

Organ Plays at 9, 11 and 4:45 Chimes at Noon
**WANAMAKER'S**
Store Opens at 9
**WANAMAKER'S**
Store Closes at 5
**WANAMAKER'S**
Weather Fair

# More Good News These Days Than One Newspaper Page Will Hold

**With Her Dear Old Blind Mother, the Faithful Daughter Says:**

"I must bring that dear, gray-haired old mother of mine from her little hut of a cottage in the country back to town."

Don't you suppose the country people, who live in it day in and day out the year round, laugh at us when we say, "the country for Summer and the city for Winter?"

Don't you suppose they are glad to do without us and have all to themselves the beauties of the Winter, blue skies, the naked trees, the short days, the long evenings, the log fires on the big hearth taking up one side of the big living room, where they sit around at nights and tell stories, crack nuts and jokes, roast apples, drink cider and play dominoes, happy in their long, uninterrupted merry evenings?

The early sunsets and the late sunrises of the Winter mornings add to the restfulness of the hard workers of the long days of Summer and to the joyfulness and delights of the long evenings by the fireside.

So it ought to be to make homes dearer.

[Signed] *John Wanamaker*

October 4, 1921.

**The "Diana" Dress for Young Women Is Now Here at \$25**

"Diana" has been a great success this season in Poiret twill and tanton crepe at \$39.

We now have this pretty frock duplicated in tricotine and in Canton crepe to sell at \$25.

It is a simple one-piece frock of girlish lines, the waist blousing lightly, and girdled with a narrow sash of grosgrain ribbon; and the three-quarter wide sleeves, the becoming collar and the pockets all hand with ribbon.

It comes in navy blue or black, and in 14 to 20 year sizes.

**Admirable Tweed Suits for Miss 14 to 20 at \$32.50**

These are really splendid runabout and general service suits, in light dark brown, blue or russet tweed, or herringbone taupe tweed. They have the new longer coats, fully lined with peau de cygne; large patch pockets, long notch collars, and the wooden-looking buttons that seem to belong on tweeds. The skirts are excellently cut, pleated and pocketed.

For \$32.50 we don't know where else their equals are to be found.

(Second Floor)



**First Showing of Exquisite French Fashions for Children**

A complete and comprehensive collection of lovely clothes for the tiniest baby to the little child of six.

Most of the things are just out of their French boxes, showing all the daintiness and originality the French can put into them. You have no idea what exquisite things they are until you see them. Then, look at them carefully; at the fine materials, the beautiful hand work, the lovely laces, and you'll agree that they are garments to be proud of. Most of them have every tiny stitch put in by hand.

In this, the first showing, you will see dear little dresses, wrappers, sacques, coats and bonnets in all degrees of daintiness, from the fine, simple things to elaborate affairs, either silk or lingerie.

Many charming silk and lace frocks for little girls and particularly pretty coats and hats for them.

Layette, too, and also the beautiful, novel pillow and carriage covers.

Altogether, the most interesting gathering of things for children and babies that has been seen in many a day.

(Third Floor)

**Imported Pullman Robes**

There have been so many requests for these convenient traveling kimonos, as one woman called them, that we were glad to get these.

Just in from Japan and made of excellent-wearing Japanese silk, each in its own little bag. One style at \$10.50 is in black, navy and blue; another at \$11.50 in black, Copenhagen blue and navy. The collar and cuffs of all are beautifully embroidered with buttons down the front.

(Third Floor)

**Smart Two-Tone Silk Scarfs, \$10**

This is the lowest price yet for such good-looking all-silk scarfs. By two-tone we mean one color on one side and another color on the other side, woven to show through. Plain or fancy weaves in combinations of purple-and-orchid, blue-and-tan, green-and-blue, and others. Nicely fringed.

**Wool Scarfs**

are coming in every day in their bright or somber hues. \$3, \$4.50 and \$5.

(Main Floor)

**In Pursuit of the Autumn Hat**

Few women start on its trail with a cut-and-dried specification of line or shape in mind.

But every woman does have a definite ideal in mind.

And when she sees a hat that comes up to that ideal, she knows it in a minute.

Millinery affinities of this sort are sudden and frequent in the Salon de Mode at Wanamaker's.

So many altogether delightful hats are here that it is a courageous woman who can turn her back on all but one.

Many women solve the difficulty of choice by taking two or more lovely hats.

And with prices at \$18, \$20, \$25 and thereabouts, this solution is by no means extravagant.

(Second Floor)



**Women's One-of-a-Kind Afternoon Gowns—\$50 to \$65**

This particular group is all Canton crepe, in very dark blue or black. And the styles are original and lovely.

One of black satin-backed Canton crepe uses its two surfaces to great advantage. The extremely wide and square Chinese sleeves are cut in one with the bodice, after the fashion of many new French sleeves. In fact, this charming frock throughout is a copy of a Paris gown. It is \$60.

Another very wide-sleeved gown is of midnight blue crepe, with rows and rows of crystal beading. This, too, is \$60.

Extremely effective is a crepe coat dress with large hand-embroidered motifs. Price, \$65.

A black crepe gown has upper bodice and wide sleeves of soft gray organdie embroidered in black, and underskirt of the same. Priced \$65.

There are many models, each beautiful and effective. And materials and making are all that the most particular woman could ask.

(First Floor)

**First Importation This Season English Velveteens**

Eagerly awaited by the many women who are planning for gowns, costumes and wraps of this very fashionable fabric.

The English velveteens are particularly desirable on account of their soft chiffon finish, which gives them a graceful draping quality, their fast dyes and beautiful luster.

There is an excellent assortment of the new colors, the brown fur shades, blues, green, purple, Byzantine red, black and so on. 27 to 42 inches wide and \$2.50, \$3.75, \$4.50 and \$7.50 a yard.

(First Floor)

**New Bolivia Coats With Collars of Wolf and Nutria**

They are a very wise choice for the woman who wants a handsome coat that will be warm in the coldest weather and who doesn't want to pay more than \$75 or \$100 for it.

The one at \$75 is one of the new wrap coats in which the sleeve is cut in one with the coat itself. It has a strap belt and silk stitching on the panel pockets. In navy blue, black or Malaya brown with either a wolf or nutria collar.

The other style at \$100 is an unusually pretty belted coat with inverted pleats in the back, panel pockets, and the colors are black or tortoise shell with natural or black wolf collars.

(First Floor)

**New—a One-Strap Calfskin Pump for the Street**

Young women—and women not so young—will like this smart new street pump of medium-weight calfskin, with its one strap buttoning over on the side, its comfortable military heel, and its rather unique perforated strapping.

It will look especially well with woolen stockings.

In dull black or medium tan calfskin, priced \$12 a pair.

(First Floor)

**New Metal Cloths and Braids From Paris**

The metal cloths come in the loveliest colors and in bright and dull gold, steel and silver. They are from 24 to 35 inches wide and from \$3 to \$8 a yard.

The braids in the two shades of gold, silver and steel, are from a quarter of an inch up to eight inches wide, there are twelve widths altogether, and they are 25c to \$4.50 a yard.

(Main Floor)

**Sports Skirts Without Pleats**

Instead they are made of such striking materials that the pleats are not even missed. And, because they are true to their names and are really intended for sports wear, they are quite full around the hem, although closely fitting over the hips.

One of the prettiest is of knitted wool in a black and white plaid, others are in small or large checkerboard designs or blocks, but in every case the colors are either black-and-white or navy-and-tan. \$15 and \$16.50.

(First Floor)

**Magnificent Diamond Jewelry for This Coming Winter**

Diamonds alone or diamonds combined with either sapphires or emeralds are the favorites and the platinum mountings are more beautiful than they have ever been before.

Every one of these precious stones is carefully selected before being put in its setting and all the mountings are done under our personal supervision. For diamond jewelry of this high character, we don't believe that prices could safely be made less. All the settings are of platinum.

Diamond bar pins .....	\$160 to \$1150
Diamond brooches .....	\$300 to \$750
Diamond circle pins .....	\$465 to \$1275
Diamond la vallieres .....	\$140 to \$1000
Diamond bracelets .....	\$350 to \$8500
Diamond rings .....	\$40 to \$2900

(Main Floor)

**PARIS, always an artist in black, has sent some charming things to the Little Salon of Mourning Apparel—among them being beaded black Georgette blouses of the slip-on order, with the bateau-shaped necks; and dull silk beaded bags with delightful quirks about them. The blouses are \$35 and \$37.50, and the bags \$13.50 to \$35.**

(Third Floor)

**The Tale of a Gray Squirrel**

It is the least-priced neck-piece in the whole Fur Salon. Just a modest gray fur scarf with thick dark tail.

It costs but \$15—so little we seldom mention it.

Yet we are willing its excellence for its price shall speak for the goodness of the entire company of furs in the Salon, up to many hundreds of dollars apiece.

Fox, mole, mink, sable, marten, skunk, fisher, lynx, raccoon, caracul, opossum, wolf, Hudson seal (dyed muskrat), or beaver—choose whichever you will.

At any price, in any fur, you can be absolutely certain of getting here the very best fur quality obtainable. We have made sure of that. And every day customers who have "looked around" come back and confirm our opinion.

(Second Floor)

**Children's Stockings at Good Savings**

25c a pair for black, white and brown ribbed cotton stockings in 2 to 16 year sizes, and black mercerized three-quarter socks with turnover tops in 7 to 15 year sizes. The last are "seconds."

35c, three pair for \$1, for black mercerized cotton stockings with fashioned feet, sizes 2 to 16 years. "Seconds."

\$1.60 a pair for English woolen sports hose with fancy tops, sizes 4 to 13 years.

(First Floor)

**The New Sweaters Are Here**

Those heavy, Shaker-knit sweaters which are so popular with the younger set.

Coat style in navy, crimson, white and brown, with large shawl collar and pockets, \$10 to \$13.50.

V-neck pullover style with large shawl collar, \$9 to \$12.50.

Plain V-neck pullover style, \$8 to \$11.50.

Boys' sizes, \$6.50 to \$8.

Lighter weight sweaters in coat style, \$7.50 to \$10.

(The Gallery)

**New Fiction**

**"Red Meekins,"** by W. A. Fraser, \$1.90. The rugged figure of Red Meekins, the guide, has a whiff of balsam about it, not to mention the smells of smoke and frying bear steak.

**"The Key Note,"** by Clara Louise Burnham, \$1.75. A story with entertaining kinks in its plot and liveliness in its dialogue.

**"A Mender of Images,"** by Norma Lorimer, \$2. A charming romance of life in sunny Sicily.

**"Tradition,"** by Marie Van Vorst, \$1.90. A novel of much substance and charm.

(Main Floor)

**New Wilton and Axminster Rugs**

Since these rugs have been so scarce, all that is necessary is to announce that we have some new ones, in good designs and colors, and give some prices:

**Wilton Rugs**  
9x12 ft., \$75, \$84, \$90, \$115 and \$120.

**Seamed Axminster Rugs**  
9x12 ft., \$38 and \$34.50.  
8x10.6 ft., \$31 and \$33.  
6x9 ft., \$19.50.

(Seventh Floor)

**Men's Handkerchiefs \$3 a Dozen**

So popular that they go out almost as soon as they arrive. Irish linen and a quarter-inch hem.

(West Aisle)



**Men's Handsome Top Coats in the London Shop**

We should like to call special attention to two groups of light-weight overcoats at prices ranging from \$48.50 to \$60.

All of these coats are beautifully made of imported tweeds, Shetlands, cheviots and light-weight fleeces in a variety of designs and colorings, some of them highly distinctive.

One style is a loose, easy coat that has recently been very much in demand.

The other style is a close-fitting model that is just coming into favor with well-dressed young men.

(The Gallery)

**Men's New Silk Shirts in Plain Colors**

Made of fine broadcloth silk in a good, heavy weight and in soft-cuff, plain negligee style.

Colors are green, blue, pink, corn, tan and taupe as well as white. Price, \$8.50.

(Main Floor)

**Men's Finest Neckties in New Autumn Patterns**

These beautiful ties are of a superior grade silk and in designs and colorings not found in lower-priced neckwear. They are \$2.50.

At the same price you may now choose from our fine ties of London Spitalfields silks.

(Main Floor)

**600 Pair of Men's Fine Shoes Lowered to \$6.75 and \$8.75**

These are all very desirable high shoes, taken from our regular stocks and lowered in price because sizes are not complete in every group. There are all sizes in the lot.

Chiefly straight-lace English lasts in black and mahogany cordovan and tan calfskin. One blucher style in tan calfskin with medium toe and a few wing-tip brogues.

Savings on these shoes range from \$3 to \$5 a pair, and the men who get them will get splendid value for their money.

(Main Floor)

**The Oriental Rugs That People Are Looking For Are Here in Fine Selection at Lower Prices**

**Do You Need a Good Hair Mattress?**

If so, the need occurs at a good time.

We are offering two grades of very good mattresses made from pure, sterilized hair at 25 to 30 per cent less than regular prices.

One grade now \$15 to \$24; the other grade \$24 to \$39. Both grades in widths varying from 3 to 4 feet.

Take your choice of about twelve different varieties of ticking.

We also offer three grades of upholstered box springs at special prices.

(Sixth Floor)

Persian Mahals, Kermanshahs and Saruks are shown in a glorious profusion of color effects and patterns, each shade and design with its own peculiar appeal.

Persian Serapis stand out by the very boldness of their figures and the pleasing contrasts of their rose, red, ecru and blue tones.

Araks, which are Mahals of the finest kind, are good to look at in their rich, warm hues, chiefly red, blue and ecru.

Chinese are as distinctive a thing as one could think of, or desire, for a home.

In these you will find deep blues, light blues, soft grayish-looking blues; you will find tans and golden browns and amber-like tints and touches of rosy pink.

All of the rugs that we have named are in the most desirable carpet sizes, except the Saruks, which are in size 4x2 approximately. And all are at new low prices. The assortment is made up of splendid new shipments, together with several lots taken from our regular stock.

Prices for carpet-size pieces go from \$137 for a Chinese rug, 3x6.3 ft., up to \$1190 for a magnificent Kermanshah, 15.5x11.2 ft. Saruks, about 4.6x6 ft., are \$195 to \$247. Mosuls, about 5x3 ft., \$25 to \$37. Chinese, about 4x2 ft., \$25 to \$30; 6x3 ft., \$60.

(Seventh Floor)

**The Furniture Clearing Is Proving a Real Surprise to Many People**

This is a disposal of fine, dependable furniture at one-third to one-half less than the regular prices.

It is a disposal to which you can come with confidence of finding furniture you will like at prices that will surprise you, as they have surprised so many who have been here.

Whether you want dining-room furniture, or bedroom furniture, or living-room furniture, or library furniture, you can be pretty certain of finding it here at a price that will make you want to own it.

This is no ordinary little clearing of a few score pieces, desirable or otherwise.

It is a general turnout of all the odd groups and pieces discovered in the reclassifying of the stocks after the August Sale.

It is reinforced by recent purchases of excellent goods at special prices.

The latest arrivals have brought to it an exceptional lot of living-room suits in tapestry, mohair and frieze coverings, and some two-piece suits uncovered.

Some of these suits are less than half and all of them are at least one-third less than the regular prices.

Beautiful mohair-covered suits are now \$650, and some very fine suits in frieze are \$560.

You can buy 2-piece suits uncovered for \$175 up to \$415.

All of these are splendidly made suits with hair and down fillings.

Ten-piece dining-room suits in mahogany or walnut start at \$295, and in oak at \$265.

There are hundreds of individual pieces for dining rooms and for bedrooms.

And the choice of bedroom suits is remarkably good and includes some rare offerings, especially in a group of suits including mahogany and walnut which we recently secured to sell at the low price of \$250.

(Fifth and Sixth Floors)