmed with lace and little rosebuds. Prices are \$3, \$3.50, \$3.75 and \$3.85.

(Third Floor, Central)

Here Are Some Christmas Toys Already at Lower Prices

A Few Specials for the Early Purchaser

Each year more and more of our good customers come in early to buy for Christmas. Here are some toys at low special prices, ready to take away at once:

"Baby-like" cuddly dolls, \$3.

Nelke, soft infants' doll, 75c.

Imported whistling doll (you press it and it whistles), \$1.

Ouji boards, 75c.

Jackie Aerobats do a thousand tricks, 85c.

Movie blocks, 25c.

Polyanna game, 75c.

Kilgore cannons, \$1.50.

Destroyers or transport boats, 25c.

(Seventh Floor, Market and Central)

You Can Buy Felted Cotton Mattresses and Save One-Third

They are already made up, covered in sateen ticking of a fine grade and finished with a roll edge; and they are in sizes to fit all regular-size bedsteads.

These mattresses are a purchase

(Sixth Floor, Chestnut)

Fresh Air Is a Great Thing in a Bedroom—Drafts Are Bad

To have the bedroom properly ventilated without a draft is to put in

Cloth Window Ventilators

These are oak extension frames covered with a properly treated cotton cloth that permits the free passage of air but that keeps out dirt, dust, rain, snow.

They come in sizes 9 to 15 inches high, to fit windows of all widths from 15 to 49 inches wide. Prices, 70c to \$1.35.

(Fourth Floor, Market)

Warm Garments for Youngsters

Knitted caps, \$1 to \$3.25.

Mittens, 85c to \$2 a pair.

Leggings, \$1.75 to \$4.50 a pair.

Sweaters, \$3.75 to \$9.75.

Sweater sets, \$6.75 to \$20.

(Third Floor, Chestnut)

Now as Always This Store Stands for the Finest Quality in Men's Suits and Overcoats

It is a good thing that every man is free to buy his Winter suit or overcoat wherever he thinks it best to buy it.

However, it would also be a good thing if every man bought his suit or overcoat with a view to how it is likely to look that day three months.

The appearance of a suit or of an overcoat after three months of wear depends upon two things—the fabric and the making.

Poor fabrics and poor tailoring will not stand the supreme test, the test of service.

Good fabrics and good tailoring will.

The fabrics used in Wanamaker suits and overcoats are the best wools to be found in any suits or overcoats offered in this country at the same prices.

The tailoring in Wanamaker men's clothing is of the finest kind known in the ready-to-wear clothing business.

By holding firmly to this standard, and never trying to make the shadow pass for the substance, we are always able to give a man the best value obtainable in a new suit or a new overcoat, never more so than today.

Winter overcoats—the standard of America, all in the newest fashion models, \$47 to \$90.

Winter suits of the finest grade, \$40 to \$85.

(Third Floor, Market)

Men's English Dress Pumps and Oxfords—\$8 and \$10 (In the London Shop)

In time for the social season now opening, the London Shop has just received a shipment of men's English dress pumps and oxfords which it can sell at the moderate prices of \$8 for the pumps and \$10 for the oxfords. Both are of patent leather and both have turned soles.

Many well-dressed men like patent leather pumps to wear as house slippers.

(The Gallery, Chestnut)

Plenty of Men's Good Shirts to Be Had at \$3.50

For this price, which is a low price for good shirts today, you can choose from—

Fine woven madras in narrow, seersucker and cluster stripes.

Fine printed madras in pin stripes, little checks and tiny figures.

Fine high-count percale in various stripes.

All plain negligee shirts, the madras shirts with soft cuffs and the percale shirts with starched cuffs.

(Main Floor, Market)

Men's \$1 Neckties in Rep Stripes

There is a tendency just now toward narrower four-in-hand ties. They knot better under the newest collars.

These fine rep ties in diagonal stripes are just the kind.

(Main Floor, Market)

Three Special Lots of Men's Half Hose

35c, three pair for \$1, for medium weight, full-fashioned cotton half hose in black, navy and cordovan. First quality.

50c for wool and cotton mixed half hose in black, oxford and light gray. Second quality.

75c for silk half hose in black, navy, cordovan and smoke. First quality.

(Main Floor, Market)

Men's Good High Shoes for as Little as \$5.75

Really remarkable shoes for such a low price.

Made of dark brown bearded leather in a straight-lace style with excellent lines and shapely toes. Well made, too.

For looks and service these shoes remind one of the shoes a man could get before the war.

(Main Floor, Market)

500 Women's Umbrellas Now \$3.85 Each

Considerably less than they have been selling for and they are of the finest American taffeta (cotton) made. It has a silk tape edge and is the best material of its kind for wear that we know.

The handles are plain and carved mission wood, some have colored tops and all have silk cord loops. These are full 26-inch umbrellas.

(Main Floor, Market)

It Is a Good Furniture Movement That Brings Fifty Fine Kinds of Dining-Room Suits at 30 Per Cent Less

In this remarkable furniture movement you can choose from fifty different styles of beautiful dining-room suits at 30 per cent, or more, below the regular prices.

That is a very remarkable thing, the most remarkable that has happened in the furniture business for some time.

It is a thing of obvious and real advantage to any home in which a dining-room suit of a worthy kind is needed, or likely to be needed in the not distant future.

These are a few of the suits included—

American walnut, Queen Anne motif, consisting of buffet, china closet, side table and extension table, \$805.

Queen Anne mahogany suit, consisting of buffet, china closet, side table, extension table and six chairs with blue hair cloth seats, \$745.

Louis XIV mahogany suit, consisting of buffet, china closet, side table, extension table and six chairs, \$1025.

Chippendale mahogany suit, consisting of buffet, china closet, side table, extension table and set of chairs, \$1095.

Mahogany suit in Heppelwhite motif, consisting of buffet, side table, extension table and side table and set of chairs, \$460.

(Sixth Floor, Market)