

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

Autumn Winds Bring Thoughts of New and Warmer Clothing

It Is Just as Harmful to Take the Loaf of Bread

out of the oven half baked as it is to let it stay in too long and be overdone.

To have the good judgment when to go forward and exactly when to stop is to have the two prime factors of each day's work.

Experience and the example of others are our safest teachers.

None of us is too old to go to school every day.

[Signed]

John Wanamaker

October 13, 1921.

Handsome Fur Coats for Practical Service

Winter's fiercest storms will rage in vain around these thick, warm coats of practical furs, made of the skins of animals quite accustomed to snow and wet—muskrat, raccoon, beaver and their kind.

It is a pleasure to note how the skin of the familiar little country muskrat, even, is worked up into these supple garments—how thick-furred and fine and soft and beautifully colored the skins are, how perfectly matched, and what handsome and sensible coats they make when elegantly finished.

Some of these muskrat coats have great collars of Hudson seal (dressed muskrat), or skunk, or beaver, or raccoon. We have them from \$175 to \$450.

In the same sensible, practical class are coats of raccoon fur, of civet, of Australian opossum, of marmot, and of the softer nutria and beaver furs. From \$100 to \$625 may be paid, with the certainty of getting a fine and satisfactory fur coat at any price.

(Second Floor)



Huge Tuxedo Collars of Fur Appear on Some Beautiful Coats for Women

"Fur from collar to hem" might truthfully be said about some of them, for the enormous Tuxedo collar extends as a wide facing all the way down the front.

On other coats it may be equally broad, but the collar breaks off squarely above the waist line and is continued by loops of the coating itself. And, by the way, these loops of the coat material trim many of the newest and loveliest models.

A deep red bolivia coat has these loops as a finishing to the shorter Tuxedo collar of beaver, the big beaver cuffs and the beaver-trimmed pockets. It is \$350.

A delightful Malay brown bolivia coat has the longer Tuxedo collar of beaver and is \$375. Or the same coat in navy blue with squirrel is \$275.

And there is a lustrous black silk duvetyn wrap with a bloused back and a Tuxedo collar of mole at \$325.

(First Floor)

200 Silk and Satin Crepe Afternoon Dresses for Women Specially Priced at \$38.50

These are the silks women most want now—crepe-back satins of soft clinging quality, Canton crepe and the heavier Russian crepe.

They are all of a quality and style that we regularly sell for from \$11.50 to \$25 more. In the crepe-back satin there is black, rose taupe and navy. In the other two silks there are black and navy blue only.

The five models include gracefully draped afternoon gowns in which the two surfaces of the crepe-backed satin are used to great advantage—long slender lines with embroidered side panels—and an especially effective model in the Russian crepe with just a touch of iridescent nailhead beading.

All represent very uncommon value to women wearing 36 to 44 sizes, who need dresses of this kind for afternoon or general wear. Ready tomorrow morning.

(First Floor)

Ostrich Trimmed Parisienne Corsets

One of the prettiest and most novel corsets ever seen is surely this new one of striped silk tricot, with its little "wheels" of ostrich finished with the most fairly-likable rib-ettes. The price is \$32.

Another of pink satin has its front steel covered and hand embroidery at the top. \$28.

Another of silk batiste is for evening. This has a straight top and elastic gussets intended to give at the waistline, \$31.50.

A striped brocade satin with ostrich edging and lace top, \$40.

(Third Floor)

Inexpensive Petticoats

White satin petticoats for evening have flounces much trimmed with lace and are priced at \$6.85.

Petticoats with cotton jersey tops and tailored sateen flounces come in black and taupe for \$1.50.

Others of wool jersey with satin flounces, black only, \$7.50.

Black sateen, \$1; in extra sizes, \$1.65.

(Third Floor)

Spanish to Her Heels—in This New Slipper

It is of black suede, with the short vamp, rounded toe, and high curved heel of Spain. A single strap buttons across the instep. And to brighten the dull suede a little there is a band of inlaid perforating around the top. The price is \$12.

The same courtly Spanish-heeled slipper in black satin or patent leather (without perforation) is \$12 a pair.

(First Floor)

Striped Sports Skirts for the Larger Woman

Such skirts as she has rarely had a chance to find before already made up.

They are made of soft all-wool broadcloth in carefully chosen stripes and the tailoring is the best we have ever seen. Sizes from 34 to 40 inch waist band. Prices \$25 and \$27.50.

(First Floor)

"These Silks Make Me Want to Give All My Dresses Away and Make New Ones"

said a woman who was delighted with the new Fall collection now on display here.

It is really a very delightful place, as people are finding out who want good silks at reasonable prices.

We have no large jobs of one or two particular silks to force off, and it is not our policy to try to make our customers buy some particular thing, but to provide all that is good in fashion so there can be ample selection and every one can buy just what she wants.

It is well known that this collection contains no silks of second quality, no job lots and none of questionable character. Some things of particular interest at this moment are:

Japanese habutai in colors at \$1.25.

Japanese white habutais at \$1, \$1.25, \$1.35 and up to \$3.

Plain-colored wash satins, \$2 a yard.

American striped silk broadcloths, \$2.25.

Taffetas in street shades, \$1.50.

Taffetas and gros de Londres, in glaze effects, \$3.

Printed radiums (new in fashion), \$3.

Soft printed taffetas, \$4.

19-inch novelty tinsel silks, \$3 and \$4.

Crepes de chine, \$2, \$3, \$3.50.

Crepes meteor, \$3.

Charmeuse, \$3, \$3.50 and \$4.

Canton crepes, \$4 and \$4.50.

Georgette crepes, \$2.

Satins, \$2, \$2.50, \$3, \$3.50 and \$4.

French novelties, tinsels and broches, \$8 to \$35.

Chiffon velours, colors and black, silk face, \$8.

Millinery velvet, plain and panne, \$3 and \$4.

Black, white and colored silk stockings, mostly all silk, but some with cotton tops, "seconds."

Mostly second-grade goods, but with service unimpaired.

\$1 a pair for black and colored silk stockings in a good weight, with cotton tops; "seconds."

\$1.25 a pair for full-fashioned colored silk stockings and seamless colored silk with vertical stripes; first and second grades.

\$1.75 a pair for full-fashioned black, white and colored silk stockings, mostly all silk, but some with cotton tops; "seconds."

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The Most Graceful of Ear-Rings

are these new ones in the form of long pear-shaped pendants, hoops and flexible pendants, and are charming affairs of imitation pearls and jade, imitation jade and rhinestones, jet and rhinestones, all jet and all imitation lapis lazuli.

Prices are \$5.50 to \$27.

(Main Floor)

All-Black Handbags in Fine Selection

Silk, leather and jet beads are used to make these bags, which are fine in fashion as well as dignified.

There are some beautiful French handbags of matt and jet, and sometimes with cut steel combined, in draw-string and frame styles at \$10 to \$50.

There are lovely black silk bags in many shapes at \$5.50 to \$7.50.

And there are black leather handbags in envelope and oval shapes at \$4.25 to \$22.50.

(Main Floor)

WE still have a few of those beaded Georgette slip-overs, which require but a stitch or two to be ready for wearing over a slip. They are in flame, orchid, jade, navy and black, and are \$35 and \$38.75.

(Main Floor)

Women's Silk Stockings \$1, \$1.25 and \$1.75

Mostly second-grade goods, but with service unimpaired.

\$1 a pair for black and colored silk stockings in a good weight, with cotton tops; "seconds."

\$1.25 a pair for full-fashioned colored silk stockings and seamless colored silk with vertical stripes; first and second grades.

\$1.75 a pair for full-fashioned black, white and colored silk stockings, mostly all silk, but some with cotton tops; "seconds."

Mostly second-grade goods, but with service unimpaired.

\$1 a pair for black and colored silk stockings in a good weight, with cotton tops; "seconds."

\$1.25 a pair for full-fashioned colored silk stockings and seamless colored silk with vertical stripes; first and second grades.

\$1.75 a pair for full-fashioned black, white and colored silk stockings, mostly all silk, but some with cotton tops; "seconds."

Mostly second-grade goods, but with service unimpaired.

\$1 a pair for black and colored silk stockings in a good weight, with cotton tops; "seconds."

\$1.25 a pair for full-fashioned colored silk stockings and seamless colored silk with vertical stripes; first and second grades.

\$1.75 a pair for full-fashioned black, white and colored silk stockings, mostly all silk, but some with cotton tops; "seconds."

Mostly second-grade goods, but with service unimpaired.

\$1 a pair for black and colored silk stockings in a good weight, with cotton tops; "seconds."

\$1.25 a pair for full-fashioned colored silk stockings and seamless colored silk with vertical stripes; first and second grades.

\$1.75 a pair for full-fashioned black, white and colored silk stockings, mostly all silk, but some with cotton tops; "seconds."

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\$1 a pair for black and colored silk stockings in a good weight, with cotton tops; "seconds."

\$1.25 a pair for full-fashioned colored silk stockings and seamless colored silk with vertical stripes; first and second grades.

\$1.75 a pair for full-fashioned black, white and colored silk stockings, mostly all silk, but some with cotton tops; "seconds."

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\$1.25 a pair for full-fashioned colored silk stockings and seamless colored silk with vertical stripes; first and second grades.

A Splendid Demand for Men's Overcoats—

And a Splendid Stock to Supply It

Men can get better value for their money in overcoats this Fall than has been possible in several years.

The fabrics that are now coming through are of higher quality than we have known before in many a day.

The workmanship is the very best in all the history of our clothing business.

The fashions are pleasing, good and sound and sensible, a little more loosely fitting than overcoats were under the military influence of a few years ago—more

(Third Floor)

INTERESTING things happen in trade as well as in baseball and in romance—

Read This Shirt Story

Several months ago the man who makes our very fine silk shirts could not get any silks to make them with.

He was complaining to us about it on the very day that a Scotchman came through taking orders for the famous David and John Anderson, Glasgow, madras, which our London Shop uses to make its \$7.50 custom shirts.



Every woman knows that David and John Anderson gingham are the finest in the world, and every man who wears custom shirts knows the same about David and John Anderson madras. They are finer, smoother, more artfully woven than any others and they seem to be everlasting in their durability and their colors.

"I will have to shut down my factory if I cannot get some silks," said the manufacturer.

"Why not buy some of this madras and make it up? They are the next finest thing to silk," we said.

He took the hint and placed an order for David and John Anderson madras shirts.

We got the shirts. We have just received them. They are the first ready-to-wear shirts we have ever seen made of David and John Anderson madras, and

They Are to Be Sold at Once at \$3.65

which is less than half the price that men are coming in here every day and paying for custom-made shirts of the same materials.

Please note that there are just 1350 of these shirts, and there will probably never be any more. The occasion is an unusual one and there is no reason for such a thing to occur again.

But the man who sets his Big Ben early and who comes in for his half dozen will have some shirts that he can be proud of for many a day.

Note that they are all soft shirts, all made up to the very highest requirements of custom-made shirt tailoring over the Wanamaker large dimensions. Half of them have soft turned-back cuffs and the other half have starched cuffs.

The patterns include practically all patterns usually found in custom-shirt collections.

(Main Floor)

\$7.50 for a Man's Good Pebble Grain Calf Shoe!

Sounds like old times, doesn't it? And when you see these shoes you will be all the better pleased.

Of black or tan pebble grain calfskin in straight-lace style with perforated tip and vamp seam, stitched heel seat, wide shank and low, broad heel.

Good style, sturdy high shoes for Winter wear.

(Main Floor)

Men Like These Irish Linen Handkerchiefs

as is evident from the fact that we can scarcely get them in fast enough to satisfy the demand. A new shipment is just in. Excellent plain white linen, with quarter-inch hems, and priced only \$9 a dozen, or 25c each.

(West Aisle)

"I Want a Wood-Stick Umbrella," Say so Many Men

Here is the best one ever shown in Philadelphia for \$5.

Made on an 8-rib paragon frame, of an imported cloth with silk warp and cotton filling and in the full 28-inch size.

Both handle and shank (which means the whole stick) are of imported wood, which is the English style, a wood stick being so much lighter than iron, no less durable in an umbrella and much more easy to carry when the umbrella is used walking-stick fashion.

(Main Floor)

Box After Box of New Blankets Coming In

The latest shipments have brought several lots of blankets of exceptionally fine grade, the kind that give years of service and that are full of warmth and excellence.

Among these are plaid blankets of pure California wool weighing 10 lbs. and nearly bound.

There is a choice of pink, blue and tan shades.

One grade priced at \$13.50 and the other at \$18 a pair. All in the full double-bed size.

New white blankets of pure California wool with pink, blue and rose borders, all cut separately and bound with sateen, are here in three sizes, 69x81 inches, \$16.50; 72x84 inches, \$18, and 80x90 inches at \$22 a pair.

(Sixth Floor)

9 x 12 Feet Wilton Rugs of Three Kinds

An unusual assortment when Wilton rugs of this size are the most-wanted rugs in America.

Anglo-Persians in beautiful designs and colors, \$120.

Woolen Wiltons, \$90.

Wool Wiltons, \$75 and \$84.

(Seventh Floor)

These Fine Chinese Rugs Are in Wonderful Favor

There is an old, old saying that wisdom lodges in the hand of the Chinese. Of this there is testimony in abundance in silks and porcelains, lacquered wares and carved ivory.

But perhaps the most interesting, certainly the most popular, products of Chinese handicraft today are the rugs for the weaving of which China has been noted for centuries.

We have never known Chinese rugs to be so much sought for, and one good reason for this is the exceptionally fine class of Chinese pieces that we have been showing.

It seems as if we can find the very rugs that so many people are looking for. All who have seen this latest lot of Chinese rugs are fairly delighted with them.

These are Mongolian weaves, the finest quality of Chinese, and they come in an especially good choice of large carpet sizes and in blue and golden colors of wonderful richness and charm. Prices from \$245 to \$525.

(Seventh Floor)



There Is Only One Genuine Schomacker Piano

That is the Schomacker piano which has been made in Philadelphia since 1838 and is owned, controlled, manufactured and sold by John Wanamaker.

During all these years—nearly three-quarters of a century—the real Schomacker has stood high among American pianos and in the favor of musicians. Its tone quality stamps it as an instrument of the first rank.

The real Schomacker is known as the "Piano of the Presidents," because eight of the Chief Executives of the Nation have had it in the White House.

People who know what a great piano the Schomacker

(Second Floor)

Books Again

"Mayfair and Montmartre," by Ralph Nevill, \$6. Genial sketches of London and Paris life from the eighties to the present time.

"The Lost Horizon," by G. Colby Layton, \$2. A picturesque and stirring tale of the "Conrad" tropic search.

"Real Stuff," by Katharine Haviland Taylor, \$1.75. A book which belongs to the "Little Women" group of stories.

"The Jubilee Girl," by Arthur P. Hankins, \$2.

(Main Floor)

The Boys' New Overcoats Are Fine

And the assortment are as large and interesting as any boy or boy's father or mother could wish for.

There are browns and grays and greenish shades in seemingly unlimited choice.

The fabrics are better, the prices lower and the styles and making the finest in many a season.

There are raglan sleeves and plain sleeves in double and single breasted models, some belted and some with the belt all around.

All with good, warm wool lining.

Some with leather buttons, some with bone buttons.

In 11 to 18 year sizes at \$25 to \$45.

In 13 to 16 year sizes at \$20 to \$38.

It is without doubt the best collection in years.

(Second Floor)

Wool Crepe Poplin Now \$1.50 a Yard

It is a nice weight for Winter house frocks and for school girls' dresses and its excellent wearing properties make it a wise choice for this purpose. In navy and Chinese blue, brown, henna, garnet, plum, taupe, and black, 58 inches wide.

(First Floor)

The New Halloween Surprise Package

is a fine thing to lay in for Halloween gayeries, having a black cat and a jolly orange bow for color decoration and lots of goodies inside, consisting of:

One pound of chocolate-covered nougat.

One pound of cream mint.

One pound chocolate-covered marshmallows.

One pound assorted crisp wafers.

And snapping bonbons. Complete for \$2.

(Down Stairs Store)

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