Debutante Gowns

For the More Formal Occasions

of Afternoon or Evening

EXQUISITELY lovely afternoon gowns for

which will make evenings gay.

duction.

debutante teas, gowns for dinner wear and

charming dresses for the coming-out parties

have lost none of the French chic in repro-

an evening dress of black chiffon velvet, made with

a rather closely fitting basque bodice and a full scal-

loped skirt. On the left hip is a huge rosette of

velvet with a rhinestone buckle in the center. \$78.

used in delightful evening gowns. Jade, amethyst,

satin-striped duvetyne in Hindu brown with a

creamy Bertha collar of Georgette and lace. \$75.

broche chiffon with a skirt of black satin. \$75.

Uncut Velvet in Women's

Dinner Gowns

Uncut velvet, either alone or combined with

crepe de chine, is one of the season's most charming

fabrics. It drapes as beautifully as the chiffon vel-

vet and the velvet brocaded chiffon, and all three materials are used in the gowns in a particularly

others there are the most charming flying sleeves.

or draperies of chiffon or crepe de chine are used in

combination. The velvet brocaded chiffons are often

in several tones of color. But in every instance the

blues, browns and black are the chief colors.

Fresh Sweet Flowers,

for Schoolgirls

greater measure than any frocks of recent seasons. It

so much as a healthy, well-liked garden flower, freshly

One, of pale pink Georgette, | folds | unpressed tucks, over-

They have youthful, refreshingly simple charm in

Each one is perfect in itself and resembles nothing

Dark blues, lighter silvery or gentian-toned

In some styles only the self-material appears; in

Prices range from \$48 to \$115.

Sizes 14 to 20.

charming group.

effect is one of great richness.

Prices \$70 to \$160.

dawn pink and turquoise tint the colored gowns.

Most all are copies of French dresses and

One of the lovellest frocks in the collection is

White mirror velvet, plain or broche, is also

A wonderfully lovely afternoon dress is of

Another has a Balkan bodice of royal blue

What a Time It Is, With Sport Outdoors and Dances and So Many Things to Make Folks Merry

An Exquisite New

Velvet of Marvelous

Suppleness

A velvet that has been made for draped gowns and that is so

fine and closely woven that there

ever for anything approaching the price, being entirely silk faced and silk backed. It is 41

The shades are as new a

they are lovely to look upon

Canna, amaranth, fuchsia, cer-

amic, gris, scarlet, dandelion, scarab, phlox, lilac, redwood,

(First Floor)

Lace-Trimmed Scarfs

for almost every one, all snowy and

Prices begin at \$1.35, for a scart

36 inches long, of jewel cloth in

drawnwork design, with edging in

\$3,50 for one entirely in a filet de-

Flain scalloped scarfs are in-

(First Floor)

Toilet Supplies

are quickly purchased at the

counter facing the Chestnut Street

elevators, by the West Aisle. Nail

files that are really good, sharp

manicuring scissors, tooth paste,

Note: A dozen flexible emery

Venetian Red

is the newest color note in jewelry.

much prominence is forecast for

Necklaces, \$12, \$13 and \$15.

Combs, a wonderful sparkling array of all shapes and sizes. 85

(Main Floor)

Challis for Light,

Warm School Dresses

of light weight and soft warmth.

Patterns and colorings are al-

ways so pretty in challis, too, and

now there are some new darker

tones, particularly lovely blues,

(First Ploor)

Seven Cakes in a Bar of

Floating Bath Soap,

25c

Good soap, too, pure and white and floating. Pleasant to use be-

cause of its "clean" smell and the

way it lathers. Each of the seven

(Main Floor)

cakes is a convenient size.

27 inches wide, \$1 a yard,

taleum powder, soap-all right

there, for quick service!

boards are 15c a package.

this soft, rich red.

mauve and green

long, \$7.50.

sign, 54 inches long.

American Beauty and white.

is nothing to compare it to. It is the most beautiful velvet

inches wide and \$10 a yard.

John B. Gough, the Orator, Was a Devoted Friend of the writer and often came to the Store to sit for half an hour to talk.

His face talked as well as his tongue, and when he was in the always-crowded Academy of Music it was often said of him his coat-tails talked.

These were his own good words that he once said:

"If you want to succeed in the world you must make your own opportunities as you go on. The man who waits for some seventh wave to toss him on dry land will find that the seventh wave is a long time coming. You can commit no greater folly than to sit by the roadside until some one comes along and invites you to ride with him to wealth or influence."



Practical and Dainty Is

a New Street Slipper

rather short vanip which many

women found so comfortable in a

Summer street slipper. The arch

is higher, however, and the convenient military heel is both femi-

nine and practical. The light welted

sole is equally right for street or

afternoon wear. A single strap buttons across the instep.

811 a pair in patent leather com-bined with fawn suede. 815 e pair in dark brown kid with

\$13 n pair in all patent leather

brown suede quarter and strap.

It has the rounded toe and

Cobwebby Searfs and Shawls From England

What can ever take the place of well as the searfs with brilliant nburg scaris and showls, so horders, are among them. They make delightful gifts to cate, soft and warm, yet so exinvalids and older women-and ite in texture! the new ones have but arrived many young girls realize their peculiarly feminine charm. 83 to 86.50.

om England. White ones and me with delicate paste! tints, as

All Mothers Should See the Presentation

of Children's Clothes From Paris

Expaisite hand-made dresses with beautiful laces or simple tacks with tiny stitches, babies' doth of all descriptions-bonnets, coats, enringe covers, etc. will delight the eye of any beauty-loving mother.

A Saving of \$50 Each on Women's Handsome Wraps

bolivia and silk-and-wool duvetyn coats and weaps that are of Winter weight materials but which have not the interlining that many women require for severe weather. They are in charming new fashions, cape wraps and others with sleeves to the waist but there

embroidered or tucked in some cases or in scarf form in others, permit the use of one's own fors, no furs as one wishes. There are all the most desirable

Fine Wool Sweaters

Reduced to \$5 Each

owner for they are made of the finest

builty is few of each style. But there

nee at wises and all colors. They are

excellent helf ascators or for extra

Mest Male

New Lillian Brassieres

sieres for trousseaux because they

are so exceptionally well made of

Now ones suitable for this pur-pose, made of pink satin and filet

lace, are priced 84 and \$7.50. Another, of pink satin and elastic,

is marked \$3.50. Plainer models,

of pink broche or poplin. \$2 and

Third Ploor

In Behalf of Beauty

V positivity total agreeable factor treatment may be had in the Salon de Beaute, and appointments for it may be made by telephone or in person

Third Ploor

New Handbags of

Satin Froisse

A perfect complement to satin

Satin froisic is a crinkly satin in navy, brown or black, fashioned into soft and charming handbags

which are topped with a filiuree and plain clasp and a cord handle,

Within is a two-tone lining of

could be on'v \$1.25? And it is al-

together well made.

Many brides choose Lillian bras-

whemith time clears or varies.

temas and worsteds.

dainty materials.

crepe frocks.

colorfu silk

\$6 to \$10.50.

collars of the material, beautifully

shades, tan, gray, brown and black with the finest kind of silk linings. The new prices are \$75 to \$150.



Sports Millinery and Hats With

Matching Scarfs From Hermance of Paris, is : elightful little hat of black alk creps, gleaming with jadegreen ornaments and silver em-

Its lines are so charming that nany have asked us to copy it n various colors. Its matching

shoulder seart, in black and silver and jade, adds to its ef-Extremely smart are the

inglish, French and American ports bats now shown. This omfortable, easy-to-wear millinery is the choice of many well-dressed women for all dayime wear short of formal vents.

Hats with matching searfs, \$25 to \$115 the set. Sports hats without scarf, from \$10 upward. (Second Ploor)

Good Taffeta Ribbon, 45c a Yard

Four and a half inches wide, it is pink, brown, red, light blue, lice blue and navy. Five and a quarter inches wide, is 55c a yord.

(Main Floor)

Dainty New Creepers Surprisingly Inexpensive Who would suppose that such a fresh, little creeper-comper of white linene there and smooth). with prestily shaped collar and cuffs of dark blue chambray, could

(Third Floor)

\$1.25 to \$3.50.

is a joy to see them.

hangs gracefully from

shoulders, with no sleeves. Its

chief adornment is narrow soft

satin ribbon, in blocks of pink

and yellow, falling almost to the

opened. •

ribbon flowers.

Others are just as good value. of poplins, madras, chambray, etc., mostly in white with colored trimsuing or hand-stitching of some

apping). A lovely new model of Pontpetian red crepe de chine shows an innovation of bright wool embroidery and new braiding. Velveteen frocks are especial

hem, where they are caught with ly pretty. Another is of blue, with a skirt entirely of old-fashioned to \$48,

Sizes 6 to 11 years at \$27.50 (Second Ploor)

Gift Handkerchiefs To Be Embroidered Party Frocks, Like

The work is done entirely by hand and is of the finest character. Prices are from 10c each for one initial up to \$2 each for the most elaborate monogram.

Women's Union Laffeta Umbrellas, \$4 Favorites with many women, be-

(Main Floor)

cause of thoroughly good service! Amber or white bakelite tips in

plain tips are used, and the same with ferrules. Handles show diversity: all-leather, plain hard wood, hard wood fint-had with bakelite and some a most all-white or anther bakelite. Main Pluor

Many Women Prefer an American Chamois-Lisle Glove They are perfect fitting, finely

ally known name inside, is now ready in all the new Autumn shades broidered backs. of brown, gray and tan-pebble, sort. Sizes one year to three, a'mond, sand, grouse, tobacco and \$1.15; 12-button length, \$1.50; and

fashioned, and have heavily em-Two-clasp, \$1 a pair; tab-wrist,

16-button length, \$1.75.

Some Fine Lamps

for boudoir and library have just been received in the Lamp Store. They have metal bases with black, silver and other finishes, and glass shades, and they have various painted decorations.

Prices, \$14 to \$42. (Fourth Floor)

Heppelwhite Silver Delights Every Artistic Sense

Heppelwhite was called the Master of Line" and there is no more perfect example of this artist craftsman's graceful, flowing lines than in the Heppelwhite sterling silver dinner service.

Such a dinner service is a gift of the finest kind for a bride who appreciates beautiful surroundings n her new home.

The five-piece tea service priced \$425. The three-piece coffee set, \$160. The kettle, \$275. The for all uses are in variety enough waiter, \$400.

Everything else for a complete linner service can be had in Heppelwhite silver, including the small a filet design, and go on up to serving pieces, the knives, forks, spoons and so on. (Main Floor

A Charming New Finish for the Bedroom Scarfs, curtains and bedspreads

to match, of delightful materials, will be welcomed by many home keepers. One cheery set is of cretonne

and includes two pair of curtains, a bed set and a bureau scarf. Bed sets of Austrian cloth, in cream or colors, \$10.25 for single

beds and \$11 for double beds. Material to match, for curtains and scarfs, \$1.50 a yard. A well-liked set is a copy of a Persian filet bed set. \$13.50 for single beds, \$15 for double. Cur-

With heavy black silks in such high favor for women's gowns, tains, \$6.50 for panels. Bureau scarfs, \$1 to \$2. Pillow covers, 31.25 each. The most striking are silk poplin Pendant earrings, claborate and at \$25 and \$30 for bed sets. \$3,50 a yard for material to match. (Fifth Floor)

Would You Like to Crochet a Rag Rug? The brightly dyed, durable rag-

are only 40c a hank. There are orange, line, purple, and for pretty home dresses for women. Challis holds a place all its own because of the combination green, brown and various other

The Smartest Coat Worn Where the Smartest Men Gather Outdoors

At the horse shows, the polo matches, the football tussles-everywhere that men who dress well are to be seen, is the new English overcoat in the lightest tans or camel's-hair color.

The Men's London Shop is showing the new coat at its best.

Sometimes it is just a plain tan. Sometimes it is tan with the frailest, yet plainest, farapart check in some other color. Sometimes the coat is actually of camel's-hair, sometime-

soft, fine Saxony wool.

There are double and single breasted coats with belts all around or just belts in the back or entirely free and flowing. The sleeves are either set-in or ragian, and prices range be-

tween \$75 and \$115.

The Gray-Green Hat Is New Among the "Newtones" for Men

Practical, too, for it doesn't show is brought out vividly by the deep soil as much as a gray one would, green band and rim binding. nor does it seem as dusty as brown

or other dark colors. Nine out of ten men like itand look well in it.

In shape it is much the same as any smart Fall hat. Full of rolls

and dips and curves. The hat itself is a little graver As graceful as can be. than it is green but the contrast

Empire Tires Mean a Lot—

But the New Prices Mean More to Motorists

Nothing missing but the old price ticket-the guarantee

		tire just the same.	
30×312	\$11.75	33x4 12 \$1	28.7
31x4	317.20	04x4'2 82	29.5
32x4		35x4 ¹ 2	30.5
33x4	, \$22.50	36×4 12 \$2	
34x4 32x4 ³ 2		33x5 \$3	5
***** * * * * * * * * * * * * * * * *	The test	35x5 \$5	36.7
	The that		

Every Man,on the Links Is Getting Into a Golf Jacket

There's something sharp in the breeze and the comforting embrace of wool is mighty welcome to the man outdoors.

There are just as many different kinds of golf jackets as there are styles of play.

But all are at Wanamaker's. so none can be missed by the man after a new one-and all are warm and so g, yet light

At \$10 is a hard-worsted incket, and the same lacket in heavie, weight | \$12.

A camel's hair im het. s14: wood and alpaca. \$20; purcasismere wood, \$35,

A Boy Wants Good Looks and Good Service in a Suit In Wanamaker boys' suits he

They are based on good quality in the fabrics and good workmanship in the making.

Wanamaker prices are the lowest that can be asked for the kind of quanty on which the Wanamaker store massis -si2 to \$28. Most of the suits have two pair

of transers. Third Floor.

The Witches Are Getting Ready for Halloween! and carrots, apples and a pumpkin

Everything is all pumpkincolored in the Canay Store and an army of witches, Jack O'Lanterns. and their kin have taken entire possession.

This year, there are more interesting and fascuating things that to tell all about them: Just everyever. For instance, there's the Harvester-with feet of potatoes, legs of cucumbers, arms of turnips. to \$2.50 a dozen.

Jack Horner Pies begin at \$1 with twelve favors inside, and go up As for favors-who could begin

thing for Halloween: 20c to \$10. Bonbons with snappers are 69c

Important New Books

vanted well before the holida, s book of reminiscences he one of

"From Harrison to Harding." by Arthur Wallace Dunn, 2 vols... \$7.50. A personal narrative covering a third of a century, 1888 to

"A World Worth While," by W.

A. Rogers, Price, 82 A rare America's greatest art enists. There is an introduction of Booth

"America, A Family Matter," by Charles W. Gould, \$3 A study of the growth and wan or of human intelligence.

as the Pavements It Strikes A look inspires confidence—a Scotch grain chifskin. The soles ook promises were for beyond the thick and solld. Made of white oak look promises wear far beyond the Nathrally tre new shoes are the

A New Shoe for Men-as Solid

\$9 marked on the new exferes; burghe shape; what is more than

Full, conductable stores and fashlongide. They are quarter lined and holimoned and a white the padded are believes. Any man who knows torgue to a doing that strikes shows has guassed the ballier to be new her car-

New Silver-Encrusted Crystal Exceptional, \$3.75 a Piece The combination of silver and There are jugs, compotes,

glass carries its own appeal, and a winning one. It is especially attractive in

the new crystal pieces with wide silver-encrusted border decorations and light-cut patterns in a dull, or silver gray.

sugar and cream sets, chocolate boxes, vases, mayonnaise sets, sandwich trays, salads, fruit bowls, and such. Prices are the lowest we have known for such pieces \$3.75 ench.

October Brought New Wool Quilts, \$7, \$10 and \$12

One kind at \$7, two kinds at \$10. Other new armyals are wooltoverings are sateen, one hind plain and the rest in flora lesigns.

filled quats, some with figured silk tops and organile backs, others in plain Japanese -ilk, both sides

Deft Fingers Are Making Delightful **Things**

ir a busy corner on the Fourth Floor. Decorations, favors and candleshades for parties are being made from crepe

Baskets, sandwich trays, vases, candlesticks and lamp shades from crepe rope. Colorful beads and plaques, buckles and buttons from sealing wax.

Two experts are here to give you free instructions, and you will be amazed at the swift progress you will make.

Sealing was is a particularly interesting medium to work in. It can be used for painting glass or baskets; raised flowers can be made from it for decorating all sorts of things. Colorings are almost

For Hollowers we have a number of charming models from which you can make creps paper costumes. Easy to do

unlimited.

and wonderfully effective.