

Organ 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 Fair

Tomorrow Will Be a Great Day for Choosing Winter Clothes —The Best Fashions and Best Qualities Are at Wanamaker's

Friends Must Aid Each Other to Persevere in Right Doing
 Nothing could be more delightful and inspiring.

Criticizing comes easy, and though done in a joking way it is often a set-back, whereas choosing the good things we each have in hand might enable us to double our endeavors to perfect the things that both of us believe in.

[Signed] *John Wanamaker*

A Case of Many Women Asking for \$100 Coats

In consequence we have taken special pains to have as many styles as possible at this price and to have them more than usually beautiful. From what women are saying, this is the best collection of \$100 coats in Philadelphia.

A warm soft bolivia is the material that four of the prettiest new models have chosen. It is silk lined and interlined and to make sure of greater warmth, there is a huge collar of beaver or fur and cuffs of kit fox.
 One coat is biased in Balkan fashion with a wide stitched belt and a very full skirt over which hang pointed panels. The finest

WAIST Specials at \$2 and \$8.50

400 white dimity waists at \$2. Made of a fine quality striped dimity, six unusually pretty styles, opening back or front and trimmed with real Irish picot or fillet lace.
 100 printed crepe meteor over-blouses at \$8.50. They have a bateau neck and kimono sleeve and are in the rich dark colorings for tailored suits. Navy blue, combined with Tunisian red, and gold or navy with tan.

A Wool Sports Skirt Makes Itself Useful

Most women consider it almost indispensable to wear with a sweater or even under a topcoat for country tramps, golf or other forms of exercise.
 One of the best liked sports skirts is a finely box-pleated prunella cloth, a plain stripe, say of navy blue, varied with a checked stripe in gold-colored sponge. Or it may be black with silver. The price is moderate for such a good looking skirt, \$15.



Charming New Frocks for Young Women, \$30

AFTERNOON frocks of crepe de chine, Canton and matelasse crepes, at this price, are as dainty and graceful as the young women they were designed for. They have the newest lines, smartest draperies and ornaments that add a perfect finish.
 A black Canton crepe with narrow black silk braiding from neckline to hem copies an imported model.
 A navy blue matelasse is touched off with green. A Paris **STREET** frocks of Poiret twill in midnight blue or brown are fashioned mostly on straight lines, some with round necks, others with becoming collars. Styles simple enough for school and business wear, or quite nice enough for "best." All are remarkably good for \$30. Sizes 14 to 20 years in both silk and cloth dresses.

WOMEN'S Warm Pajamas of Fleecy Flannel

Cut in the regulation frog-fastened style, with high or V necks, \$2 to \$3.50. Some are white and some striped in colors.
 (Third Floor)

COLORFUL Candles for Halloween

Orange and black, in Venetian, Chippendale, Renaissance, Byzantine and Mission designs; prices 10c, 14c, 15c and 27c each. All ready in the Lamp Store.
 (Fourth Floor)

BOOKS New and Worth While

"Letters of James Gibbons Huneker," \$3.50. The book was prepared particularly for Mr. Huneker's friends, and his letters are even more brilliant than his essays.
 "Companionable Books," by Henry Van Dyke, \$2. Graceful and illuminating.
 "The Print of My Remembrance," by Augustus Thomas, \$4. The story of a great playwright who began his career working on a railroad.
 "Poems of American Patriotism," chosen by Brander Matthews and illustrated by N. C. Wyeth, \$3.50.
 (Main Floor)



Looking This Matter of Clothing Squarely in the Face

A man's better judgment tells him that right now is the time to buy. There never were more suits, better suits nor fairer prices. And that same judgment tells a man to buy Wanamaker clothing. Figured over the years, they are the lowest priced. Taken on sight, they are as good as clothes can be. Smart, too, just full of that rollicking good swing that keeps youth young. And with it all, Wanamaker clothing is not higher priced. \$25 buys a good suit; the best of all is only \$55, while there's great choosing around \$40 and \$45. Light-weight overcoats, \$32 to \$55.
 (Third Floor)

The Best Hats That America Makes for Men

are to be found right here at Wanamaker's. Thousands of hats as varied as the men who will wear them. Hats right in fashion and right in price.
 Just now a wonderful collection of the many brown and gray tones that men like best in soft hats.
 \$3, \$4, \$5 and \$6—all good.
 (Main Floor)

This New Shoe for Men Is Called a Raglan Blucher

Probably because of its sports thick serviceable sole and low lines and general outdoor use. It is of black or tan calfskin with a rather square toe, perforated tip.
 At \$6.40 this is excellent value.
 (Main Floor)

On the Links, in the Car, —Everywhere Men Wear Knitted Vests

Mighty comfortable things to have when the chill creeps in the air. Not at all cumbersome, they are cut like any other vest and fit snugly under a coat.
 But how warm they are when a topcoat would be a burden. They come three ways—faintly striped, in heather mixtures, or in heather mixtures trimmed with contrasting plain colors. \$8, \$7.50 and \$10.
 (Main Floor)

Crisp October Nights Find Crackling Fire on the Hearth

It's a fine and satisfying thing to see the fire leaping up the chimney, but it's better still when the embers glow and the talk has quieted. Then one realizes once more that "home-keeping hearts are happiest."
 There's nothing like a glowing fireplace to bring out the gentler, more companionable side of people.
 All of the charming things associated with fireplaces are assembled in the "Chimney Corner" on the Fourth Floor.
 Androns of bright brass, Flemish brass or black iron, and fire-sets to match. Hearth brushes and bellows of many kinds. Boxes or baskets for firewood, Coal or wood grates and gas logs. Cape Cod fire lighters and picturesque toasting forks.
 Less Romantic but Quite as Warming are the gas, oil and coal stoves that are ready to lend their comfort to the room that is hard to heat.
 A good electric heater can be had for \$11.
 (Fourth Floor)

Disposal of Women's Street Gloves Continues Tomorrow

Fine French pique kid gloves in two-clasp length at \$1.65 a pair; in white, black, brown, tan and gray.
 Pique capekin gloves, one-clasp, at \$1.50 a pair; brown, beaver, tan, gray.
 Strap-wrist and elastic-wrist pique capekin gloves at \$2; old ivory, pearl, brown, beaver.
 Long gloves of finest cape-skin and lambskin, \$2.50 a pair. Eight-button in old ivory, gray, tan, brown, beaver, white. Twelve-button in tan and brown.
 All the above are very unusual values.
 (West Aisle)

"THAT Good Goldenrod Candy!" 50c a Pound

It tastes just as good as it looks—and that is about the last word in goodness, for the spun gold of its twists is certainly pleasing to the eye!

Crisp Fresh Nut Squares

have just been made—walnut, pecan, almond, Brazil nut and filbert—ever so good. \$1 a pound.
 (Down Stairs Store)

WOMEN'S Madeira Handkerchiefs, 50c

Exquisitely scalloped and embroidered in pretty designs all by hand, they are of good linen and exceptional at this price. \$5.50 the dozen.
 (West Aisle)



About the New Fur Coats of Hudson Seal (Sheared Muskrat)

They strike a happy medium between the extreme novelty and the wholly conservative coat, being rather simple, but each with some really striking feature.
 In one coat it is the very widely flaring sleeves, their entire lower half of kolinsky.
 In another it is the caracul back half hidden under a bloused panel.
 In a third the swinging circular skirt and heavily tasseled girdle.
 In a fourth the immense fox cuffs.
 In a fifth the new very dark-dyed squirrel borders.
 Each model has a great deal of distinction, and prices run from \$650 to \$900. But we have Hudson seal (sheared muskrat) coats for as little as \$300.
 (Second Floor)

THE Prettiest Lace Berthas Have Just Come

It is quite easy to see their mission in life is to glorify some otherwise plain dress. And it is certain that they will do it. Although the foundation is a fine cream colored net, there are insets and medallions of real baby Irish, filet and Venice laces and sometimes the net, itself, is hand embroidered.
 All are quite deep, some reaching almost to the waist. A number open over the shoulders, \$5 to \$32.50 are the prices.
 (Main Floor)

CORAL Ornaments From the Orient

Pendants of coral beads and kingfisher feathers, \$2.50. Manchu pendants of the same type but smaller, \$1.50 each. Earrings of the kingfisher blue and coral in a basket design, \$25 a pair.
 Necklaces of coral beads, twisted, \$20; round beads, \$28.50 to \$50; carved beads, \$85; ball beads, \$50.
 One very fine string of African coral, the beads large, round and graduated, \$275. Another of the same coral color, the beads small and round, is \$125. Earrings to match these last are \$30 to \$45.
 Large bracelets of woven coral beads are \$25.
 (Main Floor)

HOW Much a Costume May Owe to a Bead Necklace!

Bead necklaces have probably never been used more effectively than now. Frequently they complete the whole costume. Most certainly they transform many dresses!
 Beads and chains with beads of imitation stones are in all the lovely soft blues (which are very good) amber and topaz tones, amethyst, jade, jet and then there are the many white beads for the dark dresses. There are all lengths and all sizes—wonderful opportunity of selection! 50c to \$18.
 (Main Floor)

LOVELY New Broche Silks Suggest Evening Gowns

There has just arrived some exquisite French broche chiffon velour, of such suppleness that there would never be a question of its falling into anything but the most graceful folds.
 The colors are wonderfully rich—porcelain blue, jade, cocoa, dahlia, imperial blue, orchid, hatrope, rose, beige, plox, geranium pink, gold, gray and brown, 40 inches wide and \$13 and \$15 a yard.
 New American broche Georgette crepe has large designs done in the brilliant artificial silk. It is a beautiful silk for the new swathed dresses. In American Beauty, jade, maize, daffodil, turquoise, Gobelins, navy and black, 40 inches wide, \$7 a yard.
 (First Floor)

WOMEN'S Two-Tone Sports Stockings

Eight delightful colors in these full-fashioned sports stockings of silk-and-cotton. They are in Copenhagen and light blue, black, brown, camel's hair, silver, rose and violet, each tone mixed with white. They will harmonize beautifully with tweeds of all kinds. \$1.75 pair.
 (First Floor)

SPECIAL Manicure Cases at \$4.50

Oblong cases in imitation tinted leather have velvet linings to match. They hold excellent-quality manicure sets of sharp cuticle knife, two pair of scissors, a long flexible file with good teeth, and tweezers. In brown, tan or blue. Many people will be very glad to get such cases.
 (Main Floor)

THREE Specials for School People to Know About

Girls and boys think our 84-page composition book of blue-ruled good ink paper, with plain covers, is the best ever at 10c.
 Anybody who goes to school, especially night-school students, will be interested in good leather brief cases in black or tan at \$2.50 and others in brown at \$5.
 Little spiccases at \$1.25 are fine for books and lunches. They are 14 inches long and you may choose black fabric or light straw.
 (Seventh Floor)

CREEPERS and Rompers Have Caught the Spirit of Babyhood

daintiness, cheeriness and play. Colors are pretty and the materials are sturdy enough to stand many tubbings. Some have the little ruffled gimpie effects. One shows a beguiling pussycat, half in and out of a pocket, chasing a ball of string. Many show touches of hand work, in smocking, embroidery or picot edging. Sizes 1 year to 8 years, \$2 to \$8.50.
 (Third Floor)

FINE Warm Wool Blankets Just Opened

Winter can come along as soon as it likes. The quilt and blanket store is ready for the coldest wind that blows.
 The newest blankets are of selected wool, warp and weft. Finished with rose, or blue borders and in the double-bed size they are priced at \$12 a pair. Single-bed size \$10 a pair. White soisette bindings.
 Blankets of the same grade, in plaid designs, tan, rose, blue and gray at the same prices.
 (Sixth Floor)

A Becoming Hat Is the Fountain of Youth for Most Women

It takes years off her age if she is matronly. It seems to endow her with perpetual youth if she is young. Among the new lower-priced millinery to be presented tomorrow are dozens of such magic-working hats.
 A violet velvet toque plumed at the side will be lovely on some white-haired matron.
 A tall brunette will look charming in a dashing hat of American Beauty velvet.
 For another type is a brown felt cloche with a pouf of fur at the side. Or a black hat with plush of graceful line encircled with iridescent coque feathers. Or the smart little soft hat pictured, of beige scratch felt with quills at just the right angle.
 Prices are from \$10 to \$16, and there are many attractive models at the lower figure.
 (Second Floor)

Women's Cloth and Other Dresses—\$22.50 to \$27.50

Every-day-generally-useful dresses carried out in tricotine with braiding, tucks or bright-colored cordings. These are tailored models.
 In Poiret twill with blouses of matelasse.
 In wool crepe with drawn-work decoration.
 In velveteen with blouses of printed crepe.
 All these dresses are interesting examples of the way women are getting away from the severe chemise style—even where the lines are straight the dresses show some oddity of cut or of ornamentation.
 Colors are various browns, blues and black.
 Prices \$22.50, \$25 and \$27.50.
 (First Floor)

Young Women's Fur-Collared Tweed Suits, Special at \$47.50

Tailored to our order, of good tweeds, in heather shades of rose, stone blue or gray.
 Well-cut skirts, and long straight-line coats, topped by luxuriously big collars of natural

Black Satin Slippers, \$9 to \$16

A new black satin cut-work sandal fastens on the instep with a ribbon rosette. It has Spanish heel, medium toe, and is a piquant bit of footwear for \$16 the pair.
 Black satin one-strap slippers —the perennial favorites of many women—are \$9 and \$12.50, with either high or low French heels.
 Low-cut plain opera slippers of black satin, with French heel and medium toe, are \$11.
 (First Floor)

Three-Piece Upholstered Living-Room Suits in a Remarkable Sale at \$190 to \$520

One group consisting of a special purchase from a leading manufacturer brings suits in tapestry, velour and mohair at \$190 to \$520. The other suits are from our own factory. These latter are covered in velvet in a choice of colors and are marked \$225, a remarkably low price for suits of such good quality.
 They Are Splendid for the Money
 All the suits in the whole collection are overstuffed except one lot with cane backs and loose cushions covered in velour and priced at \$190.
 The best offering of living-room suits in years.
 Low-priced bedroom suits of high quality are also being offered in a special sale.
 (Fifth and Sixth Floors)