

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
Unsettled

There Is Always Pleasure and Profit in a Visit to Wanamaker's

"Blow, Wind, and Crack Your Cheeks," Mr. Talkative

but you cannot budge roots so long growing and so deep down. The little, new branches of the tree are gentle and yielding and not likely to resist, but each has its threads and counterparts far down below the surface. Only when well rooted is it possible to stand the storms.

Were this sixty-year-old business enterprise all on the outside it would only be a show place.

The grace and beauty of the outward structure has an equally enduring supereminence in the high favor awarded to it by the public at large during the past three score years.

[Signed]

John Wanamaker

October 18, 1921.

A Purchase of Fine New Silks to Sell Very Low Indeed

Silks that women are buying to make up into afternoon gowns, the useful separate skirt, foundations, linings for wraps, in fact they cover very many of the silk needs for this coming Winter.

The prices, however, are the smallest at which we have sold silks of this quality for many years past.

There are printed radiums in most attractive designs, 40 inches wide, at \$2 a yard.

The always-popular polka-

dotted foulard, 36 inches wide, at \$1.50 a yard.

Beautiful new plaid satins in dark, rich colorings, 36 inches wide, at \$2 a yard.

Fine multicolor striped taffetas, 36 inches wide, at \$2 a yard.

Blue-and-white or black-and-white striped taffetas, 36 inches wide, \$1.65 a yard.

A handsome black-and-white striped taffeta on dark colored grounds, \$1.85 a yard, 36 inches.

Lustrous black satin, 36 inches wide, \$1.50 a yard.

(East Aisle and First Floor)

All of Our Famous Anatomik Shoes for Men and Women to Be Sold at Once for Half Price

We have been compelled in the interest of our customers to change the maker of our Anatomik shoes.

They have always been well made and honestly—these famous health shoes—they are as good as gold and our customers tell us that they find them worth their price two or three times over for their comfort and their excellence.

But since the demoralization of wartime industrial conditions we have not been able to get them finished with the nicety and excellence that we require.

Therefore, we are changing makers. They will be made henceforward for us in what is probably the world's most famous factory for fine shoes.



But involved in the change is the disposition of a few thousand pair remaining in our stocks. We are not going to mix these with the new shoes when they come in. We are going to dispose of them at once and we will put them on sale tomorrow morning at just half price, as follows:—

Women's Anatomik High Shoes. Half Price, \$6.25

Women's Anatomik Low Shoes. Half Price, \$5.50

Men's Anatomik Low Shoes (Three Styles Only). Half Price, \$6.25

Men's Anatomik High Shoes (Five Styles). Half Price, \$6.75

Boys' Anatomik High Shoes (One Style). Half Price, \$4.85

Not every style and every size for everybody, but good selection throughout.

(Main Floor)

A Fine Wool Tailored Gown Is the Mainstay of Her Wardrobe

If limited to a single new gown, a wise woman would choose the smartly tailored cloth street dress, because she appears in it more frequently than in anything else, and in it she is always well-dressed. Tomorrow we shall have

100 Such Gowns Specially Priced at \$50

They are extremely smart man-tailored models of finest quality tricotine, Poirer twill and wool duvetyn, in beautiful shades of walnut, tete de negre and brighter browns, midnight blue and black. Some are finely braided, others hand embroidered in chenille, others ornamented only with a bright girdle.

They have the three essentials of a well-tailored street gown—simplicity, quality and style.

And the fact that they usually sell for from \$7.50 to \$15 more gives them the fourth important qualification of economy.

There are coat models, redingote models, tunic models, bloused models and the loose-fitting straight-line models that require just this perfect tailoring to give them distinction.

In the sizes from 34 to 42 will be found fashions that suit every diversity of figure.

(First Floor)

An English Velvetteen Close to Half Last Year's Price

It is \$2.50 a yard and a very fine, beautiful quality, fast color, of course, and 27 inches wide.

Also there are a great many of the most fashionable shades for dresses, evening wraps and children's coats. Cordovan, walrus and Havana brown, laurel green, garnet, damson, mahogany, gobbler red, evergreen and all the various blues such as electric, Napoleon, sapphire and navy.

(First Floor)

French Neckwear

These lovely new things from Paris include collars, collar-and-cuff sets, vestees and "modesties," all of organdie and exquisitely wrought by hand in blind and eyelet work.

Collars are \$4 to \$9.

Collar-and-cuff sets, \$6 to \$8.50.

Vestees, \$3.75 upward.

Modesties, \$2 to \$7.50.

(Main Floor)

Women's Fine Washable Mocha Gloves

A mocha glove that washes like these is a treasure. It is no less soft or beautifully colored after its tubing than before. It took years to perfect a colored mocha glove to this point, and our customers appreciate them.

One-clasp, outseam-sewn, with London point embroidery, \$1.50 a pair. Beautiful shades of fawn, sand, pastel, gray and white.

(Main Floor)

Spencer Weather

These changeable days of early Fall are the times when women like these warm little jackets to wear under coat or wrap.

Long-sleeved waisted spencers with padded waist and buttoned front, \$2; padded waist and surplus front, \$2.50. A variety of colors in both styles.

A little lot of mohair, alpaca and zephyr spencers in various colors are marked \$5 each, which is about half price, because these are not all colors in each style.

(First Floor)

Hundreds of Fresh, New Coats and Hats for Children Arrive at Special Prices

Both hats and coats come to us at remarkably low prices because it is the end of the manufacturers' season, even while it is the beginning of ours, and because the coats were made to our order from ends of materials. The hats are all of the desirable beaver, and are sailors, poles, short-backed sailors, everything, with streamers and without, in all the good winter colors, but especially brown. Their sizes are two to eight years, and their prices are \$3.75 to \$8.

The coats are clunchillas, broadcloths and suede cloths in the fashionable shades of brown, besides blues and tans. They are mostly double-breasted and are all sturdy winter coats, lined and interlined. Some of the finest are fur trimmed. Sizes are two to six years, prices \$14.50, \$18.75, \$24, \$30 and \$35.

(Third Floor)

Beautiful Leather Goods

Velvet calfskin articles from England, exquisite in their soft shades of mode and tan. Handbags, kerchief bags, wallets, card cases, cigarette cases, match cases, collar bags, traveling rolls, jewel cases, traveling cases and many novelties.

Prices range from \$1.25 to \$50.

(Main Floor)

Two New Letitia Corsets

They are for slender women, and consequently are very light and almost boneless. One made of a pink material opens in the back only and is topless; also it has horizontal lines of blue embroidery. The other is also topless and has a narrow band of elastic around it.

Each is \$4.50.

(Third Floor)

New and Bewitching Sports Hats and Scarfs

Eliane, of Paris, gave our milliners their initial inspiration for these smart matching confections.

Tomorrow we show some of the most delightful examples of the vogues.

Eliane's scarfs and hats were of knitted and plaited wool. This mode we duplicate. Exhibited with these are hats and scarfs of silk duvetyn in lovely old Paisley colorings; of bright crepe satin and wool and beads, of French wool, and other materials.

The new high-colored felt sports hats from Paris are also shown; and the most original and charming English models in wool and velour.

Color is the keynote of all this new sports millinery—color that will make a vivid note in town as well as country costumes.

(Second Floor)



These \$32.50 Tweed Suits for Young Women

have made a fine reputation. The tweed is of excellent quality, heering bone or mixed, in brown, blue, russet or gray colorings.

They have the new longer coats, with other high-buttoned or long notch collars, big patch pockets, wooden-looking buttons, lining of good peau de cygne and interlining.

The tailoring is good, and they have altogether the snappy lines a young woman of 14 to 20 demands in her street suit, but which are seldom found for \$32.50.

(Second Floor)

A New Sweater Is Made of Chenille

You must see it to realize how pretty it is. The chenille has a high luster and the sweater is the slip-on style with a deep V neck. It is entirely hand made.

In a golden tan, navy blue and bright green at \$40.

(First Floor)

New \$5.50 Overblouses Are Unusually Pretty

The material is a soft crepe de chine and they are made in the slip-over style, opening a little way down the front and trimmed with fagoting.

The collar is one of the new features; it can be worn either buttoned up closely or turned down low. In navy, Mohawk or bisque.

(Third Floor)

Women's Handkerchiefs \$1.50 a Dozen

A new shipment is here. But it is only fair to women who wear these handkerchiefs to say that they go out almost as soon as they arrive.

(West Aisle)

A Word About Certain Coats That Many Women Liked

They are some very lovely fur-trimmed bolivias and silk-and-wool duvetyns that have been so popular we have had to ask many women to wait until we could order more.

The new shipment has just arrived and all the prettiest styles are now here. In colors there are black, cinnamon, Malay brown, tortoise shell, navy and taupe.

A soft warm bolivia trimmed with a large collar and cuffs of mole and panel pockets of mole reaching to the hem. It is \$125.

An unusually pretty model in bolivia with narrow strap belt and collar and cuffs of beaver or wolf at \$150.

A beautiful wool duvetyn with most effective stitching, the new wide sleeve partly closed, and a dyed squirrel collar, \$175.

And a graceful, full-sleeved wrap of wool duvetyn with tassels finishing the sleeves and a huge collar of wolf fur, \$175.

(First Floor)

Silk Nightgowns

We have just received two pretty styles of pink crepe de chine nightgowns for large women, a tailored model at \$8.50 and one with a good deal of lace trimming at \$10.

(Third Floor)

A Girl Could Not Find Better Blouses

than these pretty waists in 6 to 16 year sizes that have just come into the Girls' Store. They are made right and blouse just enough to be girlishly pretty.

Of white china silk or natural pounce silk with pleated edge to collar and cuffs and frilled pleat down front, at \$7.50.

Of fine checked gingham or of pink, blue or white soisette with frilled collar and cuff, at \$5.75.

(Second Floor)

Pointers

Appropos of Fall house-cleaning—the Picture Store will do re-gilding and re-silvering of mirror and picture frames, and will clean and re-line oil paintings. Estimates will be furnished on request.

(Fifth Floor)

Scarfs for bureaux, sideboard and chiffoniers are here at very moderate prices. They have heavy cotton centers and are lace-trimmed or embroidered—the embroidery being sometimes colored. Three sizes, prices 98c to \$1.

(West Aisle)

New Lots of Much-Desired Oriental Rugs at the Lower Price Scale

Beautiful pieces, including Chinese carpets of fine, heavy quality, in rich, striking blue, golden, taupe and peach-bloom tints.

Exquisite Persian Saruks, in neat sizes, suitable for doorways and thresholds—just such little pieces as have of late been so scarce and sought after.

Small Kermanshahs, in delicate rose, blue and ivory shades, lovely pieces for boudoirs.

And, in addition, we have the recently unbaled lot of extra heavy Mozuls in their red, blue and grey shades, these in sizes, 3 to 3.6 by 4 to 5 ft.

Every piece in the collection, from the Mozuls at \$97 up to the Chinese carpets at \$295 to \$425, gifts of beauty and enduring worth.

(Seventh Floor)

Blankets of Quality Lower Priced Than in Years

There are more blankets of an inferior quality in the market today than there have been in years.

The worst thing about many of them is that they look slightly and cheap at the price.

But as a matter of fact, the cheaper they look the dearer they are. If you pay a reasonable price for a blanket of long, staple wool, or of long, staple wool-and-cotton, you are going to have more for your money than if you paid less for a blanket of shoddy.

Our stocks are full of blankets of real quality and they are priced lower than they have been in years.

Individual blankets of all-wool, 72x84 inches, are here at \$10 each. These are believed to be the best all-wool blankets in America today, at the price.

We also have fine, all-wool blankets, by the pair at \$12 in the double-bed size, which are unexcelled.

Good, part-wool blankets, double-bed size, begin at \$9 a pair.

(Sixth Floor)

Useful Sterling Silver Gifts for Almost Any Man

Belt buckles are always welcome. There are any number of very pretty patterns from \$4.75 to \$15.50 and this includes the leather belt.

Cigarette cases are another good suggestion, \$10.50 to \$63, the latter having gold stripes.

Safety match box holders, \$2.25 to \$6.

Collapsible cigarette holders, \$4.50.

Cigar cutter and pocket knife combined, \$1.50 to \$6.

Military brushes, \$21 to \$42 a pair.

(Main Floor)

Men's Golf Jackets in Camel's-Hair Color

Light-weight coat sweaters of all-wool which are delightfully warm and can be worn beneath a coat without bulkiness.

The price is \$10, which is decidedly moderate for a jacket of this quality.

(Main Floor)

A Man's Reflection Looms Large

In this magnifying shaving mirror, which is especially good for a close shave, and it can be made to either stand up or hung upon the wall.

Traveling men particularly like this mirror for the little space it takes up in the grip. It is moderately priced at \$4. Other shaving mirrors from \$2.50 to \$14.

(Main Floor)

For the Best in Boys' Clothing

See these Norfolk suits in 8 to 18 year sizes, at \$16.50 to \$30.

See the fine collection of suits with two pair of trousers, at \$16.50 to \$28.

Also the wonderful assortment of overcoats, in 8 to 18 year sizes, at \$16.50 to \$38.

And see any other suits and overcoats that you care to look at.

(Second Floor)

Good Towels of Pure Linen Just Opened

It is wise to look for linen towels where you are sure of pure linen.

All of these are of pure linen and they are of good quality.

They are not "bargain" towels, of the doubtful quality that comes so high in the long run.

They are towels for people who are looking for genuinely good ones at the most reasonable prices.

The shipment brings heavy, full-bleached Scotch huckaback towels with hemmed ends, size 19x38, at 75c each.

Huckaback towels with neat damask borders, hemstitched, size 20x36, at \$1 each.

Fine huckaback towels with damask borders all around, size 20x40, at \$1.50 each.

Belgian towels in an exceptionally pretty combination of the huckaback and damask effect, and in generous sizes, 25x40 and 25x42, priced at \$1.75 and \$2, according to size.

Guest towels of fine huckaback with hemmed ends, size 14x20, are in the collection at 40c each.

Other guest towels of huckaback with hemstitched ends and metallic borders, size 15x22, are 75c each.

(First Floor)

Low-Priced Bed Muslins

They are of good quality and weight for this time of year and they are all the most desirable sizes.

Pillow Cases

42 x 22 inches at 35c

45 x 22 inches at 40c

48 x 22 inches at 45c

51 x 22 inches at 50c

54 x 22 inches at 55c

57 x 22 inches at 60c

60 x 22 inches at 65c

63 x 22 inches at 70c

66 x 22 inches at 75c

69 x 22 inches at 80c

72 x 22 inches at 85c

75 x 22 inches at 90c

78 x 22 inches at 95c

81 x 22 inches at 1.00

84 x 22 inches at 1.05

87 x 22 inches at 1.10

90 x 22 inches at 1.15

93 x 22 inches at 1.20

96 x 22 inches at 1.25

99 x 22 inches at 1.30

102 x 22 inches at 1.35

105 x 22 inches at 1.40

108 x 22 inches at 1.45

111 x 22 inches at 1.50

114 x 22 inches at 1.55

117 x 22 inches at 1.60

120 x 22 inches at 1.65

123 x 22 inches at 1.70

126 x 22 inches at 1.75

129 x 22 inches at 1.80

132 x 22 inches at 1.85

135 x 22 inches at 1.90

138 x 22 inches at 1.95

141 x 22 inches at 2.00

144 x 22 inches at 2.05

147 x 22 inches at 2.10