

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
Mostly cloudy

New Things, Useful or Beautiful, Pour Into Wanamaker's

Jealousy, Spite and Ill Nature Are Neighbors

to move away from rather than cultivate. They all live in a gloomy shed and are ever plotting mischief. Better to go a long distance out of your way to avoid them. "Let not the sun go down upon your wrath."

[Signed] *John Wanamaker*

October 11, 1922.

Sables From Russia and Hudson's Bay

For many centuries the dark, marvellously soft sables have been prized beyond almost any other fur; and today they are the most perfect of all the little neck finishes for cloth frocks.

Russian sables, natural or tipped, are \$185 to \$385 for one-skin pieces, and \$290 to \$750 for two-skin pieces. Hudson Bay sables, natural and blended, are \$60 to \$145 for one-skin to \$100 to \$450 for two-skin.

(Second Floor)

The New Bolster Girdle Appears on Young Women's Dresses

If you haven't already seen it you can have no idea how pretty it is on a slim, youthful figure. As many as three brand-new models in a group of charming silk dresses at \$37.50 show some form of the bolster girdle. One shirred full-skirted style uses the little rolled girdle as an excuse for the longer waist line. The early Victorian effect is further carried out by a deep bertha of black net stitched in white. A lovely soft blister satin has a tiny bolster girdle to hold the

side panels in place. The long straight waist is quilted. And there is a delightful satiny crepe with a square lingerie bertha that shows the same arrangement of two bolster girdles as a finish to the side draperies.

Three other styles at \$37.50 omit the bolster girdle but employ metal or silk ornaments instead. They come in all the new shades of brown — cinnamon, Hindu, cocoa, beaver, coffee, caramel and navy and black. Sizes 14 to 20 years.

(Second Floor)

A Few Finer Capes for Women Are Repriced

So much less are the new markings that they average about half. For example, a number of handsome bolivia and duvetyne capes, some beautifully beaded, embroidered or stitched and lined with the loveliest silk, are now \$75 each. A very few, even handsomer duvetyne capes with caracul or squirrel collars, are now priced at \$100. Both light and dark colors.

(First Floor)

Wanamaker Special Corsets

Some particularly pretty and inexpensive white satin corsets have arrived for brides. A topless model made with elastic inserts is priced at \$5. The same style in pink broche is \$3.75. Another, topless with long skirt and elastic insert, is made of pink broche and is especially adapted to tall figures, \$5. A long model, for large women, has a very low top and elastic sections in the skirt, \$5.

(Third Floor)

A One-Strap Slipper With Much to Recommend It

A slipper that combines the lightness of kid with the durability of calf is a favorite with many women. It is a light-weight dull black calfskin, as soft and flexible as kid; with hand-turned sole, low Louis heel, one instep strap and medium toe. Vamp, quarter and strap are perforated just enough to relieve its plainness. Finely fashioned, and priced \$14 the pair. The same slipper in black patent leather at the same price.

(First Floor)

Many Mothers Will Be Interested to Know

that the Wanamaker Custom Tailoring and Dressmaking Bureau makes to measure individual clothing for schoolgirls of 8 to 16 years. Admirable models and correct materials are offered for choice in school and daytime frocks, street and occasion dresses, party frocks, suits, topcoats, wraps, and all other

outer apparel of a young girl's wardrobe. Fancy dresses for dancing classes are a specialty. The moderate prices include all materials, necessary fittings and making.

(Second Floor)

Large Bloomers and Nightgowns

Large women are very keen about the bloomers because they do away with the slightest bulk. Of saten, black, pink and white, \$1 and \$1.65. Cotton crepe, pink and white, \$1.25. Nainsook with embroidery edge, \$1.35 and \$1.65, with lace, \$1.35. The nightgowns include three low-necked styles with lace or embroidery, priced at \$1; and four other styles, some with lace and some with embroidery, at \$1.65 to \$2.85.

(Third Floor)

Broadcloth More Fashionable Than for Many Seasons

Most women are glad of the return to favor of so serviceable and handsome a fabric. It is in demand for tailored suits, one-piece dresses, skirts, wraps and children's coats. Fine foreign and domestic broadcloths of high and permanent luster are \$3.50, \$4 and \$5 the yard. Black and all colors, from 18 to 54 inches wide.

(First Floor)

Hand-Made Silk Blouses, Quite Remarkable at \$5

They are exactly what many women want to wear with sports suits and, being of good quality white crepe de chine, they do not muss as easily as a cotton blouse. Every stitch is done by hand and most delicately. The collar is the tuxedo style which fits so well over coat collars or sweaters and it, like the cuffs, has hand-drawn-work and hand-embroidered dots.

(Third Floor)

Necessaries for the Small Baby

The little baby needs many things for his health and comfort and just such things are here abundantly for mothers' pleasant choosing—everything from wee little shirts to big cribs and walking pens. There is a fine lot of new nursery furniture and many pretty things to wear. Flannel binders are 25c to 35c. Woven bands are 45c to \$1. Flannellet circular scarves are 25c; flannellet wrappers, in white, trimmed with pink or blue, are 60c to \$1. Crocheted socks are 30c to \$1.50 a pair. Blankets of many kinds are 75c to \$2. How quickly and how inexpensively a personally chosen layette can be assembled!

(Third Floor)



Women's Taffeta Dance Frocks—Gay as a Garden

With their quaint bodices and full puffed or corded skirts they are not unlike poppies and hollyhocks and other lovely blossoms. Certainly the colors caught in the shimmering silk are the most living and exquisite of flower colors—the pure scarlet of poppies, the rose tints of orchids, the orange and rose of tea roses, the green and gold of certain shining leaves. And all this color is given its final accent by the glitter of narrow metal ribbons used as girdles.

Half a dozen styles or more between \$35 and \$42.50.

(First Floor)

New Fans in Gorgeous Colors

The petal fan is among the newest—flower petals fluttering among fluffy ostrich.

Coque feathers have a glossy beauty of color and smooth lines of curving grace. One sees the deepening hues of orchid, jade, purple, bright blue, red, coral and tan, sometimes with contrasting darker feathers introduced.

Plumed ostrich fans have, of course, a secure place of their own.

(Main Floor)

Women's Handkerchiefs 12½c and 18c

Good white linen handkerchiefs have eighth-of-an-inch hem, hemstitched, at 12½c each or \$1.38 a dozen. At 18c hemstitched linen handkerchiefs have a slightly wider hem. Both are excellent values.

(West Aisle)

More Metal Laces From France

Flouncings and bands this time, in rose and silver, blue and silver and black and silver—in their effect very like colored cobwebs gemmed with dew. 36-inch flouncings, \$9.75. 18-inch bands, \$5.75. Other fashionable metal laces are flouncings and bands of old gold, steel and bright silver. Also metal lace for berthas, in gold, black and steel, for \$3.25.

(Main Floor)

Collar Edgings by the Yard

Embroideries in sections designed to be made into collars to fit round necks are on white organdie at 65c to \$2.25 a yard, and on white or ecru linen at \$1.25 a yard. Colored embroideries on white organdie or batiste, 75c to \$2.75 a yard.

(First Floor)

Over 30 Patterns in Bathrobe Blanketing

Time to make bathrobes before cold weather sets in! Here are patterns for every one, from the wee baby up. There are all sorts of designs and colorings and all are reversible. Some plain colors have contrasting backs, such as blue-and-scarlet.

Nursery animals frolic on pink or blue grounds, and, for contrast, there are many brilliant Indian designs for men and boys. The soft conventional designs that Mother likes are here, also. 37 inches wide, 60c a yard. 38 inches wide, 75c a yard.

(First Floor)

Boys' Sturdy Shoes at \$5

Thick soles, built for service; plain, wide toes designed for comfort, they're exactly right for boys' school wear. Of strong, substantial cowhide in dark brown with a single row of perforations marking the tip. Sizes two and a half to six.

(Main Floor)

Fashion Marks Time by Openwork Clocks

On these fine new silk stockings. Silk from tip to toe, they show the newest versions of the lace openwork clock for Autumn. In black, white, russet, African brown, navy and the many soft, indefinite beige and gray tones so fashionable now. \$3.50 pair.

(First Floor)

Those Smooth Vanilla Mints!

How good they are and what a pretty table decoration they make—these smooth wafers in white, pink or yellow. Just the thing for parties! Many people like the "double vanilla" flavor in our own blending with mint. 70c a pound.

(Down Stairs Store)

Beaded Bags of Great Beauty and Moderate Price

The dull, faded hues of a Gobein tapestry, the rich soft reds of a Persian rug, garnet and bronze tones and wonderful mossy greens and mauve tints are marvelously blended in these charming new bags, recently imported.

As the finest of beads are used and the work is done entirely by hand the bags are even softer than fabric bags. All have drawing straps, though if you have a cherished silver frame we could mount it on one of these bags very successfully. Prices range from \$35 to \$50, considerably less than such fine bags are customarily priced.

(Main Floor)

"Parade of the Wooden Soldiers" from "Chauve Souris"

—is one of the popular new Ampico recordings this month. "The 19th Hole" is another new fox trot, and "Thru' the Night" another new waltz record. Eight new fox trots are among the month's best popular numbers.

(Second Gallery)

The Children's Barber Shop

is a famous place for having hair cut in just the right way, and the experienced barbers will give good advice as to how it will be most becoming. Singeing, shampooing, scalp treatments and everything for the health and beauty of the hair is done in the Barber Shop. What is more, the barbers understand children and keep them interested and happy. It is always well to make appointments in advance.

(Third Floor)

Victor Herbert Day at Wanamaker's

An unusual musical event will be a concert in Egyptian Hall at 12 o'clock tomorrow in honor of Victor Herbert, who is now appearing as guest conductor of the Orchestra at the Stanley Theatre. Mr. Herbert will himself take part in the program and will be assisted by Ruth Lloyd Kinney, mezzo-soprano, and Sigmund Spaeth, Ph. D. A number of Mr. Herbert's recordings will be rendered on the Ampico.

(Second Floor)

New Comers Among Books

"William De Morgan and His Wife," by A. M. W. Stirling, \$6. A life which will appeal to a very wide circle of admirers in England and America, dealing as it does with two of the rarest spirits of the age. "All in a Lifetime," by Henry Morgenthau, \$4. An inspirational story of the rise of a young man. "The Fun of Being a Fat Man," by William Johnston, 75c. A little masterpiece of humor. "Where the Blue Begins," by Christopher Morley, \$1.50. A taking whimsy.

(Main Floor)

New Flexible Bracelets A-Gleam With Light

Particularly pretty are the new band bracelets of fine silver-plated mesh with ornaments (sometimes bow-knots) of gleaming rhinestones. Another type shows three rows of rhinestones each. Others, of tiny and good imitation pearls, have slides of rhinestones or of imitation jet or sapphire. All are graceful and lovely. \$7 to \$38.

New earrings continue in the delicacy of the shower of imitation pearls, jet-and-sapphire, jet-and-pearls, etc. \$8 to \$27 a pair.

(Main Floor)

Millinery Conversations

"Where did you find that adorable hat?" "Trimmed it myself. Do you like it?" "Like it! I love it. Wish I could find anything half as pretty." "Well, my dear, do as I did. Go straight to the Wanamaker Millinery Salons and try on their untrimmed hats. They've the smartest collection in town—shapes you won't see everywhere. You can't help finding one that you'll rave over. They have the loveliest French trimmings—feathers, metal ornaments and flowers—that I saw anywhere." "Expensive?" "Not a bit of it! My hat untrimmed was \$5, my two Spanish coque plumes were \$1.50. Did you ever see a smarter effect for \$6.50? But they have hundreds of pretty

(Second Floor)

Knives and Forks of Stainless Steel

No more scouring and polishing, for stainless steel is never blackened by fruit or meat juices or vegetable acids. A set of six knives and six forks, \$7.50. All have white handles.

(Fourth Floor)

New From Paris

Exquisitely made flowers and garlands for trimming lamp shades, boudoir lights, pillows and other such fancy articles may be seen today in the Art Needlework Store.

(Second Floor)

Power Harnessed to the Household Wheel

It seems that all the world is now trying to lighten the task of housekeeping! There is home-making and housekeeping and sometimes there is so much of the latter that there is no time for the former. That is the big reason for welcoming anything that does away with drudgery.

There is a corner (a pretty big corner) of the Fourth Floor where washing machines, dish-washers, electric irons, toasters and all things electrical are gathered together for easy and wise selection. It is an education in the possibilities of electricity when harnessed to the household wheel!

(Fourth Floor)

A Woman's Bracelet Watch Must Be Unusually Good

The Elgin watch is one of the best American watches made for women. There has been no effort or expense spared to make it reliable and enduring. It is an excellent investment for every dollar paid for it.

Platinum cased Elgin watches, set with diamonds and mounted on black ribbon bracelets, \$450 to \$565.

Elgin watches in 14 kt. gold cases, on black ribbon bracelets, \$42 to \$110.

Elgin watches in sterling silver cases on ribbon bracelets, \$34 to \$41. And in gold-filled cases, \$23 to \$41.

(Main Floor)

Special Manicure Sets in Leather Cases, \$1 to \$15

Opportunity peeps out of every corner of them—even enough to make it worth while to buy gifts in advance. In most cases, the price of the complete case would not buy the utensils in it, and many of the cases are handsomely lined. All are of leather and many have fittings of inlaid and decorated imitation ivory. Most of them are for women, but some neat little cases for men are included. Some at \$1 have three pieces, others have six.

(Main Floor)

A French Tinsel Brocade at a Moderate Price

\$7.50 a yard and 39 inches wide. Usually French brocades are much more expensive.

Many women like this brocade for draperies, panels, bags, millinery. Now, however, it is being bought for gowns, trains, wraps, either the outside or the inside lining.

There are glorious shades of jade, sapphire, emerald, amethyst, Tunisian red, henna and black, woven with designs in gold or silver tinsel thread. The effect is extremely rich and beautiful.

(First Floor)

A Man Can Save Money on a Raincoat Right Now

Good coats, too, though there are not so many of them.

But there will be enough for a day or so and a man couldn't find himself face to face with an opportunity to get a good raincoat at a much better time.

Autumn rains are frequent and from now until overcast time it doesn't pay to be without a raincoat.

These particular coats are made by one of the best manufacturers in the country. They are light tan, an easy weight and have a belt all around. Price, \$13.50.

Men's Linen Handkerchiefs, 50c

They have that soft, smooth, glossy finish that only good Irish linen, woven of fine threads, ever has. (In fact, more than one woman will want to use them for children's collar-and-cuff sets.) Men like them because they are plainly hemstitched and medium weight. Tape-bordered linen handkerchiefs of excellent quality are \$1.

(Main Floor)

The Scope of the Oriental Rug Sale

is wide and fascinating, reaching from an Anatolian mat, 2x3 ft., at \$7.50 to a superb Kermanshah, 16.9x10.10 ft., at \$1285.

The selection in between is varied and magnificent, embracing a wonderful new collection of Chinese rugs of heavy, excellent quality, specially woven for this store.

They are now offered at unusually low prices, 9x12 ft. at \$285 to 16x12 ft. at \$725.

Small Chinese rugs, scarce sizes, from 3x3 ft., \$30, to 7x4 ft. at \$85 to \$95.

Persian Serapis, from 5x6 ft. at \$85 to 18.9x9.3 ft. at \$385.

Small Serapis, 3.6x4.6 ft., \$55 to \$65. Kermanshahs, 11.3x7.1 ft. to 16.9x10.10 ft., at \$425 to \$1285.

Smaller Kermanshahs, 6.4x7.4 ft., \$125 to \$150. Also Mosuls, about 3.6x6.6 ft., at \$37 to \$55. Hamadans, about 4.6x7 ft., from \$65 to \$85. Anatolian mats, from \$7.50 to \$9.75.

(Seventh Floor)

A Beautiful New Collection of Madeira Embroidered Linen

The largest and most attractive new shipment in a long time. A wonderful assortment of sets and pieces, ranging from a little dolly at 35c to an exquisite bed-spread at \$85. There are scarfs, centerpieces, napkins, pillow cases, tea and luncheon sets, handkerchief cases.

towels, hot roll covers, all of them excellent examples of Madeira hand-embroidery work. A veritable feast of interest and opportunity for those seeking bridal gifts. The luncheon sets begin at \$6.75, and all prices are quite moderate.

(First Floor)

Pottery and Porcelain Lamps

From China, Japan and England come the pottery and porcelain vases in fine tones of yellow, black, blue, Royal blue and copper. These vases, simple and beautiful in shape, are completed by gold burnished mountings, fitted with one or two electric lights, and priced at \$5 to \$65. Harmonizing shades will be found nearby in the Lamp Store at \$5.50 to \$140.

(Fourth Floor)

A Fireless Cooker Bakes and Roasts as Well as Stews and Boils

Many women have thought that fireless cookers are limited to boiling or stewing—that they are good for simple dishes that need long heat and nothing more.

On the contrary, delicious pies and cakes, biscuits and bread can be baked in them. Meats and fowls can be roasted to a turn and vegetables can be perfectly cooked with every natural flavor retained.

A well-balanced meal can be served, piping hot, without hours of drudgery having previously been spent in the kitchen.

Scientifically built fireless cookstoves of proven worth can be had in various sizes at \$25, \$36, \$40 and \$42.

(Fourth Floor)

An Extraordinary Offering of Upholstered Living-Room Suits

Two distinct groups of living-room suits combine to make this the most unusual event of its kind in years.

From a well-known manufacturer we have taken over an excellent lot of three-piece upholstered living-room suits in ten different patterns to sell at remarkably low prices, at least 25 per cent less than regular.

In these there are three-piece velour or tapestry suits, over-stuffed and with all-hair filling, now marked \$225.

Three-piece suits, overstuffed, hair filled and covered in mohair, are now \$360 to \$515.

In this purchase also there is a choice of two patterns of three-piece suits with cane backs, loose-cushion spring seats and separate pillows covered with blue figured velour and now priced at \$190.

In addition to these we are offering, at a remarkably low price, a wonderful lot of three-piece overstuffed suits made up in our own factory.

We bought at a remarkable reduction from a manufacturer of upholstery materials enough velvet to cover 75 suits. It is in several shades, all with gold backgrounds, giving an antique appearance and insuring continuance of good looks.

(Fifth Floor)

