

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
Fair

All That Is Newest and Best—at Wanamaker's

Good Health and Good Nature Should Produce

good breeding, and a natural sequence would be good sense to lead to goodness of spirit and good deeds every day, rainy weather included.

There may be rough roads sometimes and slow and difficult walking, but progress to higher ideals always in your life work.

[Signed]

John Wanamaker

October 17, 1922



Seventy-Five Lovely French Gowns

Have Just Arrived for Young Women

They are the most delightful frocks imaginable for afternoon wear, dinner and evening, being fashioned of French velvets, Georgettes and silk crepes of exquisite quality and color, in the charming styles sponsored by Lanvin and other creators of youthful modes.

In velvet are perfect shades of mauve, jade and tangerine, beaded in metal or crystal. \$95 to \$110. In crepe and georgette are midnight blues, Paris brown, almond and oasis green, mustard, shell and watermelon pink, mauve and other shades. Some of the most charming are all-white or white with gay hand embroideries. Even the simplest, at \$37.50, are hand-made and hand-drawn. Of these, and also of the beaded georgette models at \$46, there are two or three of a kind. But of the finer ones—\$58, \$68 and going up to \$175—there is but one of each model. Young women who wear 14 to 20 year sizes will find them well worth early inspection.

(Second Floor)

Women's Simple Tailored Suits at \$25 to \$60

These are the suits which the professional or business woman of the day is looking for—the plain suits of good tweed or Poiret twill or other cloth; well cut, well finished and well lined; with skirts of a width comfortable to walk in, and rather long coats, straight or semi-fitted.

They may be had in a variety of colors—navy, black, brown, black-and-white checks and oxford grays. Prices are \$25 to \$60.

(First Floor)

A New Balkan Blouse Stitched in Chinese Design

It is a fascinating little blouse of dark blue crepe de chine, with Chinese figures stitched in white. A facing of plain blue crepe de chine finishes the collar and cuffs. The price is \$5. Another new Balkan blouse is in either black or navy crepe de chine with the collar, wide cuffs and belt, stitched in silver tinsel thread. This, also, is \$5.

(Third Floor)

Women's High Tan Calfskin Shoes at a Low Price

Shoes of a surprising quality for \$6.75 the pair. One style in smooth russet calf with medium toe, light welted sole, and 1 1/2 inch Cuban heel. The other is in a heavier grained tan calf, with rounded toe, military heel and stout sole. A good shoe for all-weather wear. Both are laced high, have straight tips and perforations.

(First Floor)

New Shipments of Fine Cashmere Cloth for Dresses

An American copy of Rodier's fine and famous "kasha" cloth. In some respects more attractive than the French original. A beautiful soft wool cashmere with slightly hairy camel-hair surface. Extremely smart for dresses or suits. In rust, beaver, biscuit, tan, seal brown, midnight blue, black, silver gray and army blue. 54 inches wide. Priced \$5 the yard.

(First Floor)

The Untrimmed Bolivia Coats Which Many Women Want

Such coats have large collars of the same material, which may be made to button up close to the throat or to lie flat if a woman wishes to wear a fur scarf with them. Not having any fur trimming, the entire value of the coat is in the fine quality of all-wool bolivia cloth and the excellent tailoring. There is a good silk lining as well as an interlining for additional warmth. One very attractive style that many women like comes in black, navy or brown bolivia at \$47.50. Another in a still finer bolivia with a silky finish is \$75, and there is a third model in "tortina superior," a new and most beautiful variety of bolivia coating, at \$115.

(First Floor)

Fine Spanish Castile Soap From Madrid, \$1 a Bar

Genuine olive oil Castile soap! It is in four-pound bars (less a slight possible shrinkage) at a dollar, and is the best Castile soap value of which we know.

Other Good Values

Hair brushes with real bristles are 75c and \$1. Good shampoo is 20c a bottle. Metal hot-water bottles, 75c. Floating bath soap, 25c a bar (seven little cakes). Violet ammonia, 20c and 30c. Witch hazel, 35c and 65c. Bay rum, 50c, 85c and \$1.65. Chalk and orris root, 10c. Compact face powders, white, natural or brunette, 75c.

(East Aisle)

It's 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, \$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, 45c and 50c. Bread-stick pans \$1.35.

(Fourth Floor)

Seven New Models in C. B. Corsets

provide for almost as many types of figures. Flowered broche of extraordinarily pretty effect, and nice quality is used for most of them, and for the others a strong pink coutil. All are uncommonly well boned.

One for large figures, has elastic inset in the long skirt, \$4.50, and another is \$5. Two topless models, one with elastic all around the upper edge. \$4.50 and \$5.

Others are \$1.50 and \$2, including at the latter price one especially for short figures and another with low top, graduated clasp and short front bones.

(Third Floor)

Bureau Scarfs Only 38c

White cotton crash scarfs with chain-stitch designs in blue; scarfs 18x48 inches; squares 27x27 inches; centerpieces 26 inches in diameter; all to be cleared out for 38c apiece.

(East Aisle)

Convenient Comb Sets Special at \$1.50

Attractive colored leather cases have mirrors, files and combs (combs in color to match) in them, all complete, yet taking little space.

(Main Floor)

Smokers' Stands With Opalescent Bowls

are something new. The stands are of wrought iron, variously finished, and the bowls have a pleasing amber luster. \$6.

(Fourth Floor)

Gold-Encrusted Crystal, \$3

This is a glass of fine quality, with a three-quarter-inch coin-gold border.

It comes in bowls, vases, compotes, trays and cracker dishes, sandwich trays and such pieces, all of them handsome, attractive and exceptional at \$3 a piece.

Coin-gold decorated stemmed ware (a small group of thin-blown crystal glass with decoration of quarter-inch coin-gold edge) comes in goblets, sherbet glasses, iced tea glasses; price, \$3 a dozen, or about half the regular rate. Early choice is advised.

Water tumblers to match the stemmed ware, \$4 a dozen.

(Fourth Floor)

New Towels, Toweling and Tea Napkins Famous for Quality

Woven on probably the most celebrated looms in Ulster, their quality has won for them a worldwide reputation.

To experienced housekeepers it will be enough to mention their name, "Old Bleach." The towels are hemstitched huckaback weaves, of very fine yarn, beautifully bleached and finished—size 20x36 inches at \$1.25.

A still finer grade of towels, huckaback, hemstitched and in the same size, 20x36, at \$1.75, and to match these there are guest towels, 15x24 inches, at \$1 each.

Also an exquisite lot of hemstitched tea napkins, delightful in their daintiness and snowy beauty, 14x14 inches, at \$5.75 a dozen.

(First Floor)

A Miniature Locomotive Named for a Watch

Perhaps you have seen it. It is in one of the Chestnut Street windows and it is called the "Waltham Vanguard."

Ten years were required to make this tiny locomotive, and from headlight to air brakes it is an exact model of the famous engine 999, Empire State Express. Tested by a special speedometer, the wheels of this little engine registered a distance of over 6760 miles in a month!

But, wonderful as this record is, it is nothing to what is expected and actually performed by the Waltham clocks and watches shown in the same window.

There are hall clocks, mantel, banjo, desk and folding clocks, men's pocket watches and women's wrist watches, one of the latter is the smallest American watch made, the movement being the size of a dime.

(Main Floor)

Special Lace Berthas at \$1 and \$1.50

Unusually pretty collars of either all lace or fine net, trimmed with lace, and there are the different shapes to fit almost any of the new round neck dresses.

Some open in the back and others over the shoulders, all are quite deep. It is surprising how much such a collar can do for a dress!

(Main Floor)

Striking New Dinner Rings

to be worn upon the third finger are very large and very effective. In large oval or oblong shape, they are of imitation onyx, jade, sardonyx or bright red. The rings and the interesting settings are of silver. Quite the finishing touch for many a costume! \$9.50, \$10 and \$11.

Note: These are the newest of fashion touches and have just arrived.

(Main Floor)

Glove-Silk Bloomers in Seven Colors, \$3.50

Black, navy, tan, taupe, cerise, emerald and beige—all in a good weight and shirred on elastic at the knees.

Pink glove-silk bloomers, \$2.50. Black glove-silk vests, edged with white, \$2.50; step-in bloomers to match, \$3.50.

(First Floor)

About Lamps

An ideal floor lamp for a man is a perfectly plain affair of metal with verde, brass or bronze finish, a good reflecting shade, and an adjustable arm. \$10 will put one beside any easy chair.

Some fine bridge floor lamps of medium height are of carved wood with gold or black finish, prices being \$32.50 to \$47.50. Shades are \$15 to \$15.50.

(Fourth Floor)

Artistic Pillows

Surely the designing of pillows may be counted almost an art when it achieves such results! There are certain pillows here so individual, so rich in color and so graceful in shape that one of them will add almost as much tone to a room as a lovely painting. Round, oblong and bolster pillows are of silk velour, taffeta or metallic tapestry. \$3.25 to \$10.75.

(Fifth Floor)

New Importation of Long Chamois-Lisle Gloves at \$1

Twelve-button length, and the best gloves we know at the price. Beautiful shades of beaver, sand, pongee, cafe, mastic, covert, brown, as well as black and white, all with the excellent foreign chamois finish, and all with embroidered backs.

(West Aisle)

Chinese Glass Bead Necklaces

Plain strings of such beads in blue, green, amethyst, black and other colors are \$2 to \$6.50. Tasseled strings of flat, oval or round beads, in several colors, are \$4.50 to \$6.50.

(Main Floor)

Narcissus Bulbs in Bowls

All they need is pebbles and water to produce perfect blooms of whiteness and fragrance. There is a great variety of bowls containing various numbers of bulbs at prices ranging from 65c to \$5.

(Fourth Floor)

Three Exceptional Lots of Madeira Linens

Madeira hand-embroidered, hand-scalloped luncheon sets of 13 pieces—\$7.75 a set.

Madeira hand-embroidered and hand-scalloped tea napkins, 13x13 inches, \$8.75 a dozen.

Madeira hand-embroidered, hand-scalloped tea cloths, 52x52 inches—a lot of samples in about half a dozen different designs, marked at an exceptionally low price for such excellent quality—\$12.75 each.

(First Floor)

Bedspreads Named After a President's Daughter

The name was well chosen—they are called Dolly Madison spreads—but even under a less notable title they would surely win favor.

They are the most popular bed dressing we know of. They strike a decorative note and a note of difference.

One of the most likable things about them is that they don't muss and they need no ironing.

(Sixth Floor)

The cloth is of a crinkly texture, with ecru ground and crinkle stripes.

Can be had in all ecru, or in ecru with stripe in rose or blue.

Bolster piece to match the spread, with scalloped edges and cut-out corners.

Sets in single-bed size, \$15 and in double-bed size, \$18.

New Blankets Constantly Coming In

Among the newest arrivals are some more of the remarkable blankets woven warp and weft of long staple Cape Colony wool.

Choice of two plaid designs and five plain colors—rose, tan, blue, periwinkle and white.

All are woven 102 inches wide and shrunk to 72 inches, so that finished they measure 72x84 inches. Wide satin binding. Price, \$10 each, at which figure they are believed to be the best value in the country.

(Sixth Floor)

New Fiction

"Old Crow," by Alice Brown, \$2. Profound and intensely interesting.

"Alien Souls," by Achmed Abdul-lah, \$1.75. A collection of the most distinguished short stories by this writer.

"Fools Hill," by Leona Dalrymple, \$1.75. A book with much of the pleasant madness of youth in it.

"The Penitent," by Edna Worthley Underwood, \$2. A Russian story.

(Main Floor)

Delightful Fabric Handbags \$2, \$3 and \$5

A dear little vanity is of black moire silk, lined with a gay color, and fitted with a mirror and a kid-lined coin purse. The whole snaps together and is no larger than a card case. \$2.

Duveltyne bags are in all the lovely beige tones which are so fashionable. Either plain or striped they are in pouch and square shapes, with metal or covered frames.

Velvet bags are in black, brown or navy, plain or brocaded, and often have glittering clasps of rhinestones.

Moire and brocaded silks are used in bags of black or navy. Many of these bags were made to our special order and are to be found only here.

(Main Floor)

Warm Wool Scarfs Are a Comforting Thought

Among the newest and prettiest ones are some in Roman stripes, dull, rich colorings which would go with almost anything.

Another novelty is a knitted striped bordered scarf in a homespun weave. It is especially nice for sports wear.

There are any number of styles, however, in brushed wool, camel's hair, and Angora wool, plain, striped and bordered, and in all colors. They are \$1.75 to \$11, and the ones with pockets and belt are \$4.50 and \$5.

(Main Floor)

Kindergarten Frocks With Bloomers

made of checked gingham, plain chambray or soisette, in pink, blue, lavender, yellow, red.

Simple, but well made, in out-of-the-ordinary designs, with hand-work or other individual little touches.

For girls of 4 to 6 years. Priced \$5 to \$7.50.

(Third Floor)

Painters' Time Savers

are simple devices which should have been thought of long before. Each consists of a piece of tin, shaped to fit close to woodwork, and it will protect wall paper or glass from being smeared with paint, 20c and 25c.

(Fourth Floor)

Every Year There Is a Scarcity of Doll Houses

by the time Christmas comes around and many little girls are disappointed because Santa Claus did not bring one down their chimney. Doll houses always need to be bought early, it seems! Many people are getting them now and having us keep them for delivery just before Christmas.

The New Imported Doll Houses Are Here

and what entrancing things to play with! Doors that open and shut—and that's not all—even the handles turn!

One house even has an elevator that goes up and down. Many have plush carpet on the stairs and the furniture is most up to date.

Modern apartments of bedroom-and-bath are all that one could wish!

One couldn't begin to tell all the things that make them very satisfactory to play with—such as flower boxes, lace curtains, etc. \$2 to \$7.50.

Kitchens are 50c to \$12. Stables are \$7.50 to \$12. Theatres are \$1.50.

(Seventh Floor)



As Man to Man

There's only one kind of clothing you can afford to buy—and that's good clothing.

You can get a suit cheaper most anywhere—but it IS cheaper, all the salesmen in the world to the contrary.

And being cheaper it has to be replaced all too soon, while the good suit wears and wears.

So in the long run it costs a lot of money to save five dollars or so.

Getting at the facts, it's always safe to follow the man "who has gotten along," and three generations of such men have looked to Wanamaker's for clothing.

A suit is here for as little as \$25; the best of all is only \$55, while the greatest choosing is around \$40 and \$45.

(Third Floor)

A Dark Brown Shoe Men's Inexpensive Good Linen Handkerchiefs

is of extra heavy caif (called Vining); it is perfectly plain of line, with only a single row of perforations to mark the tip. It is cut on the roomy, comfortable lines of a brogue and is exactly right for everyday business wear. \$9.

First is a good 25c handkerchief of substantial linen. Then there are handkerchiefs with half-inch or quarter-inch hems at 35c. 50c handkerchiefs are of fine linen.

(Main Floor)

The Finest of All Fancy Silk Shirts Will Be Made for \$15 (In the London Shop)

And made in a way that has led men everywhere to prefer Wanamaker custom-made shirts.

In fabrics there is a wonderful selection—mostly in the soft rippling French silks that have no equals. Jacquards, end-and-end broadcloth, crepe de chine and silk-and-linen are as dainty as can be in a score of patterns and colors.

In the custom shirt shop.

(The Gallery)

New and More Lasting Tumblers—\$1.75 Dozen

Commencing this morning in the glass section of the China Store, a factory representative will demonstrate the superior qualities of a new and improved tumbler.

This tumbler is so made as to almost preclude the possibility of chipping. In fact, it is almost twice as strong as the ordinary tumbler. Made of fine thin-blown crystal with dainty etchings and light cuttings. Full size, straight shape and priced at \$1.75 a dozen.

(Fourth Floor)

Many Scarce Sizes, Especially Large Pieces, Feature the Oriental Rug Sale

Rugs of practically every desirable weave, weight, size and color effect are offered in this interesting sale.

Both in Persian and Chinese rugs the showing of carpet sizes is magnificent, ranging from a Chinese 10x8 ft. at \$175 to a wonderful Kermanshah, 16.9x10.10 at \$1285.

Of particular interest is the selection of unusually large, scarce sizes for which so many people are looking.

Among these weaves are some very attractive Araks and Mahals at very moderate prices for the size and quality.

(Seventh Floor)

No More of These Specially Priced Living-Room Suits After Thursday

Except possibly the floor samples there will be none of these three-piece living-room suits available at special prices after Thursday evening. They are marked at \$190 to \$520, which is a flat saving of 25 per cent.

Twelve different grades at as many different prices. With the exception of two patterns, one at \$190 and one at \$295, both of them cane-backed and with loose cushions, all are overstuffed suits, in a variety of tapestry and velour coverings.

In workmanship, materials and finish, they are suits of very excellent quality, so excellent that the manufacturer could not possibly continue to turn them out for selling at such low prices as are now marked on them.

(Fifth Floor)