

Organ Plays at 9, 11 and 5:20
Chorus at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Fair

Every Day Brings New Victories in Our War Against High Prices

**"Do You Know,
Mr. Wanamaker,"
the Kind Old Lady Said,**
that I come to your Store just as I go to our
old family doctor or to my banker, who has
charge of my money, or to the lawyer who
is always attended to our business
matters.
"I feel your Store, knowing it as I do for
long years of dealing with you, has in it
everything I want, and that I can trust you
for its proper quality and its just prices.
"You save me a lot of bother by having
never disappointed me, and I am just as well
satisfied with you and your Store as I am
with my doctor, banker, lawyer."

Well, now, why shouldn't it be so?

(Signed) *John N. Wanamaker*

Smart, New Short Coats of Marmot or Pony Skin

It is coats like these that young women like, for they are jaunty and comfortable and becoming, all at the same time. They are fine for sports and general wear.

Marmot coats—the coats of the glistening brown marmot, and the wide collars and often the cuffs of contrasting fur, are particularly effective. Some coats have natural racoon, some have the soft brown beaver and others nutria trimmings. Prices start at \$170 and go to \$245.

Black pony coats, in much the same styles, trimmed with Australian opossum, nutria, dyed squirrel, or natural racoon, are \$170 to \$245.

(Second Floor, Chestnut)



Fur Collar Sports Coats in the Real Camel's Hair

So far as sports coats are concerned, they are the success of the season, and every woman who sees them is most enthusiastic over their loveliness. And they are as warm as toast without being heavy.

In soft shades of brown with beaver collar or navy blue with squirrel, all silk lined throughout, \$245.

And caps of the genuine camel's hair, in navy blue or green with squirrel collar or Hindoo brown with beaver, \$265.

(First Floor, Central)

Amid All the Sales of Men's Clothing There Is Just One Wanamaker Stock of Men's Clothing

Any sale means much or little, according to the worthiness of the goods that are in it.

There are men right here in Philadelphia who have been buying clothing from us for nearly sixty years and their sons and grandsons have followed in the steps of their fathers.

These men and their descendants have kept to our goods only for one fundamental fact—Wanamaker clothing is always dependable.

It is all-wool, hand-tailored, the standard of the world. In Wanamaker clothing, you know you are getting clothing of quality.

This whole stock is in the Sale.

Men's Fall and Winter suits, \$35, \$50 and \$65.
Men's Fall and Winter overcoats, \$35, \$50, \$65 and \$75.
Such clothing values are not found elsewhere.

(Third Floor, Market)

Men's Fine Custom Shirts Close to Half Price

(In the London Shop)

In the Men's Custom Shirt Shop are enough short ends of fine imported madras to make 667 shirts. We will make them up at \$5 for plain negligee and \$6 for pleated.

Many of the same beautiful fabrics in full pieces at \$8, \$9 and \$11 for men who cannot find what they want in the smaller lot. But it isn't likely that any men will pay the higher prices while there are any of these other goods left, as it is always the best patterns that sell first and get down to short ends. And there are no finer shirtings made than these Scotch and French madras.

The shirts will be made to your measure with all the accuracy and beautiful needlework for which this Custom Shirt Shop is celebrated.

Handsome, distinctive, comfortable shirts at close to pre-war prices.

(The Gallery, Chestnut)

A Handkerchief Item for Men

\$4 a dozen for good, practical handkerchiefs for everyday use. They are all of snowy Irish linen, of a quality that promises good service, and made in plain hemstitched style.

(West Aisle)

Men's Silk Half Hose "Seconds" at \$1.50

Black and colored thread silk half hose in a good weight. If perfect goods they would be selling for a dollar more.

(Main Floor, Market)

150 Women's Fresh Dresses at a Late-Season Price—\$28.50

Dresses straight from the manufacturer; early in the season they duplicate sold for \$10 and \$15 more. They are excellent, practical and good-looking dresses, of jersey, tricotine and serge; in about a dozen styles and the most asked for colors—navy, black, taupe and brown. The dresses are sometimes severely plain and sometimes embroidered or eyeletted. Nothing better could be for general service and to wear under topcoats.

The sizes are 34 to 46 inches in the lot.

Price, \$28.50.

(First Floor, Central)



New Mourning Millinery

For women who wear black we have just planned some distinctive new hats—planned them in our own workrooms, and they are ready for your inspection tomorrow morning.

They are hats of the fashionable duvetyne, of uncut velvet, of crepe, of grenadine and of silk, and they are in the smart shapes of the Winter, with just enough trimming for smartness.

There are hats for dress occasions, hats for less formal wear—hats for young girls as well as older women.

Prices start at \$15.

(Second Floor, Chestnut)

Three Notable Books

"A Cycle of Adams Letters" (Letters of Charles Francis Adams, C. Francis Adams, Jr. and Henry Adams, 1861-1865). An unequalled contribution to the social, military and diplomatic history of the War of Secession; 2 vols. Price, \$10.
"Villiers: His Five Decades of Adventure," by Frederic Villiers. A book covering half a century of the humor and romance of high adventure as it came to the English artist, writer and soldier of fortune; 2 vols. Price, \$6.
"The Life of Joseph Hodges Choate," by E. S. Martin. In which the story is told chiefly by means of Mr. Choate's letters. It has portraits, is in 2 vols. and costs \$10.

(Main Floor, Thirteenth)

Here Are 7250 Pair of Lace Curtains That Show Just How Prices Can Be Brought Down

Ready Tomorrow Morning at
One-Third Less Than
Regular



Everybody Is Talking Velvets and Here They Are

No finer assortment of velvets has ever been here than you will find right now, and what is more, there are all the most desirable kinds and none that are no desirable.

All the fashionable shades, both light and dark, and plenty of browns, for handsome costumes, day dresses, evening gowns, wraps, millinery and trimmings.

Beautiful chiffon velvets, 40 inches wide, black and colors, \$11 a yard.

Pon velvet, 18 inches wide, \$5.50 a yard.

Plain velvets, 18 inches wide, \$4 a yard.

(First Floor, Chestnut)

WOMEN'S albatross dressing saccos made with high-low collars, long sleeves and turned- back cuffs, finished with hemstitching; pink, blue and lavender, price \$6.

(Third Floor, Central)

She'll Like All These New Winter Gloves

Short French gloves, \$2.25 a pair, of fine kidskin, with 2-clasp fastening, in black, white and white with black stitching.

French gloves, \$2.50 a pair, pique sewn, of fine kidskin, in black, white with black, tan and brown shades, 2 clasps.

Strap wrist suede gloves, \$3 a pair, outseam sewn, in gray, tan and beaver color.

Strap-wrist washable leather, doe finish, \$2.50 a pair, outseam sewn, "seconds." In white or natural, with spear-point embroidery.

(West Aisle)

REAL filet laces go on sale tomorrow at 45c to \$1 a yard, widths from 3/4 inch to 7 inches. They include edges and insertions, and there are a great many good widths and patterns for collars, as well as for lingerie, blouses and fancy articles.

(West Aisle)

1900 Bedspreads Down 25 to 33 Per Cent in a Sudden Sale

This is a very fine and notable collection of spreads and the largest offered at such price advantages in a long time.

The assortment is made up almost wholly of crochet spreads and satin-finished spreads. One thousand of them are marked one-third less than they have been up to now. Nine hundred have been lowered 25 per cent.

The best honeycomb or crochet spreads woven are included.

The satin-finished spreads are also the finest of their kind at each price.

In both the crochet and the satin-finished there are single and double bed sizes; and one group in the satin-finished spreads are of extra-large size and made with scalloped edges and cut-out corners.

Altogether there are twelve different lots, prices varying according to size and quality.

All are 84 to 90 inches in length.

The spreads at \$10 have cut corners and scalloped edges.

Satin-Finished Spreads

78 inches wide, now \$4 each.
72 inches wide, now \$5 each.
80 inches wide, now \$5 each.
88 inches wide, now \$10 each.

Honeycomb Spreads

72 inches wide, now \$1.75 and \$3.75 each.

(Sixth Floor, Central)

A Collection of Distinctive New Gowns for Young Women

Girls home from boarding school and college, debutantes and older girls will be especially interested in these charming new frocks, because the collection includes dresses for so many needs.

There Are Smart Street Frocks

of fine serges and Poiret twills, in dark blue, usually richly embroidered, beaded in some unusual fashion, or perhaps trimmed with leather. And there are some handsome velvet gowns—one smart frock trimmed with the monkey fur which Paris uses so much this Winter.

The Afternoon Gowns Are Charming

and include soft satins and crepes and a few panne velvets, in dark blue, black or brown, and a few henna and henna and black combinations. Many of these dresses are embroidered, some are beaded, and others have fine lace collars and cuffs.

Exquisite Evening Dresses

of glistening tullest in plain and flowered effects, of soft crepes and tulle, come just in time for Thanksgiving festivities. They are perfectly lovely!

All the dresses are in 14 to 20 year sizes, and prices begin at \$15 and go to \$130.

(Second Floor, Chestnut)

Tailored Waists

Pongees, checked and with the obliging high-low collars, \$3.85 and \$5.50.

White crepes de chine with colored stripes, \$8.50. The same stripes finished with frilled white collars and cuffs, \$9.50.

White and flesh-colored crepes de chine, three styles each \$8.75.

Crepes de chine, white and black, \$9.85.

The same material in white, flesh, black and navy, \$10.85.

Another style in these colors and brown besides, \$10.85.

(Third Floor, Central)

Boys' Chelsea Hats—Better and Lower in Price

One of the favorite styles of boys' Winter hats is the Chelsea, a turban shape with a brim that can be rolled down over the ears.

We have these hats made of soft, warm overcoatings in rich browns, grays and greens. Good-looking and comfortable. Price \$3, which is lower than last Winter, and the hats are better.

(Main Floor, Market)

100 Plaid and Striped Skirts at \$11.50 each

The first time they have been marked for anything like this small price and it is quite certain they won't be here long.

Every one is pleased and the materials are either soft all-wool velour or worsted. A few are in black-and-white, there are also plenty of the pretty blue-and-tan combinations.

(East Aisle)

Children's Sports Hose at 50c a Pair!

Ordinarily these goods would be more than twice this price.

Heavy mercerized cotton in black and brown, made with heavy derby ribbed leg and turn-over top.

Sizes, 7 1/2 to 10 1/2.

(First Floor, Market)

Low-Priced Handbags of Velvet and Velvetreen

The velvet bag is in black, brown, taupe and navy and has a shell-finish celluloid frame. It is \$3.75.

The velvetreen bags are in the same colors. One, which has a metal frame, is \$2.75, and the other, which has a shell-finish frame and is considerably larger than the velvet bag, is \$3.75.

All unusual values.

(West Aisle)

Women's All-Silk Umbrellas at \$10

Particularly attractive sorts with handles of hardwood with colored tops, of bakelite with bakelite rings and tops, and of wood, leather trimmed.

All of these umbrellas have tops of silk, bakelite or leather; and some of them have pretty satin borders.

Colors are brown, blue, purple, garnet and black.

(Main Floor, Market)

Corset Accessories

Including beautiful ribbon corset bags in old rose, lavender, blue and pink, finished with a touch of ribbon flowers. Price, \$5.00.

Also corset bags of silk tulle in pink, Nile green and rose ink. \$12 and \$15.

Fancy ribbon partners in various colors, \$1.10 to \$2.75.

Other novelties, 75c and \$1.65.

(Third Floor, Chestnut)

New and Lower Prices on Leather Belts

\$2, \$2.50 and \$3 for fine belts of French calf or patent leather. They are in the fashionable, narrow widths, are well made, and are quite unusual for the prices.

\$1 each for fancy patent leather belts—narrow belts of black patent leather with colored medallions and colored buckles.

(Main Floor, Central)

Especially Good Toilet Sets in Imitation Ivory at \$7.75

In fact we have looked far and wide for anything approaching these sets in value but without success.

Each set contains a large round mirror with beveled edge glass, a hair brush with good stiff bristles and a comb with all course or coarse and fine teeth.

These sets are quite pretty enough for Christmas gifts and many people are already thinking of some such practical present as this.

(Main Floor, Chestnut)

Many Oriental Rugs in This Sale Are Back to Where They Were Price

One of the hardest things to find in the collection is a rug that is marked higher than a piece of the same kind was marked several years ago.

Every rug in this sale is priced 40 to 50 per cent below the ruling market rates.

In the light of all we know of Oriental rugs and of the Oriental rug market here and abroad today, we honestly believe that not only is this the best collection of rugs at the prices in America, but that all things considered there is none anywhere in America that compares with it.

The sale is made up of remarkable new shipments from an importer anxious to convert his goods into money, together with large and beautiful lots from our own stocks.

The particularly notable groups included are Persian Mahals and Kermanshah carpets and Chinese carpets and smaller pieces.

(Seventh Floor, Chestnut)

Plenty of Low-Priced Shoes for People Who Really Want to Save

If a clear-cut, bona-fide saving of \$3 to \$5 on a pair of shoes is of any interest to you, this Wanamaker Sale of shoes is one of the most important merchandising events going on in Philadelphia today.

If you want to pay higher prices you can do so, here or elsewhere, but it really isn't necessary. There are practically all good kinds of footwear in this sale that any man or woman wants. High and low shoes in all sorts of leathers and in many good styles, some very fine in fashion.

And all Wanamaker standard shoes, with all that implies.

Women's Shoes at \$4.75, \$6.75 and \$8.75 a Pair

Black and tan calf-skin, black glazed kidskin and buckskin, in various shapes of toes and heights of heels. Chiefly lace shoes, though there are some button styles.

(First Floor, Market)

Men's Shoes at \$6.75, \$7.75, \$10.75 and \$13.75 a Pair

Black and tan calf-skin, patent leather, black glazed kidskin and mahogany cordovan, in blucher and straight lace styles.

(Main Floor, Market)