

Organ Plays at 9, 11 and 4:45
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

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

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."

[Signed] *John Wanamaker*

Cobwebby Scarfs and Shawls From England

What can ever take the place of cobwebby scarfs and shawls, so delicate, soft and warm, yet so exquisite in texture?

All Mothers Should See the Presentation of Children's Clothes From Paris

Exquisite hand-made dresses with beautiful lines or simple tucks with tiny stitches, babies' clothes of all descriptions—bonnets, coats, carriage covers, etc., will delight the eye of any beauty-loving mother.

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

A little group of some fine wool bolivia and silk-and-wool duvetyn coats and wraps that are of Winter weight materials but which have not the interlining that many women require for severe weather.



Sports Millinery and Hats With Matching Scarfs

From Honnence of Paris, is a delightful little hat of black silk crepe, gleaming with jade-green ornaments and silver embroidery.

Good Taffeta Ribbon, 45c a Yard

Four and a half inches wide, it is a pink, brown, red, light blue, blue and navy.

Practical and Dainty Is a New Street Slipper

It has the rounded toe and rather short vamp which many women found so comfortable in a Summer street slipper.

Fine Wool Sweaters Reduced to \$5 Each

Every one who doubts or trips hesitates, for they are made of the finest wools and work.

New Lillian Brassieres

Many brides choose Lillian brassieres for tulle because they are so exceptionally well made of dainty materials.

In Behalf of Beauty

A softening and agreeable facial treatment may be had in the Salon de Beauté and appointments for it may be made by telephone or in person.

New Handbags of Satin Froissé

A perfect complement to satin crepe frocks.

Dainty New Creepers Surprisingly Inexpensive

Who would suppose that such a fresh, little crepe-cum-wool of white (honey-crisp) and smooth, with pretty studded collar and cuffs of dark blue chambray, could be only \$1.25? And it is all together well made.



Debutante Gowns For the More Formal Occasions of Afternoon or Evening

EXQUISITELY lovely afternoon gowns for debutante teas, gowns for dinner wear and charming dresses for the coming-out parties which will make evenings gay.

Most all are copies of French dresses and have lost none of the French chic in reproduction.

One of the loveliest frocks in the collection is an evening dress of black chifon velvet, made with a rather closely fitting basque bodice and a full scalloped skirt.

White mirror velvet, plain or broche, is also used in delightful evening gowns.

A wonderfully lovely afternoon dress is of satin-striped duvetyn in Hindu brown with a creamy Bertha collar of Georgette and lace.

Another has a Balkan bodice of royal blue broche chifon with a skirt of black satin.

Prices range from \$48 to \$115. Sizes 14 to 20.

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 chifon velvet and the velvet brocaded chifon, and all three materials are used in the gowns in a particularly charming group.

In some styles only the self material appears; in others there are the most charming flying sleeves, or draperies of chifon or crepe de chine are used in combination. The velvet brocaded chifons are often in several tones of color.

Dark blues, lighter silvery or gentian-toned blues, browns and black are the chief colors.

Prices \$70 to \$160.

Party Frocks, Like Fresh Sweet Flowers, for Schoolgirls

They have youthful, refreshingly simple charm in greater measure than any frocks of recent seasons. It is a joy to see them.

Each one is perfect in itself and resembles nothing so much as a healthy, well-liked garden flower, freshly opened.

One, of pale pink Georgette, hangs gracefully from the shoulders, with no sleeves. Its chief adornment is narrow soft satin ribbon, in blocks of pink and yellow, falling almost to the hem, where they are caught with ribbon bows.

Another is of blue, with a skirt entirely of old-fashioned

Many Women Prefer an American Chamois-Lisle Glove

The best made, bearing a nationally known name inside, is now ready in all the new Autumn shades of brown, gray and tan—pebble, almond, sand, grouse, tobacco and pelican.

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 is nothing to compare it to.

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

Lace-Trimmed Scarfs

for all uses are in variety enough for almost every one, all snowy and fresh.

Venetian Red

is the newest color note in jewelry. With heavy black silks in such high favor for women's gowns, much prominence is forecast for this soft, rich red.

Challis for Light, Warm School Dresses

and for pretty home dresses for women. Challis holds a place all its own because of the combination of light weight and soft warmth.

Seven Cakes in a Bar of Floating Bath Soap, 25c

Good soap, too, pure and white and floating. Pleasant to use because of its "clean" smell and the way it lathers.

Gift Handkerchiefs To Be Embroidered

should be ordered now if they are wanted well before the holidays begin.

Women's Union Taffeta Umbrellas, \$4

Favorites with many women, because of thoroughly good service.

Some Fine Lamps

for boudoir and library have just been received in the Lamp Store.

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.

A Charming New Finish for the Bedroom

Scarfs, curtains and bedspreads to match of delightful materials, will be welcomed by many home-keepers.

Toilet Supplies

are quickly purchased at the counter facing the Chestnut Street elevators, by the West Aisle.

Would You Like to Crochet a Rag Rug?

The brightly dyed, durable rag-rugs are only 40c a yard.

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.

The Witches Are Getting Ready for Halloween!

Everything is all pumpkin-colored in the Candy Store and an army of witches, Jack O'Lanterns, and their kin have taken entire possession.

Important New Books

"A World Worth While," by W. A. Rogers. Price, \$1. A rare book of reminiscences by one of America's greatest cartoonists.

New Silver-Embossed Crystal Exceptional, \$3.75 a Piece

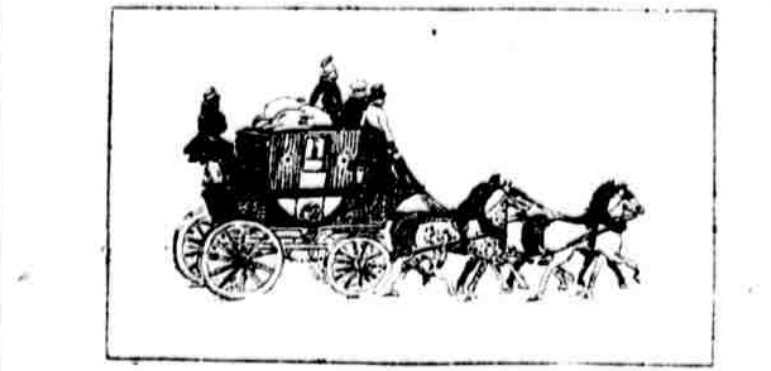
The combination of silver and glass carries its own appeal, and a winning one.

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

One kind at \$7, two kinds at \$10 and two kinds at \$12.

Deft Fingers Are Making Delightful Things

In a busy corner on the Fourth Floor, decorations, favors and candleholders for parties are being made from crepe paper.



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.

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

Practical, too, for it doesn't show so much as a gray one would, nor does it seem as dusty as brown or other dark colors.

Empire Tires Mean a Lot—But the New Prices Mean More to Motorists

Nothing missing but the old price ticket—the guarantee of solid goodness goes with every tire just the same.

30x3 1/2	\$11.75	32x4 1/2	\$28.75
32x3 1/2	\$17.25	34x4 1/2	\$29.50
32x4	\$19.75	35x4 1/2	\$30.50
34x4	\$21.75	36x4 1/2	\$31.50
34x4 1/2	\$22.50	36x5	\$35
32x4 1/2	\$28	36x5 1/2	\$36.75

A Boy Wants Good Looks and Good Service in a Suit

In Wanamaker boys' suits he finds both.

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

A New Shoe for Men—as Solid as the Pavements It Strikes

A look inspires confidence—a look promises wear far beyond the \$9 marked on the new oxfords.

New Silver-Embossed Crystal Exceptional, \$3.75 a Piece

There are jugs, compotes, sugar and cream sets, chocolate boxes, vases, mayonnaise sets, sandwich trays, salads, fruit bowls, and such.

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

Other new arrivals are wool-tiled quilts, some with figured silk tops and organic backs, others in plain Japanese silk, both sides alike.

Deft Fingers Are Making Delightful Things

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

For Halloween we have a number of charming mod-ifs from which you can make crepe paper costumes. Easy to do and wonderfully effective.