

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

Winter Is Coming Fast and Wanamaker's Is Ready With the Things You Need

Laziness and Stupidity and Don't-Careism May Hide Under a good name and a fine recommendation, but it cannot get on far. What we really are and the fact that we are not worth much crops out, sure, sooner or later. The fine opportunity in a good place that we failed to appreciate is lost, and there is no one to blame but ourself. This is the truth of a lifetime of observation.

[Signed] John Wanamaker

October 18, 1922.

Charming Black Coats With or Without Fur In the Mourning Salon Following the long lines of the mode, these beautiful coats are of the soft, luxurious bolivia weaves, cut with deep sleeves and lined with silk crepes. Some have collars of black caracul, fox or lynx. Sizes 18 to 46. Prices range from \$57.50 to \$95 for coats without fur; from \$60 to \$210 for coats with fur. Fur-trimmed black capes are \$100. (First Gallery, Juniper Street)

French Beaded Tunics for Radiant Evening Gowns

Particularly is this true of the georgette crepe tunics, which are almost covered over the entire surface with glittering rhinestones, crystal and bugle beads and even tinsel embroidery and silver trappings. They are intended to be made over a costume slip or silk foundation and they supply all the brilliancy that the present fashion requires. Graceful side draperies, short sleeves or no sleeves and corded girdles are some of the new features. In such exquisite shades as turquoise and baby blue, flame, russet, cinnamon, jade, mauve, heliotrope, rose, white and black, \$60 to \$125. (Main Floor)

New Blouses Are Lovely by Any Name

Sometimes they are called "jack-ets" when the material is a heavier weave, such as duvetyne, matelasse or a brocade and the lines are straight and loose. Sometimes they are "Balkan Blouses" where the blouse is quite pronounced, and a wide band is placed below the waistline. A charming example is a new jade chiffon velour with the design in raised black flowers. But not the least beautiful are the novelty overblouses of seal brown lace, outlined with bronze beads or brown lace run through with metal thread. Such blouses are the making of a suit and they are in all the good tint colors. Prices are \$16.75 to \$32.50. (Third Floor)

Women's Camel's-Hair Coats and Capes at Half Price

Not quite a hundred altogether, but they are the finest quality "Worumbo" camel's hair, noted for its softness, lightness and extreme warmth. All are winter weight. Coats are all marked \$75. In loose, belted sports models, some Raglan sleeves, and a good selection of colors, natural tan, chocolate, gray, navy, russet and black. Capes are \$50 and \$75. Some are silk lined and some have an under jacket. Both plain colors and indistinct plaids. Only a few of each kind in both coats and capes. (First Floor)

Silk Jersey Petticoats Women's Pajamas of Albatross

Just at present there is good choosing among silk jersey petticoats at \$8.85, \$5, \$6.85 and \$7.50. They have finely pleated flounces of various styles and come in most of the favorite colors for daytime wearing. (Third Floor) Warm and pretty two-piece pajamas with slip-on jackets which have long sleeves, and with hand stitching for ornament. In pink, blue and orchid, \$12.75. (Third Floor)

Women's Tailored Silk Frocks \$37.50 to \$50

The straight simple chemise frock is holding its own; a little less simple to be sure, and somewhat ampler than the chemise frock of last season, but just as trim, just as becoming and just as easy to wear as ever. These are made of the heavy Canton and other silk crepes, especially the fancy crepes; they show tailored loops and braiding and gros-grain ribbons for trimming and they are oftenest in brown and black. (First Floor)

New Parisienne Corsets for Large Women

Women of small and slender figure may do as they like about corsets, but to the large woman a good corset is the first essential of dress. Even she, however, is apt to seek the greater ease and freedom of an elastic corset, which sacrifices nothing of its grace of line to its ideal comfort. New Parisienne elastic models, in the perfect lines for which these corsets are famous, beautifully made in every detail, are \$15 to \$40. Other Parisienne models especially for large women are in broche or coutil, at \$8, \$16, \$18.50, \$20 and \$25. Extra sizes are \$1 additional. (Third Floor)

The World's Finest Handkerchiefs at Wanamaker's

France sends her most exquisite handkerchiefs for women and finest handkerchiefs for men (even up to a man's most cowubby hand-spun linen at \$25). Ireland sends her finest and sheerest, her sturdiest and heaviest of unsurpassed linen handkerchiefs.

Madeira sends the wonderful embroidered handkerchiefs for which those islands are famous. Even England sends cheery-colored silk handkerchiefs for men. Not expensive, either. In addition to the best of other countries, there are our own good handkerchiefs, made right here in the United States. Beginning at 12½c are good handkerchiefs, cut on true squares and neatly hemstitched and the linen is durable, too. From there up to exquisite lace handkerchiefs for brides, which go beyond the hundred-dollar mark, there are handkerchiefs of every type. At 50c there are 12 kinds of women's white handkerchiefs. Hand-drawn and hand-embroidered colored handkerchiefs are unusual at 85c. Note: It is well to think now of having initials or names embroidered for Christmas. (Main Floor)



An Old Spinning-Wheel and Warming-Pan

have taken up appropriate stations on either side the early American mantelpiece in the Antique rooms. Other new arrivals include an old Chippendale mirror of particularly satisfying design. A fine old walnut highboy with the original brasses, cabriole legs and web feet. A breakfast-room set consisting of Dutch stretcher table, four chairs, bench and Dutch cupboard; all painted walnut brown, with hand-decoration of blue stripings and roses. A number of interesting, old rush-seat chairs and rockers. (Fifth Floor)

DAINTY GARTERS from Paris may be seen now in the French Room—garters in blue and black with ribbon and flower trimming; priced at \$2.50 and \$2.75. (Third Floor)



Afternoon and Evening Gowns for the Younger Set, \$27.50 to \$125

If Miss 14-to-20 wishes to spend just a little sum, she will find charming dance dresses and evening frocks of radium taffeta at \$27.50 and \$32.50.

If she wishes something very lovely and "different" she may choose from adorable afternoon and evening gowns of "wedding-ring" velvet, silk duvetyne, glittering metal cloth, silk and lace, going up to \$125. A black velvet tailored gown with white ermine fur—a black velvet dinner gown with black lace—an evening gown of gorgeous metal brocade bordered with dark fur—an afternoon gown of tawny russet and orange brocade combined with brown velvet—a dance frock of lemon lace and leaf-green taffeta—each seems lovelier than the last. These more distinctive dresses start around \$68. We have but one of a kind, but there are altogether dozens and dozens of them inside the glass cases. (Second Floor)

Low Prices on Empire Cord and Fabric Tires

30x3½ Fabric Tires Are Now \$7.50
30x3½ Cord Tires Are Now \$10.75

Table with 2 columns: Tire size and Price. Rows include 32x3 1/2, 32x4, 34x4, 33x4 1/2, 33x4 1/2, 31x4, 33x4, 32x4 1/2, 34x4 1/2, 36x4 1/2, 37x5, 37x5, 37x5.

Beads From the Orient

These are the beads for stringing or decorative purposes generally—the glass beads made in China. They are in very many colors; big beads 10c, 15c and 20c apiece, smaller ones 20c a dozen. Glass rings to match, 20c each. Tassels of silk in many colors, 60c. (Main Floor)

Boys' School Shoes, \$4.50

Shoes built to stand hard play, shoes that can climb and run and scuffle. Of heavy black or tan calfskin, with plenty of toe room and a good thick sole. Bluecher style, sizes 2½ to 6. (Main Floor)

New French Zenana Cloth in a Dozen Colors

Long before cloy materials were heard of, the French zenana, with its puffed and crinkled silk surface on a wool backing, was a favorite fabric for luxurious lounging robes, negligees and house-jackets.

This year its use is extended by fashion to form the bodice or jacket part of handsome gowns as well. A new shipment has just come, in a dozen colors, including white, cream, ciel blue, shell pink, orchid, rose, jade, Copenhagen, gray, cherry, brown and navy blue. Priced \$5.50 a yard. (First Floor)

Grandfather's Clock Becomes a Family Treasure

And if it is the right kind of a clock its life of usefulness extends through several generations.

The Wanamaker Clock Store has made it a rule to admit only the best American-made hall clocks to its collection of timepieces. They are clocks that the head of a house might feel pride in handing down to his descendants.

The movements are all from thoroughly reliable clock makers who stand back of every clock they make. The cases are the finest carved mahogany, dignified and beautiful in design. Chiming hall clocks, fitted with tubular bells, Westminster chimes, \$295 to \$475. With Westminster, Whittington and Oxford chimes, \$525 to \$865. (Main Floor)

If You Want Flowers for Thanksgiving

It's high time to be planting narcissus bulbs. 7c each, 75c dozen, \$5.25 the hundred. Pebbles, 10c a quart.

Many people plant narcissus bulbs every ten days or so and thus have a succession of blossoms all through the Winter. Bulbs in bowls are 65c to \$5, according to the number of bulbs and size of the bowl. (Fourth Floor)

A Gift for a Child

Any youngster would like one of these plate-and-mug sets. They're of enamel ware in various pretty blues and tans with a painted decoration on both mug and plate. Each set in a box at \$1. (Fourth Floor)

Halloween Surprise Package of Candy—Special at \$2.25

A great big square white box, topped with a huge shiny rosette of pumpkin-colored ribbon and a happy little pumpkin face in one corner—what might it not have inside!

One pound of assorted chocolates, very good chocolates, too. A box full of peanut squares that all the children love.

One pound of vanilla cream almonds (almost everybody likes them!)

One pound of delicious assorted caramels.

One pound of old-fashioned cream mint that melts in one's mouth. Two colorful snapping bonbons for good measure. That's a surprise package worth having! And \$2.25 is very little for such a box. (Down Stairs Store)

Good Leather Bags Can Be Had for Little

It's been years since such excellent handbags could be had for such small sums. They're well made, of good leathers and in a wonderful variety.

Between \$1.65 and \$5 there must be a selection of one hundred different bags. Of shiny black auto leather, soft beige and gray beaver calf, pin seal, walrus grain seal, etc.

An excellent flat pocketbook of generous size has a leather-faced flap, an inside purse and mirror. It can be had in six different styles at \$4.75.

In fact, at \$4.75 there seems no end to the variety—everything from dainty little calling bags to bags of practical shopping size. All are excellent values. (Main Floor)

Bridge and Junior Floor Lamps

The first kind has one light, the second has two; and both are made of hand-carved wood with polychrome gold, silver or black finishes. Prices are \$16.50 to \$28.50. Shades, \$5.50 to \$7.50. (Fourth Floor)



A Miracle Piano

Victor Herbert played some of his own compositions on the piano in Egyptian Hall the other day.

When neither Mr. Herbert nor any one else was at the piano, it still went on pouring out the sweet, melodic notes of his songs, to accompany the soloist; and the tuneful melodies of his operas, to the delight of the audience.

There was something almost uncanny in the sight of the grand piano, alone on the stage, pouring forth all this music, in perfect streams and showers of delightful sound.

It was a Knabe-Ampico grand—a combination of a superb piano visible to all eyes, and an extraordinary reproducing mechanism hidden within. The unseen motor power was electricity.

Many in the audience realized for the first time what a joy such an instrument can be in the home—As a perfect accompanist to signing. As a provider of entertainment of the highest quality in the form of music of every kind.

The Chickering-Ampico, Knabe-Ampico, Marshall & Wendell-Ampico, or the Haines-Ampico, will, any one of them, provide this pleasure for the home. They are sold only in the Wanamaker Piano Salons. (Egyptian Hall, Second Floor)

A Quartette of New Books

"Neighbors Henceforth," by Owen Wister, \$2. As Mr. Wister has pictured the cowboy, so now does he picture the doughboy in France.

"Shouts and Murmurs," by Alexander Woolcott, \$2. Adventures among playwrights and players, written by a man who has attended a thousand first nights.

"Enrico Caruso," by Pierre V. R. Key and Bruno Zirato, \$5. The life story of the world-famous tenor, authorized by Mrs. Caruso.

"The Story of a Varied Life," an autobiography by W. S. Rainsford, \$5. Setting forth the history of an extremely interesting man. (Main Floor)

Not Many Good Hats at \$2.50

But Plenty of These That Are Good How good they really are has been a revelation to a regiment of men. They didn't think \$2.50 could buy so much in a hat. Of felt that is felt, and heavy enough to wear. In the colors and graceful dipping shapes that mean fashion. And there are enough different hats for every man to get one that belongs on him. (Main Floor)

A Shirt With a Separate Starched Collar, \$2

Sound through and through and in a world of patterns—every one absolutely fast color. The collar is the new, easy, low kind. And the choice is remarkable. Pin stripes on white grounds, pin stripes on dark grounds, wider stripes and half a dozen checks. (Main Floor)

1000 Ruby Crystal Vases at Half

Remarkable purchase, bringing beautiful flower vases in a rich, striking ruby red and some in orange, all with radiant stripings. No two are alike. Large variety of shapes for long and short stemmed flowers. Vases are 8, 10, 12 and 14 inches high and marked at half. \$1 and \$2.50 each. (Fourth Floor)

"What Beautiful Fabrics for Draperies and Upholstering!"

The exclamation was justified, for the Upholstery Store now has the most extensive assortment of materials that it has ever shown, which is saying a great deal, for there have been some handsome pieces in the past!

Tapestries are so rich in color tones. Velvets and silk velours are so soft and deep. Mohairs, damasks, armures and plain velours show every shade of color and the patterned materials are in infinite variety. They are well worth seeing for the sheer beauty of fabric alone. \$1.50 to \$15 a yard. Most of the lighter materials for draperies will not fade in the sun. There are fiber silks, casement cloth, rep, madras and velours. \$1 to \$15 a yard. (Fifth Floor)

Wool Quilts

Wanamaker wool-filled quilts are guaranteed to be filled with pure wool, a fact worth remembering. The choice at \$10 is particularly good. Coverings of sateen, either figured, or plain, and all popular colors are represented. (Sixth Floor)

Tea Napkins of Chinese Linen Remarkable at \$5.75 a Dozen

Woven of Chinese linen, hand-embroidered and hand-hemstitched. The embroidered designs are in a choice of either blue or white. Size, 14x14 inches, and remarkably low-priced at \$5.75 a dozen. (First Floor)

Splendid New Selections of Standard Domestic Rugs

Fresh, fine new goods, in a beautiful assortment of patterns and marked at the lowest prices consistent with quality of an unquestionably high grade. For those requiring the larger sizes, there are some exceptionally choice patterns. High-Grade and Standard Wilton Rugs

Table with 2 columns: Rug size and Price. Rows include 11.3 x 15 ft., 10.6 x 13.6 ft., 10.6 x 12 ft., 9 x 15 ft., 9 x 12 ft., 8.3 x 10.6 ft., 6 x 9 ft.