

Hand at 9 and 9:15; Organ at 11 and 4:45
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

Weather
Unsettled

Plain, Straightforward News About Things Which Every Person Needs

This Is Columbus Day

It is well worth while to remember how almost every man that does anything out of the usual order is called a fool and laughed at, as Columbus was.

The writer remembers well how the people laughed at Alexander Graham Bell, when he gave out his idea that people could talk over little threads of wire between their homes and even to the far distant cities.

How proud the King and Queen of Spain must have been when they witnessed the determination of Columbus; and how they must have rejoiced with him in the triumph over the wisecracks, who attempted to prevent the voyage of discovery!

There are not only visions of new worlds, but of new revelations, such as Thomas A. Edison has blessed the world with. Surely there are great things yet to be done, in transportation problems, not only on the land, but through the clouds above our heads.

Every day, almost, some of us are saying what Captain Lawrence said, that went the world over: "Don't give up the ship!"

[Signed]

John Wanamaker

October 12, 1921.

The Cheerful Blouse of Contrasting Colors

Some women call it "the new two-toned blouse," but we prefer the other name, for it gives the pleasantest bit of color to the tailored suit that one could possibly have.

Usually the body of the blouse is a soft satin or crepe de chine in some such sober color as navy blue, brown and black. The sleeves and possibly the piping, however, are just as different as can be—say of tan Georgette crepe with a brown blouse, a rich henna with one of navy blue or a gorgeous tinsel brocaded chiffon with black satin.

They are all-over blouses and mostly they have sashes. There is one a moderately priced at \$10.85 and prices go up to \$32.50.

(Third Floor)

54-Inch Dress Serge Special, \$2 a Yard

This is the first time for many a day that a serge of this beautiful quality and wide width has sold for as low a price as this.

It is the soft, fine "French" weave, closely woven and in much demand for dresses, pleated skirts, children's clothes and capes. In navy blue and black.

(First Floor)

Jeweled High-Back Combs Betoken the Spanish Influence

One thinks of them in connection with the new shawl evening gowns, with black lace mantillas and rich velvets. They are certain to be a very strong feature of the costume this coming winter.

The newest of these fascinating combs are in the most delicate openwork designs, brilliantly mounted with imitation sapphires, emeralds or rhinestones, each of which is combined with jet. They are from \$7 to \$26 in price.

Smaller jeweled combs and pins are \$2.75 to \$8.50 and barettes, \$1.25 to \$6.

(Main Floor)



More Than Ever Women Will Wear Sports Hose

Indications are that sports stockings of wool and mixed fabrics will be worn more than ever this Fall and Winter by well-dressed women.

Prices on these goods are less than last Winter and designs are better.

Wool and cotton heather mixed, ribbed, \$1, \$1.25 and \$1.75 a pair.

English ribbed wool in black, white and colors, \$2.50. Heather mixed wool, \$2.50 to \$6; with clocks, \$3.50. Silk-and-wool in heather mixtures, \$1.75 to \$5. Wool in light covert colors, with clocks, \$5 and \$7.50. Ribbed wool in Scotch heather, \$6.50. English wool sports hose with plaid ankles, \$10.

(First Floor)

No Success for a Woman Without Comfortable Shoes

Every busy woman and every butterfly understands the truth of this. No success—commercial, professional, social or domestic—if one is tormented by misfit footwear.

A sensible woman does not permit this handicap. She throws aside the mis-made shoes, comes to us, and allows us to fit her feet properly in the shoes she must wear.

An example of the smart street shoe that feels as well as it looks is a fine calfskin oxford at \$14, made by the best women's shoemaker in town, and perfect in every detail of line, cut and material.

In chestnut brown calf with military heel, or in black or tan calf with Cuban heel.

(First Floor)

Corseting the Youthful Figure

A young girl's figure requires little more than a low girle, very lightly boned. For this, some new L. R. girles just received are admirable.

They are variously of pink elastic, broche or satin, and are priced \$1.50, \$2.50 and \$3.

Longer-skirted L. R. girles, somewhat more heavily boned, for the average figure, in pink elastic and broche, are \$4.

For the figure that requires no corseting at all, except around the hips, there are new L. R. hip-confiners of pink broche, fastening in back, at \$1.65 and \$2.

(Third Floor)

Introducing "Rosalind," a Piquant Cape Frock, at \$28.50

The pretty "Rosalind" is a one-piece dress with a smart little cape that may be worn with it or not.

It is fashioned of a fine texture wool jersey. The dress is gathered to a round Callot neckband, and the long sleeves are gathered at the wrist into corresponding bands, and slit to the elbow—after the prevailing idea that something unexpected must happen to every sleeve.

It is a dress of admirable lines, and when the little cape, with its upstanding "bateau" collar is buttoned to the shoulder it is as dashing as you please.

For matinee, street and afternoon wear, we predict for "Rosalind" a successful career.

In henna with beige binding, navy with cherry, and brown with tan. Specially priced at \$28.50.



(First Floor)

Young Women's Kid-Collared Frocks After Premet

Premet in Paris has been turning out simple little one-piece cloth dresses with collar and cuffs of white or colored kid.

These simple girlish frocks are no new fashion at Wanamaker's. The Young Women's Store has them in wool jersey at \$12.50, in Poirét twill at \$17.50, in ribbed jersey at \$22.50 and in heavy Canton crepe or Poirét twill at \$28.

The "Puritan" collar, as they call it in Paris, or the Eton collar, as London calls it, has its American version in the Peter Pan collar, which on these frocks is of white or colored kid or light-colored cloth, and like the cuffs to match, detachable.

These youthful frocks are charming for young girls of 14 to 20.

(Second Floor)

Girls' Coats of Fine Wool-and-Camel's-Hair Coating

There is enough camel's-hair in this woolen coating to give it the soft, light, warm texture no other material has.

The coats are a light tan color, fashioned somewhat on a belted polo model, but with set-in sleeves. They are satin lined and flannel interlined. And their tailoring is of the best.

In sizes 8 to 14. Priced \$35 with cloth collar. With collar of beaver fur they are \$68.

(Second Floor)

A KIMONO FOR COOLER DAYS

Albatross, with scalloped fronts, neck and sleeves. Lavender, blue, rose, pink, gray or black. Price, \$6.85.

(Third Floor)

SATIN-AND-LACE YOKE NIGHTGOWNS AT \$1

Flesh pink or white cotton nightgowns with yoke and broad shoulder straps of satin and lace. Specially priced at \$1. Regular sizes.

(Third Floor)

NIGHTGOWNS IN EXTRA SIZES

At \$1 a gown with tucked organdie bands around square neck and sleeves.

Others with lace or embroidery trimming at \$1.35 to \$2.85.

(Third Floor)

PLANNING A HALLOWEEN PARTY?

All the decorations one could think of are right here in the Candy Store. Lucky black cats, witches, bonbons, big and little; place cards, favors, Jack Horner pies—everything!

(Down Stairs Store)

ARE YOUR BLANKETS READY FOR THE COLD WEATHER?

Blankets cleaned by our sanitary process are made sweet, soft, spotless and like new.

Single blankets, 75c. Double blankets, \$1.50.

Phone our Dry Cleaning Desk and we will call for your blankets.

(The Gallery)

WOMEN'S DAINTY COLORED HAND-KERCHIEFS, HAND EMBROIDERED

And they are only 50c each!

One can choose the prettiest shades of blue, rose, green, tan, yellow or violet linen. All have tiny hand-embroidered rosebuds and a contrasting colored thread, drawn by machine, instead of by hand, hence the little price.

(Main Floor)

NEW DOTTED VEILINGS SPECIAL, 60c A YARD

There are both hexagon and filet meshes with small "French" dots over the face, the ends of the veil being of the plain mesh.

In black, navy or brown, also white with black dots and flesh with black.

(Main Floor)

INEXPENSIVE LACES

Such much-used kinds as imitation torchon and cluny for trimming window curtains, table covers, center-pieces and bed spreads. They are from one half to four and a half inches wide and have had their prices lowered to 5c to 25c a yard.

(Main Floor)

GOOD, WARM SWEATERS

Heavy Shaker-knit, pull-over sweaters for men, boys and girls and in navy blue, crimson, brown and white.

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

Plain V-neck pullover, \$8 to \$11.50; boys' sizes, \$6.50 to \$8.

Boys' special V-neck pull-over with large shawl collar, \$5.

Coat style with large shawl collar and pockets, \$10 to \$13.50.

(The Gallery)

Gayly Colored Silk Scarfs From London

They are all the genuine silk, made tubular and of such a heavy quality that they are very warm indeed. There are lengthwise and crosswise stripes, striped borders and plain colors, and the prices are \$16.50, \$18 and \$20.

(Main Floor)

Smart Sports Handbags New From England

It has been many a long day since we had handbags of such distinctive style.

They are all of very fine morocco, soft and richly colored, and each bag is in two colors—black and red, tan and brown, blue and tan, black and yellow, and so on.

Each bag is in a different and artistic shape and the two colors in the leathers form different designs.

(Main Floor)

The "Washette" Duplex Glove Is a Favorite With Women

This perfect-fitting fabric glove is finished to look like a skin glove. It is durable and practical, easily washed and daily more popular.

It comes in tan, brown, slate, beaver, black, white, and in short or strap-wrist effect or mousquetaire 8-button, 12-button and 16-button lengths.

(Main Floor)



New Chinese Rugs of a Finer-Than-Usual Kind

China is having its day—in rugs at any rate. True, there are many Chinese rugs on the market that look good and cheap only on paper.

We have no use for them.

The Chinese rugs we want are of the kind we show newly tomorrow morning.

They are unmistakably high-grade, all being true Mongolian pieces.

They are heavy weaves, but of an exceptionally soft, fine texture, and their colors are just delightful.

There are the most fascinating blues and golden grounds with trees and floral devices in contrasting colors.

A find—that is what they are, for furnishers seeking decorative effects of a distinctive and striking kind.

13.3x9.2 ft.	\$425	10x8.2 ft.	\$245
14x11.1 ft.	\$525	13x9.3 ft.	\$387
14.2x9.4 ft.	\$495	14x10.2 ft.	\$497
13.1x9 ft.	\$385	14x11.1 ft.	\$537
13.2x9.1 ft.	\$425	14.1x10.2 ft.	\$475
13x9.1 ft.	\$397	12x9.5 ft.	\$275
12.3x9.2 ft.	\$257	14x10.4 ft.	\$390
14x10 ft.	\$425	16x11.3 ft.	\$535
14x11.8 ft.	\$475	12.1x9.1 ft.	\$297
7x4 ft.	\$75 to \$85		

(Seventh Floor)

Extra Large Rugs

For those who want fine domestic rugs in unusually large sizes we are well prepared in seamless Wilton and Axminster weaves.

Seamless Wilton Rugs	Axminster Rugs
9x15 ft., \$125 and \$173.50.	11.3x15 ft., \$78.50.
11.3x15 ft., \$234.	11.3x12 ft., \$52 and \$67.50.

(Seventh Floor)

Rugby and Soccer Football Goods

Rugby footballs, \$2 to \$13.50.

Imported English soccer footballs, \$4 to \$10.

Head helmets, \$3 to \$8.50.

Football pants, \$3 to \$6.

All-worsted jerseys, \$3.50.

Hose, \$1 and \$1.25.

Sweat shirts, \$2.50 and \$3.

Shoes, \$7 and \$8.

Sweaters in various colors and styles, \$7 to \$13.50.

Shoulder and collarbone protectors, shin guards, kneepads, ankle and wrist supporters.

(The Gallery)

The Finest Silver Tea Service Is Never Too Fine

This is particularly true in choosing the silver for a bridal gift—the standard should be the highest possible.

For this reason only the best of many, many patterns in sterling silver tea services are admitted to the Wanamaker Jewelry Store. It is a case where all are good, but, of course, individual tastes differ as to designs.

Among others there are these beautiful examples of period patterns in five-piece tea sets.

Washington	\$280	Heppelwhite	\$425
Fairfax	\$290	King Albert	\$440
Plymouth	\$395	Dorothy Quincy	\$446
Portsmouth	\$315	Mary Chilton	\$500
Clermont	\$370	Lansdowne	\$542
Newport	\$375	Lafayette	\$549
		Lady Mary	\$650

(Main Floor)

Men's Finest New Ties Are Richly Beautiful

The silks in them are that heavy kind that show their quality at a glance.

The designs are stripes, figures, Autumn foliage and changeable effects, and the colorings are exquisite.

(Main Floor)

Men's Vienna Velour Hats Are Incomparable

Maybe it is because they have been making fine velour hats for so many years, but whatever the reason, there is no gainsaying the fact that these Vienna velour hats have no equals, either in texture or coloring. Even in hats that are much higher priced.

This season's shipment is wonderfully soft and velvety and the colors are a joy. The best thing about this velour is that it will still have that velvety look when other velour hats are getting rough.

Price \$12.

(Main Floor)

Chauffeurs' Correct Wear in the London Shop

Chauffeurs' uniforms of gray whipcord and worsted, \$45 and \$48.

Chauffeurs' overcoats of gray kersey, quarter or full lined with wool, \$38 and \$40.

Caps to match, \$4.

Gloves of leather, wool lined, or fur with lamb's-wool lining, \$3.50 to \$50.

Robes of wool, plush and silk-and-wool, \$13.50 to \$62.50.

(The Gallery)

The Best of Good Suits and Overcoats for the Boys

Better qualities, lower prices and a variety to choose from that cannot fail to satisfy.

New overcoats have been coming in with great constancy.

They are splendidly fashioned garments, built for comfort and style, and they have both of these qualities in abundance.

Prices for overcoats, \$20 to \$45 in sizes for boys of 3 to 18 years.

Norfolk suits of the finest quality in fabrics, tailoring and style, single and double breasted models, at \$16.50 to \$35.

Most of the suits at \$16.50 to \$28 have two pair of trousers.

The best stock in years at the lowest prices in years—that is what it all amounts to.

(Second Floor)

New Cut Glass to Delight Giftseekers

The new collection sparkles with gift suggestions. In addition to a beautiful choice of fine cut glass, the assortment also includes many exquisite pieces that are both cut and engraved.

Flower or fruit bowls, \$10 to \$15.	Celery trays, \$4 to \$7.50.
Flower vases, \$8.50 to \$22.50.	Mayonnaise sets, \$3.75 to \$12.
Orange bowls, \$8 to \$18.	Berry bowls, \$4 to \$8.50.
Sandwich trays, \$9.50 to \$12.	Compotes, \$3.50 to \$13.50.
Candlesticks, \$15 and \$20 a pair.	Water pitchers, \$5 to \$18.
Low berry dishes, \$4.50 to \$9.50.	Footed lemonade bowls, \$22.50 to \$75.

(Fourth Floor)

The Choice of Dining-Room Suits at One-Third to One-Half Less Is Splendid

What an opportunity for brides furnishing new homes—for anybody, in fact, who wants a dining-room suit of a really fine grade at the largest savings that have been available in years on such a splendid variety of styles, woods and finishes!

Of most of these suits there are only a few of a kind, perhaps only one in some cases, but "the kind" of all of them is so excellent and desirable and the number of them in the aggregate is so impressive that the opportunity to take one's choice at one-third to one-half less than the regular price is the most advantageous in years. And we



are offering bedroom suits at the same savings!

(Sixth Floor)