

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

# Most of the New Fall and Winter Clothing Is at New Low Prices

## Every Piano Has Many Keys and Each Key Strikes

a different note. It is so with every human being—sometimes spoken of as "a harp with a thousand strings."

There are new keys being discovered almost every day in every good man or woman. The affairs of life touch the keys that have been silent and a new melody of a joy gift appears, by which we may add a new song to our own life and to others. Very few of us are living our full life as yet.

[Signed] *John Wanamaker*

## Women's Luxurious Wraps of Mole and Other Furs

Very often they are cut on the same lines as a gown would be—for instance, here is a straight coat of the soft mole fur which has side belts of wooden beads and a not very large-choker collar. This is \$675.

Another mole wrap is full of graceful curving lines—given by self-bands which suggest a double cape. This is \$400.

A third affair of the same fur can be worn straight or bloused. This has a collar of silvery chinchilla-dyed squirrel, and is lined with dark blue chiffon velvet, \$725.

Still another mole wrap has a great square ermine collar, broad revers and a chiffon velvet lining, \$750.

Then, among the Hudson seal (dyed muskrat) coats, one sees—  
A model with raglan sleeve and armhole to the waistline, heavy rope girdle and huge collar and cuffs of black lynx; price \$850.  
One with straight mandarin sleeve and kolinsky collar, \$625.  
And one with collar and cuffs of the new beige caracul, \$750.

Needless to say, these and all other furs in the Fur Salon are guaranteed.

(Second Floor)

## These Are the \$47.50 Coats That So Many Women Like

A brand-new shipment of them has just come and all the colors are now here—Malay and tortoise shell brown, navy and black. They are made of a good warm all-wool velour, silk lined throughout and then interlined. There is a large square collar of dyed coney which may be fastened up to the throat, or it looks equally well lying flat.

A decoration of silk stitching is on an inset panel down the back and below the pockets. The belt is very narrow.

Such a coat as this is suitable for almost every occasion that a woman would want to wear it.

(First Floor)

## Spangled Scarfs From Paris

Spangled with jet, frosted with pearl beads, shimmering with sequins—hard to say which of these scarfs is lovelier—the all-white, the all-black or the black glittering with color.

The uses of such beautiful things are many this season—to drape about the shoulders of an evening gown, or even to make a glittering over-gown.

They are 2 1/2 and 3 yards long, quite wide, and priced from \$13.50 to \$75.

(Main Floor)

## Breakfast Coats and Evening Petticoats

The first are made of changeable colored taffetas, trimmed with tabs of the same silk picot-edged. There are several colors and the price is \$18.50. Other breakfast coats are of plain colored satin—blue, pink and Copenhagen, \$7.85.

The second are made of white and pink satin—chiefly the first—with laces, ribbons, bowknots and insertions and prices are \$5 to \$10.50.

(Third Floor)

## Dainty Dimity Blouses Worn With Sports Suits

And they are the favorite blouse to wear under sweaters also. The collars, as a rule, are the much-liked Peter Pan style, but there is also a new turnover long-pointed collar with sailor tie which is very good.

For the woman who prefers the greatest simplicity, there are styles with only a narrow pleating of the material. Or one can have picot edging, rickrack braiding, or a plain pique collar and cuffs without anything.

Five very pretty styles from \$2.25 to \$5.

(Third Floor)

## HAT pins with pendants are one of the charming details of the toilette—and especially liked by the women who like dangling effects, but do not want to get it with earrings. They are of imitation jade, in circles, ovals, crescents, tassels and other designs, and are priced at \$1 to \$2.50.

(Main Floor)

## New and Youthful Collar and Cuff Sets

White pique or natural-color linen, embroidered by hand with white or colored polka-dots. The other is slashed back and front.

Each set \$2 to \$3.

(Main Floor)

## A Dainty One-Strap Black Slipper at \$8

Patent leather or black satin, with low French heel, medium toe and one buttoned strap. The patent leather model is perforated on vamp or strap. Both are uncommonly dainty and well made.

(First Floor)



## French Flowers of Wax and Soft-Colored Fruits Bloom on the New Millinery

The new wax and glistening shell-like flowers that Paris is using on Winter millinery bloom on numbers of the prettiest new hats in the Millinery Salons.

Even lovelier are the soft-colored French fruits and berries that nestle on the brims of other hats.

Velvet, soft felt and duyetyn are at their prettiest with these beautifully colored flowers and fruit garnitures. And especially in the shapes and sizes and colors our milliners have selected.

Prices on these waxen-fruit and berry-wreathed hats start very moderately at \$15.

Smaller and simpler hats and toques of velvet in various colors, especially designed for matrons, are \$10 and less.

(Second Floor)

## Women's Tailored Suits and Three-Piece Costumes Specially Priced at \$35

The 200 and more garments comprised in this dispersal include three of the most desired modes of the moment.

- (1) The smartly cut coat and skirt suit, with or without fur collar.
- (2) The popular one-piece sleeveless dress with well-tailored silk-lined coat to match.
- (3) And a cleverly tailored one-piece dress, with or without sleeves, with a modish unlined cloak to match.

Nearly all these garments were man-tailored in our own workrooms. Tailoring and finish are of the best. All the coats are finely silk lined. Many of the suit coats have collars of Australian opossum.

The materials throughout include imported and domestic tweeds and homespuns, chevots, wool jerseys and worsted suitings.

All the good street colors are embraced, including browns, grays, blues, tans, oxford, raisin, agate and various mixtures.

The sizes go from 34 to 46.

And the price of \$35 is remarkable for any garment in the collection.

It is altogether an uncommon opportunity for 200 women to outfit themselves in a well-tailored street, business or sports costume for a small sum.

(First Floor)

## Women Want the Best When Choosing a Coating

The new fashionable coatings have been designed with this end in view, and they are certainly the loveliest fabrics ever invented for this purpose.

Take, for example, a new "kasha velour." It is a velour raised to the rank of a fine bolivia, and it is most soft and beautiful in texture. The price is \$8 a yard.

Plain velours in all the good colors and black and in various weights, \$2 to \$4 a yard.

Fine all-wool duvetyns are \$8 a yard and silk-and-wool duvetyns \$14 a yard.

Bolivias, which are among the most popular of all, are \$6, \$8, \$10 and \$12 a yard.

A new camel-hair coating in the natural color, but shading to a darker tone, \$7.50 a yard.

(First Floor)

## Fine Gloves for Women at Prices Uncommonly Low

Every glove in this collection is perfect fitting, well made, of good skins, and specially priced for various reasons that have no bearing at all on the quality.

Mocha gloves, one-clasp, gray only, at \$2.

Fine French kid gloves, two clasp, with wide contrasting embroidery and hem; black with white and white with black, \$2.15.

Imported kid gloves, two clasp, in tan, beaver and brown, \$2.15.

Long French lambskin gloves of good quality, white only, in 12-button length at \$3.50 and 16-button length at \$4.

(West Aisle)

## Half the Halloween Fun Is the Candy

There is a fine large Surprise Package that the children (to say nothing of the grown-ups) would just love. It is appropriately tied with a bright orange bow and decorated with a black cat for luck and it contains:

One pound of chocolate-covered nougat;

One pound cream nut;

One pound chocolate-covered marshmallows;

One pound assorted crisp wafers;

Besides snapping bonbons.

Best of all it only costs \$2.

Other appropriate candies for Halloween are fancy clips in delicious fruit flavors and vanilla cream almonds. Both are 70c a pound.

(Down Stairs Store)

## A \$3.75 Manicure Set Has Many Friends

Men as well as women like this particular set on account of its many good qualities and for its moderate price.

It has nine fittings, all of excellent grade, and it rolls up compactly in a leather case to go into a traveling bag or grip.

Other roll up manicure sets, from \$1 to \$13.50.

(Main Floor)

## Paris Has Spoken the Word Regarding Velvets

And, in consequence, it is a season of gorgeously beautiful velvet gowns, mantles, evening wraps, tunic blouses and hats for every hour of the day.

Velvet, however, is a silk that one chooses with the greatest care. The quality means so very much and it always pays in the end.

We are perhaps overly particular about the kind of velvets admitted to our stock. Another thing—women are always sure of a splendid assortment of the most desirable shades to choose from. They are marked at only a fair profit.

Plain and paon velvets for millinery purposes and for trimmings, narrow width, \$2.50 to \$4 a yard.

Plain and paon black velvets, narrow width, \$1.75 to \$4 a yard.

A fine chiffon velours, all colors, also black and white, 41 inches wide, \$8 a yard.

(First Floor)

## PEOPLE going to Florida are taking field glasses or opera glasses with them. The first may be had in the Optical Goods Store for \$10 to \$100; the second for \$6.50 to \$30.

(Main Gallery)



## Men's Clothing Makes Its Own Character—and Gets Its Reputation

There's a difference. Character is what you are, not what people say you are. Reputation is what people say you are.

Naturally it takes some time for your reputation to become the same as your character. It takes some time for people to find you out so that they can appraise you exactly as you are.

People have been 60 years learning the character of Wanamaker clothing. With the result that its reputation is now the highest in the country.

New Fall suits and overcoats start at \$30.

(Third Floor)

## A Running Mate for Jermyn Street

(That fine, soft hat for men)

Jermyn Street was a hit from the first. It seemed to be just the sort of soft hat many men were looking for, and it was moderately priced.

Now we bring forward a mate to it in another fine soft hat of somewhat more generous proportions for men to whom such a shape is now becoming. The price of this new hat is the same as that of Jermyn Street—\$6.

(Main Floor)

## Handkerchiefs—Special at \$3 a Dozen

Only one thing is the matter with them. We can't keep these handkerchiefs any time in stock they are so tremendously popular. Occasionally that means that somebody is disappointed.

They are every thread Irish linen and have a quarter-inch hem. \$3 a dozen.

(West Aisle)

## Men's Half Hose at Special Prices

40c a pair for seamless silk half hose in black, navy, champagne, cordovan, Russian calf, white and gray; "seconds."

30c a pair for shot-mixed silk plaid in black and white, black and green and black and brown.

65c a pair for full-fashioned silk in cordovan, Russian calf and suede; "seconds."

(Main Floor)

## Men's Stiff Cuff Shirts Pleated and Plain—\$2

Here is good news for men who like shirts with starched cuffs and others who like shirts with pleated bosoms.

An excellent grade of fast-color percale is used in these garments, which are as fresh and clean a lot of shirts as you ever saw. The designs and colors are particularly pleasing and \$2 is a small price for them.

(Main Floor)

## Men's 50c Neckties Aplenty

Not only plentiful in numbers, but plentiful in choice. Stripes of many sorts and good figured designs. Good materials in these neckties, too.

(Main Floor)

## One of the Newest and Smartest Shoes for Men

that we have seen in a long time has just marched in.

It is a high brogue of tan Norwegian calf-skin, with soft toe that has a perforated tip, perforated vamp seam, large brass eyelets, rawhide slip between soles and low, flat heels.

Any man that cannot tell by this description what a smart shoe this is should have a look at it.

\$15 the pair. (Main Floor)

## Babies' Bed Quilts and Bathrobes

We have received some of the lightest, warmest little quilts made in Japan, for bassinets and cribs. Those of messaline and Japanese silk are pink and blue, fat and puffy, and sometimes embroidered; their prices are \$3.50 to \$10.

Japanese Baby Bunting are also pink and blue and \$5.50.

Japanese wrappers for babies are of the novel flowered satin as well as the usual plain satin and Japanese silk and are \$5 to \$9.50.

(Third Floor)

## Gold-Encrusted Glassware a Joy to Gift Seekers

Whatever is bright, pretty and ornamental, but not expensive, is bound to be popular as a gift.

No wonder then that gold-encrusted glassware is so popular with buyers of wedding gifts, because it is all of these things.

They are delighted with our assortment, in which there are delicately colored pieces as well as those in uncolored crystal, all being tastefully ornamented with gold.

Cracker and cheese dishes, \$5.50, \$6.50, \$10.75.

Handled sandwich trays, \$5 to \$10 each.

Mayonnaise sets, \$5.50, \$6.50 to \$10 a set.

Bun bun dishes, \$2.50, \$3.50 and \$5.

Flower vases, \$5 to \$9.

Flower vases, \$6.50 to \$10.75.

Water jugs, \$6.

Candy jars, \$4, \$6 and \$6.50.

(Fourth Floor)

## Pogo Games Tomorrow in the Toy Store

All play-loving Europe is Pogo-ing, and America is taking to the new game hilariously.

Tomorrow's program of Pogo Sports in the Toy Store includes a Potato Race, a Relay Race and other amusing competitions, to be followed at 2:30 by a Pogo Soccer Game.

Bring the children along—the games will delight young and old.

(Seventh Floor)

## Are Boys' Suits and Overcoats

They are of the best quality known in the world of ready-to-wear clothing for boys.

They are intended to appeal to people who believe in things of quality and are never quite satisfied till they have found them.

These suits and overcoat are priced as low as the best ready-to-wear suits in America can be.

Norfolk style suits at \$16.50 to \$35, in sizes for boys of 8 to 18 years.

Norfolk style suits with two pair of trousers, in very good selection at \$16.50 to \$38.

Overcoats, a wonderful selection, in every shade, pattern, style and weave, at \$16.50 to \$45.

Fabrics, tailoring, everything about these suits and overcoats better, and prices much lower than in many years.

(Second Floor)

## Since Prices Came Down on Leather Handbags

the demand for these bags has increased. For a while they had lost ground to fabric handbags.

But now a woman can get a good oze cowhide envelope book for \$1.50, or one of glazed pin seal for \$2. And from there she may choose from scores of good styles, in various leathers, at prices ranging moderately to \$5.

Chiefly flat shapes, as fashion favors now, and in Autumn colors as well as black.

(Main Floor)

## Best Gloves to Buy for Children

Capeskin gloves in tan, beaver or brown, \$2.15 to \$2.50.

Mocha gloves in tan or gray, \$1.75 to \$2.

Wool gloves, 70c to \$1.75.

For boys with large hands (or men with small hands) we have a youth's glove in tan or brown capeskin, one-clasp, at \$2.50.

(Main Floor)

## Children's Footwear in Black and Black-and-White

Buttoned shoes with white buckskin tops and black patent leather vamps, sizes 8 1/2 to 2, priced \$7.50 to \$8.50.

Buttoned shoes with patent leather vamps and black cloth tops, sizes 8 1/2 to 11, at \$6. With black kid tops, sizes 1 1/2 to 2, at \$7.50.

Laced shoes of black Russia calfskin, sizes 8 1/2 to 11, priced \$5 to \$8.

Growing girls' buttoned shoes with patent leather vamps and kid tops, sizes 2 1/2 to 7, at \$10.

Laced shoes of black Russia calf in sizes 2 1/2 to 7, at \$7.50.

(First Floor)