

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Cooler

Each Day Some New and Lovely Phase of Autumn Fashions Makes Its Bow at Wanamaker's

No One Can Be Other Than a Poor Dancer

If he is thinking of his feet all the time he attempts to dance.

To do the best you can and be a good loser, if you cannot win, is always the best way to play the game.

It is said that practice makes perfect.

[Signed] *John Wanamaker*

October 7, 1922.

The Salon of Mourning Apparel

has just received a collection of charming new gowns for women and young women who wear all black.

They include simple wool jersey frocks, tailored dresses of Poiré tulle, and finer gowns of Canton crepe, crepe de chine and heavier silk crepes, for street, afternoon, dinner and evening wear. Some copy imported models. Prices are moderate for their style and quality—\$25 to \$75. Sizes from 14 to 46.

(Main Gallery at Juniper Street)



Picturesque Gowns—Often Fur-Trimmed—for Women

They might be called "gowns in the grand manner"—they are so entirely simple and rich, so very much what an artist knows as paintable.

To begin with, their fabrics are the beautiful silk novelties with uneven surfaces. These fabrics are cut into styles with graceful flowing lines and graceful, curious sleeves—styles which one sees in famous paintings in museums.

Some of the gowns button high around the neck and are finished with the softest fur or soft folds of the silk. Some have deep lace berthas, the lace usually sheer and often real.

Some have fur not only at the neck, but at the hem of the gown and finishing its sleeves—and nothing is more becoming to face and hands than the neutral tones of soft dark furs.

As there are no two of these gowns alike, we shall not try to describe them, but merely suggest your looking at them. Prices are \$97.50 to \$225.

(First Floor)

A New Broche Crepe Lovely Enough to Be French

But it happens to be entirely American made. It is an all-silk Georgette crepe in the most exquisite shades of turquoise, jade, rose, yellow or white with large designs of flowers, done in artificial silk to give a higher luster.

Almost any woman can picture to herself what a wonderful gown this broche crepe would make. It is 40 inches wide and \$7 a yard. We consider it the equal of many French silks that cost a great deal more.

(First Floor)

Lace Doilies

Rather dainty new ones are of imitation Venise and filet, and may be had in several sizes from six inches in diameter to fourteen inches. Prices are 40c to \$2.

(First Floor)

The Coat of the Camel Makes a Wonderful Coating for Women

It is the softer, thicker hair of the more northern Asiatic camel that is used in the fine camel-hair coatings just shown. And wonderfully light and warm it is.

In the natural light colors, and also in beautiful darker brown shades. In single or double-face effects. In plain surface or a very smart over-plaid pattern.

Soft and warm and satisfying for women's and children's coats. 54 inches wide. Priced \$6.50 and \$7.50 the yard.

For suitings and dresses is a smoother, lighter-weight camel-hair in herringbone or homespun weaves, at \$4.50 a yard.

(First Floor)

Charming Handbags of Broche Silks and Soft Fabrics

Twinkling clasps with shining marcasite and bags with imitation star sapphires or jeweled mountings are some of the attractive things which have just arrived. Many were made especially for Wanamaker's and are to be found only here.

The silks are of heavy quality, in lovely patterns, in navy blue or black.

Velvet bags are soft and light in weight, usually black, brown or navy blue.

Duetyne bags are in all the fashionable beige tones, as well as black and navy.

\$8.50 to \$15.

(Main Floor)

From the Orient—

JADE JEWELRY

The Oriental Store can show many interesting pieces of this exquisite stone, beginning with necklaces of opaque and translucent, of light and dark jade. Prices start at \$75 for a string of tiny beads and end at \$450. A necklace of carved white jade is \$25; and another of Soo Chow jade beads is \$40.

Pendants, including tiny ones for bracelets, and larger, richly carved ones, are \$20 to \$275.

Bracelets of jade, combined with seed pearls or gold, \$40 to \$65. Solid ring bracelets, \$25 to \$200.

Rings of jade, \$15 to \$60. Earrings, some with cultured pearls or gold, \$45 to \$115.

(Main Floor)

In the Centennial of 1876 in Philadelphia

there was exhibited a handsome "square" piano made of beautiful inlaid woods.

It was not only an attractive piece of cabinet work, but it was a rarely fine piano, so superior in tone and musical quality that it won the highest award, in competition with the most celebrated instruments of that time.

That fine old piano, a sweet-toned, gold-string

SCHOMACKER

now stands in a place of honor in Egyptian Hall, here at Wanamaker's. Its golden tones are as rich and sweet and strong as when it delighted visitors to the old Centennial Exhibition forty-six years ago.

Schomacker pianos are built to endure, built to give a lifetime of delight and satisfaction.

In many an old Philadelphia home a Schomacker has been used for half a century and more, and is today almost as good as the day it was bought.

Altered living conditions frequently induce Schomacker owners to desire a more modern form of the instrument. This is always possible, for in exterior form the Schomacker has kept pace with the most modern pianoforte designs—upright, diminutive grand, grand and concert grand.

In musical excellence it continues unsurpassed.

Sold only at the John Wanamaker Store. Priced from \$725 upward, on terms to suit purchasers.

(Egyptian Hall, Second Floor)

ALMOST every-body

will be interested to see the drawings by Hugh Ferriss now in one of the Chestnut Street windows. They show the four steps of "Evolution of an Envelope," by which architects arrive at a tall building's proportions under the New York zoning law.

About the Latest Books

"My Impressions of America," by Margot Anquith. A provocative book likely to be much discussed. \$1.50.

"Neither Here Nor There," by Oliver Herford. A good-humored thrust at the follies of the day. \$1.50.

"The Best Plays of 1921-22 and the Year Book of the Drama in America," by Burns Mantle. \$2.

"What I Saw in America," by G. K. Chesterton. Brilliant and genial. \$3. (Main Floor)

Tickets for Mr. Courboin's Grand Organ Recital of Next Wednesday Evening

may be had by application at the Concert Bureau, Main Floor, just inside the Juniper Street Motor Entrance. Early request for tickets is advisable.

The New Pearl Trimmings Which Paris Loves

As a consequence, there is almost no end to the ways that Paris has found to introduce them into the costumes of the debutante, the bride, to say nothing of evening gowns for any woman.

Sometimes the trimmings are of pearls alone. More often they are combined with crystal beads, sparkling rhinestones or iridescent sparkles. Never was such variety before.

There are wide and narrow handings, fascinating pearl girdles, or ornaments for draperies (some having long fringe) and the prettiest hair bands in the form of coronets of pearls.

(Main Floor)

Long Kid Gloves From France

Most women prefer them, because of their elasticity and perfect fit. A good French kid glove will long outlast any other kind.

White, black, tan, brown, beaver, mode and gray.

Eight-button length, \$3.75 and \$4.50.

Twelve-button length, \$4.75 and \$5.50.

(Main Floor)

Lots of Fun and Better Health

The household without some records for exercising is missing something! The records have introduced a new spirit in many families and have even changed breakfast into a jolly meal, with every one in his place at the same time.

Walter Camp's Daily Dozen phonograph records are \$10 a set. Wallace health and reducing records and charts are \$15 a set.

Victor health records are \$3.

Included are some especially for reducing. All of them will be gladly demonstrated.

(Second Floor)

Wonderful New Treasure Shipments of Fine Chinese and Persian Rugs in a Remarkable Sale

This is an extraordinary sale in the best sense of the word, because it brings to everybody looking for an Oriental rug of real quality an extraordinary opportunity to buy it.

In weight, in substance and in distinctive beauty of coloring the Chinese rugs are the finest we have seen in many a year.

They have come to us across the Pacific from the famed looms of Mongolia, and they are glorious in coloring and marvelous in quality.

Picture to yourself blues of many kinds—intense, rich, dull, pale, celestial!

Think also of golden shades, of imperial yellow, orange, tan, golden brown, amber and such tones!

Rugs of this kind are simply bound to have a fine, rich furnishing quality.

And a notable feature of the collection is the fine choice of Chinese pieces in scarce, small sizes.

The new Persian pieces are Mahals, Saruks, Kermanshahs, Serapis, in a wealth of carpet sizes.

The choice is magnificent and ex-



Chinese Rugs	
12 x 9 ft.	\$285
12 x 9 ft.	\$295
12 x 9 ft.	\$335
12.3 x 9.3 ft.	\$397
9.4 x 9.2 ft.	\$175
12 x 9.2 ft.	\$355
12.3 x 9.2 ft.	\$375
12 x 9 ft.	\$377
10 x 7 ft.	\$245
8 x 5 ft.	\$125
13 x 10 ft.	\$395
12 x 9 ft.	\$367
11.10 x 9.2 ft.	\$379
12.2 x 9.3 ft.	\$375
12 x 9 ft.	\$365
12 x 9 ft.	\$325
10.7 x 9.2 ft.	\$195
12 x 9 ft.	\$380
13.7 x 9 ft.	\$385
11 x 8 ft.	\$285
9 x 6 ft.	\$165
10 x 7 ft.	\$195
12 x 9 ft.	\$375
12 x 9 ft.	\$325
16 x 12 ft.	\$725

Serapi Rugs

13.9 x 9.3 ft.	\$335
11.1 x 10.2 ft.	\$285
12.8 x 9.6 ft.	\$295
12.2 x 8.8 ft.	\$375
11.10 x 7.7 ft.	\$385
12.9 x 9.9 ft.	\$247
11.8 x 10 ft.	\$245
3.6 x 4.6 ft.	\$55 to \$65
12 x 10.5 ft.	\$295
5 x 6 ft.	\$85

(Seventh Floor)

Even Lamps Are "Juniors"

We have today some two-light floor lamps of the height known as "junior" and particularly adapted to use in apartments. They are of solid mahogany, fluted, and cost \$13.50 each. Shades are \$15 to \$51.50.

Solid mahogany bridge lamps with adjustable arms and silk shades are \$13.50 complete.

(Fourth Floor)

New Irish Point Lace Paneling One-Third Less

Special purchase of fine Irish point lace curtain paneling to sell at remarkably low prices.

Two and a half yards deep and can be cut to fit windows of any width.

For yard wide the prices are \$6, \$6.75, \$7.50 up to \$15.

Other widths priced in proportion, all at one-third less than regular.

(Fifth Floor)

Coin-Gold Band Tumblers Unusual at \$4 a Dozen

Of fine, thin-blown crystal glass, full size, straight shape and with coin-gold edges.

The price, \$4 a dozen, is a little over half.

Very exceptional also are some semi-china cups and saucers with wide coin-gold edges and solid coin-gold handles, price, \$5 a dozen.

(Fourth Floor)

Opportunity for Many a Home in the Extraordinary Sale of Low-Priced Bedroom Furniture

A remarkable purchase from a manufacturer who specializes in the production of low-priced goods.

The good quality of his furniture has been proving itself to our own knowledge for over twenty years, and it is better now than ever.

This extraordinary purchase brings a splendid choice of bedroom suits in popular staple designs at \$184 to \$350, and of individual pieces from \$40 for a full-size bed to \$105 for a bureau.

Buy the suit, or just as many single pieces as you want. The selection is fine and the goods undoubtedly the best in the country for their prices, which are a good bit less than usual.

(Sixth Floor)

To Lighten the Labor of Housecleaning

Hundreds of real helps for housekeepers are assembled on the Fourth Floor—more things than are dreamed of in most household philosophy. They will make housecleaning an easier and pleasanter task than it has been in many a year.

Brushes, for instance. Here are dusting brushes, furniture brushes, floor brushes, scrubbing brushes, bathroom brushes, soft wool brushes with six-foot handles for "brushing the cobwebs out of the sky." Radiator brushes are shaped to reach between the coils. Then there are heavy brushes for polishing waxed floors.

Cleaners and Polishes

A good paint cleaner is 15c package. Flaxoap renews the surface of furniture, pianos, woodwork, etc., and removes white marks. 35c pound.

Wax oil polish for woodwork is 30c half pint; 50c pint.

Wall paper and window shade cleaners, 20c box.

Sweeping compounds, 50c. Brass polish, 20c to \$1.75.

Dry cleaner to use with gasoline, 25c and 50c.

(Fourth Floor)

Household Necessities

Six-foot holders for dusting cloths, 35c. Chamois, 50c to \$1.10.

Self wringing mops, \$1.50.

Wanahorax soap, 9c cake; 60 cakes, \$5.

Wana-oleine soap, 8c cake; 60 cakes, \$4.50.

Powdered insecticides, 20c to \$2; liquid, 45c to \$2.75.

Odorless disinfectant, 45c quart. Ammonia, 35c quart; 50c half gallon. Silver pipe cleaner, 50c can.



The Custom-Tailoring Bureau's Service to Women

Includes the making to measure of dresses, suits, costumes, coats and wraps, at moderate prices that include both materials and making.

Costumes of dress with coat to fur-trimmed coats at prices depending on fabrics.

Dresses of wool crepe, \$25; serge, \$35; Poiré tulle or Canton crepe, \$50; crepe cashmere, \$60. Topcoats from \$40 up; and finer prices.

(Second Floor)

WANASILK STOCKINGS Are the Best \$2 Silk Hose We Know About

Of pure, unadulterated silk of the best grade, they have been thoroughly tested for durability and will stand the greatest strain of any hose of like value.

One more thread than is customary has been used in their knitting, adding strength and fineness.

(First Floor)

Wanasilk hose are carefully fashioned to fit without wrinkling and are of generous length.

In black, white and all the fashionable beige tones, Manulay, otter and the Paris browns as well as the soft grays so much worn.