

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
Cloudy

There's a New Charm About the Autumn Wearables—the Charm of Richness and of Color

A Great Painter and a Famous Sculptor in Rome Refused to Paint or Model

the face of a certain beautiful princess except upon the side that did not reveal a birth blemish that disfigured the other cheek.

There is nothing small or selfish in art, and nothing in life so great as the better nature that carries an unselfish love to cover the worst side of us. It presents us under a canopy of love, framed in the spirit of love, without a fringe of our faults.

[Signed]

John Wanamaker

October 9, 1922.

Fur Anywhere on Everything

Fur on suits, coats, blouses and outlining the neck and hem of dresses. Fur on hats and fur turbans—it is a season when women can indulge the love of becoming fur.

Among the genuine furs, all of the finest quality, are mole, skunk, lynx, Australian opossum, raccoon, taupe, platinum and black hare, beaver, squirrel, astrakhan and monkey, mostly in four widths, 1 to 8 inches, at \$3.65 to \$58 a yard.

(Main Floor)

All for Baby

Long white slips of soft batiste (such as are used most of the time for dresses) are trimmed with wee edgings and tucks, \$5c to \$3. Hand-made slips are priced \$1.25 to \$5. Long petticoats, \$1 to \$3, hand-made, \$2.50 to \$5. Long flannel petticoats, some hand-made and hand-embroidered, are \$1 to \$6.75. Little shirts of cotton-and-wool, silk-and-wool and all-silk, 75c to \$2. And all the other necessary things for baby are in some light, sunny rooms where choosing is a pleasure.

(Third Floor)

Newest Combs Are Star-Like in Light and Grace

Exquisite beauty of line and gleaming beauty of light combine to make them the loveliest combs in many seasons.

Colors are delicate, often being crystal or pale, clear orchid, or deep lapis. Then, there are combs for every coiffure, from bobbed hair to elaborate, high Spanish effects. Small and good imitations of precious stones are used with artistry and skill.

Prices, \$4 to \$33.
(Main Floor)

New Silk Scarfs in Glowing Colors

Bringing to mind the Autumn woods in rich brown, tan or russet shades, deep reds and blue. They are the colors for the new tailored suits, coats and capes and it is with such garments that the scarfs will be worn.

In the real silk, plain colors, bordered or striped, \$12 and \$16.50.
(Main Floor)

Unusually Pretty Handkerchiefs

Charming colors and the handkerchiefs all have nice hemstitched hems. At 15c are plain center ones with borders of a small check, \$1.65 a dozen.

25c handkerchiefs are excellent values, in colors with narrow white hems and a white block design, mostly \$2.75 a dozen.

Hemstitching borders the color in handkerchiefs with colored center squares, colored corner blocks or colored hems. Seldom are such handkerchiefs 50c. \$5.50 a dozen.
(West Aisle)

From the Orient, Amber Jewelry

Necklaces of amber beads ranging in color from the clear pale honey tint to the deep tone known to jewelers as "red," and of varying lengths, may be had for \$65 to \$100. One at \$55 is of the clouded amber.

Earrings light and dark to go with them, \$25 to \$45 a pair, mostly pear-shaped.
(Main Floor)

Parisienne Corsets—Elastic Models

An elastic corset made as the famous Parisiennes are is a continual comfort to its wearer, at the same time it has the great merit of keeping its shape.

The half dozen or more models mentioned are all pink and all practically tonless.

One cleverly cut Parisienne of broche and elastic is priced \$12.

One of perforated elastic is reinforced in the back and priced at \$25, while another of silk elastic, also reinforced, \$28.

A cotton elastic model, \$15.

A heavy silk elastic, cut in an extremely low point in the back, \$22.

Two inexpensive broche and elastic models are \$10 and \$13, respectively.
(Third Floor)

Young Women's Frocks in Wool Jersey Copy an Imported Model, \$22.50

Its simple lines and girlish charm typify the spirit of youth, as Paris dresses the "jeune fille."

Fine wool jersey is used, in attractive shades of beige, brown, henna, chin or navy blue.

The long, straight blouse laces well down over each hip with ribbon.

This pretty finish of ribbon being repeated on the long sleeves and at the neck. The skirt is quite flat front and back, and fitted at the hips.
(Second 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 Life and Letters of Walter H. Page"

by Burton J. Hendrick, is a two-volume book of great interest. Mr. Page's own account of his ambassadorship consisting chiefly of intimate, revealing letters, forms the basis of the biography. Price, \$10.

"Last Days in New Guinea," by Capt. C. A. W. Monckton, F. R. G. S., reads "like pages from a Conrad novel." It is illustrated and the price is \$5.
(Main Floor)

Good Dress Materials at Medium Prices

For street and indoor dresses, nothing could be better than the new light-weight woolen fabrics. They are not too heavy for modern heated interiors, and they are warm enough for street, business or school wear in coldest weather. Many are in the soft crepe weaves that drape effectively.

bengalines, granite cloth and serges. At \$2 a yard, wool canton crepe, crepella cloth, rep, eponge and serge. At \$2.50 a yard, crepe poplin, Polart, twill and tricotine. All the new colorings and black. Widths from 38 to 44 inches.
(First Floor)

A \$3.50 Silk Stocking That Will Match Anything

Any color worn this year, at least. The new creole, congo and russet brown; cannon, polo, turtle and piping; rock grays; putty; almond and sponge beige tones; nude, flesh, aluminum, gold, silver, black, white, navy and other colors. A beautifully made stocking of medium-weight pure silk, with strongly reinforced heel, toe and top. New shipments just in.

New, too, are changeable silk stockings in navy-and-white or mandalay-and-white. Wonderfully smart, either unlocked at \$5 the pair, or \$6.50.
(First Floor)

Metal Lace Tunics Are Pretty—and Special

A little lot of brand-new tunics to go for \$14.75 apiece—earlier in the season they sold for twice as much! They are all of one model—sleeveless, and having the bold effective metal work placed on the bodice and round the foot.

And they may be had in all-gold-and-black, jade-and-silver, rose-and-silver and orchid-and-silver.
(Main Floor)

New Afternoon and Evening Sandals in the Boot Shop

Brown satin, cut low at sides, with open-work bronze kid on the vamp. Medium toe, satin-covered Louis heel, one high strap buttoned around ankle. A graceful sandal for afternoon or evening wear. Priced \$14 the pair.

The same sandal in silver cloth with trimming of silver brocade, \$17 the pair.
(First Floor)

As If There Wouldn't Be Enough Noise

at a Halloween party, there must be "noise-makers," but they are such jolly additions that every party should have them.

There are flat round faces of the witch's cat, watering cans that are really horns, a pumpkin-head on long legs—and they all make noise, all right!

These and various other favors are in good assortment at 20c to 35c.
(Down Stairs Store)

One of the Most Interesting Collections of Handbags and Purses in America

Not a lovely thing made anywhere that does not take its place in the collection.

Quaint head bags from the Black Forest—
Elegant Albanian tapestry bags from France—
Tiny little dinner or dance bags from Paris—
Silken theatre bags with a tiny electric light inside from London—
Smart English leather bags designed especially for the feminine smoker—
Magnificent bags designed for a lovely princess' transaction—
Marvelous French beaded bags—
Glittering jeweled bags—
Practical leather bags—
Bags for theater, shopping, teaching, business, dress—in all the colors and all the materials that beautiful handbags can be made of.

It certainly would be a pity if womankind should ever take to pockets! Each bag is so definite and charming an addition to her toilette.

From \$2 to \$200 the prices range. And surprisingly lovely ones from \$5 up.
(Main Floor)

For the Woman Who Wears All Black

or the young woman, there is a collection of charming new gowns. They include simple wool jersey frocks, tailored dresses of Polart, twill and finer gowns of Canton crepe, crepes de chine and heavier silk crepes, for street, afternoon, dinner and evening wear. Some copy imported models.

Prices are moderate for each style and quality—\$25 to \$75. Sizes from 14 to 36.
(Main Tailors)



Benjamin Franklin Playing Upon His Musical Glasses

was a fine sight, according to Watson's "Annals." The great philosopher, then seventy-six years old, had invented the musical instrument for himself, and delighted to play upon it.

In our day, the B. Franklins and their kind—lovers of music, and abreast with or ahead of their times—are not long without the most extraordinary musical invention of this marvelous age—

The Ampico

Business men, professional men, philosophers, musicians and artists are alike in according to this wonderful reproducing piano the highest place among musical instruments.

As an invention it is fascinating, for it does what no piano had done before—reproduces the playing of great pianists, not merely with fidelity to the notes, but with faultless fidelity to every shade of expression.

As a musical instrument it is a joy, for it brings to the home every possible kind of piano music, perfectly played at an instant's notice, with no more effort than is required to turn on an electric current.

The Ampico is electrically operated.

It is incorporated—without altering their form of usage as fine pianos—in such famous instruments as the Chickering and Knabe, the Marshall & Wendell, and the Haines Brothers.

In Philadelphia it may be purchased only in the Wanamaker Store, where it may be listened to at any time by any one, without obligation to buy.
(Egyptian Hall, Second Floor)



New Arrival of Fine Lamps

The finest in the world, people in the lamp business say. They are the famous Roseville Pottery lamps and the sale of them in Philadelphia is confined exclusively to the Wanamaker Store.

No fancy mounting, just the beautiful vase in a simple mount that appeals to people of fine taste.

Originally made and sold by the maker largely as a hobby, their superiority has won for them a foremost place among the world's finest lamps, but the prices are much less than they used to be.

In flame, rose, brick, buff, cherry, plum, Chinese yellow, blue, amethyst, ochre and oxblood.

One, two, three and four light sizes, prices, \$45 to \$105.

Shades to go with them, \$31.50 to \$140.
(Fourth Floor)

The \$1 Umbrella Is Here, 500 Strong

There should be an umbrella in every office and every school locker, for this is the time when a wetting is likely to be of consequence.

Splendid extra umbrellas are the \$1 ones, especially as they are of good old-time quality—tape edged, heavy black cotton, over strong Paragon frames.

26 inches spread in the women's and 28 in the men's.
(Main Floor)

Queen Mary Bath Tablets

Such satisfactory soap—in the way it lathers, in its size, in its round shape, and the way it lasts! Economical, all around! In violet, rose, verbena or cold cream, three cakes for 25c.
(Main Floor)

There Are No Better Neckties Than the Spitalfields Silk, at \$3

By far the richest, sturdiest, longest-wearing silk that a man can have for an out-of-the-ordinary necktie.

Every yard of the goods was selected in England and made up here under Wanamaker direction. With them are some wondrously fine French silk ties, selected in the same way and priced the same. Also, plain-colored Spitalfields silk ties at \$2.
(Main Floor)

Nine Out of Ten Men Will Choose a Plain High Shoe

But being plain doesn't mean being unfashionable—the new ones are as smart as footwear can be. Of tan calf, along the lines of a straight English last—almost "tailored" in its trimness—and sewn to stand the wear. The price is \$8.50.
(Main Floor)

A Man Might Just as Well Save Time and Come to Wanamaker's First for That New Suit

It's a safe thing to say that he will come here in the end if he wants a suit that is just bristling with that "through and through good-fellow look," and is well made, yet priced so a man can see his money's worth in it.

There in a nutshell is the reason why most of the men you know like Wanamaker clothes.

Smarter clothes there could not be, for the suits at Wanamaker's are designed in the very cradle of fashion.

Better clothes there could not be. Materials and tailoring go to make up quality and every garment here bears the mark of master workmanship on all-wool fabrics.

And the prices? They tell a story of their own. A thoroughly good suit is here for \$25. The best of all is only \$55. And there is seemingly endless variety at \$40 and \$45.
(Third Floor)



Table Linens of Quality Priced for Economy

Table cloths, white as snow and lustrous as fine silver, and with service back of the beautiful looks. Combination floral and stripe patterns in rich assortment. Beauty, quality, economy, all in one.

Size 72x72 inches, \$9.50; 72x90 inches, \$11.50; and 72x108 inches, \$14.50 each.
(First Floor)

Napkins to match, 22x22 inches, \$10.75 a dozen.

Of even greater merit are 17 dozen fine new Irish damask napkins of splendid quality, in five designs, marked to sell at the special price of \$10.75 a dozen, 22x22 inches.
(First Floor)

"Etruscan" A New Sterling Silver Pattern

Really a relief from some of the more ornately decorated silver is this simple, dignified design with only the Greek key for a decoration.

The period from which it is taken is that of the Adam brothers when a classic revival took place in England. Many pieces of cherished Colonial silver date from this time.

All the necessary small table silver can be had in Etruscan pattern—knives, forks, spoons and the various small serving pieces.

Prices from \$18 to \$27 for teaspoons, up to \$38 to \$50 for tablespoons.
(Main Floor)

China and Persia Spread Out Their Treasures in This Oriental Rug Sale

The Chinese have been weaving rugs long enough to be masters of the craft.

Their rugs are unique and unusual. They challenge admiration, not only because of their wonderfully heavy, serviceable quality, but especially because of the originality, independence and distinctiveness of colorings and designs.

The Chinese rugs in this notable sale were woven expressly for the Wanamaker Store.

It is many years since rugs of the same splendid quality have been shown in such a selection at the same low prices. The choice of the scarce, small sizes is remarkable—from 3x3 to 5x5 ft., at \$30 to \$85.

The carpet sizes afford magnificent choosing—from 8x5 to 16x12 ft., \$725.

(Seventh Floor)