

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

A New Month, New Things, New Interests at Wanamaker's on Monday

Very Few Persons Probably Have Kept in Mind What Josh Billings said to his son—this little squib:

"My son, consider the postage stamp. It secures success through its ability to stick to one thing till it gets there."

This is evidently for special delivery.

[Signed]

September 30, 1922.

Women Are Especially Partial to Beaver-Trimmed Coats

There are certain new bolivia coats with this fur that sell almost as quickly as they are brought down and hung in the cases. You will realize the reason as soon as you see them, for they are wonderfully good coats and the beaver is the thick, deep fur of the finest quality to be had. Two lovely styles with large beaver collar are \$100 each. There are three beautiful styles, all with collar and cuffs of beaver, at \$150 each. And the colors include Hawaiian blue, Malay brown, kit fox gray, navy and black. (First Floor)

The New Pearl Trimmings Take Many Lovely Forms

Few are of pearls alone, crystal beads and brilliant rhinestones are nearly always used or iridescent spangles, and the effect is more beautiful than ever. There are wide bands of net embroidered in spangles, crystal beads and pearls, the most wonderful girdles of strings of pearls and crystal beads, girdles of rhinestones and glass beads, exquisite ornaments for draperies, some with long fringe. And the most charming hair ornaments in the form of coronets of pearls.

It is not only debutantes and brides who are buying these pearl trimmings, many, many other women are going to wear them. (Main Floor)

200 Silk Umbrellas Special, \$4.65

Best value we've had in silk umbrellas, both as to the heavy quality of the silk and the interesting handles. Lowest price, yet, on first-quality umbrellas! The tafeta silk has tape or gros-grain borders and the umbrellas have eight-ribbed frames. Most of them have bakelite tips and ferrules. Handles are of hard woods or bakelite, finished attractively with leather cords or straps or with bakelite rings. (Main Floor)

Ruffings for Bertha Collars

Pleatings of net, lace, Georgette or point d'esprit are hemstitched, edged with lace or tucked. They vary in depth and can be in any length to fit the neckline of your frock. \$1 to \$3 a yard. (Main Floor)

Reboux and Lanvin Launched the Felt Hat

In many a charming shape and color it has sailed across the sea to us. On this side, it has inspired a multitude of other felt hats, almost equally lovely. It is wonderfully soft and becoming, this new felt hat. Now it takes the wide, drooping-brimmed shape suited to a tall, graceful woman in a long draped gown. As in a great cinnamon brown felt capeline, touched with silver—a Lanvin copy.

Again it is small and up-turned, giving the lines a short woman needs to heighten her. As in a black felt tricorne with bright Roumanian embroidery, from Hermance. Yet again, it curves soft and close around the hair, in a style every woman finds delightful. (Second Floor)



As in a tiny close-fitting hat in brown and castor felt, from Lewis. In a hundred adorable shapes, colors and fashions this new and altogether different kind of felt hat will appear in the Wanamaker Millinery Salons Monday. (Second Floor)



Paris Sends Her Loveliest Things for His American Highness The Baby

One king, at least, is secure upon his throne, the allegiance of his subjects certain, and his position undisputed and sure: Baby! It is only fitting that all the world should send its loveliest and best for his health, comfort and adornment.

Beautiful French Hand-Made Things

have come in greater assortment than ever before—everything from exquisite hand-embroidered bibs at \$1.25; hand-made long dresses, beginning at \$3.85, to unusual carriage quilts with elaborately embroidered silk covers at \$30.

Baby's Bonnet From Paris
Original and excellent copies of Paris caps, bonnets and hats for babies and older girls are assembled in such a variety as we have never seen before. There are beautiful little caps of shirred silk and hand-made lace, elaborate bonnets, cunning hats, etc. (Third Floor)

Much Fine Lace

—all hand made—is used on dresses for children of six months to two years; also tiny sprays of perfect ribbon roses.

A charming hand-made dress of heavy turquoise blue crepe de chine, for a girl of six years, is in knife pleats, trimmed with hand hemstitching. One would immediately know this for an original Paris model. \$28.50. Handsome coat-and-hat sets from Paris are mostly of chamois cloth, as one in leather brown, with unusual pockets and a lemon satin lining. \$85. Everything that is best for Baby and all that is needed to equip the boy and girl of two to six years for the Winter are ready in the Babies' and Children's Store. (Third Floor)

"I Love Everything That's Old"

—From "She Stoops to Conquer."

People who do, will surely enjoy "Antiques" just now, with its added treasures of old chairs, chests, desks, clocks and like pieces. A fine old grandfather's clock is among the newcomers, \$200.

A tall secretary desk in cherry, with bookshelves above, and four long drawers below, has 17 small inner drawers in the commodious desk portion, \$200. An old English walnut low-boy in the Willer and Mary design is a particularly fine piece, \$265.

A walnut drop-leaf breakfast table with cabriole legs and web feet, is admirable for \$150.

A large old Dutch kitchen cabinet in cherry with three glass doors above, \$125. A beautiful piece is an old chest-on-chest of inlaid cherry with the original handles. Price, \$280.

A number of old chests of drawers and bureaus have recently arrived, in various woods, priced from \$65 upward.

Also a number of old cottage post beds, priced \$25 upward; some interesting old ladder-back rush-seat chairs; old hickory chairs, and a quantity of attractive old painted wooden settees. (Fifth Floor)

Blue Jewelry

Charming bracelets, earrings and necklaces are imitation lapis. The blue varies somewhat as in the case of the real stone, and the beads are both cut and smoothly finished. Prices from \$1.25 for a pair of earrings to \$15 for a necklace. (Main Floor)



Out of China Has Come This Fascinating Game of "A Hundred Intelligences"

PUNG-CHOW

The Oldest-Newest Pastime

New to America and rife with the allurements of all things strange—old to China, played there for fully 2000 years, and rich with the pride and fame of those who have become masters.

The lure of Oriental mysticism pervades the game of Pung Chow—it presents possibilities for study that challenge the keenest intelligences. Yet the fundamentals of the game—the mere "how to play it"—are simple enough for even a youth to grasp and may be learned in a single evening. Then the rest of one's life may be spent in obtaining a part-mastery of the thousand-fold intricacies.

The set of Pung Chow includes 144 tiles of black and white ivory pyralin, deeply stamped in rich Oriental colors, four sets of counters of the same material with markings in the same colors, a pair of dice, a book of instructions and scorecards all contained in a case of black fabricoid.

The technique, the strategy, the craft of warfare enter into the playing of Pung Chow, for after all in principle, it is but a military attack upon a Chinese wall, with hopes and fears flowing and ebbing with the tide of battle.

The real origin of Pung Chow is lost in the midst of centuries

past; but it is known that even the Imperial frown—carrying with it the loss of one's head—failed to suppress it in ancient China. Its fascination, its endless exercise of the mind's resources, its near wizardly have kept it alive through the years.

Pung Chow is merely the Americanized name for the game. In the native land it is known as "Mah-Jongg" or "Mah Dao." Travelers returning from the Orient have brought stories of the wonders of this new amusement until it has become the most captivating of all games in the leading clubs.

A complete set is priced \$35.

A Little Bit of China Is Fitted Up Here and a Native Player Instructs in the Intricacies of Pung Chow
(Seventh Floor)

More Than Anything Else, a Man Wants Room in His Oxfords

Room for his feet to rest, room to walk and to stand in comfort.

Yet with the freedom there must be trimness, and brogues seem to be the answer.

Especially the new brogues of black waxed calf with the full winged tip, scores of perforations and all the other fixings and touches that set smart shoes off nowadays. Solidly serviceable shoes, too. Priced \$12.50. (Main Floor)

About 40 Dining-Room Suits Are One-Third Lower

Suits of the most desirable and dependable kind, but in patterns that are being changed. In some instances there is only one suit of a pattern, but of others there are four or five. All are from regular stock and, in fact, are typical of the best suits here. Ten-piece suits, in a choice of fine mahogany and walnut veneers, and in a number of favorite period styles, including Louis XVI, Heppelwhite and Chippendale. Prices, \$390, \$450, \$490, \$550, \$635, \$885 and up to \$1260. (Sixth Floor)

Damask Table Sets, \$13.50

One rich, heavy pattern, brocade damask tablecloth, six feet square, and one dozen of matching napkins, 18x18 inches, all hemstitched and in a fine satin finish—\$13.50. (First Floor)

Candles

Hand dipped or in Renaissance, Mission, Byzantine, Chippendale and Venetian designs, for use in the home. Thirty shades. (Fourth Floor)

A Sale of Waists Which Is Just in Time

Not only many of the newest and most delightful fashions in waists, but all the colors to go with suits or separate skirts, and there are a number of lingerie blouses, trimmed with real lace, for sports suits. Prices are less by a third to a half than what the same waists usually sell for.

200 crepe de chine overblouses, all beaded, at \$6.85. 150 sample silk overblouses at \$5. They are beaded, embroidered or have Persian trimmings. 100 long silk tricolette tunics at \$5. Very heavy silk, navy and black only.

350 waists and overblouses at \$3.85. Mostly crepe de chine. 200 voile waists at \$2. Peter Pan and tuxedo styles, trimmed with real laces and hand drawn work. (East and West Aisles)

David Belasco Said of The AMPICO

"When I first read the newspaper accounts of pictures sent and reproduced a thousand miles away by telegraph, I was more than skeptical. Confronted with the evidence, I could only bow in speechless admiration before this marvelous achievement of science. But still another thrill awaited me—the wonderful interpretation of the world's great pianists reproduced on the Ampico. 'Music,' says Shakespeare, 'is the soul of love.' I can well believe it after listening to the Ampico's superhuman perfection."

OTHERS beside this great artist-producer and connoisseur have been astounded at the "superhuman perfection of the Ampico."

Its superiority to the ordinary reproducing piano lies in the fact that it reproduces the great pianist's most delicate and meaningful expression in playing—not merely his manual execution.

This is due to a technical invention which can best be explained by showing the actual roll.

Most of the greatest pianists in the world have played for the Ampico, so that in its purchase you procure not only the most wonderful musical instrument, but the finest piano music played as beautifully as it can be played.

There is nothing in the musical world to equal the Ampico.

Sold in this city at Wanamaker's only, priced \$1050 to \$4000, on terms agreeable to purchasers. (Egyptian Hall, Second Floor)

To Make Favors and Costumes for Hallowe'en

Wonderfully effective and original costumes can be contrived from crepe paper. A corn-husk costume is in lovely greens and browns, jack o'lantern and pumpkin costumes have some new touches. (Fourth Floor)

We will also show you how to make favors, Jack Horner pies and all sorts of delightful decorations. Instruction is without charge. (Fourth Floor)

Luxurious Fur Capes Smiled Upon by Fashion

Here is one of Summer ermine with a kolinsky collar and fringed cabochon fastening, which is a good example of the present fashion. It is exquisite in texture and color; its lining is lovely and the price \$900.

A mole cape with cord and tassel fastening the gathers under its straight muffer collar has a delightful lining with a border of rust color and gold. Price, \$450.

A simple black caracul coat flares from waist to feet. \$345.

A Hudson seal (sheared muskrat) cape has a huge self collar reaching below the shoulders, \$450.

A black caracul has a black lynx collar and panel borders, and is altogether an extremely rich and dignified garment. Price, \$650.

A "petal cape" is of mole, covered with mole petals. Priced \$650.

A simple black caracul coat. (Second Floor)

A Dainty New Street Slipper Walks In—and Out

Women like it immensely. It has the rather short, rounded vamp of the "Mary Jane" slipper, but a higher arch and a practical military heel. The welted sole is substantial enough for the street, yet light enough to be dainty. One strap buttons across the instep. Altogether, it is one of the prettiest.

and most practical street and afternoon slippers of the season. In black patent leather, \$13 a pair. Patent leather vamp with fawn suede quarter and strap, \$14 a pair.

Brown kid vamp with brown suede quarter and strap, \$15 a pair. (First Floor)

Finer French kid gloves there are—we have them here. But nothing else at \$2 that matches the beauty and fitness and perfect fit of the "Royale," made in France exclusively for Wanamaker customers.

They are in the overseas or pique finish in black, white and various shades of brown, tan, beaver, mode, gray. With embroidered and Paris point backs, and two clasps at wrist. Each \$2 a pair.

Other fine French kid gloves in two-clasp length, at \$2.75, \$3 and \$3.50, including Reyniers, the best French kid glove made.

French suede gloves at the same price—\$2 to \$3.50 a pair. (Main Floor)

Paris Sends Silk Lingerie

Delicate and luxurious crepe de chine garments with real Valenciennes or hemstitching for the only ornamentation. Nightgowns are \$32.50 and \$35. Chemises, \$18.50. Step-ins, \$16 and \$18.50. (Third Floor)

New Persian Mahal Rugs

In a new shipment there is a good range of selection in sizes going all the way from 10.8x7.2 ft. to 17x11.3 ft., the prices being particularly moderate for rugs of such quality, \$172 to \$595.

Dark, warm reds and the deeper shades of blue are set off by touches of ceru and creamy tones, the patterns generally running to all-over effects with floral devices in evidence.

The rugs are of good, sound quality and will furnish to pleasing advantage. New also are a lot of much-asked-for Anatolian mats, averaging about 2x3 ft., and moderately marked, \$9.75 each. (Seventh Floor)

October Lights the Fire Upon the Hearth

Chilly nights are upon us, Jack Frost is on the way and a glowing fire on the hearth is a fine and comforting thing.

Families that have been scattered at seashore and mountain are home again, and when the first fire is lighted and everybody gathers round, each will be thinking in his own way "East, West, home's best."

Everything for the fireplace, except fuel, will be found in the "Chimney Corner" on the Fourth Floor.

Andirons of bright brass, Flemish brass or iron with fire sets to match.

Boxes or baskets for firewood.

Coal or wood grates and gas logs.

Cape Cod fire-lighters and jolly toasting forks.

Hearth brushes of all kinds, from shining brass affairs to the twig brushes that witches ride upon.

Fenders and screens of all shapes and sizes—some especially designed to keep creeping youngsters from venturing too close.

Tongs for logs and bellows for starting fires. All are of the best grades and most moderately priced. (Fourth Floor)

Undermuslins and Other Garments—Special

1000 Philippine Nightgowns at \$1.85 to \$2.35. The simpler scalloped sort and others with a good deal of embroidery. (Third Floor)

150 Sample Bathrobes at \$3.85. All of ripple eiderdown, in blues, grays and pinks. Some of the robes are seconds. (East Aisle)

150 Silk Jersey Petticoats at \$3.85. All in one style, with plented flounce. Black and colors. 200 House Dresses at \$1. Cretonnes and ginghams—mostly the latter. 200 Bungalow Aprons at \$1 and \$1.50. Percales and ginghams. Several styles, a few in extra sizes. (Third Floor)