

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
Showers

Bright Burns the Light of Opportunity at Wanamaker's

Two Weeks in the School of Disappointment Will Often Teach a Man

the deceits and tricks of the world far beyond anything he ever knew, and be of service all his life in steering him away from the shoals of misfortune.

To read in the newspapers what happens to others does not always put us on guard. Caution is a fret to the impetuous, but it is better to suffer slight pains than to be pitched headlong off your horse.

[Signed]

John Wanamaker

October 10, 1922.

New Boudoir Silver in a Brocaded Pattern

The most fastidious of woman-kind could scarcely ask for anything prettier. It would make the most sort of a wedding or birthday gift.

The design of the silver is a brocade stripe varied with plain stripes and outlined with a narrow Greek key border. In the center is a shield for the monogram.

(Main Floor)

One would expect the prices to be much more than they are—for example, the mirror is \$40. The hair brush, \$29. Comb, \$9.50. Two-piece, for coat wear, in silver and gunmetal gray, cafe, covert, brown, black or white, \$1 a pair. Tab-wrist, with five-inch top, in cafe, covert, brown and gunmetal, \$1. Sixteen-button length, brown, covert and gray, \$1.50. All half pique sewn, with spear-point backs.

(Main Floor)

200 Women's Fresh Dresses and Suits at \$50

Pick any one of them and we believe you will say it is an uncommonly good fifty dollars' worth.

The dresses are of Canton and other silk crepes, especially the novelty weaves; and of such rich materials as tricot and Pointe de France.

The silks include "petal"-trimmed dresses with circular skirts, and ever so many other interesting styles, the cloth dresses are nearly all of the sort to wear with little fur. These latter are wools, tailored, with contrasting plaids or vividly colored girdles.

(First Floor)

French Chemises

freshly off the steamer and ready in the French Room tomorrow.

Sheer little undergarments of batiste with real Valenciennes edging their tops and their skirts. Vest chemises with dots are \$3.25, and envelope chemises with hem-stitching are \$4.50.

(Third Floor)

Plaid Scrim 20c a Yard

Fresh white scrim, in dainty plaids, makes delightful curtains, 36 inches wide.

White marquisette, with tape borders in hemstitched effect, is 25c a yard.

Both are excellent values.

(Fifth Floor)

A Paris Perfumer Sends Oriental Soap Dolls

that look like queer idols from the East. They wear velvet turbans, tipped with feathers, earrings and necklaces and they are as different from most "soap babies" as black is from white!

The soap, itself, is of the best quality, delicately perfumed. In various colors, making a fantastic combination with the colored turbans. What interesting gifts! 75c and 85c each.

At 75c, there are soap girls with knitted caps and bottles of French perfume in their arms. Delightful little favors for house-party guests!

(Main Floor)

If You'd Like to Make a Really Original Halloween Costume

We can show you a number of masks which can be copied or adapted in colored crepe paper. Effective things can be made at little cost. But it's time to be starting.

(Fourth Floor)

Beautiful Handbags for Women Who Wear Black

Many people who have been looking about tell us that they have nowhere seen such a complete collection of black handbags. Everything seems to be here from the simple, sturdy black leather bag, for service, to the finest hand-made beaded bags direct from Paris.

Between these two extremes are soft bags of black duvetyne or chiffon velvet; bags of handsome moire or broche silk, sometimes embroidered with dull or bright black beads.

Other bags are made entirely of beads and have soft drawstring tops.

For half-mourning there are exquisite beaded bags touched with the gray of steel beads. Prices range from \$4 for a black silk bag with a gunmetal frame to a very handsome French bag at \$65.

(Main Floor)

Odds and Ends of Women's Handkerchiefs Special, 25c

Any woman who wants a supply of good white linen handkerchiefs will find this an opportunity. Sheer and heavy linens, hems of various widths—many plainly hemstitched—white handkerchiefs of many kinds. All would ordinarily be much higher priced.

(Main Floor)

Beautiful Silk Hose With Drop-Stitch Clocks and Embroidered Dots

Exquisite silk hose, perfect for gifts to one's feminine friends or one's self. They are silk from top to toe and have five-stripe drop-stitch clocks with hand-embroidered dots in a contrasting color.

In black with white. White with cerise, tangerine, black, turquoise, violet, emerald or blue.

Buff with black, turquoise or salmon.

Navy with white, champagne or emerald.

Smoke gray with blue, salmon or black.

Russian calf with white, blue or champagne.

\$7 the pair.

(First Floor)

New Arrival of Foreign Chamois Lisle Gloves

First importation this season of certain internationally trademarked gloves, known for their good fit, fine fabric, and long-wearing qualities.

Two-clasp, for coat wear, in silver and gunmetal gray, cafe, covert, brown, black or white, \$1 a pair.

Tab-wrist, with five-inch top, in cafe, covert, brown and gunmetal, \$1.

Sixteen-button length, brown, covert and gray, \$1.50.

All half pique sewn, with spear-point backs.

(Main Floor)

A Smart New Tongue Slipper at \$9

A light-weight, turned-sole slipper of black patent leather or dull black calfskin.

Made on graceful lines with covered Cuban heel of moderate height, short vamp, and moderately rounded toe.

Under the prettily shaped tongue is an elastic gore, to insure a snug fit around the ankle.

For day or evening wear it is an uncommonly attractive and well-made slipper for \$9 the pair.

(First Floor)

Importation of Finest English Velveteens in Lovely Hues

Manchester makes nothing finer in twill-back velveteens. The deep-piled velvet surface has a beautiful sheen, and the texture is of that soft drapability quality needed for fashionable gowns.

In absolutely fast colors, including black, navy, marine and spark blues; bearskin, tabac, beaver and mahogany browns; cardinal, gobbler and beet-root reds; petunia, Napoleon blue, bronze green and other shades.

One yard wide, and \$3.50 the yard.

(First Floor)

Millinery in Every Charming Shade of Gray

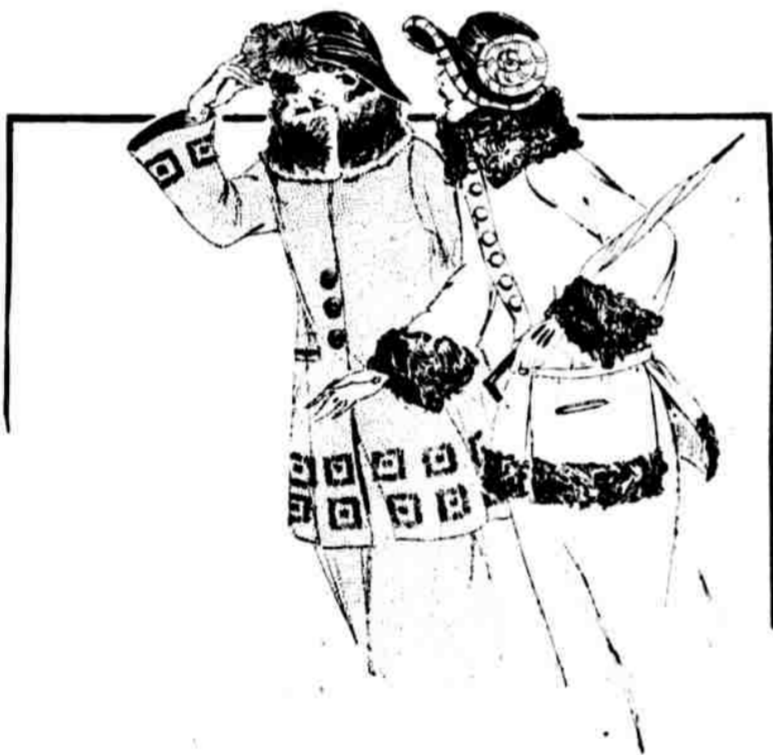
Gray hat, gray gloves, gray fur, gray hosiery—how often the quartette appears on a woman well-gowned in black or navy!

Tomorrow the Gray Salons present gray millinery designed for this effective mode. Delightful things are done with gray felt, gray velvet, gray crepe, silver lace, squirrel fur, moleskin, metal flowers and ribbon.

Cinder, cobweb, kit fox, souris, platinum, gunmetal and all the other gray shades, from palest silver to taupe, are represented.

The hats are lovely enough to convert any one to the wearing of a gray chapeau.

(Second Floor)



Young Women's Fine "Sample" Suits at \$95

One of a kind, but each very beautiful and desirable. Fashionable varieties of duvetyne, in Malay, Havana and Pomeranian browns, the warm Tunisian red and Hawaiian blue. Collars of squirrel, beaver, caracul, taupe or platinum wolf. Some richly hand-embroidered. Others severely tailored, with rows of self-cording. Distinctive lines to all and fine finish. The price—\$95—is, of course, considerably below their current value.

At \$65 are unusually attractive suits of suede-finish velour, made in a charming Balkan blouse model—the jacket with deep, close-fitting hip-band. Three colors—navy blue, Malay brown and kit fox gray. All with self-cording and cable stitching and finished with collars of either moleskin or nutria fur.

Sizes for 14 to 20 years in each collection.

(Second Floor)

Women's Fine Silk Sweaters at \$25 Each

There is one reason only for the price dropping so low, and that is it is a bit late in the season.

They are made from the finest kind of real silk and in the most desirable tuxedo and slip-on styles. A number of unusually pretty fancy weaves, all self-toned, and the colors are those that so many women are asking for.

Black, navy, rust, jade, gray, tomato, peach, orchid, brown and tan. All sizes are among them.

(First Floor)



The Hands of Leopold Godowsky Are Insured for \$250,000

Godowsky is the master technician among modern pianists.

Every finger of his small, rather pudgy hands is a miracle-worker. His command of the keyboard is acknowledged to be unparalleled in pianistic art.

It is not only the dazzling brilliancy of his technique, but the molten gold of his tone, and the magic of his interpretations, that give him this undisputed leadership.

To hear Godowsky at his best, listen to his marvelous interpretations of Liszt, Chopin, Schumann and other great composers, on

The Ampico

Every pearling run, every delicate shading, every vivid coloring, is as perfect as if the master pianist himself sat at the keyboard.

Godowsky is but one of the many world-famous pianists who today are recording for the Ampico.

They prefer this extraordinary musical instrument because more than any other it so accurately and exquisitely reproduces the individuality of their playing.

The Ampico is sold in Philadelphia in the Wanamaker Piano Salons only, incorporated in the Chickering, the Marshall & Wendell, the Haines Brothers and the celebrated Knabe pianos.

(Egyptian Hall, Second Floor)

Among Ampico Recordings for October

Schumann's Sonata, op. 22, G minor, played by Mischa Leitzel.
Shepherd's Hex, arranged by Grainger, played by Henry Soutaine.
Les Preludes, part I, Liszt, Wilfred Deletier and Arthur Loesser, conducted by Artur Bodanzky.
Availin (Almirk's) waltz, Beethoven, played by Ann Thompson.
Santa Lucia, D flat, arranged and played by Andros Kmita.
Scenes from an Imaginary Ballet, Coleridge-Taylor, played by Henry D. Toney.

(Second Gallery)

Only Goods of Proven Quality in This Special Sale of Low-Priced Bedroom Furniture

Customers are free to choose four-piece suits, or as many single pieces as they require.

Suits start at \$184 and go up gradually to \$350.

Single pieces from \$40 for a full-size bed to \$105 for a bureau.

The woods are mostly mahogany and walnut, in Sheraton, Colonial, Louis XVI and Queen Anne styles.

Beds may be had in either twin or full size and there are night tables for all suits and desks for most of them.

The Sale provides a real opportunity in goods that are unique in their class.

(Sixth Floor)

The Luxuries of a Dog's Life

as well as its necessities can be had in a corner devoted exclusively to dogs. Collars, leashes, chains, harness, brushes, combs, soaps and remedies—baskets for travel or repose. Eating and drinking pans (but, even an awkward little puppy cannot turn over).

Also sweaters and raincoats for the first sharp days.

(Fourth Floor)

Adjustable Ventilators for Windows

are of specially treated buff-colored cloth stretched over hardwood frames which can be adjusted to fit almost any window. Especially good for nurseries, sick rooms, etc. In six sizes at 40c to 75c each.

(Fourth Floor)

Vacuum Cleaners Are Going Into Many Philadelphia Homes

It looks like the days of the broom are numbered in the well-equipped American home. Vacuum cleaners are more efficient in every way, clean more thoroughly and are much easier of operation.

Not only do they clean carpets and rugs better than they have ever been cleaned before, but with easily adjusted attachments the vacuum can now be used for cleaning draperies, upholstery, mattresses, hardwood floors, bed clothing, pillows, cushions, book-cases and even furs.

Electrically operated vacuum cleaners of tested merit can be had at moderate prices on the Fourth Floor.

Royal cleaners, \$55; complete set of attachments, \$12.50.

Superb Junior, \$57.50; attachments, \$12.

King, \$45; attachments, \$12.

Cadillac Special, \$50; attachments, \$12.

Superb, \$70; attachments, \$12.

Attachments consist of crevice nozzle, furniture nozzle, hose connection, adapter, coupling hose, extension handle and wall brush.

(Fourth Floor)

NEWS FOR MEN

Newton Is the Hat Nine Out of Ten Men Buy

Its lines are a little newer, its shape is a little more graceful than any other hat we've seen. Of fine felt, it is in six new English shades of the soft grays and browns that men like best. A distinctive hat at a moderate price—\$6.

(Main Floor)

Men's Oxfords for Evening Wear, \$5.40

Without a doubt the best we have ever had at such a low price. They are cut on the plain, conventional lines with light-weight welted soles that are just right for dancing.

(Main Floor)

Inexpensive and Practical Handkerchiefs for Men

25c, 35c and 50c are moderate prices for men's sensible everyday handkerchiefs of good Irish linen with plain hemstitched hems. \$2.75, \$3.85 and \$5.50 a dozen.

(West Aisle)

Certain Fine Silk Lounging Gowns for Men at \$20

Just one group—but a fairly generous one. And certainly at \$20 such gowns are a generous value.

Every gown a good weight, heavy enough to be serviceable, yet light enough not to be a burden. Gorgeous gowns in rich, softly blended colors. The patterns are small, well chosen and varied.

A wonderful group from which to choose a gift for the man who is hard to please.

(Main Floor)

47-Piece Dinner Sets Exceptional at \$8.50 to \$13

Of the best grade of American semi-china, in a variety of border decorations, conventional and floral designs.

Complete dinner sets for six people, and the prices are exceptionally low—\$8.50, \$10, \$12 and \$13.50 a set.

No likelihood that we shall have another lot to sell for as little in a long time.

(Fourth Floor)

Opportunity Takes a Thousand Beautiful Forms in This Remarkable Sale of Oriental Rugs

One thousand beautiful rugs, or more, no two alike, every one a rug of authentic caste, sound quality and exceptional value, are offered in this Sale.

There are Chinese rugs of heavy Mongolian quality, woven specially for the Wanamaker store; rich, delightful weaves from the Persian interior, particularly Saruks of wonderfully fine grade and exquisite colorings; Serapi rugs in bold, striking designs and shades; Kermanshahs, of rare charm and delicacy of tone and texture; Mosuls from the ruins of Nineveh; Hamadans from the old, old city of Ecbatana and Cabestans and Daghestans from the wilds of the Caucasus!

A magnificent assemblage, bringing a wealth of sizes, colors and patterns that many furnishers have long been wanting.

Chinese carpets, 9x12 ft., at \$285 to 16x12 ft., at \$725. A wonderful selection in between.

Small Chinese rugs, from 3x3 ft., at \$20 to 7x4 ft., at \$85 to \$95.

Persian Serapis from 5x6 ft., at \$85 to 13.8x9.3 ft., at \$335. Small Serapis, 3.6x4.6 ft., \$55 to \$65.

Kermanshahs, 6.4x7.4 ft., \$125 to \$150.

Kermanshahs, carpet sizes, 11.8x7.1 ft., \$425 to 17x11 ft., at \$1475.

Saruks, magnificent carpet pieces, from \$785 to \$975.

Mosuls, about 3.6x4.6 ft., from \$37 to \$55.

Hamadans, about 1.6x7 ft., from \$65 to \$85.

Anatolian mats, 8.7.50 to \$9.75.

(Seventh Floor)