

Organ Plays at 9, 11 and 5:15
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Unsettled

The People Buy Willingly Where They Know They May Buy Safely

Two Little White and Gray Pigeons Now on the Window Sill

seem to be bringing us a message of thanks for timely words in yesterday's first advertisement for November.

We like to speak freely and without presumption to the thousands who believe in and like the simpler life of storekeeping without flourish of trumpets, not puffing ourselves nor making comparisons of prices with war figures three years back, often far beyond actual values.

Do you remember David Harum's horse, that he intended to auction off that day? He had his hostler at the water trough put a high price on the horse that he might say that he had a bigger price "offered him before he left home that morning."

This IS Indeed a Different Kind of Store, as you know, and it always shall be

Every day is equally good to come to us. We can and will make good for sure (barring a few sometimes sleepy people here and there).

We are pleased with the slogan our customers have made for us:—

"We come to you and feel sure of getting goods of true quality at the proper price."

[Signed]

John Wanamaker

November 2, 1921.

Now the Fashionable Brown Frocks for Women Priced From \$50 to \$150

Tricotines, Poirer twills and duvetyns chiefly, in the finest shades of brown we could find, and made up in the loveliest novelty styles—no two dresses alike. Here is a cloth frock with vertical lines of fine handwork, there a princess or polonaise affair, or again the long waistline appears with the bodice slightly bloused above its waist. Occasionally a dress is embroidered almost all over with gold thread. Broad decoration in vertical lines appears on other dresses; one very old one has bands composed of tiny circles of cloth stitched around their edges with gold thread. The sleeves—it's hardly necessary to say—are fascinating things, often of the new bell shape.

Pieces of these fine dresses are very moderate compared with what they would have been a year ago—\$50 to \$150.

(First Floor)

A Cape Costume Made to Measure for \$65

A smartly tailored one-piece dress with a long cloak to match will be made to measure by the Custom Tailoring Bureau for \$65. The material is an all-wool heather mixture in light or dark colorings.

Tailored suits in correct coat and skirt models are made to measure of imported or domestic tweeds and homespun for \$65; and of tricotines and Poirer twills for \$85.

Nurses' uniforms, capes and graduation dresses made to measure at very reasonable prices.

(Second Floor)

Women's and Children's Good Gloves at Very Low Prices

Good gloves, every one of them, priced so low only because of specially advantageous purchases.

For Women

Fine French kid gloves at \$2.25. Two clasp, overseam sewn, in black, white, heaver and brown.

Heavier French kid gloves at \$2.50. Two clasp, pique sewn, in the same colors as above.

Fine French suede gloves at \$2.75—an exceptionally low price. Two clasp, pique sewn, in black, heaver, taupe, light gray and brown.

Fine white lambskin slip-on gloves in five-button length at \$2.65. Pique sewn.

For Children

One-clasp capekin gloves, in colors, at the very special price of \$1 a pair. 1 year to 14 year sizes.

Boys' fleece-lined capekin gauntlets, black, brown or tan, at \$1.25 a pair.

(Main Floor)

French Beaded Overblouses Special at \$15

Just such blouses as women expect to pay about double this price for.

They are in crepe de chine or Georgette crepe, embroidered front and back with gold or silver beads, and they are in the favorite suit colors—navy, brown, mohawk or black. Some have round, others V necks.

(Third Floor)

Letitia Corsets

Comfortable riding corsets in a pretty pink-dotted material have skirts short in front, longer in back and wide elastic gores over the hips, \$8.50.

Topless corsets of pink figured batiste are suitable for average figures, \$8.50.

A model for tall women has a low full bust and long skirt heavily boned, double hose supporters in front, \$12.50.

A fourth style has girder top and elastic inserts in its long and well-boned skirt, \$12.

(Third Floor)



Some Beautiful New Coats for Young Women Have Just Come In—\$135 to \$235

They are bolivias and duvetyns of finest quality, in black and street colors, with rich dark browns predominating.

Beaver, squirrel and wolf are the furs most used for their trimming. The greatest number have beautiful beaver collars. Linings and every other detail are luxurious.

The styles are strikingly different. Some are bloused, some straight, some long waisted, some short waisted, some with the quite new and much smaller fur collars, some with overcapes, some with wide deep-falling sleeves that are the most conspicuous detail of the entire garment.

The whole group is delightful, and very reasonably priced for their quality at \$135 to \$235. Sizes 14 to 20.

(Second Floor)

Women's First Leather Coats of the Season

They come from the best maker of these coats in this country and, a wonderfully good piece of news, the prices are far less than they have been for years past.

For example—plain leather coats are \$35 for short length and \$50 for the long.

Suede leather coats,

long lengths, \$75.

Shiny leather coats, \$35, short lengths.

All come in the three colors of natural leather, Cordovan and black and all are lined throughout. They are about the best kind of coats for motoring, sports wear and bad weather.

(First Floor)

This Dainty Colonial Slipper Is English

And as pretty a piece of fine shoemaking as one would wish to see.

The broad tongue and wide buckle make even a small foot look smaller; and the medium vamp and toe and low French heel contribute to the dainty effect.

In black patent leather, dull black calfskin or tan calfskin. Priced \$16.

(First Floor)

Odd Lengths of Laces

Lengths measuring from two or three yards to enough for a whole dress. There are satin-finished radium flouneings in Spanish effects, 18 to 36 inches wide and priced at \$1.50 to \$2.75 a yard; all-overs of the same lace at \$1 to \$2 a yard; and odd lengths of novelty edgings and bands at 40c to \$6.75 a yard.

Colors in the lot are brown, navy, taupe, ecru, henna, white and black.

(West Aisle)

Women's Silk Stockings "Seconds" for \$1

They are the kind that have a wide selvage seam in the leg and if first grade they would be double this price. In a good, heavy-weight silk, with cotton tops and soles, and in black, white and colors.

We sold about 12,000 pair of these stockings last month and this lot of 5680 pair will go quickly.

(West Aisle)

Elgin Wrist Watches for Women

If there is one thing a watch does dislike more than anything else it is to be constantly moved about, to be carried first in one position, then in another and to be subject to jars.

All this a woman's wrist watch is called upon to stand and it takes the best kind of a watch to do it successfully. The Elgin is such a watch. It is one of the finest American watches made, every tiny part being perfected with the greatest care.

Having had long experience with these watches we know just how good they are and, in consequence, there is this large assortment to choose from. All have ribbon bracelets.

14 kt. green gold cases, made to our own order in octagon, cushion, tonneau, long octagon, long hexagon and long tonneau shapes. They are hand engraved with sterling silver dials and enameled numerals, \$110 to \$115.

Plain gold cases, \$32 to \$55. Fancy gold cases, \$56 to \$86. Plain gold-filled cases, \$18 to \$41.

Sterling silver cases, \$23 to \$41.

(Main Floor)

Children's Undermuslins for Less

We have reduced some hundreds of little Philippine undermuslins straight out of stock, including—

Hand-embroidered shirtwaists in three styles, some closing in front, some in back, sizes 14, 16 and 18, \$2.75.

Pink and blue batiste dresses in sizes two to six years, price \$3.

Combination drawers and waists, one to four years, price \$2.

Princess petticoats, hand scalloped, two to six years, \$1.50.

(Third Floor)

New Fiction

"The Career of David Noble," by Frances Parkinson Keyes, \$1.75.

"The Wolves of God and Other Fey Stories," by Algernon Blackwood, \$2. By an acknowledged master of the realm of the weird and awesome.

"The Herapath Property," by J. S. Fletcher, \$2. A mystery story.

"The Black Diamond," by Francis Brett Young, \$2.

"Partners of Chance," by Henry Herbert Knibbs, \$1.75. An Arizona tale.

"Romance to the Rescue," by Denis Mackail, \$1.90. The scene is laid in theatrical London.

(Main Floor)

Several Fine Lots of Oriental Rugs Newly Unbaled

New Persian Saruks of fine, heavy texture, in rich, beautiful shades. New Persian Araks, new Persian Dozarts, new Chinese rugs in carpet sizes.

Beautiful pieces, all of them, and priced on a very moderate scale considering their unquestionably excellent quality.

Many people are on the look-out for just such attractive and reliable rugs as these new shipments have brought.

The new Chinese carpet-size pieces are priced at \$295 for size 10x8 to \$389 for size 13.7x10.7 ft.

Arak Rugs		Saruk Rugs		Dozart Rugs	
12.3 x 9.4 ft.	\$525	12.6 x 8.10 ft.	\$275	3 x 5 ft. to 4 x 7 ft.	\$125 to \$225
10.6 x 7.10 ft.	\$255	12.4 x 8.7 ft.	\$397	4 x 7 ft. to 5 x 8 ft.	\$.85 to \$115
12.7 x 8.7 ft.	\$275	9.10 x 8.2 ft.	\$365		
13.6 x 9.8 ft.	\$465	14.4 x 10.10 ft.	\$750		
11.7 x 8.1 ft.	\$395	11.5 x 10.5 ft.	\$525		
10.9 x 7.10 ft.	\$293				
12.4 x 9 ft.	\$460				
11.11 x 8.5 ft.	\$435				
12.5 x 9.5 ft.	\$357				

(Seventh Floor)

A New Set-Out of Encrusted Gold Glassware

Rich, brilliant and ornamental—any ware that is all these things must be interesting.

Here is a ware that has the richness of gold, the brilliance of crystal and the ornamental quality inseparable from such a combination.

No wonder it is popular, especially with gift-buyers.

(Fourth Floor)

Madeira Embroidered Linens So Good and Gift-Like

Every woman who loves dainty things knows how to appreciate Madeira hand-embroidered linens.

These new arrivals are very good examples of Madeira hand-embroidery and hand-scalloping.

They come in several appealing designs and are priced as low as such

good quality pieces can be.

Tea napkins, \$9.75 a dozen.

13-piece lunch sets, \$6.75 a set.

Pillow cases, \$12.75 a pair.

Bread tray doilies, 50c each.

We will box them very neatly for gift-givers.

(First Floor)

Gold Mounted Handbags of Fine Leather

Dull and bright pin seals are the leathers used in these new bags, which have flexible mountings of 14 kt. gold.

There are shopping, dress and other shapes

and many sizes. All flat bags, but with plenty of pockets and roomy enough for all ordinary purposes.

Prices, \$8 to \$18.

(Main Floor)

Some Worth-While News of Domestic Rugs

Think of a seamless velvet rug in Oriental designs and colors at \$52.50 for 9x12 ft. size!

Good low-priced rugs for bedrooms are these of woolen fiber, in plain and figured effects.

9x12 ft. \$20

(Seventh Floor)

If You Are Looking for a Better Golf Ball

You may easily find it among these famous standard balls at Wanamaker's:

Radio, \$12.60 a dozen; Mystery, \$12; Red Flash, \$10.80; Blue Flash, \$9; Taplow float-

er, \$7.80. All but the Taplow are standard weight.

Diana, a new golf ball made especially for women, \$10.80 a dozen.

A great collection of clubs and bags here, too.

(The Gallery)

Philippine Undermuslins

for large women have just been unpacked. Needless to say they are richly embroidered.

Nightgowns with kimono sleeves, \$3.85 and \$4.50. With set-in sleeves, \$5.

Envelope chemises, \$3.50 to \$6.50.

(Third Floor)



These Latest Overcoats Are the Finest We Have Ever Seen

Splendid great coats that in some cases run up to \$100 because of the richness of their materials and the superiority of their tailoring.

Every man who takes pleasure in clothing excellence should see our collection now.

It is the best in all our sixty years.

Fall overcoats, \$30 to \$50.

Winter overcoats, \$35 to \$100.

(Third Floor)

Men's Redleaf Collars for Winter Are Here

This will be good news to the men who, having worn these fine London collars for years, will have no other kind.

Made of uncommonly fine linen and in correct styles. 50c each.

(Main Floor)

Extra-Size Handkerchiefs for Men, \$9 a Dozen

We have just opened a new case of these fine Irish linen handkerchiefs and they are marked at a new and much lower price.

They are a beautiful quality and are in the larger size which so many men like. With one-quarter, one-half or one-inch hems.

(Main Floor)

Men Who Like Fancy Shoes

will be interested in a new high shoe of dark mahogany calfskin.

It is of the brogue persuasion, with a tapering toe. Perforated tip, perforated saddle strap, perforated circular vamp seam and perforated lace stay. Brass eyelets, stitched heel seat and a wide slip in sole to keep out dampness.

Price \$10 a pair.

(Main Floor)

54-Inch Wool Serge Special, \$1.50 a Yard

A really beautiful serge for \$1.50 a yard. In the fine "French" weave for dresses or pleated skirts, and it is all-wool.

There are just the two shades—navy and midnight blue.

(First Floor)

Only the Best Boys' Suits and Overcoats Are Good Enough

Only the best are good enough for the Wanamaker Boys' Clothing Store, and we have plenty of them here to sell for as little as the best can be sold for.

Norfolk suits in a full selection of good woolsens, including the finest fabrics used in boys' clothing, are here at \$16.50 to \$38, for boys of 8 to 18 years.

At \$16.50 to \$28 we have a very good collection of Norfolk suits in 8 to 18 year sizes, each with two pair of trousers.

Boys' overcoats of wonderful warmth, style and service qualities, in a fine choice of woolen materials in sizes for little fellows of three to ten years at \$15 to \$38, and in 10 to 18 year sizes at \$25 to \$45.

(Second Floor)