

The Woman's Exchange

Band at 9; Organ at 11 and 4:45 Chimes at Noon

WANAMAKER'S

DOWN STAIRS STORE

WANAMAKER'S

WEATHER Fair

A Great Day for Women's Coats, Dresses, Furs in Wanamaker's Down Stairs Store

Specially Priced Coats \$16.50 to \$125

Coats with fur. Coats without fur. Coats long or short. Coats with flaring or tighter sleeves. Coats with luxuriously plain crepe or peau de cygne linings—and practical ones of satin. Straight coats, dolmans and wrappy effects. All the favored materials—all the popular light and darker colors. Coats secured for one reason or another at prices considerably below today's market—many are a third to almost half less than our own earlier rates for similar grades.



Everybody is Talking About These Coats at \$38.50

A manufacturer made a great many of them up ahead of time—got discouraged because the weather stayed so warm—and sold them to us at very much less. That's the reason uncommon fabrics and exceptionally good furs and linings are here in the best coats imaginable at \$38.50. All sizes. Plenty of colors.

Sports Coats, \$16.50 and \$22.50

Polo coats in a warm brownish tan shade with shoulder lining of satin at \$16.50. Copies of a well-known English style sports coat (pictured) made of heather brown cloth, very "copy," silk lined throughout, \$22.50.

Dress Coats With Fur, \$25

Velour and bolivia coats—old ones and two new ones—our own higher-priced stocks and a new special purchase. Some have embroidery and fur collars, cuffs and tabs—others are plain. Satin and plain silk linings. Nearly twenty different styles.

Extraordinary Sample Coats \$55, \$58.50, \$69, \$75, \$85

A small lot of very choice sample coats of exquisite material without fur, mostly in size 36, hand tailored, Canton crepe lined, a third to half less at \$55.

Another shipment of one-and-two-of-a-kind coats of velour, in dark blue, Sorrento, heaver and brown, with collars and sometimes cuffs of mole, wolf, squirrel, beaver, nutria and Australian opossum. Nearly all sizes, all fully a third less at \$58.50.

Sample coats cut in excess of orders—only one or two alike—but in sizes 16, 36, 38, 40 and 42—are another "special" just unpacked. Straight coats, dolmans and wrappy affairs of distinguished fabrics, with beaver, silver-dyed wolf and other furs, often with handsome embroidery, fully a third less at \$69, \$75 and \$85.

Picturesque Sample Wraps at \$125

Coat aristocrats at a wonderful price—an advantageous "buy" offered at a third to half less. Each coat is different and each has luxurious furs.

Women's Mocha Gloves \$2.50 and \$4.50

Women, with scarcely an exception, like mocha gloves. The last few years they have been almost out of reach, but two full shipments bring us these "specials" just at the right time.

\$2.50 Gloves a Third Less

Fine Arabian, King, both pigge and outcast, seven. Self or contrasting embroidery on the back or with spearpoint stitching. They have one clasp and are soft and rich—true mochas. Plenty of grays and some in beaver shades.

Strap-Wrist Mocha Gloves, \$4.50

Outseam sewn with spearpoint stitching on the backs and English-cut thumbs. Lovely soft taupe shades.

8-Button-Length Duplex Gloves, \$1.85

The double thickness means warmth and the chamois-lisse is excellent quality. Covert, white, café au lait, brown and gray with spearpoint-stitched backs.

Center Aisle Opportunities

Trimmed Velvet Hats, \$2 With good-looking hats at this very low price, one can have a different model for each day of the week.

Chenille flowers, lacquered ribbon and silk cord trim both small and medium size shoppes. Ever so many popular shades. A few tailored felts among them.

Celluloid Toilet Articles 18c to \$3

All kinds of pretty toilet accessories at a third to a half less! Nail files and buttonhooks at 18c to picture frames and brushes at \$3. A few slightly imperfect.

1500 Corsets, \$1 to \$2.50

Corsets to fit almost any figure and suit any taste at these special prices. Girdles, unless corsets and heavily boned corsets, reinforced for abdominal support. Made of coutil, batiste and mercerized broadcote.

Women's Pure Silk Stockings, \$1.25

Black, navy, African brown, Russian and cordovan in "first" quality pure silk hose. Seamed backs and mercerized toes, heels and feet. All regular sizes.

Peter Pan Blouses, \$3.50

A new lot, far better than any we have had heretofore. Heavy quality pongee with tiny frill of the same material around the collar and cuffs and down the front. The cuffs, turn over the coat sleeves—a feature usually found on more expensive models.

Knitted Wool Scarfs \$2.25

All-wool and 2 1/2 yards long! Soft, warm ones in plain colors and leather mixtures with borders of contrasting colors.

Duvetyn Bags, \$3

Newer and prettier than ever! Some are filled on metal tops and have imitation jeweled snags, while others are shirred across the bottom and have small metal-tipped flaps. Tan, brown, blue and black.

Messaline Petticoats \$3.85

Black, navy and champagne colors in heavy, luxurious messaline with deep puffed flounces.

Silk Underclothes, \$2.65

Women's envelope chemises of pink crepe de chine, trimmed with ribbon and tiny roses.

East Aisle Opportunities

Jacquard Blankets, \$3.50 Light shades of blue, pink, gray and green, also Indian patterns in dark colors. 64x78-inch size, \$3.50 is the lowest price yet for their quality.

Women's Fine Neckwear, 50c

Collars and sets in Peter Pan and straight styles. Organdie, eyelet embroidery, net and lace combinations, linene and leather-finished material—exceedingly popular.

Hair Nets, 50c Dozen

Cap and fringe styles, made of real human hair in light, medium and dark brown, blonde, auburn and black.

Good Saturday News for Men All-Wool Two-Trouser Suits \$24.50 \$28.50 \$34.50

Two pair of trousers means double service and these prices mean BIG savings. At \$24.50—men's and young men's cheviot suits with two or three button coats. At \$28.50—dark and light herringbone suits with two or three button coats.

Sale of Men's Fine Woven Madras Shirts \$1.85 Men's Part-Wool Half Hose, 50c Pair

Any judge of good shirts will be very enthusiastic about them! All the shirts are made of woven madras, many are of fine English materials, and every one is made in the Wanamaker way—which means they will not wrinkle. Tasteful blue, black, lavender, pink, green stripes.

Worsted-Finish Cotton Half Hose, 25c Pair

By worsted finish we mean they look very much like wool, because they have a rough finish. Good brown and green mixtures, in a substantial weight for wear now and later. "Firsta."

Shoes That Real Men Wear Special at \$4.75

More of these shoes that men want! Durable tan leather and comfortable black kid-skin shoes are in straight-lace, oxford, toe styles. The soles are sturdy and ready for winter weather and the heels are broad and low.

Boys' Shoes, Special at \$3.75

Boys' black and tan leather English-last shoes are in sizes 1 to 5 1/2 and make fine "dress" shoes.

Opening the New Salon of Fine Furs Moderately Priced

showing the sharp downward trend of prices for qualities as expertly selected as can be found anywhere.

Last year seal dyed coney coats started at \$300. This year admirable qualities can be had at \$185. Last year marmot coats started at \$175. This year we have better ones at \$80. Last year natural muskrat coats started at \$300. This year there are quite as fine ones at \$125.

And please remember that these prices are for WANAMAKER Furs—beautiful, expertly chosen, perfectly cut artistic furs in which every woman can look her most gracious best.

The Seal-Dyed French Coney Coat Pictured

is a new finish called "Polar seal" and looks more like Hudson seal than any other coney—has a good deal more luster, too. The rich linings are of plain colored silks.

With beaver or gray squirrel collar and cuffs, 36 inches long, \$185.

Plain, with big wrappy collar and bell-shaped cuffs, 36 inches long, \$115.

Marmot coats, tamped dyed, with big shawl collar and border, 36 inches long, \$80; with raccoon or Australian opossum collar and cuffs, 36 inches long, \$90.

Fashionable Small Double-Fur Animal Coats, \$8 to \$40

Natural raccoon, \$10; Mink, 2 1/2-in. effect, \$10 and \$15; Fox, \$12.50 to \$25; Mink, 1-skin effect, \$12 to \$20.



Women's Shoes and Oxfords, \$4.75

A new shipment just unpacked completes the size range among these extremely good shoes for this surprisingly small outlay.

Black Kidskin Lace Shoes \$6.50 Black Patent Leather Lace Shoes Blucher Oxfords of Ruddy Leather with Brass Eyelets

Oxfords of Medium Tan Leather with Simulated Wing Tips

All have welted soles and medium or low heels—they are thus in accordance with Fashion's dictum—thoroughly reasonable, practical and agreeable, too.

Shoes and Oxfords for women's every use—sports, school, business and dress—all in this sale at \$4.75

400 Pair of Women's High-Lace Shoes Less Than Half Price at \$3.50

Because there are just a few pairs of this style, a few of that and not all sizes and widths, we have gathered these good shoes together and marked them at this one low price for a clearance. Among 400 pair you are almost sure to find something that you want.

Black Kidskin Oxfords, Special, \$5.25

Women who wish thoroughly comfortable shoes and yet do not want them out of line with the prevailing style will be interested in these oxfords. They have medium toes and heels and welted soles.

Silver Cloth Slippers, \$9.90

500 Children's and Girls' Shoes Special at \$2.90

To "Miss Particular" and "A. B." Comb your hair with a fine-tooth comb every day and apply oil of fish-liver and alcohol, mixed equal parts, berries and alcohol, mixed equal parts, until you get rid of the trouble. When you stop it you will have no further trouble if you keep your hair clean and brush it often. Sometimes this clean and brush with some who have not crowded their hair clean, but it does not seem if you know what to do and are always careful and forward. Learn to give a piece of ice over it, too. This is a little to make it dry.

Has Enlarged Pores

To the Editor of Woman's Page: Dear Madam—Could you please give me a remedy for enlarged pores? My face has been in poor condition for a year, and I have tried a remedy with little effect.

Have you tried an astringent cream? You can get these at the drug store, and most of them are very helpful for this condition. Remember also to use cold water on your face every time you wash it with warm water. Lemon juice always careful and forward. Learn to give a piece of ice over it, too. This is a little to make it dry.

To Clean White Kid Belt

To the Editor of Woman's Page: Dear Madam—Please publish in your wonderful column what can be used to clean a white kid belt, also what will take a large yellow and black dirt mark off a celluloid baby-blue tray and brush.

Put the belt with either French chalk or magnesia first and if this does not clean it you may have to use a regular white kid shoe cleaner, which can be bought at any shoe store or shoe repair shop. The shoe cleaner is good for all kinds of shoes and can be used on any material that can be cleaned off with salicylic acid. It can be bought at the drug store.

A Corkscrew Ring

At a recent wedding in London the bridegroom forgot the ring. The best man stepped forward and handed the clergyman a corkscrew, with the ring handle of which the bride pair were formally "joined together."

WHAT'S WHAT

By HELEN DEWE



Invitations for Halloween gatherings should be sent out ten days or two weeks in advance of the date selected, which, according to custom, need not be the actual November eve, but may be any evening during the last week of October. It is not through formality that merry-makers are invited so far ahead of time—Halloween is anything but a formal date—our holidays are many and are apt to be arranged that it is well to be sure that friends are not precluded for the occasion.

If it is to be a "phantom party," where the guests arrive in their ordinary clothes and bring with them almost full mantles and yellow-slip for hoods, with white masks, this should be indicated in the invitation. The same course is followed where all are expected to dress as Indians, gnomes, witches, wizards, etc. If the party is to be a "masked ball," it is asked to wear "any irreproachable costume" to the Halloween party.

Friday at what you wish you'll sleep like a top on your Never Stretch mattress

Women's : Misses' SUITS Made-to-Measure \$55 UP

THE ARTISTIC TAILORING CO. 815 N. 3rd St., Philadelphia, Pa. Tel. 521-1111

Curling Hair Like This Promotes Its Health

For those whose hair is straight and soft nothing better could be recommended than the aluminum method. It is perfectly natural in appearance, and the length of the hair is not affected. It can be used on all hair, and it is quite economical. It is a long time, so it is quite economical. It is a long time, so it is quite economical.

A LITTLE HINT

To Those Who Seek Complexion Beauty

To the Black and White Beauty Treatment for every night and your skin will become clear, soft and youthful.



BEAUTY BLEACH

Remarkable Collections of \$3.85 and \$5 Hats

It seems as if all the variations of Autumn and Winter millinery must be represented in this assortment! New ideas are expressed in duvetyne, velvet and panne in flame, rust, navy, brown, red, various blues, and black, of course.

All fresh and charming and ready for quick choosing Saturday.

Unusual Dresses at \$5 to \$25

—With Engaging New Ideas From Twenty Different Makers

Young women, their elder sisters and their mothers are invited to a big new presentation of fascinating frocks at specially small prices. A few from this maker—a few from another—making a wonderful variety of styles, colors and materials.

50 Dresses at \$5

Sorry there are not more. Extra good navy serge with round neck, elbow sleeves. Skirts are embroidered with green, gray or henna.

"Zigzag" Frocks \$7.50

Notice the new zigzag embroidery on the navy serge frock pictured at \$7.50.

Embroidered Frocks \$8.75

Serge of a quality one likes to handle, with elaborately embroidered skirts, some with blanket stitching on which flowers are embroidered.

Silk or Wool Jersey Frocks, \$15

Distinctive wool jersey frocks with Peter Pan collars and cuffs edged with real felt lace.

Other sample frocks of good crepe de chine combined with bright jade or crimson silks.

Poiret twill dresses also at \$15, have moire sashes and wool tapestry embroidery on the transparent sleeves.

Silk Overblouses Special, \$5

What an array of colors and charming styles! All the dark suit shades and light tints are here.

Crepe de chine overblouses are in navy, pink, sun-glow, bisque, tan and gray. The quality of the silk is unusual. They are trimmed with contrasting pipings and intricate embroidery. Some are combined with bright Georgette in the fashionable manner.

Georgette crepe overblouses are in American beauty, brown, navy and taupe, mostly adorned with beads and embroidery.

Think of such pretty overblouses at the small sum of \$5!

The New Extra-Size Shop's News

This little gray shop is ready for its first Saturday with extra good "specials."

Crepe de chine Envelope Chemises, \$3.85—of heavy silk, in tailored or lace-trimmed styles.

Batiste Envelope Chemises, \$2.50, are trimmed with dainty imitation felt lace.

Blanket Bathrobes, \$8.50, are trimmed with satin.

Flannelet Petticoats, 85c, are in plain gray. Corset Covers, 85c and \$1, are trimmed with lace or embroidery.

Nightgowns, \$1 and \$1.50, are made in slip-over styles of nainsook. Sizes 46 to 54.