

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

Beautiful October, With Its Changing Leaves, Its Sun-Gilt Skies and Marvelous Creations in Things for Lovely Women to Wear

An Old Gentleman, Tall and Handsome, Was Good Enough to Be a Great Friend

to me years ago. Though he was much older, he often visited me just to talk. He was Rev. Dr. H. L. Wayland, a Baptist minister. He once said:

"It is a wise man who knows his own business and a wiser man who thoroughly attends to it."

His words have burned into my mind as if he used a burning red-hot iron to print them.

How often little visits and ordinary conversations bring us a message from the sky, never to be forgotten by those who listen hard!

[Signed] *John Wanamaker*

October 5, 1922.

Mr. Charles M. Courboin
Famous Belgian Organist

Next Wednesday Evening, at 8:15 o'Clock will give a recital on the Wanamaker Grand Organ. Tickets for this recital may be had at the Concert Bureau, Main Floor, just inside the Juniper Street Motor Entrance. Early request for tickets is advisable.

Many a Woman Is Her Own Capable Milliner

All she needs this year is one of the smart new shapes in hatter's plush, felt or velvet, plus a metal eque feather or some other simple trimming to supplement its good lines. Hundreds of untrimmed hats will be ready tomorrow in the smartest shapes and materials, priced \$3 to \$8.50.

They suggest their own decoration. And the newest trimmings—many of them French—are but a step away.

The same skill that selects our finest millinery in Paris goes into the choosing of untrimmed hats and ornaments, so that you may be sure of having the best.



Women's Wonderful Afternoon Frocks at \$52.50 to \$65

NOT that the materials—Canton and novelty crepes—are unusual; they are merely the fashionable materials of fine quality. It is the styles which make one enthusiastic—so graceful and so full of interest.

Here is a frock with panels of points which have the effect of petals; another has a broad girdle and broad sleeve borders of light blue, embroidered; another, an embroidered black gown, has a curious girdle of silver cloth; a fourth shows enormous self-buttons outlining its edges. Often the necessary accent is given by a brightly colored cabochon.

A few of the dresses are of the conservative sort which can be worn to church, in the afternoon and on the street.

Prices, \$52.50 to \$65.
(First Floor)

Gowns of Silk Crepe to Delight Young Women

UNDOUBTEDLY the loveliest made in many a year is the gracefully draped gown. A mode more feminine and more charming.

On some draped gowns that just came in, plain crepes, satin-faced crepes and broches and matelasses are used in navy blue, black and the fashionable browns—cocoa, Hindu, caramel, cinnamon and beaver.

A frock of cocoa crepe is adorned with Summer ermine. Another is of satin-faced crepe used in reverse stripes put together with fagoting.

A frock of lace-striped crepe in caramel brown is made over an underslip of mustard yellow Georgette, the yellow giving a fascinating tone to the lace stripes.

14 to 20 year sizes—\$48, \$58 and \$68.
(Second Floor)

Tweed Coats and Capes for Women Are Less

The coats are now priced \$37.50 and are all of good English tweed, weather proofed, and in soft gray and tan mixtures and invisible plaids.

They are tailored like a man's topcoat, in the full-back loose style that women like for sports wear. And there are about four different models—all formerly much higher priced.

The capes are marked \$18.75, exactly half price. In good warm all-wool tweed, mixtures and indistinct plaids. A few are silk lined.

(First Floor)

Chain Girdles, Special at \$1.75

Exactly what many of the new dresses or tunic blouses need! Tiny links of silver or gold metal woven into a chain and, in some cases, connected with rings of white, black or red celluloid. There also are chain tassels as a finishing.

(Main Floor)

Something New in Belts

Belts that fit and belts that are very wide—and not only that, but belts in bright green or red. They are of narrow strips of soft-finished leather in a wide band.

(Main Floor)

A Fine New Selection of Persian Rugs at Moderate Prices

New Mahals, in a good choice of carpet sizes. New Persian hall runners, an exceptionally attractive selection. Many new small rugs in an interesting assortment. All excellent, reliable weaves in a most attractive choice of color effects and at unusually moderate prices.

Mahal Rugs			
10.2 x 6.11 ft.	\$179	10.6 x 7.4 ft.	\$190
9.11 x 7 ft.	\$187	10.7 x 7 ft.	\$189
8.7 x 7.3 ft.	\$165	10 x 7 ft.	\$175
10.6 x 6.11 ft.	\$189	12.10 x 9.4 ft.	\$207
11.5 x 9.6 ft.	\$275	12.7 x 9.3 ft.	\$295
11.4 x 8.5 ft.	\$255	11.11 x 8.9 ft.	\$279
13.4 x 9.8 ft.	\$335	12.1 x 8.11 ft.	\$275
15 x 10.8 ft.			\$495

Persian Hall Runners			
12.7 x 3.2 ft.	\$100	10.2 x 3.4 ft.	\$95
11 x 2.11 ft.	\$80	10 x 3.5 ft.	\$75
10.6 x 4.1 ft.	\$65	9.10 x 3.3 ft.	\$85
8.7 x 3.5 ft.	\$100	8.6 x 4.5 ft.	\$125
10 x 4.2 ft.	\$100	11.5 x 3.4 ft.	\$100
8.10 x 4.3 ft.	\$100	12 x 3.4 ft.	\$125
12.3 x 3.8 ft.	\$95	9.11 x 3.10 ft.	\$125
9.2 x 3.6 ft.	\$100	11.5 x 3.2 ft.	\$110

AF-Shiraz rugs, 2 x 3.6 ft. to 4.8 x 6 ft. \$27 to \$49
(Seventh Floor)

An Extraordinary Special Sale of the Best Low and Medium Priced Furniture Made

Suits—\$184 to \$350
Individual Pieces—\$40 for a Full-Size Bed to \$105 for a Bureau

In calling this the best low and medium priced furniture we are writing in the knowledge of how it is made and what it is made of.

Actual experience has proved it to be unique in its class.

No other furniture priced on the same scale shows interior work equal to these goods.

In fact it would be hard to find finer interior work even in the much higher-priced goods.

And this furniture is as pleasing and attractive on the outside as it is sound, excellent and clean-cut in its mahogany, sycamore and maple interior work.

We have a fine new collection of it, including the most desirable patterns, and we offer it in this special and unusual sale at remarkably low prices.

The goods are all fresh from the factory and customers may buy complete suits, or as many individual pieces as they need.

- Ivory enamel suit of five pieces, Louis XVI design. \$350
- Colonial suit of mahogany; full-size bed, bureau, chest of drawers and dressing table. \$330
- Figured mahogany Louis XVI design; full-size bed, bureau, chiffonette and dressing table. \$312
- Louis XVI suit in walnut or mahogany; full-size bed, bureau, chiffonette and dressing table. \$290
- French gray enamel suit of four pieces, Louis XVI design. \$290
- Sheraton suit of inlaid mahogany; full-size bed, bureau, chiffonette and dressing table. \$269
- Queen Anne suit of figured walnut; full-size bed, bureau, chiffonette and dressing table. \$266



- Post Colonial suit in mahogany or walnut; full-size bed, bureau, chiffonette and dressing table. \$249
- Sheraton suit of mahogany, finished in brown; full-size bed, bureau, chiffonette and dressing table. \$234
- Mahogany suit, of Sheraton influence; full-size bed, bureau, chest of drawers and dressing table. \$205
- Oak finished silver gray striped with black and old rose and decorated with flowers; full-size bed, bureau with hanging mirror, chest of drawers and dressing table. \$184

Radio Broadcasting Station W O O—Class B—400 Meters—Wanamaker's

- 11 A. M. Grand Organ.
- 11:30 United States weather report.
- 11:55 Chimes and stroke of noon on the organ bells.
- 2:00 P. M. World Series baseball score, play by play.
- 4:45 Grand Organ selections and trumpets.
- 7:30 Evening concert by J. W. C. I. Girls' Band and the following artists:

- 7:30 to 8. Band concert.
- 8 to 9 P. M. Vocal and instrumental concert.
- 9 P. M. Great Organ recital, Miss Mary E. Vogt at the console.

Phonograph Sale

A group of standard phonographs of the best makes which have been used for demonstrations or phonographs whose cases have become marred through accident. Each is mechanically perfect and will give the utmost satisfaction musically. Prices have been lowered decidedly.

- Victor
- Cheswick
- Decca
- Gramophone
- Singer
- Singerphone

Also 2000 Good Dance Records at 25c Each
(Second Floor)

It Takes a Real Suit to Stand a Boy's Test

A real boy needs real quality in his clothes. In Wanamaker boys' suits there is the real quality that a real boy must have.

Wanamaker boys' suits are priced as low as real quality suits can be, \$12 to \$28, and most of them have two pair of trousers. Norfolk styles in sizes for boys of 8 to 18 years.
(Third Floor)

Little Money, Much Work!

White darning cotton, 25 a ball. Bundles of white tape in various widths, 10 to 150 a bundle. Lots of good work to be done—and it's certainly little money!
(Main Floor)

Crochet Neckties—and Every Thread Bright Floss Silk—\$1.50

Certainly the best necktie value men have stood face to face with this season—most likely the best in several seasons.

Heavy, thickly knit and serviceable ties. Eight different styles, including plain colors and heather mixtures. Straight ties that will stand the trying, and the savings, if not a full half, are mighty close to it.
(Main Floor)

A Little Bit of Money Buys a Great Deal in Men's Shoes

Especially high shoes, and some men want them right away. By way of example—the new show at \$4.00. It looks like a much higher price. New in every fashion detail, full, comfortable and well made. Naturally the shape is after the fashion of brogues, with the half winged tip and the raglan blucher effect. There are tiny perforations on the tips, but in the main the shoe is unmarked.

Either black or tan, in an unusually high finished calfskin with thick white oak soles.
(Main Floor)

Gloves That Philadelphia's Best-Dressed Men Will Wear

The smartest we can get for them, in South African capeskin, Arabian mocha, South American buckskin and French suede. Both street and dress gloves. Capeskin in tan at \$3 a pair.
(Main Floor)

Want to Make a Tie or a Scarf?

The smartest we can get for them, in South African capeskin, Arabian mocha, South American buckskin and French suede. Both street and dress gloves. Capeskin in tan at \$3 a pair.
(Main Floor)

It's Mighty High Finance

Looks ridiculous when right before a man in black and white, yet many are they who spend money that way. Just as soon as a new suit is needed lots of men throw common sense to the winds and follow the scream of the black headlines.

Something for nothing is their aim. Nine times out of ten nothing for something is their reward. Perhaps they get a suit for about \$20. It's a pretty pattern and looks pressed up, so Mr. Man walks out triumphantly. Saved a lot of money, the salesman said.

But steam pressure and tailor's paste won't hold clothes together—a few weeks' wear shows that too plainly. So the \$20 suit needs a new one. And all the time.

A Good Suit Costs Only \$25
A Wanamaker suit—one that's tailored to stay good. With it are many other even better suits, but none priced higher than \$55, most all being around \$40 and \$45. And any one will outwear three cheap suits.
(Third Floor)



Starting Baby's Feet in the Right Way

means putting them into shoes properly designed for their tiny softness and constantly increasing size. Let no one suppose such shoes are simple to make. On the contrary, they call for the most skillful kind of shoe-making. The babies' shoes ready here are the best made—finest leathers, correct lasts, careful making. Such shoes as you want your baby to wear. White buckskin, buttoned or laced, with turned sole and soft toe, \$3.75 and \$4.50 a pair. Soft brown calfskin in the same styles, \$3.25 and \$4. Both the above in sizes 2 to 8, or for babies of about 1 to 4 years. For sizes 6 1/2 to 8—usually about 3 years old—soft, yet sturdy, little tan calf shoes with white sole and soft toe, \$4.50 a pair.
(First Floor)

Long-Handle Umbrellas to Go With Long Skirts

First in the city, we are told, and they are decidedly new and different. If umbrellas may be said to have lines of grace, these have them! The long, straight handles are interesting. Some are like real tortoise shell. Others like amber, intricately carved. Still others are of grooved amber bakelite with silver balls at the tops. They all have side straps of leather or silk. The silks in the umbrellas are of the best qualities, in dark green, navy, brown or purple. \$10 to \$18.
(Main Floor)

A Schoolgirl's Coat

is of vast importance. It must be warm and good-looking, yet not expensive. Some splendidly warm coats of serviceable, thick, rough coatings are in many models between \$14.50 and \$32.50.

One shows a luxurious shawl collar of racoon on a rich russet coat. Others use kit cone or opossum fur, but most of them are yet without fur but well tailored. In browns, tans and blues, mostly, with various mixtures and some chinchilla among them. Sizes 6 to 14 years.
(Second Floor)

Wood Mosaics Combine Beauty and Utility

From the mountains of North Carolina come trunks and boxes of fine woods in mosaics that every one will appreciate. Trays of various sizes, into and silver boxes, round boxes, etc., are inexpensive. \$1.75 to \$5.
(Fourth Floor)

Distinctive Wool Coatings From Scotland

Women who wish smart motor-touring, sports and steamer coats will like these imported tweeds, over-plaids, mixtures and plaids, in quite British and out-of-the-ordinary effects. Thick, soft and warm, and likely to be as impervious to American cold as to Scotch mist and chill. 34 inches wide. Priced \$5.50 and \$6 the yard.
(First Floor)

New Duvetyn Jackets Are Simply Fascinating

They take the place of a blouse with a new Winter suit, and the long straight lines, fitting snugly over the hips, are particularly becoming to most women. One in a lovely soft deer or pheasant brown with a bit of bright silk medallion embroidery, touched with gold, is priced \$16.75. Other new jackets are in matelasse, navy, brown or black, \$18 and \$18.75. In printed heavy crepe, \$13.50, and in printed crepe de chine, \$9.85.
(Third Floor)

Standing Photograph Frames

Exceptionally good values in standing frames to hold photographs 7x11 inches or 8x11. Finished in dull gilt or silver, and quite unusual for the prices—\$2 to \$5. Ask in the Picture Store.
(Fifth Floor)

House Dresses Again

Trim and pleasant to the eye; made of gingham and madras, with frills, rick-rack edges, or crochet buttons for trimming. Prices \$3.50, \$3.85, \$5.50 and \$6.85.
(Third Floor)

Corset Special, \$3.85

Exceptional quality broche and elastic girdles, made by one of the best corset makers, and ordinarily sold at a much higher price. Fourteen-inch length, with a dainty pink and blue ribbon finish at top. Sizes 24 to 32.
(East Aisle)

50 Sample Floor Lamps

No two alike but all fine. They are in various finishes—black and silver, bronze and gold, ivory, gray and gold, polychrome and so on—and are completed by metal trimmed shades. Prices \$18.50 to \$37.50.
(Fourth Floor)