

Organ plays at 9, 11 and 4:50
(Melody and Chimes at Noon)

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

The Best Goods From All the World Meet at Wanamaker's

To See What Is Right and Not to Do It

to not be able to say No, and not to know when to say Yes, denotes something lacking in our make-up that would give moral courage to stand upright and act up to what we believe.

Pluck up courage, fear no man, but be a real man, with a full degree of firmness to overcome the weakness to which you have surrendered your mind and heart.

A plain No is an honest chap, and a hearty Yes at the right moment is everything.

Only dead fish float with the tide.

[Signed] *John Wanamaker*

October 25, 1922.

The Place for Any Young Woman to Get a Topcoat

In the Wanamaker Young Women's Store. Never in any past season were the selections so large, the values so extraordinary. All day long the lovely, soft warm garments are going off on the shoulders of satisfied young women who know—

either from "shopping around" or from past experience—that they could not have done better elsewhere.

Fur-trimmed topcoats from \$47.50 to \$95.00. Unfurled coats, in sports and street styles, \$20 to \$85.

A Remarkably Good Coat at \$95

A smart bloused-back model of rich wool bolivia, in brown, gray or midnight blue, with large collars of good beaver or squirrel fur. Crepe de chine lined and warmly interlined. Sizes 14 to 20 years.

(Second Floor)

Women's Uncommonly Good Suits at \$25 to \$45

These are the plainer suits made of fine soft velours, Poirer twills and tweeds, in navy, black, various browns, oxford gray and heather mixtures. They are interlined for winter wear; and there is a variety of

coats among them—some buttoning high at the throat, some long and some short. Women who want something at once practical, good-looking and inexpensive are particularly invited to see them.

(First Floor)

Women's Winter Coats Trimmed With Beaver Special at \$150



Not only is the large collar of beaver, but the cuffs as well are of this beautiful fur, and it is of the finest quality.

The coats are made of a warm, soft bolivia coating, lined with crepe de chine and interlined. They are loose and flaring except at the waist, where a narrow belt partly confines the fullness.

In Malay brown, navy, kit fox gray or black, all with beaver. Some of the coats have a fine blended and dyed squirrel fur instead of beaver, and they are also \$150.

(First Floor)

Fine Parisienne Corsets in Almost Fifty Models

This includes elastic girdles in such a variety of styles that even the woman accustomed to having her corset made to order finds complete satisfaction in the "Parisienne."

At least five or six times a year the French corsetiere of the "Parisienne" goes to Paris for

ideas and materials. Some of the elastic girdles are imported entire and many of the materials are French. The trimmings, too, are unique and the waist boning will neither rust nor break.

There is only one place to buy "Parisienne" corsets in Philadelphia and that is at Wanamaker's. Prices from \$8 to \$40.

(Third Floor)

Nurses' Uniforms to Measure

Made of excellent qualities of muslin, poplin, or linen, at \$5.50, \$8.50 or \$9.50. Price includes materials, fittings and making.

Nurses' capes of blue broadcloth lined with scarlet, made to measure, from \$16.50 up. Ask in the Custom Tailoring Bureau.

(Second Floor)

Warm Nightgowns of Flannellet

Regular sizes are of white flannellet with V necks at \$1.25, and with collars at \$1.65. Striped flannellet \$1 and \$1.25, with collars, \$1.

Extra sizes are of striped flannellet with V necks at \$1.25 to \$2.25. With long sleeves and no collars, \$1.50. With low necks and kimono sleeves, \$1.50. Of plain yellow and orchid flannellet, \$1.85. Of white flannellet and with collars, \$1.75.

(Third Floor)

A Complete Knife Set for the Kitchen

Each set includes a paring knife, a butcher knife, a spatula, a small cleaver, a slicer and a long fork. They are of first grade steel with cocobola handles, brass riveted. The complete set, in a box, for \$2.

(Fourth Floor)

A Remarkable Outpouring of Women's Silk Stockings

Involving Upwards of 20,000 Pairs, Worth Fully \$50,000 and Being Sold at Once for \$25,000

A Sale Just for Women

Not a pair in the lot but what is at least a half of what it was made to sell for.

It's hard to realize how many stockings 20,000 pairs actually is—enough for all the women in a good-size city.

And there are enough kinds to please all the women in a good-size city. Plain black ones, heather mixtures, open-work clocks, ribbed and plain colors galore.

It is a Sale So Big That the Whole West Aisle Has Been Given Over to It

A place where a dozen kinds of merchandise usually attract throngs each day. Tomorrow, nothing but silk stockings—silk stockings in quantities that women seldom have seen before—and at actual savings that rarely come to pass.

Nearly every pair is perfect—first quality. Here and there is a pair with a slight defect, nothing to harm it, but it always is plainly marked "second."

There are silk stockings for everyone and at prices that will pay everyone to buy a season's supply.

\$1 Actually Buys Silk Stockings

Some firsts, some seconds, in black and colors. Cotton tops. Half price.

Silk-to-the-Top Stockings, \$1.50

Black and colored ones. Seconds. Also Richelieu ribbed hose in shoe shades. First quality.

Fancy Silk Stockings at \$1.75

Silk to the tops, stockings in solid colors; vertical glove silk and open-work clocked stockings with cotton tops.

(West Aisle)

Heather Mixed Sports Stockings, \$1.35

Silk and mercerized. Sound first quality.

Sports Hose With Open Work, \$2.50

Heavy, service stockings in heather mixtures with open work clocks.

(Main Floor)

Is Her Birthday Coming Soon?

If she is a debutante or not quite "out" yet she will much appreciate some one of these little gifts in sterling silver.

Mesh bags, both long and narrow, and also square shapes, \$25 to \$59. Powder boxes on a chain, \$4.50 to \$11.

Vanity cases, \$13.50 to \$27. Photograph lockets, \$2.25 to \$8. Lip salve holders, \$2.50 to \$5.50. Bag tops, \$15.

(Main Floor)

Jersey Cloth Makes Many Charming Frocks

But it should be the substantial all-wool variety—firm and weighty, yet soft.

New shipments of fine all-wool jersey in this desirable quality provide a delightful color assortment. Paprika, cinnamon, dove gray, taupe, café, sponge, walnut, oak, jade, cherry, scarlet, orange, as well as all the expected blues, browns and other colors.

54 inches wide, and \$2 the yard.

(First Floor)

Candies For the Halloween Party

Salted nuts, \$1.50 a pound; glace nuts, \$2; chocolate-covered nuts, \$1.25; Jordan roasted almonds, \$1.15.

Crystallized mint wafers, 50c; double vanilla mints in pumpkin color, 70c. Pumpkin-colored mints with perfect black cats on them, each in an individual container, 10c each.

Chocolate straws, 70c; nut caramels, \$1; crisp nut candies, \$1; nut balls with marshmallow centers, 10c each.

Jack Horner Pies have 12 jolly good favors in them: Witches' kettles, at \$10; rose balls, \$8; big pumpkins with 12 smaller pumpkins, \$8; a doll and paper carrots, \$8; a monster bonbon with 12 favors, \$1.

Bonbons with caps and favors are 60c, \$1, \$1.25 and \$2.50 a dozen. Large witches' heads that can be used for nuts or flowers are \$3 each. Large pumpkin heads are \$1.50. Lucky black cats are \$1.25, \$1.50 and \$2.

Small black cats on cakes of chocolate are 20c. Baskets for holding salted nuts are 10c, 15c and 20c.

The Harvesters, made of imitation vegetables, is worthy of being a party feature, \$10.

(Down Main Store)

French Kid Royale Gloves Unequaled at \$2

Day in and day out, there is no other such glove value to be found as these "Royale" gloves, made of the French national skins in Grenoble exclusively for Wanamaker's.

Perfectly cut, beautifully made, and in eleven shades of

(Main Floor)

tan, brown, heaver, noie and gray, beside black and white.

Other fine French kid gloves in the same two-class length at \$2.50 to \$3.50 a pair, including the famous and faultless Reyniers.

Personal Greeting Cards Can Be Ordered Now

Every year the cards seem prettier than the year before and so it is now. There is really a remarkable assortment for as little as 50c a dozen and from there prices rise to \$3.50 a dozen.

This is for the cards alone, engraving the name is extra, of course.

(Main Floor)

Fine New Steamer Rugs Have Just Come From England

(In the London Shop) The loveliest colorings we have ever seen in steamer rugs and the softest texture!

A rug of camel's-hair color has two shades of Delft blue combined with white in the plaid reverse side.

Another, in cornflower blue, shows a plaid of old rose and silver.

A russet rug has a plaid in which gray and orange are mingled.

There is infinite variety among these beautiful and distinctive new rugs, which are of softest wool with a silky finish.

For rough use, there are darker plaids in the more conventional Scotch tartan colorings.

All are of generous size, with fringed ends, at prices ranging from \$15 to \$60.

(The Gallery, Chestnut)

Women's New Calfskin Oxfords With Buckled Straps

Sturdy grained russet calfskin with full round toe, short wing tip, extension sole and low broad heel. A stitched strap runs up the quarter from the heel, and buckles over the lacing. Priced \$10 the pair.

(First Floor)

To Burn Leaves With Safety

The best thing is a trash burner. It's of perforated metal with a lid that fastens tightly and keeps the fire from spreading. In various sizes at \$2.25 to \$5.

Good rakes with wooden teeth are \$1.

(Fourth Floor)

Buckles as Varied as the Gowns They Adorn

Metal buckles in antique gold or silver finish, buckles or clasps in pretty jeweled designs and others in catenachon shape, some with long beaded fringes.

They are in every form, every color, and it is hard to choose because all are so attractive. Prices start at 50c and go up to the finest French cut steel buckle with beaded tassels at \$37.50.

(Main Floor)

Blue-and-White Table Covers Are Easily Cleaned

Of white poplin grain fabric with Delft blue patterns, they can, when soiled, be wiped off with a damp cloth. They measure 54 inches across and are suitable for round or square tables. \$1.60.

(Fourth Floor)

New Saruks, New Araks, New Hamadans Enhance the Wonderful Oriental Rug Sale

Persian Saruks, combine in a unique degree beauty of color, pattern and texture with heaviness and fineness of weave.

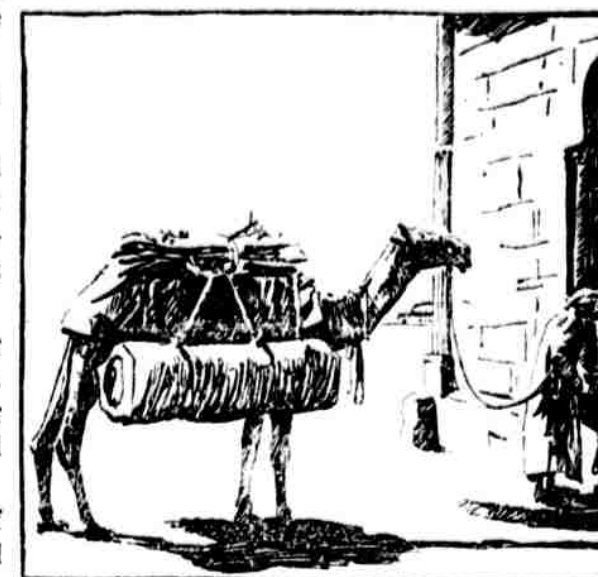
These new Saruks are in sizes around 4.2x6.6 ft., and priced at \$125 to \$185.

The new Araks are 10.7x10.8 ft., and marked \$187 to \$285. Red, ecru and blue are the prevailing colors, and the designs are chiefly of the all-over type that furnish effectively.

The Hamadans are in sizes averaging 6.6x4.6 ft., and the prices are \$85 to \$125. Good, heavy, serviceable weaves combining good looks, good wearing qualities and good value for the money.

The sale presents a glorious wealth of carpet-size rugs, Persian and Chinese, all priced on a very attractive basis.

Among the Mahals, Saruks, Kerman-shahs and Serapis are many notable values in rugs of rich character and fine service qualities.



The Chinese carpets are wonderful in the beauty of their various blue, gold, peach and mulberry tones, and every one of them is a rug of good quality.

(Seventh Floor)

Fans Are So Much More Than Fans

Now, when they are more than ever affairs of such wondrous color and even possess rare beauty of line, they are very often the note of contrast that brings out all the color tones of a costume otherwise characterless.

Brilliant scarlet coque feathers have a gleaming beauty of line. Ostrich tips are particularly effective in black. Long, willowy ostrich, sometimes in brilliant jade, falls freely over metal gauze. The fan of gold, silver or black lace is very fashionable and there are new beauties to be found in fans of spangled gauze. \$10 to \$43.

(Main Floor)

Among the Finest of Lamps

shown at present in the Lamp Store are some copies of Old English candlesticks. They are made of solid brass with finishes of fumed gold combined with lavender, carmine or black, and are priced at \$20 to \$65. Only one or two of a kind.

Shades are \$25 to \$140.

(Fourth Floor)

A Lovely New Lay-Out of Maderia Linens

Napkins that are marvels of daintiness.

Pillow cases equally exquisite.

Every piece in the collection hand-embroidered and hand-scalloped.

This is worth remembering, because not all Maderia linens are scalloped by hand. The work on these napkins and pillow cases is particularly fine and should appeal to any woman of taste and judgment in such things, whether she wants some for a gift or for her own use.

Maderia hand-embroidered and hand-scalloped linen napkins, \$7.75 to \$25 a dozen.

Maderia hand-embroidered and hand-scalloped linen pillow cases, 22x36 inches, \$7.75 to \$15.75 a pair.

(West Floor)

A Whistling Cold Night Sends Men After Warmer Pajamas

Just such nights are close by, chilly ones are here and flannellet is as snug as anything for a long, comfortable sleep.

Flannellet pajamas, cut full and roomy, are priced \$2.50 to \$3.50. White backgrounds with

various width stripes in several colors.

There are flannellet night-gowns, too, for the men who prefer them. Patterned like the pajamas and just as heavy. Priced \$1.65 to \$2.50.

(Main Floor)

This Mahogany Stand for Smokers Is Not Easily Tipped Over

because the base is weighted. It is of solid mahogany with a glass receptacle for ashes, two cigar rests and a place for matches. Unusually good for \$7.50.

(Fourth Floor)

Good Knockabout Shoes for Boys \$4.50

Built to stand the hardest kind of wear. They are Blucher cut, of sturdy black or tan calfskin, with thick soles and flat heels. Sizes 2½ to 6.

(Main Floor)

Low-Priced Dinnerware of Unusual Merit

The demand of many people for low-priced dinnerware of good individual quality and exceptional character finds a pretty good answer in a lot of American ware in a pattern suggestive of the simple charm of so many English sets.

These are open stock goods, and can be had either in dinner sets of 106 pieces, at \$35, or dinner sets of 32 pieces at \$20, or breakfast sets of 32 pieces at \$8.

The ware is a good semi-por-

celain in a decoration consisting of a large pink rose with green leafage combined in a border design of a really effective character.

For wares of such merit the prices are very moderate.

(Fourth Floor)

Fine Warm Wool Quilts Tumbling In by the Hundred

So far as it is humanly possible to be absolutely sure of the composition of anything, these quilts are filled with pure wool.

The significance of this is that not all quilts that are called "wool-filled quilts" are filled with pure wool.

Sometimes people tell us of "wool-filled" quilts that can be bought for seemingly very low prices.

But at least some of the "wool" used in them is not the kind that grows on a sheep.

Wanamaker wool-filled quilts are as reliable in every other feature as they are in the filling.

For days and days they have been piling up at a great rate, especially the lower-priced ones—at \$7, \$8.50 and \$10.

These are in figured sateen coverings with plain sateen borders. There's a splendid choice of colors.

Other wool-filled quilts in beautiful selection up to \$60, and down-filled quilts at \$10 to \$63.

(Sixth Floor)



The Finest Music at Home

In the comfortable surroundings where you can best enjoy it—At the end of the day when you feel most like it—When guests are to be entertained or young folks choose to dance—Then what a pleasure it is to have an

AMPICO

The greatest pianists living have played their best for the Ampico, knowing that it will carry their fame far and wide, and that many a home throughout the world will know them only through this miracle piano.

A hearing of the Ampico will convince you that such music, in the quiet of your own home, will mean more to you than any music you ever heard before.

Sold only at Wanamaker's Piano Salons in the Chickering, Marshall & Wendell, Haines Brothers and the celebrated Knabe Pianos.

(Egyptian Hall, Second Floor)

Women's Aprons, 65c

Medium large aprons made of percale, some in pinfore style. Others of white line with colored applique work. Each 65c.

(Third Floor)