

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 Unsettled

The Crisp Air of the New Winter Season Pervades Every Part of the Wanamaker Store

The Great Nut-Bearing Trees of the South

Pecans, Spanish walnuts, old as they are, are still bearing their rich, healthful fruits.

Why not likewise men and women, unworn by age and heart-young and fresh, still bearers of the ripened fruit of experience and wisdom, to enrich and bless the world and to make life easier for those who come after them.

We must not live altogether in the past, but strive heartily and constantly to shed around us for the younger set, a golden haze of hope to mark their path into happy new years.

[Signed] *John Wanamaker*

October 16, 1922.

Young Women's Fur-Finished Coats at \$145

IT IS pleasant to hear, as we do repeatedly, that ours is the best collection of fine coats for young women in the city.

A GROUP of beautiful coats today at \$145 bears out the statement.

THEY ARE made of the most luxurious quality of bolivia—a quality known under its trademarked name as going into only the finest wraps made.

THEY HAVE great collars—and sometimes cuffs also—of beaver, squirrel, black or platinum wolf, or kit fox.

INCLUDED ARE straight-line, bloused and circular models. They are in malay or marten brown, kit-fox gray, navy or black—all very finely lined and warmly interlined. And sizes 14 to 20 are in the group.

Other handsome coats for young women go up to \$350.

New Lace Tunic Blouses at \$8.50

In the pretty bright radium laces, in black, brown and a few in navy.

They are worn over a costume slip of silk or satin, and the effect is that of an entire dress. Two styles, one with a panel of crepe de chine down the front and back.

(Third Floor)

Four Exceptional Models in New Corsets

A Madame Lyra slip-on girdle is of beautiful pink broche and elastic, with short bones over the abdomen. \$7.

A corset for large women is heavily reinforced over the hips and in back. It has a very low top and a long skirt. \$10.50.

An American Lady slip-on girdle of broche and elastic has elastic all around the low top. \$5.

A splendid model for tall figures is topless, with elastic sections. It is moderately boned and has broad steels in front, with good clasps. \$3.50.

(Third Floor)

Semi-Made Dresses for Wee Children

Little Swiss dresses to be completed for youngsters of 6 months to 2 years. They are in kimono styles, some hemstitched and some scalloped, and all with embroidered sprays besides. The scalloped sorts are \$1.50, the hemstitched \$2.

Look for them in the White Goods Store.

(First Floor)

Presenting

"Le Petit Frere" and "La Petite Soeur"

Matching outfits for the little brother and the little sister of 2 to 6 years. Composed of coat and hat to match, with leggings also, if desired.

The charming little coats are copied from a quaint French model imported by us. We have had them made in a raspberry-colored woolen coating. Little differences in cut and finish distinguish the boy's coat from the girl's.

Set of coat and hat, \$20. Leggings to match will be made to measure if desired, at slight additional cost.

(Third Floor)



250 Women's Sweaters, Special at \$5

Mostly wool and in the tuxedo style which women are asking for to wear for golf or under coats. There are also a few slip-on sweaters and a small number of handsome silk sweaters.

Every one has been at least three times as much and some even more than this.

(West Aisle)

14 Colors in Fine Poiret Twill at \$2.50

An admirable quality for the smartly tailored dress.

Not only the favorite dark blues, but good browns, grays, green, mohawk and other shades, as well as black. All 40 inches wide.

(First Floor)

What a Wonderful Sweeper to Clean the Whole House Without a Bit of Electricity!

Just the easy pushing at the pistol-like handle operates the Vacuette.

But it cleans as clean as can be, and is so simple that it can hardly fail.

Ball bearings make it run easily, almost silently. The one gear in all the machine drives the fan to create so powerful a suction that no particle of dirt can escape—and, with it all, there's nothing to get out of order.

But one could go on indefinitely telling about the advantages, the unending conveniences of the Vacuette. The one sure way of knowing what it will do for you is to see it.

And an expert is here every day to tell the whole story.

(Fourth Floor)

Something New and Something Altogether Lovely Greet the Eye at Every Few Steps Along Every Floor. It Is Amazing to Think How Many Lands Are Represented in This Glorious New Merchandise, Brought From All Over the World!



\$100 Fur-Trimmed Coats Are Preferred by Many Women

No one will wonder at it who sees the marvelously beautiful coats which bear this price. And there are so many styles to choose from! There is no finer assortment of \$100 coats in Philadelphia, according to women who have looked elsewhere.

In four of the prettiest models the material is a warm soft bolivia, silk lined and interlined. There are huge collars and cuffs of kit fox or large collars of beaver.

One coat shows the Balkan blouse, ending in a wide stitched belt and full skirt over which hang pointed panels. The collar and cuffs are of beautifully blended kit fox.

As many as three styles are of bolivia with huge beaver collars, and another is of finely woven tweed in soft gray or tan mixture or plaid, with collar of natural or dyed wolf.

(First Floor)

Women's Metal Cloth Evening Gowns—\$65 to \$80

Half a dozen models, carried out in various charming metal cloths—the simple silver, gold and steel; and the metal shot with lovely color—rose, green, orchid, blue.

The designs are rather simple and rather picturesque, and the gowns altogether are striking instances of the richness which can be had for a small outlay—prices being \$65 to \$80.

(First Floor)

The Fashion for Velvet

grows stronger every day. Never have velvets been so exquisite of texture, so glowingly beautiful in color and so adapted to the new clinging lines of gowns and wraps!

The most beautiful velvet of all, as supple as the finest silk, is in evening colors, 40 inches wide and \$10 a yard. Needless to say, it is every thread silk.

Another all-silk velvet, chiffon weight, in all colors and plenty of black (which is very scarce), 40 inches wide, is \$7 a yard.

Millinery velvets, 18½ inches wide, in all the wanted millinery colors, plain and pail, \$2 to \$4 a yard.

(First Floor)

Mirror Black Vase Lamps

Fine mirror black Chinese vases, each mounted with cast brass, gold finished, and equipped with two lights; price, \$50 each. They suggest themselves for use in a room of moderate size, and would be particularly attractive in pairs on davenport tables.

Shades may be had for \$25 to \$77.50.

(Fourth Floor)

New Upholstery Materials

Most extensive assortment of upholstery materials we have ever shown!

"Such beautiful fabrics for draperies!"

"What a handsome piece for upholstery!"

These are often heard in the Upholstery Store since the Autumn fabrics have come in. There are some exceptionally fine velours, velvets, mohairs, tapestries, damasks, armures and rope at \$1.50 to \$15 a yard.

For draperies of all sorts, there are velours, reps, madras, case-ment cloth, armure, fiber silks, etc., and most of the lighter weight materials are sunfast colors. \$1 to \$15 a yard.

There is something here for every room in the house—and for every type of house.

(Fifth Floor)

Paris Sends Trimmings of Metal and Leather

The metal gives the fashionable glitter and the leather supplies the color. Besides trimming the dresses, they are frequently used for belts or girdles.

One kind is composed of a series of long, narrow metal slides, run through with leather. \$3 a yard. Another is in scalloped form, the metal and leather being used in combination. \$9 a yard.

There is still a third, a leather fringe, in gray, brown or black, with metal clips, at \$7 and \$9 a yard.

(Main Floor)

"Sports" Millinery

An Unparalleled Showing of French, English and American Hats of Informal Character

"Sports" millinery has come to mean almost any kind of simple hat that a woman puts on for walking, motoring, general country wear, or street wear in town. Wanamaker's has come to signify the unquestionably best place to be sure of finding a wide variety of such hats, of in-

(Second Floor)

Today Reynard Is at His Finest

We have just now in the Fur Salon a splendid collection of the big, simple animal coats which are at once so picturesque and so satisfactory—foxes in various shades of dyed gray, in beige, in tan, in brown, black, white, taupe and blue, not to mention the fine natural blue. Prices for these run from \$75 for platinum to \$375 for natural blue.

However, we have other foxes—black, brown and taupe—as low as \$35

(Second Floor)

Pink Silk Chemises

Envelope chemises of pink crepe de chine, with lace trimming, are \$5; others of pink radium in tailored styles are \$5, \$5.50 and \$5.75.

(Third Floor)

The Time for Buying These Living Room Suits Is Running Short

Quantities are limited, and after Thursday next these living-room suits will no longer be available.

\$190 and \$295—3-piece suit, in blue figured velour. Cane backs with loose spring cushion seats and pillows for the backs.

\$225—3-piece overstuffed suit, covered with blue figured velour.

\$230—3-piece overstuffed suit in tapestry.

\$250—3-piece overstuffed suit, with spring arms, tapestry covered.

\$320—3-piece overstuffed suit, with hand-carved base and tapestry covering.

\$360—3-piece overstuffed suit, covered with blue figured velour.

\$375—3-piece overstuffed suit, with covering of figured taupe-colored mohair.

\$385—3-piece overstuffed suit, covered with fawn-colored mohair.

\$450—3-piece overstuffed suit, covered with taupe-colored mohair. Hand-carved base and spring arms.

\$515—3-piece overstuffed suit, tapestry covered.

\$520—3-piece overstuffed suit, covered with fawn-colored mohair with gold background.

(Fifth Floor)

The Man's Shirt for Fall Is the One With a Collar to Match

No doubt about it, men like the idea.

All of which leads up to the fact that some of the best shirts with separate collars have just got in. Saying "the best" means the best ever, for the woven madras is exceptionally fine—soft and serviceable. And the patterns?—well, a pin stripe must be as neat as a pin!

Collars, by the way, are the latest shape, rather low and slightly cut outward at the bottom.

Price, \$3.50.

(Main Floor)

Every Husky Man on the Street Needs a Shoe Just as Husky

Of course, a husky shoe is one that is armored everywhere for service.

And of all the shoes that come along, none looks better than the new oxfords that have just landed from England.

Big, roomy, comfortable shoes

—rather after the fashion of a brogue.

Made of Scotch grain calfskin, tan, naturally, with thick white oak soles and lined from toe to heel with bleached calf.

What a shoe for all weather!

Price \$13.

(Main Floor)

Halloween Costumes

are full of the jolly spirit of the famous

"even." Children's cambric suits are inexpensive; Rabbit suits are \$1.75; yama yama suits are \$2. At \$2.50, there are clovers.

Jack and Jill, devils, darkies, Jiggs and Maggie, a Mexican gentleman, etc.

Children's more elaborate suits are of sateen in Boy Blue at \$3.50; Colonial dame at \$8 and gypsy at \$8.50.

Adults' costumes are \$4 to \$10.

(Seventh Floor)

Extra-Size Bungalow Aprons, \$1

Two or three hundred colored percale aprons in extra sizes may be had this morning for a dollar—a substantial reduction from their first price.

(Third Floor)

5000 Yards of Linen Crash Toweling, 40c a Yard

Good, sturdy, all-linen crash, woven from superior yarns and with red or blue borders.

(First Floor)



The Piano That Lincoln Loved

IN THOSE dark days of the Civil War, it was a Schomacker piano that stood in the White House at Washington—a sweet-toned, gold-stringed Schomacker piano that rested the soul of Abraham Lincoln, in the brief intervals he could snatch from care.

Today, as then, the

Schomacker

is the favorite of those who love sweetness and tone in a piano. The sixty years since Lincoln loved it have taken nothing from, but rather added much to its prestige.

The original Schomacker piano, made in Philadelphia since 1838, is sold only by John Wanamaker.

Schomacker uprights are priced \$725 up. Schomacker grands are priced \$1150 up. Instruments of their quality could not be made and sold for less.

Inferior instruments will never give the satisfaction of the genuine old Schomacker piano. It is always purchasable on convenient terms.

(Egyptian Hall, Second Floor)

The Oriental Rug Sale That People Wanted

The Rugs That People Want Are in This Sale They Are Marked at Lower-Than-Usual Prices

These are the two outstanding facts of the Sale. You may want a small rug, a large rug, or a rug of any size in between.

This is the Sale in which you are most likely to find the very piece you are looking for.

There is a wonderful wealth of carpet-size, Persian and Chinese, all of fine quality and at very moderate prices.

Of particular note among the smaller rugs are some Serapis in rich all-over designs done in rose, dark and light blue and ecru, sizes 3.6 x 4.6 ft. at \$55 to 4.6 x 6.6 ft. at \$95.

Chinese pieces, with blue grounds and tan and ecru figures, 3 x 5 to 3 x 6 ft. are priced at \$45 to \$65.

(Seventh Floor)