

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

All That Is Beautiful, Fine or Useful Is Gathered Here

Almost Every One Knows When He Is Stifling Conscience and it is never prudent or safe to do it.

Conscience can go to sleep when one deafens his ears to it.

May it not be that Conscience is one of the guardian angels given to us to warn us of danger and to guide us into paths of safety?

It is the strongest breast-plate given to a human being.

[Signed] *John Wanamaker*

October 26, 1922.

Certain Tweed Coats Best Liked by Women

They are made by a well-known manufacturer who brings over from England the finest tweeds to be had and the coats are made in this country in styles that American women approve. We have just received a particularly good shipment of his new heavier tweed coats for winter. We have rarely seen more beautiful English tweeds, many have a soft, brushed-wool finish that is very attractive. Grays, tans and cocoa predominate. There are about six different models in diagonals, homospun and mixtures—all are cut on manish lines and all are weatherproofed. They make wonderfully practical coats for sports wear or business purposes and are priced from \$57.50 to \$75. (First Floor)

More Lovely French Dresses Have Come for Young Women

Each different and each adorable. The exquisite qualities of crepe de chine and Georgette set them quite apart from usual dresses. The delectable colors, too, are such as one doesn't find in domestic silks and crepes.

But best of all are the styles. Simple, charming, youthful modes, such as Paris dress-makers so well know how to design for the younger set. And all made by hand, and perfectly hand-ornamented. Jade, amaranth and pale green, mauve, coffee gray, shell pink, salmon, coral, Natter blue, mauve. (Second Floor)

The Jacket Blouse Takes Captivating Forms

No wonder it is the most successful blouse of the season when one may have it in:

Crepe de chine printed in a quaint Chinese pattern, a harmony of wonderful blues, green, brown and tan. The collar is either plain navy or brown satin and the price \$9.95. Dark blue or brown, satin material, stitched with gold thread, at \$10.85. Gorgeous brocaded velvet, in navy, brown or black at \$12.85. A copy of an imported model in black silk stitched in fancy cross stripes with white silk thread, \$13.50. And the loveliest of all, a satin-faced crepe, in Persian design of the deepest and richest colorings at \$14. (Third Floor)

All the Fur Cloths Are Favored by Fashion

But particularly those kinds that can be used for entire costumes, jaunty little jackets, or deep bands, borders and trimmings. Rich, glossy camel cloth, either in the thick furry or the flat more sheer, is \$5 to \$12.50 a yard, including black, brown and beige. Seal plushes, looking very like Hudson seal fur, are \$6.50 to \$20 a yard. Chinchilla cloth, in krummer effect or the usual gray, \$8 to \$12 a yard. Astrakhan cloth in black, gray or brown, \$8 and \$6 a yard. (First Floor)

Charming Frocks and Coats for Miss Six-to-Sixteen

The years when the habit of correct dressing is established!

Out-of-the-ordinary frocks in new jersey, serge, wool, wool crepe, challis, velour, tweed, tulle, crepe de chine, Canton crepe or velvet. For school, for "best," for occasions. More delightful styles than ever before. So unusual and so individual that mothers will think \$10 to \$15 little money for their beauty and quality.

Coats for Girls
Of six to fourteen years include a number of excellent values at \$12.50 to \$12.50. Woolen coatings, tweed and chinchillas, many of them fur-collared. (Second Floor)

The New Short Fur Coats

Are the jaunziest little garments imaginable. They are about 30 inches long, and may be of almost any fashionable material, usually with trimming of some other fur. One of the most novel is a blouse cut of black caracul, very short, and trimmed with kolinsky, \$100. A jacket of caracul fur lined a perfect shade of gray has collar and cuffs of gray stitched cloth. Price \$45.00. (Second Floor)



Women's Chiffon Velvet Gowns for Afternoon and Dinner

Each gown by itself is a perfect thing—quaint and picturesque in design (as one might expect when one knows that many of them are copied from models by French makers like Callot and Lanvin) and lovely in color.

Imagine a green and black brocaded velvet with a black, green and crystal girdle. Or a black velvet with light purple sleeves. Another black velvet has deep scallops and a design of crystal beads running up into its bodice. A gentian blue velvet shows curious ornamentation of fagoting in a diamond-shaped design. There are no two alike and each is more beautiful than the other. Prices are \$72.50 to \$195. (First Floor)

Children's Coats Must Be Warm

This a point well taken care of in the new Winter assortment of lovely little coats in styles for the individual boy or girl. There seem so many coats that suit the individuality of their small wearers. All the coats are lined and interlined.

There are cozy chinchillas, soft broadcloths and rough coatings in many charming shades of color. Sizes two to six years. \$8 to \$35. Coat-and-hat sets are \$14 to \$35. (Third Floor)

A Turn-Table in Your Oven

is what this ingenious invention amounts to. It is a rack which revolves at a slight touch, so that vessels in the back of the oven can be brought forward for testing without the risk of burnt arms and fingers. \$2.50. (Fourth Floor)

Apron-Dresses and Sun Bonnets for Halloween

Novelty apron dresses, made uncommonly gay with a view to their taking their part in Halloween festivities, are of cretonne, cotton foulard and black sateen, and sell at \$1 to \$9.85. Sun bonnets may be had for \$1. Bungalow aprons for \$5 to \$18.50. (Third Floor)

Your Little Girl Could Not Have Better Shoes

than these we have chosen for her. The materials are carefully selected to give service, and the making is done by specialists on juvenile footwear. With the help of our expert salespeople it is an easy matter to fit the most difficult little foot. High shoes of soft white buckram, buttoned or laced, \$6.75 and \$9, for sizes 8 1/2 to 2. White buckram button-up shoes with black patent vamp, \$7.50 and \$8.00, in sizes 8 1/2 to 2. Patent leather vamps with button-top of black cloth or black kid, \$6 and \$7. (First Floor)

Glass Tumblers Almost Unbreakable

Of course you can break one by a deliberate and determined effort. For instance, you might bring it against a wall, or hit it with a hammer. But practically anything short of that these tumblers will stand. They are almost proof against chipping. And yet they are in no way clumsy, but in fact very good looking, made of fine thin blown crystal with etched and light-cut designs. Full size, straight shape, price \$1.75 a dozen. A factory representative is telling all about them in the China Store. (Fourth Floor)

Electric Irons, \$3.75

An exceedingly low price for a six-pound iron of sound construction. Complete with ironing board and stand. (Fourth Floor)

Fleur d'Or Talcum In a Charming Bottle \$1

Made in France and packed here in America especially for us. Those who once use it dislike to be without it, and the graceful lines of the tall square bottle are an ornament to the dressing table or bureau. (Main Floor)

Crystal Balls From the Orient

Four very clear specimens have just been received in the Oriental Store—a rather large ball surmounted by a bird, priced \$4.00; and three small balls, two mounted on teakwood and priced at \$1.25 and \$1.50; and one mounted on ivory and marked \$1.50. (Main Floor)

A New Table Mat With Philadelphia Scenes

Most housekeepers are acquainted with the useful silver-plated metal table mat to keep hot dishes from injuring the table. Now instead of the familiar Dutch landscapes which ordinarily decorate these mats, we have had a special design made up of about fifteen scenes of points of interest in Philadelphia. The mats are oblong and a good size with heavy felt backs. They may only be found here and are priced at \$5.50 and \$8.50. (Main Floor)

Philippine Chemises

Envelope chemises which have more embroidery than usual are just unpacked. There are four or five designs, and prices are \$2.25, \$2.85, \$3.50 and \$4.85. (Third Floor)

What Fun Behind the Mask of Halloween!

This is going to be the jolliest Halloween in a long time, for what a great buying of Halloween suits for boys and girls and men and women is going on! Suits go all the way from \$2 for various suits for children to a handsome Spanish costume in velvet, for a man, at \$10.50. (Second Floor)

Especially Noteworthy

Children's sateen yama yama suits in a new style combine yellow and purple or red and black and have silk pom-poms. \$6.50. Children's Indian suits are \$2.50 to \$6; cowboy suits are \$2.50 and \$3.50. (Seventh Floor)

Hats That Need but a Touch to Become Millinery

Good shades of velvet, felt, hats of plush or velour, effective in line, and feeling but a touch fancy or a velvet cloud, a meta-ornament or a ribbon bow, to transform them into smart and becoming millinery. Hats and trimmings are also together, and the correct finishing is easy. (Second Floor)

Gold and Silver Encrusted Crystal, \$3 and \$3.75

Another large shipment of this very popular fine clear crystal. Some pieces with three-quarter-inch border of coin-gold encrustation others encrusted with sterling silver. There are flowered bowls, cheese-and-cake dishes, handled sandwich trays, mayonnaise sets, fruit and a hat bowls, vases, compotes and other pieces. Coin-gold-encrusted pieces at \$3. Sterling silver encrusted pieces at \$3.75 each. They are remarkable for the money. Also 1200 colored glass flower bowls with separate black bases. In blue, orange, blue, yellow and rose. Exceptional at \$1 each. (East Side and Fourth Floor)

Famous "Columbia" Bicycles—Lower Priced Than Ever

Men's and Women's, \$37.50 Junior Models, \$32.50. (Main Floor)

Time to Plant Narcissus Bulbs

By June they blossom, and their beauty will be barren and their flowers will be doubly so unless they are planted now. Bulbs in boxes are \$5 to \$8. (Fourth Floor)

Cake Shell Pans Are a Good Idea

They bake the cake in a hollowed-out form which can be filled with crystalline fresh or canned fruit, or with whipped cream, making a most delicious dessert. In a size large enough to serve an average family at \$1.50. A set of six individual pans, \$9. The pans are of aluminum. (Fourth Floor)

Mr. Irving Bacheller

the author, will be in the Wanamaker Book Store tomorrow afternoon at 2 o'clock, and will autograph copies of his latest book, "In the Days of Poor Richard." (Main Floor)

Girls' Strapwrist Capeskin Gloves

A soft elastic quality of capeskin, made in the slender, short-fingered style the average girl needs. Tan, heaver and pearl shades, plique-sewn, strap-wrist with 4 1/2 inch tops, \$2.85 a pair. Children's gloves in the usual shorter, broader styles, and the desired colors, capeskin at \$1.85 and \$2; mocha at \$1.05 to \$2.25. (Main Floor)

French Flowers Would Deceive the Bees

For their perfect naturalness. Tiny boutonniere and corsage bouquets from \$1.50 up. Exquisite orchids, lilies, violets, gardenias, chrysanthemums and the simpler garden blooms. These and the more sophisticated flower and fruit garnitures, wreaths and hair bands, to set off the evening outfit or gown, will be found in the Millinery Section. (Second Floor)



Adults' yama yama and spotted coats suits are \$20. Grease paint for make-up, 10¢ the box. (Seventh Floor)



Every Night and Morning the Old Wind Howls for Overcoats

Chilly all day long, too, and every man who has a decent respect for his solid good health is wearing some sort of a topcoat.

A light-weight overcoat that fills the bill for Fall. Or a big, robust, through-and-through Winter overcoat.

Both kinds are at Wanamaker's in a variety they've never shown before.

Lighter than ever in color—bigger than ever in warmth.

Two-eyelooking coats, grays, mixtures, frail plaids and bold overplaids are everywhere, and side by side are the ever-popular darker shades.

Smart coats, aswirling and trim. Some have the raglan air, some the built-up shoulder. There are belts all around, belts just in the back or no belts at all.

For short, any kind of an overcoat at all is here—just so it is a good one.

Priced \$32 to \$85, with great choosing around \$45 and \$50. (Third Floor)

Good Winter Oxfords for Men to Wear With Wool Hose

They're of heavy-weight grained calfskin in a pleasing nut brown shade, cut on brogue lines with a full wing tip, perforations and sawtooth edges. The sole is heavy enough to stand wear and weather. \$11. (Main Floor)

Men's Leather Bill Folds With Gold Corners, \$3 to \$8.50

Beautifully made, three-folds, liplocks and pass away are of prime calf and long grass, and with corners of 14-carat gold. For an extra \$1 there is an excellent three-fold wallet of pebble-grained leather with a heavy seal, all bound with a heavy of more silk and two gold corners. (Main Floor)

Men Have Been Asking for Slip-On Gloves

Here they are in capeskin (\$2.50 and \$3.25) and buckskin (\$3.50). No buttons or clasps to bother with. Easy-fitting and good-looking. Begins one-day slip-on gloves at \$10.00. The quality and beautiful colors, \$5, and one-button natural leather, side-finish leather gloves (washable) at \$5. (Main Floor)

All-Wool Overcoats for Boys \$16.50 to \$35

All sizes from 8 to 18 years. Better in fabrics, better in tailoring, better in style and finish than any boys' ready-to-wear overcoats we have ever seen. The variety of styles, colors, patterns and models is as satisfying as the quality of each garment is unquestionably superior. (Third Floor)

More New Cape Colony Wool Blankets, \$10 Each

These blankets have fairly jumped into favor, proving that people want blankets of exceptional quality, and know them when they see them. They like them because they are so warm, so soft, so comfortable, and so easy to wash and dry. They are made of the finest wool, and are guaranteed to last for years. (Main Floor)

"Outer China 'Crost the Bay" Have Come New Shipments to the Sale of Oriental Rugs

China has been called "the oldest continuing nation." Also it used to be said that "wisdom resides in the hand of the Chinese." The Chinese rugs in this sale furnish a very beautiful proof that the Chinese hand has not lost its cunning. Six cases of these rugs have just been opened, making a handsome and impressive addition to an already lavish display. These are rugs of service possessing a furnishing quality that always strikes a distinctive note by reason of their marked characteristics of color and design. They are noted for their striking effects in blue, in pearl yellow, tan, golden hues, numbers and peach tones. The contrast between them and the softer tones and more intricate patterns of the incomparable Persian and Caucasian rugs is very interesting. Rugs of all three types combine to make this a wonderful sale. (Seventh Floor)