

Saturday Will Be a Great Day for Choosing Shoes in Wanamaker's Down Stairs Store

Big New Collections of Women's Winter Coats

\$12, \$16.50, \$22.50, \$25, \$38.50 and \$47.50



All the world is out after winter coats these cool days!

Wanamaker's Down Stairs Fashion Store has been celebrated all season for good coats at low prices.

But you should see the new styles ready for tomorrow, Saturday—and the fresh shipments of popular styles for which customers are asking!

The Coats Pictured Are \$25, \$35, \$38.50, \$47.50

Not often are such good plain coats as the one pictured to be had at \$25. Of rich brown or Sorrento blue lustrous bolivia, and with big muffler collar exceedingly graceful, it is lined with soft satin.

The \$35 sport coat sketched is the best coat at the price this season. Made of excellent diagonal tweed with contrasting back and satin lining to the waist. Finished with deep shawl collar of natural raccoon.

Coats at \$33.50 are really luxurious! One style is pictured showing the rich black Manchurian wolf-dog collar and cuffs—a fur almost as soft as real wolf. The coats themselves are of lustrous bolivia and the lining is of Jacquard figured crepe.

\$47.50 coats are of bolivia in black, Sorrento blue and brown, and have lovely taupe wolf collars and cuffs. They are made plenty full and yet give the slenderly elegant silhouette of the moment.

Other Good Coats That Will Make Discerning Women Open Their Eyes

Black or brown and white diagonal heavy-tweed sports coats with contrasting backs, soft and woolly, at \$12.

Black silver-flecked mixed coats with big black buttons, at \$13.50.

Brown-and-white diagonal tweed coats with effectively colored backs at \$15.

Effective black-and-white unevenly woven diagonal tweed coats with contrasting green back, \$16.50.

Tan sports coats and black-and-white diagonal tweeds with suede cloth lining at \$16.50.

Substantial mixed tweed coats with Persian printed satin lining to the waist at \$16.50.

Tan chinchilla coats with tan satin lining and leather buttons at \$16.75.

Tan sports coats with warm lining of quilted brown satin are \$22.50.

Velour coats with caracul or beaver-dyed coney collars at \$25.

Tan sports coats, partly woven of camel's-hair, are fully lined with tan crepe de chine at \$30. Luxurious fur-trimmed coats in straight, draped and the new blouse models, at \$58.50, \$65, \$78.50 and to \$165.

(Down Stairs Store, Market)

Fashionable Dresses Specially Good at \$5 to \$47.50

A pretty twill-back velveteen frock has the new full skirt and a flower at the waistline; it is priced \$18.50. Other charming velveteen frocks are \$10, \$15, \$16.50 and \$25.

Evening Dresses Are \$18 to \$45

Two styles in fluffy, filmy chiffon made on delightfully slender lines and all ready for any Hallowe'en festivity that requires dainty frocks. At \$18.

One and two of a kind evening frocks of chiffon or taffeta are \$25, \$38.50, \$45.

Silk or Cloth Frocks, \$10 to \$16.50

An effective frock at \$16.50 is of black Canton crepe and has the bodice thickly covered with prehistoric figures done in white stitching.

A \$10 dress is of black charmeuse artfully draped and most surprising at the price.

A \$12 dress is of navy Point twill with fancy black braid and has a smart cloth sash which ties at the side.

There are dozens of other styles here at these moderate prices! It is fun to see what good frocks they are at such small cost!

Serge Dresses, \$5

Plain, nice, navy serge dresses trimmed with a little stitching or braid—just warm enough for this kind of weather.

Extra-Size Dresses, \$12.75

Made of uncommonly good black or navy serge trimmed with braid. Five styles. Sizes 42½ to 52½.

Other extra-size frocks of charmeuse, crepe de chine, Canton crepe, Point twill and lace variously priced \$16.50 to \$45.

Interesting "Copies," \$25 to \$47.50

Afternoon and dinner frocks and interesting street clothes for important occasions. Usually only one or two of a kind and most of them are copies or adaptations of more costly costumes.

Point twill, chiffon velvet, lace and other fine fabrics.

(Down Stairs Store, Market)

Women's Full-Fashioned Black Cotton Stockings 25c Pair

First quality black cotton stockings with reinforced feet and double garter tops. We are able to offer them at such an unusually low price because of a specially advantageous purchase. Sizes 8½ to 10.

Boys' Specially Reinforced Cotton Stockings, 35c Pair; 3 Pair, \$1

Bound to wear! There's an extra thread woven in at all the spots that get the worst rubbing—knees and toes and heels. Sizes 7 to 11.

(Down Stairs Store, Central)

Clearaway of Slightly Soiled Elastic Girdles \$1.50

A few are a quarter less; the great majority are half price and less than half!

Only one or two of a kind or size and some are slightly soiled from handling.

Made of elastic, sometimes combined with coutil or broche. Sizes 20 to 30 in the lot, but not in each style.

Silk Petticoats in Lovely Colors, \$3.85

Soft, clinging jersey in Sorrento blue, apple green, Havana brown, mahogany, black and navy have deep accordion flounces trimmed with inserts of printed silk.

Lustrous satin ones in a wide variety of plain and changeable shades have puffed flounces with narrow accordion pleated ruffles.

Dimity Blouses Low Priced at \$1.15

Every one fresh from the manufacturer and as crisp and dainty as can be!

Peter Pan style trimmed with lace or entre deux, and in single or cluster stripes.

Sizes 34 to 44.

(Down Stairs Store, Central Aisle)

Remarkable Necklaces of Indestructible Imitation Pearls \$5



Softly lustrous, each individual bead is round and glowing and perfectly matched with its fellows. They are excellent imitations of the real gems, the result of a highly specialized process which renders them impervious to hot water, moisture and other deteriorating influences.

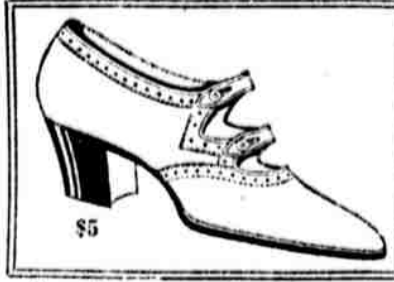
Each necklace is finished with a solid gold clasp. Graduated styles in 24, 27 and 30 inch lengths.

Pearl Bead Costume Necklaces, \$5

54-inch ungraduated strands of beautifully matched indestructible imitation pearls. The beads are of a remarkably soft luster and enduring quality, guaranteed not to peel or discolor.

(Down Stairs Store, Central)

All kinds of regular stock shoes are at their most complete best now and several unusual opportunities are offered to share in specially price-lowered lots at interesting savings.



Women's New Autumn Street Shoes, \$5 and \$5.50

All have medium-rounded toes and comfortable walking heels.

All are the styles most popular for day-in-and-day-out wear.

Customers tell us over and over again that they are the best shoes to be bought anywhere at these prices.

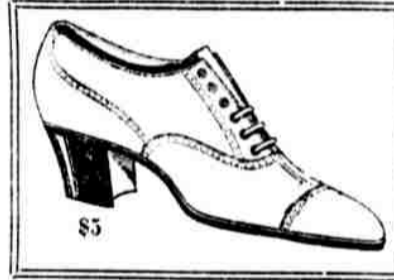
\$5 for black or tan calf oxfords with military or Cuban heels.

\$5 for black or tan calf one-strap pumps with military or Cuban heels.

\$5.50 for black or tan calf two-strap pumps with Cuban heels.

Women's Afternoon and Evening Slippers, \$6 and \$6.50

New strap novelty effects, with turned soles and Spanish Louis or baby Louis heels. In black calf, kid, satin and patent leathers.



Hurrying Out! Specially Priced Lots of Women's Good Shoes at \$2.75 and \$3.75

Broken lots of regular Wanamaker stock shoes combined with special purchases of shoes of the same worthy character. Styles include strap-pumps and oxfords and particularly attractive novelties. Practically all sizes in the combined lots, but not perhaps every size in each style.

Children's School Shoes Special at \$2.35

Tan or black leather high lace shoes on good firm soles; toe shapes are wide and heels are sensibly wide and flat. Sizes 6 to 13½. Other styles with tan vamps and brown suede uppers, or black vamps and gray kid uppers are nice enough for better wear. Sizes 5 to 8 in the group.

(Down Stairs Store, Chestnut)



New! The Most Charming Hats at \$5

The Little Room of \$5 Hats is showing a host of interesting new arrivals tomorrow! All quite different in type from any shown before at about this moderate price—indeed, they have the "air" of much more expensive models.

A Great Many Duvetyne Hats Are \$5

Piquant poke-bonnet shapes all of duvetyne, with perhaps a jaunty quill burnished to a metallic luster, set on one side.

Larger, drooping hats have tops of duvetyne and a facing of pleated grosgrain ribbon.

Fascinating "scoops" use bands and looping bows of metal-cloth ribbon for trimming.

Plush and velvet hats are also here in interesting numbers.

Small off-the-face models use exaggerated trimmings of trailing ostrich. Larger hats, all original angles and unexpected flares, have graceful trimmings of coque, ribbons and ornaments.

(Down Stairs Store, Market)

Handkerchief Linen "Squares," 17c Each

All the bright new shades—all the softly delicate ones. Whatever one's favorite color, it's almost certain to be one of these delightful lovely shades.

(Down Stairs Store, Central)

Sale of Men's Woven Madras and Percale Shirts, \$1.10

Nearly a third and to more than half less.

Hurrying out broken lots of finer shirts from our regular stocks at new low prices.

Some show marks of handling, but a single trip to the laundry will make them as good as new, and the savings are certainly important.

All fast colors!

All cut plenty full and made properly.

Sizes 14 to 17 in the lot.



Sale of Men's College Striped Neckties Now 65c

Half-inch and inch stripes in thirty-six different color combinations. All made of excellent silk rep.

(Down Stairs Store for Men, on the Gallery, Just Inside the Subway Door, at Market Street)

Wanamaker \$25 to \$37.50 All-Wool Winter Overcoats for Men

are the best in years! They are bigger, for one thing. Actually more cloth was used in making one of these size 36 overcoats, let us say, than in a last year's model of the same size.

The shoulders are broader, the armholes are deeper, the backs are wider and fuller, and there is not even a suggestion of pinching at the waist. Bigger, and that means, of course, they are warmer and will look and wear well longer.

Patterns and colors are interesting, too. Deeper, richer, warmer looking. The materials are of tested all-wool cheviot overcoatings with that nice smooth finish which wears well without getting either shiny or rough. Some plaid and some plain backs; all quarter lined and belted or semi-belted.

(Down Stairs Store for Men, on the Gallery, Market)



Good Wanamaker Shoes for Men Just \$5

Here in all sizes in every style.

Leathers are sound, solid and substantial.

Workmanship and finish conform to our rigid standard requirements. Men say over and over again that they are the best \$5 shoes on the market.

Come and see what you think of them!

Oxfords and high lace shoes in tan or black leather or kidskin.

Calfskin shoes in cap-tip and straight-tip styles, perforated.

Kidskin shoes on conservative broad-toe lasts.

Many of these \$5 shoes have rubber heels.

Men's High Shoes and Oxfords Special, \$3.40

Broken assortments lowered from considerably more to hurry out. Tan and black high lace shoes and tan oxfords in blucher style. Good heavily-soled shoes in all sizes.

Boys' Shoes, Special at \$2.75

Stout tan leather school shoes that will withstand a lot of scuffing and hard wear. Square toes, brass eyelets, rubber heels. Sizes 10 to 13½.

(Down Stairs Store for Men, on the Gallery, Market)

Men's Part-Wool Half Hose, 65c Pair

Heavily ribbed half hose in attractive brown and green heather mixtures. Just the right weight for wear now and later. First quality. Sizes 10 to 11½.

(Down Stairs Store for Men, on the Gallery, Market)

Women's Winter-Weight Washable Capeskin Gloves—Specially Priced \$1.85 and \$2.50

\$1.85 for tan and brown capeskin gloves in strap-wrist style. The skins are very soft and pliable. Pique sewn.

\$2.50 for sh-botton length capeskin gloves, with spear-point backs and pique sewn. Tan, brown, gray and champagne. Sizes 6½ to 7.

(Down Stairs Store, Central)

Girls' New Sport Coats, \$10 to \$20



Certain to please Miss Particular Wearer and her equally particular mother.

\$10 polo coats of plaid-back coatings; half lined. Raglan shoulders, big patch pockets and a belt. Sizes 8 to 12 years.

\$13.50 chinchilla coats are fully lined and have beaver-dyed coney collars. Tans and browns; 6 to 12 year sizes.

\$16.50 polo coats in blue or brown are fully lined and have beaver dyed coney collars; sizes 8 to 14 years.

\$20 sport coats of novelty checked tweed are fully lined, double breasted and patch pocketed.

Half lined, double face polo coats also \$20. Both styles in sizes 12 to 16 years.

Interesting New Frocks for Girls

\$6 for exceptional tweed school frocks in two-piece middy style. The blouse is worn over a box-pleated skirt attached to a separate under-body. Sizes 8 to 14 years.

\$6.75 for clever dresses combining pleated checked velour skirt with velveteen bodice; sizes 10 to 14 years.

\$9.75 for frocks combining tan or cherry red crepe skirt with brown or blue velvet bodice; sizes 6 to 14 years.

(Down Stairs Store, Market)

Adventures With a Purse
WE ARE always primed for something new and different, at the same time popular, and one of the stores has this new hat, known as the Sheik turban. It is hand-knit and made in combination of colors. Red and black, blue and black, red and gray. A fold of the gray wool is interlaced with one of the red, serving as a decoration and giving the "sheik" touch. The turbans are priced at \$2.

Vegetables and things are so cleverly canned these days that I have contemplated just my aversion I might have had to canned things. One of the articles which has converted me is the canned asparagus I purchased in one of the stores. Lovely thick stalks and really every bit as delectable as the fresh stalks. Jars can be purchased for seventy-five cents.

For names of shops address Wanamaker's Press Editor or phone Walnut 3000 or Main 1001 between the hours of 9 and 5.

The Patchwork Girl

You don't have to come out of a story book to be like her, either, for, if you wear this colorful little hat, you will earn the title. It's meant for wear at all times nowadays in the "great outdoors."

Well, where does the patchwork idea come in? you say. Just this, the hat, with its narrow, upturned brim, is made entirely of varicolored bits of knitting, patched together harmoniously, and each one shaped like a triangle.

Jones' Good Shoes

FOR BOYS AND GIRLS
Boys' Sizes—9 to 13½ \$2.45
1 to 6 2.95
Girls' Sizes—8½ to 11 \$2.45
11½ to 12 2.95

2752 Germantown Ave.

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This massive 2-in. continuous Post Bed with Ten 14-in. fillers. Bernestein or Simmons Make \$8.95

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PILLOWS, \$1.50 Value. Our Price, 95c

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\$8.75

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