

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

Good Business in the Stores Means Good Business in the Factories

Today Begins the Last Week of October

Thanksgiving Day is just around the corner. Then Christmas and New Year's Day swiftly follow, treading on each other's heels. Any one who wants to help to make better times come back sooner may do so by anticipating the three holidays—

1. Thanksgiving
2. Christmas
3. New Year's

and by making early choice of the pretty and useful things for presents ready in all the stores.

To do so will give more employment to worthy people, put money into circulation, cause further business to go on in workshops and mills for renewed orders so desirable for manufacturers scattered over the country, especially in small towns and villages, where people are idle and unable to lose their savings put away for a windy day.

After all, come to think of it, all the world is closely related and its people more or less dependent on each other.

(Signed)

John Wanamaker

October 24, 1921.

Have You Seen the Gay New Peasant Blouse?

Nothing prettier in blousedom has come along for some time than the new "peasant" blouses, with their trimmings of gay chintz or cretonne, their bright hand-embroidery and the big peasant sleeve gathered into a gay little cuff. We have very pretty examples of this new peasant blouse, in Georgette crepe at \$10.85, and in crepe de chine at \$13.50. They are in colors to wear with skirts of blue, brown or where a white blouse could be worn.

(Third Floor)

Tinsel Brocaded Silks Are Much Used in Gifts

Already many women have started making bags, fancy boxes, table scarfs and other delightful articles from these silks. And they are charming for hats and evening slippers and for trimmings.

Certain patterns are \$3 a yard, others in Paisley designs are \$4 a yard.

(First Floor)

Nine Out of Ten Young Women Want a Cloth Street Dress Right Now

And the Wanamaker Young Women's Store is the place a good many of them wisely choose to select it. The pretty fashions in youthful frocks here at a moderate price are justly making this Young Women's Store famous.

Just come in the smartest little coat dress of navy blue Poiret twill, with four inset gorges of narrow shaped flouncing down the skirt, and a double shaped flounce finish to the bell sleeve. The long roll collar continues to the waist, and there is one great button for a fastening. It is very simple, very effective, beautifully made, and very reasonably priced at \$48.

From \$25 up smart street dresses of tricotine, Poiret twill or velveteen may be selected. Around \$25, \$37.50, \$40, \$45 and \$48 the variety, quality and fashion are extraordinarily good.

Young Women's Bolivia Topcoats at \$45

This is a deep thick-piled bolivia of silky quality, and the lining from collar to hem is of good peau de cygne.

From a very shallow, round yoke, the back falls in a broad box-pleat, worn loose or belted as desired. A silk stitching of deep van dyke points below the yoke adds to the good appearance.

A large collar of beaverette fur buttons up under the chin. And there is a good interlining for extra warmth.

In midnight blue, goblin blue or Malay brown, sizes 14 to 20, priced \$45.

Other top coats in the same sizes from \$25 to \$225.

(Second Floor)



The Japanese Quilted Wrappers

are just beginning to come in—pink and blue striped ones at \$20; plain colored ones at \$14.50; others with Tuxedo collars, frogs and satin cord girdles at \$32.50. All in the French Room.

(Third Floor)

The Prettiest Bloomers Yet

Some of white crepe de chine at \$4.75 and others of pink at \$6.75.

Some of flesh radium at \$4.50.

Of radium in pink, black and navy, \$5.50; in pink only, \$8.

Of radium in light blue and pink, step-in style, \$6.

Of radium with lace, French drawers style, \$5.

Of pink satin, lace trimmed, \$5.

(Third Floor)

Babies' Caps and Other Knitted Things

Every conceivable shape for covering a small downy head is here—toboggan caps, tams, regular caps that tie under the chin, toques, caps with ear-laps, helmets, caps that suggest an aviator's, silk caps and wool caps, mostly white, but sometimes white with a little color. Prices are 75c to \$2.50.

Drawer leggings—knitted—from babies' sizes to those for three-year-olds, \$1 to \$4.50.

Mittens with and without thumbs, 65c to \$1.25.

Woven night drawers, 2 to 10 years, \$1.10 to \$1.50.

(Third Floor)

The Fashion for Black Extends to Furs

IT HAS brought black lynx, for example, into greater favor than for years.

No fur looks better with the costumes of this season than these soft black lynx scarfs and stoles. They are priced from \$60 for a very effective single scarf, up to \$210 for a handsome long stole.

(Second Floor)

Black fox shares the prestige of lynx. Scarfs and stoles of this becoming pelt are \$25 to \$115.

Hudson seal (dyed muskrat) is one of the most wearable of all black furs. This year it offers a diversity of original collar and scarf shapes that will endure it to any woman. Priced \$40 to \$150.

(Second Floor)

Fine Silky Bolivia Coats With Wolf Collars at \$100

SO DEEP is the pile and silky the finish that the color seems to shade into various tints. All of them blend in the most delightful way with the soft, dusky gray of the wolf collar.

There are two styles in these coats at \$100. One is a distinctly coat model with a back that nearly every woman

likes. It is belted with a narrow strap belt and comes in tortoise shell, Malay, marabout and black.

The other is a wrap coat with the sleeve in one with the garment, a narrow belt and studded diamonds for trimming. In Malay or volnay red.

(First Floor)

Fine French Kid Gloves

These fine French kidskin gloves are expressly made for us by one of the best glovemakers in France. They are of medium weight, pique sewn, two clasp, and in a good selection of colors, including white, white-with-black, slate, beaver, tan, brown. Priced \$4 a pair.

From the same French glovemakers are beautiful

gloves of suede, in black, tan, slate, beaver and mode. Two-clasp Paris spearpoint embroidery, priced \$4 a pair.

(Main Floor)

Special—Five-button long strap-wrist gloves of South African capeskin, tan, brown or beaver, very low priced at \$2.75.

(West Aisle)

A Pretty Sandal for Afternoon and Evening

There is no hour in the day when a woman's foot does not look its prettiest in this dainty patent leather sandal. It may be worn equally well with cloth street dresses, silk afternoon gowns, or any evening attire

short of that requiring satin slippers.

Of black patent leather, with one buttoned strap, short French vamp and rounded toe and two-inch Louis heel.

Priced \$16 in the Little Boot Shop.

(First Floor)

An Overnight Bag Is a Handy Thing

for the woman who wants a receptacle larger than a handbag yet not so big as a traveling bag.

We have these overnight bags in dull black long-grain cowhide and patent leather. Some have double handles and flap over the top and others have frames and regulation lock and catches.

Prices, \$3 to \$8.50.

(Main Floor)

Quite a Difference in New Plisse Crepes

These are, in fact, the advanced patterns for 1922 and there is more variety than we ever had in these crepes before. Pretty little flowered effects, floral stripes, checks with flowers, tiny bluebirds, plain stripes and many others.

They are all 29 inches wide and 38c a yard, and every woman knows that these washable crepes (which don't need ironing) have many uses for lingerie, negligees and children's clothes.

(First Floor)

Children's Wool Sports Hose for Autumn

English, Canadian and American mills have contributed to this great collection of fancy top woolen hose for children, a style which is fast growing in favor with sturdy outdoor boys and girls.

Fancy top woolen hose in heather mixtures and other colors, \$1.25 to \$5 a pair.

Heavy derby ribbed woolen long stockings in black and brown, \$1.50 a pair.

Wool three-quarter socks with fancy tops, \$1.50 a pair.

Special

720 pair of mercerized cotton ribbed sports stockings with turnover tops and some with clocks, 35c, three pair for \$1. These are second grade goods but are good heavy hose in black, cordovan, Russian calf, white, buttercup and romper blue.

(First Floor)

MORE flannelet nightgowns for women are coming in—white and striped, with V-necks, high collars and no collars at all, and prices from \$1.25 to \$1.85. Extra sizes of the same sort are \$2.25.

(Third Floor)

Sterling Silver Table Ware Takes Another Drop in Price

This time it is a number of individual pieces which we have decided must go out very quickly, and the new low prices should certainly have this effect.

There are quite a number of well-known and well-liked patterns among them. Many would help to complete sets that people already have. And they are such useful articles as are very welcome gifts.

Sandwich plates, \$50 and \$65.

Candlesticks, \$50 to \$120 a pair.

Gravy boats and trays, \$60 to \$100.

Also many other pieces of which there are but one or two alike.

(Main Floor)

Asparagus dishes, \$125 and \$150.

Covered vegetable dishes, \$125 and \$150.

Compotes, \$100.

Real Persian Hamadan Rugs—First New Lot in Years

Hamadans have been among the scarcest of rugs for many a day, and they are in request every day.

These newly opened pieces will sell without need of advertising.

They are in sizes 2.6x4 ft. to 3x4 ft. and priced at \$27, \$30 and \$37 each.

They combine the true Persian quality in weave

(Seventh Floor)

and coloring with moderation of price, and that is what so many people are looking for.

Here also is a heap of small Saruks and Kerman-shahs, all of splendid quality, in rich, captivating colors in size about 2.3x3 ft. at \$27, \$29 and \$35.

Treasurable and unique gifts, every one of them.



Men, They're Here Now—The London Overcoats!

(In the London Shop)

These famous Kenneth Durward coats came late this year and men who will not have any other kind have been waiting for them.

There are light-weight top coats, medium-weight coats and great coats—as the English call their ulsters—among them.

Plenty of the single-breasted Aintree models among the light-weight coats. This straight-shoulder style, with its comfort, its freedom and its smartness is probably best liked of all.

There is also the Conduit, a raglan model, among the topcoats.

The medium and heavy weight overcoats are in both single and double breasted styles.

Materials are Saxony cloths, Shetlands, chevots, West of England coverts and fleeces, in browns, greens, grays, heather mixtures and plain blue.

Beautiful fabrics, and the style of the coats is inimitable.

Prices are \$55 to \$100.

(The Gallery)

Prettily Tinted Glassware Just Come In

This is a ware that is now very much in favor with gift-buyers, and in fact with everybody who has an eye for striking and effective colors in wares of any kind.

The shades it comes in are chiefly celeste blue, amethyst, Flemish blue, "canaria" and amber.

The tints are at once distinctive and subtle, and from the artistic and decorative standpoint very appealing.

In the assortment of pieces you will find flower bowls, flower vases, fruit bowls, covered bonbon boxes, compotes, candlesticks, iced tea sets, candy jars and aquariums, the prices ranging from \$2 for a compote to aquariums at \$20 to \$30.

(Fourth Floor)

Blankets and Blankets and More Blankets

Five more boxes have just been opened up. They brought pretty plaid blankets in block designs, woven from about 60 per cent wool, in either pink or blue, and in size 70x82 inches.

These are especially good at \$8.50 a pair.

The other new arrivals include white blankets, weighing five pounds and woven from about 60 per cent wool, with borders of pink or of blue, size 70x82 inches, and priced at an exceptionally low figure for such goods—\$10 a pair.

We have also received a new lot of the famous "Wanamaker Special" blankets, woven of pure California wool, size 72x84, weighing 5 1/2 pounds, at \$16, and size 80x90, weighing 6 1/2 pounds, at \$20 a pair.

These are cut and bound separately and bordered in pink, blue, rose and yellow.

(Sixth Floor)

New Embroidered Pillow Cases and Prettier Than Ever

Bowknots, butterflies, daisies and birds figure in the designs this year. There is hemstitching and often scalloped edges in addition.

They come in the standard size, 45x36 inches, and they are certainly gifts to delight a good housewife's heart.

Embroidered and hemstitched, \$1.85 and \$2.25 for a box of two pillow cases.

Embroidered and scalloped, \$3 and \$3.35 for a box of two pillow cases.

(First Floor)

Men's 50c Handkerchiefs With Block Initial

They are a favorite with men who want a good everyday sort of handkerchief and who don't want to wait for it to be marked or embroidered with their initial.

The Irish linen is of a nice soft quality with narrow hem and it is a good size.

(Main Floor)

Uniforms Made to Measure

The Custom Tailoring Bureau makes to measure linen uniforms for nurses at the very reasonable price of \$9.50. In muslin and poplin at even lower prices.

Uniforms for doctors, for institutions, hotels and industrial plants are made to measure at reasonable rates, either on individual or contract order.

(Second Floor)

CORDELIERS with imitation jade pendants and jeweled and jade slides give a delightful accent to a severe gown and are priced at \$4.50 to \$10. The pendants are uncommonly well carved.

(Main Floor)

DON'T forget that if you want hand-embroidered initials done on handkerchiefs in time for Christmas gifts, now is a good time to buy the handkerchiefs.

(Main Floor)

WARM woven nightgowns for children of two to ten years have arrived and may be had for \$1 to \$1.50. Incidentally, they have feet.

(Third Floor)

NEWLY arrived from England and now in our Art Needlework Store are some of those lovely airy Orenburg scarfs and shawls. Some are all-white, some white with pink, blue, gray or lavender borders, some with tartan colors. Prices are \$2.25 to \$8.

(Second Floor)

A SANITARY wall finish in powder form is known as deocint. It may be had in white, delicate tints and rich colors, and is put up in five-pound packages. 75c for white, 80c for colors.

(Fourth Floor)

PLEASE Note that lamps and candles of every sort will now be found in the Chestnut Street Section of the Fourth Floor.

Why Not Buy a Good Used Piano?

We are selling a little lot of used upright pianos and player-pianos at price savings of anywhere from \$100 to \$800.

They are instruments which we have taken in exchange and which have been put in first-class condition at the Schomack factory.

Some of them are our own celebrated makes and there are some really wonderful values in the lot.

Families with children learning to play can save money by getting used pianos.

(Second Floor)