

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
Fair

Courtesy, Service and Dependable Goods Always—at Wanamaker's

A Great Unitarian Clergyman of Our Youthful Days

whose words are much read, said this substantially:

"Profanity is an awful vice. I ask you whose name it is you use so lightly? Have you ever pondered the meaning of that name? Have you ever thought what it is you mingle with your passion and your wit?"

George Washington also said that profane swearing was foolish and wicked and a vice mean and low.

These opinions are worthy of thought.

[Signed]

John Wanamaker

October 12, 1922.

Women's Newest Winter Wraps Are Very Beautiful

Any woman might well be excused for falling in love with them at first sight and doubtless many women will do exactly that thing.

They are made from the softest deep-pile bolivia coatings with a silky sheen and others are changeable in effect. The lines are loose and graceful, with sleeves

extending from shoulder to waist and narrowing to a cuff. In certain models they are cut in one with the wrap itself.

The furs, with which these wraps are so generously trimmed, are the finest quality of beaver and the fashionable kit fox. In black, kit fox, gray, cinder, navy and Hawaiian blue, \$150 and \$175.

(First Floor)

"The horn of the hunter is heard on the hill" Correct Riding Clothes for Women

In the London Shop

Never has there been more interest in horses and horse-back riding than is manifest right now—as any bright morning in the park will show you.



(The Gallery, Chestnut)

Hunt clubs are holding their openings and the hunting season will soon be in full swing.

New cross-saddle habits of whipcord are in field gray and fawn at \$70.

Imported English habits are \$85.

Breeches of tobacco brown suede cloth are \$15; of tan or brown Bedford cord, \$35.

Interesting waistcoats of black-and-white checks, tan, gray or brown English cloth or red and green cricket cloth are \$10 to \$30.

A wonderfully interesting collection of whips and crops, \$5 to \$12.

Stiff hats of hatter's plush, \$15.

Many Young Women Ask for Coats Without Fur

Beautiful examples are priced \$37.50 to \$110. Such garments as it was quite impossible to find a year ago at anything like such prices. Three models among many are—

At \$37.50, coats of soft ribbed wool bolivia in reindeer, blue, brown or black, made with shallow yoke back, muffer collar, gathers over hips, lining of peau de cygne and interlining.

At \$57.50, coats of rich, thick-piled wool bolivia in shades of brown, cinnamon, navy and black; with raglan shoulder, wide sleeves and a trimming of heavy self-color.

These coats are so excellent in every way that we shall be willing to have them stand for the general goodness of the whole coat collection in 14 to 20 year sizes.

(Second Floor)

Women's Soft and Lovely Afternoon Gowns of Duvelyn and Chiffon Velvet



(First Floor)

The chiffon velvets are in four models

—one with embroidered sleeves and giraffe;

—one absolutely plain with circular cape sleeves and circular skirt;

—one with long sleeves and novelty satin skirt;

—one with a lace bertha.

The colors in this group include black, henna, dark blue and browns, in various combinations.

Duvelyn dresses are in solid colors as to their skirts and combination colors as to their upper parts, the bodies being embroidered. These might almost be worn as sport dresses because of a certain dash they have.

Prices are moderate—from \$32.50 to \$47.50.

Women Are Amazed to Find Hand-Drawn Colored Handkerchiefs at 85c

All the colors are here—blues, rose, pink, orange, tan, yellow, orchid, etc., and the drawnwork and embroidery are in contrasting colors. Some in white with colored work.

Many people will be especially pleased to get them for gifts.

(Main Floor)

Hand-Painted Halloween Boxes in Camee

What nicer to send away for Halloween than a big round box of Camee chocolates (how good they are!) with a jolly cover that is full of the atmosphere of Halloween!

There are many boxes in individual designs, to delight the eyes of children or grown-ups. The candy, itself, is sure to please every one! Such delicious nuts, such interesting goodies in the centers—and all through the fine grade of smooth chocolate that means Camee! \$1.50 a pound.

Filled boxes are \$2.50 to \$8.50.

(Main Floor)

Some Lovely Imitation Lapis Lazuli Jewelry

are to be seen in an aisle case in the Chestnut Street Section of the Main Floor. They are quite unusual and very pretty and wearable. The stones might easily be taken for lapis lazuli and the settings and designs are distinctive and charming.

Prices are especially moderate for jewelry with so much character and distinction.

Bracelets are \$1.25 to \$9.50.

Earrings are \$1.25 to \$6.

Necklaces are \$2.50 to \$15.

Lapis lazuli blue is very fashionable this season!

(Main Floor)

Exquisite White Beaded Tunics for the Debutante

They are handsome enough to be used for her "coming-out" frock, if she so wishes, for they are among the loveliest of their kind that have come from Paris this season.

Some are of white chiffon ororgette crepe, sewn with crystal beads, bugles and a number have imitation seed pearls and sparkling rhinestones.

Others are of white net, a mass of opalescent spangles which change color with every motion. These are much used for ball and opera gowns. Prices start at \$35 and go to \$125.

(Main Floor)

Honfleur Specials

Extract, in l'Empire, rose or violet, 50c a bottle.

Toilet water, in l'Empire, violet, Bouquet Amour, is 50c and 85c.

Lilac or Wistaria vegetal, 75c.

Cleansing cream, skin cream and Youth-and-Beauty cream are 40c a jar.

Lemon cleansing cream, 35c and 65c.

Talcum powder, in rose, violet or l'Empire, 15c.

Face powder, 35c.

Compact face powder, white, natural, rathel or rouge, is 75c.

Sachet, in violet, rose or l'Empire, 35c.

Bath crystals, in violet, rose or verberna, 50c and 85c.

Violet ammonia, 20c and 30c.

Bay rum, 50c, 85c, \$1.65.

Witch hazel, 35c and 65c.

(West Aisle)

A Novelty Lamp

A little squat thing in the shape of an Egyptian dancing girl. Not only does it give light in an interesting way, but it burns perfume and makes the air sweet-smelling. Price \$15.

A very substantial iron floor lamp might be mentioned also—it has an adjustable arm, is finished in polychrome and costs only \$20.

A shade to go with it might be chosen from a group at \$1.25 to \$4.50.

(Fourth Floor)

Teresa Carreno Still Plays in Your Home If You Possess The AMPICO

This celebrated Spanish pianist, whose superb playing endeared her to music-lovers throughout the world, recorded some of her finest interpretations for the Ampico, including compositions of Chopin, Schubert and Tchaikowsky, and her own delightful Spanish dance.

As the talking machine has immortalized the voice of Caruso, so the Ampico immortalizes the art of the pianist. It delivers the pianist's playing through the very keys, strings and tone of the piano. It is not an imitation. It is the actual playing, just as if his fingers were touching the keys.

In the Wanamaker Piano Salons you may hear the Ampico in the

Chickering Marshall & Wendell Haines Brothers and celebrated Knabe pianos

All types of pianos and player-pianos are in exchange. Convenient terms of purchase may be arranged.

(Egyptian Hall, Second Floor)

A Furniture Occasion of Two-Fold Helpfulness

"It never rains but it pours." The extraordinary special purchase of low-priced bedroom furniture from our chief supplier of such goods was scarcely on the floors when two other remarkable lots came along, bringing—

the best offering of three-piece over-stuffed living-room suits in years.

From one leading maker have come three-piece over-stuffed suits in ten different patterns, some in velour, some in tapestry, all very well made, filled with hair and marked at an unusually low price—\$225.

In this same purchase are a number of very fine three-piece overstuffed suits, built for luxury and service, covered in mohair, priced at \$360 and \$520.

Also a group of cane-backed three-piece suits with loose cushions in blue velour, with spring seats and separate pillows, to sell for \$190. All the suits in this purchase are priced very much below today's regular value.

Along with these we are offering a wonderful lot of three-piece overstuffed suits, made in our own workrooms, covered with velvet (we bought an upholstery factory's surplus), in a choice of colors, every suit filled with hair, splendidly made and priced at an extraordinarily low figure—\$225.

And in the meantime the special selling of low-priced bedroom suits goes on and on.

(Fifth and Sixth Floors)

"Snow Falls in Blair County" Says a Dispatch

The first snow of the season fell in Hollidaysburg, Pa., on Tuesday last, October 10, according to a press report.

It reminded us of how splendidly ready we are with

Quilts and Blankets

To paraphrase an old refrain, "tomorrow the snow may be flying although it's so balmy today."

This is not intended to take the joy out of life but to point the moral of being good and ready for the cold weather when it comes.

Wool-filled quilts in wonderful assortment at \$7 to \$60.

Blankets and blankets and blankets for the coldest wind that blows.

(Sixth Floor)

Men Are Still Talking About That Wonderful Sale of Imported Madras Shirts

It happened a year ago, yet hardly a day goes by but what some man comes along wearing one of those shirts and asking for more.

Best shirts ever, mighty good looking and they wear like iron, every one agrees.

It's a hard matter to get good imported madras shirts to sell at anything like a low price.

But we have done it again.

The men wouldn't have it any other way.

A big lot of imported madras shirts—every one soundly good—has just got here, and

They Will Be Sold at Once for \$2.50 Apiece

Clear, neat, business-looking shirts in a dozen different stripe arrangements. And stripes in half a dozen different colors.

Every shirt is made of woven madras imported from England.



Every yard of this madras is among the best to be had.

And every shirt has been made under Wanamaker supervision, over the Wanamaker full-form, and is tailored to last. Any shirt in the lot would be reasonable at a good deal more.

(Main Floor)

Real Service in These New Oxfords for Men

Soles are extra heavy and the oxfords are of heavy Scotch-grained calfskin, cut with plenty of room through the toe and equipped with rubber heels.

In a pleasing shade of nut brown and quite without perforations. \$7.50.

(Main Floor)

Those Who Love the Brier and Fen Are Getting Into Hunting Clothes

Open season's just ahead—in Pennsylvania it is November the first for bear, pheasants, quail, rabbits, ruffed grouse, squirrel and turkey.

The huntsman or the huntress can go to Room 133, City Hall, or any county courthouse for a gunner's license and to Wanamaker's for everything else that's needed in the chase.

For everything is here that either men or women want. All the guns that are best—Parsons, Rhuca, Fox, Le-fey, Winchester and Remington. Prices from \$11.50 to \$160.

In clothing there are the heavy-bak rainproof hunting garments for men and women. Coats \$5 to \$15.

Trousers and breeches, \$2.25 to \$5.

Vests \$2.25 to \$3.75.

Hats, \$1.50 to \$5.

(The Gallery)

Boys' Headgear Is Long Suffering

and therefore must be made of durable materials well put together. Wanamaker hats and caps are all of that.

Good lined caps of tweeds are \$1.50, \$2 and \$3.00; English Road-hat caps are \$5.

Tweed hats are \$2.00; felt hats \$1.

(Main Floor)

An Electric Stove Only \$1.50

It will toast bread, boil coffee, heat soup and is quite in addition to the tea table. Of aluminum with insulated feet, cool and plug-ready to use.

(Fourth Floor)

New Bertha Collars Special, \$1 and \$1.50

Some of the new collars require the use of a hand-crank collar button to keep them in place. One can hardly have too many.

Either in all-wool or in net trimmed with lace. Both open-in-front kinds and the others which open over the shoulders. All are unusually pretty.

(Main Floor)

Uniforms for Trained Nurses

Straight-line styles are always favored in the uniform world. In the world of fashion, too, we have wanted to combine as well as straight class, our line of white linens or of white cotton poplin. Prices of the first are \$3.50 and \$4.50 and of the second \$6.50 and \$7.50.

(Third Floor)

Kashan and Saruk Rugs—Persia's Finest, Lend Their Glories to the Oriental Rug Sale

For beauty, service, fineness of weave, richness of pattern and loveliness of coloring, these are the most superb rugs woven.

They combine the most beautiful of many splendid new groups of a sale limited of unusual opportunities not only in Persian weaves, but also in Chinese and Caucasian pieces.

Superb Kashan and Saruk Rugs

10.10x6.10 ft.	\$375	10.07 ft.	\$175
9.10x7.3 ft.	\$625	12x8.6 ft.	\$750
12x8.11 ft.	\$775	10.7x8 ft.	\$795
10.8x7.10 ft.	\$795	11.1x8.1 ft.	\$785
14x9.7 ft.	\$885	12.7x9.3 ft.	\$800
11.11x8.8 ft.	\$889	13x9 ft.	\$965
13.1x10.9 ft.	\$1075	20x10.5 ft.	\$2000

Small Saruks—3.6x5 ft., \$65 to \$85; 4.6x6 ft., \$125 to \$150. Reluchians, 3x5 to 3x6 ft., \$19 to \$27.

Herez rugs, 5x6 ft., \$75.

(Seventh Floor)

5000 Pair Women's Fine Kid and Cape Street Gloves at Extraordinary Savings

Part of a large special purchase bought at most advantageous prices. A great many are half price—notably the longer capeskin and lambskin gloves. The majority are priced just a little more than one-half.

At \$1.65, fine French kid pique gloves, two clasp, heavily embroidered backs. White, black, brown, tan, gray.

At \$1.50, one-clasp gloves of best South African capeskin, full pique sewn, with plain or embroidered backs.

Brown, beaver, tan and two grays.

At \$2, strap-wrist and pull-on capeskin gloves with 5 1/2-inch tops; pique sewn; embroidered backs. Old ivory, pearl, brown and beaver.

At \$2.50, long gloves of the finest quality capeskin and lambskin, in strap-wrist and lambskin styles. Eight-button length in old ivory, gray, tan, brown and beaver cape, and white lambskin.

Twelve-button length in tan and brown capeskin. These are all remarkable values.

All are first quality gloves in the most desirable styles for Autumn and Winter.

(West Aisle)

SPECIAL Schoolgirls' Topcoats at \$16.50

For girls of about 8 to 14 years.

Exceptionally good coats of thick, warm wool coating, lined throughout. The easy raglan sleeves, large throw scarf with fringed ends, and big patch pockets, are just what schoolgirls like.

In brown, reindeer or Sorrento blue shades.

Other coats in 6 to 17 year sizes, from \$12.50 to \$110, including chinchilla, sports woolsens, bolivias and duvetyns, many fur-trimmed.

(Second Floor)

Baby Should Start Life With His Own Silver

One of the nicest gifts is a sterling silver bowl and plate for his bread and milk, cereal, broth or anything else in his simple menu. Such a set may cost from \$14 to \$50 with many prices in between.

An even more complete set of pitcher, bowl and plate, prettily etched, is \$106.

Three-piece sets of fork, knife and spoon, are \$6.25 to \$8.50.

Food pushers, \$1.75 to \$3.25.

Forks, \$1.50 to \$2.25.

Spoons with straight handles, \$1.50 to \$2.25, and with bent handles, \$1.25 to \$2.

(Main Floor)

Waffle Time!

—and time for griddle cakes, corn muffins, popovers, etc.

Waffle irons, of old-fashioned ironware, can be had with a low base and in the regular pattern at \$1.75; heart-and-star shape, \$1.85.

High base, regular style, \$2.10; heart-and-star, \$2.20.

Aluminum waffle pans, low base in regular or heart-shaped style, \$3.65. High base, \$4.

Of Old-Fashioned Ironware

Griddles, 90c and \$1.05.

Muffin or popover pans, six cups, 70c; eleven cups, \$1.

Heart-and-star pans, 40c and 50c.

(Fourth Floor)

Odd Jewelry From the Orient

Some of the single pieces in the Oriental Store are these:

A rose-colored tourmaline pendant, wonderfully cut, \$250.

A string of lapis lazuli beads for \$125; and earrings to go with it for \$52.50; besides pieces of un-set lapis at \$22.50. Lapis hat pins, \$25.

A pair of long cameo earrings, very graceful, \$52.50.

Another pair of earrings, set with ruby caruncles, is \$65.

A long string of very dark round amethysts knotted is \$225.

A lovely amethyst pendant, \$70.

Amethyst earrings, chased and mounted with white gold, \$44.

Earrings of topaz and white gold, \$56.