

Band and Organ at 9 and 4:45  
Organ at 11  
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Generally Fair

# Here Is the Finest Winter Merchandise Gathered for Your Pleasure

## Each of Us Has Had Left to Us Legacies of Books

by which we may go to St. Peter's at Rome and the ruins of the old Forum, to Florence with its great picture galleries of Rembrandts, Murillos, Andrea del Sartos, Titians and thousands of others.

By the books that can be borrowed from the libraries or bought, as we are able, we can hear the voices and feel the minds of Marcus Aurelius, Socrates, Milton, Cowper, Addison, Pluarch, Dr. Johnson, Cicero, Seneca, Plato, Sir Philip Sydney, Goldsmith, Sir John Locke, Massillon, Lord Bacon, Goethe.

By reading and thinking and proper digestion the mind gets health and vigor.

[Signed] *John Wanamaker*

October 27, 1922.

### Women's Tailored Suits, Priced at \$35

Eight different styles of the severely simple practical type of suit—cut from Poirot twill, tricotine and various mannish materials in browns, navy, black and black-and-white checks. Many of them have coats buttoned high at the throat. Expect sizes 34 to 50½ inches in the lot.

(First Floor)

### From \$47.50 to \$225 Young Women Are Choosing Fur-Trimmed Coats

With certainty of unsurpassed value at every price! An especially lovely model at \$145, of silky brown bolivia with large collar and cuffs of fine beaver fur. Others at \$47.50, \$57.50, \$75, \$85, \$95 and on up to \$225, trimmed with nutria, caracul, wolf, squirrel, kit fox and other furs. Young women of 14 to 20 years are enthusiastic about them.

(Second Floor)



### Young Women's Street and Afternoon Dresses at \$30 to \$68

Clever, tailored frocks of fine Poirot twill, in navy or midnight blue, the new brown shades, and black. The simple, straight-line models preferred by most young women for street and general wear; the more "dressy" angular and draped effects, coat-dresses and jacket-dresses. All exceptionally good.

Afternoon gowns of Canton or satin crepe, crepe Renee and crepe de chine, in equally varied and delightful styles at the same price range—\$30 to \$68. Black, dark blue, light and dark browns, or gray.

Examples from many are a simple dark blue Poirot twill with gray-colored hand embroidery on collar, cuffs and pockets, \$30.

An extremely smart brown twill with a brown braid loop trimming and a glint of gold-thread embroidery, \$55.

A jacket-dress of dark blue twill, the overblouse of black satin matelesse embroidered in garnet and edged with mole fur, \$68.

Many more models in a diversity of new and charming styles that will answer every daytime dress need of Miss Fourteen-to-Twenty years.

(Second Floor)

### Such Beautiful Coats Rarely Come at \$100

They are big, loose coats of the warmest bolivia coatings, some deeply ribbed and others with the changeable silky sheen which women admire so greatly. They are silk lined and interspersed. Each one has a huge collar of the finest quality beaver, kit fox, gray squirrel or dyed squirrel fur and since these coats were made all these furs have become scarcer and higher in price.

(First Floor)

### Delightful New Vanity Cases

Small, compact leather cases are of leather in rose, blue, green or purple and most of them are beautifully lined to match.

In many, the fittings are gold-plated and show designs of colored enamel. Inside, in a way that takes up the least space, are metal powder box and lip-stick tube, or, as in the better ones, rouge and powder boxes, lip-stick and perfume tubes, a mirror and a closed pocket.

(Main Floor)

### New From Paris Exquisite Colored Handkerchiefs for Women

They are plain colored linen but the most delectable colors imaginable—rose, pink, gray, violet, yellow, biscuit, blue, green and wistaria.

So sheer is the linen, it is a delight just to touch it. The hem is three-quarters of an inch with hand reverse stitching in white. The price is \$1.35 each.

(Main Floor)

### Honfleur And Other Well-Liked Toilet Articles

Honfleur extract is in l'Empire, violet and rose at 50c.

Honfleur toilet water is in violet, Bouquet Amour and l'Empire at 50c and 85c.

Honfleur sachet, in rose, violet and l'Empire, is 35c.

Honfleur compact powder is in white, natural, rachel and rouge at 75c.

Lilac or wistaria vegetal is 75c.

Cleansing cream, skin cream and Youth and Beauty creams are 40c each.

Lenon cleansing cream is 35c and 65c.

Violet ammonia is 20c and 30c.

Bay rum is 50c, 85c and \$1.65.

Witch hazel is 35c and 65c.

Bath crystals are 50c and 85c.

(East Aisle)

### Halloween Costumes

Halloween costumes, in any number, are all prepared to take the corner at a jolly run. Scores of them begin at \$2 for children's and at \$3 for grown-ups' suits and go gradually to \$20, with excellent choosing at each price.

(Seventh Floor)

### Ostrich Trimmed Velvet Millinery at \$12

Velvet, hatter's plush and felt hats, in large, small and medium shapes, trimmed with ostrich feather bands, are featured tomorrow around \$12.

The hats are all black, but the feather trimming in black or colors.

In addition are quantities of new hats of every fashionable Winter material, priced at \$10 and thereabouts.

Matrons' small velvet hats, in black, brown, blue and other colors, are particularly good and very moderately priced.

(Second Floor)



### Women's Cape and Mocha Gloves, Long and Short

Not every day brings glove values like these.

Mousquetaire gloves in eight and 12-button length, of soft elastic South African capeskin, in good shades of tan, beaver and brown, at \$2.50 a pair.

Eight-button length fine white lambskin gloves at \$2.50 a pair.

Mocha gloves, one-clasp, outseam sewn, with embroidered backs, in gray or dark beaver, \$2.25 a pair.

One-clasp capeskin gloves, pique sewn, in tan, brown, gray, \$1.50 a pair.

All are very unusual quality for the prices.

(West Aisle)

### All-Wool Crepe Poplin at \$1.50 a Yard

After it is gone we expect no more at the same price. A firm and sturdy texture, every thread wool, in the desirable crepe effect. Particularly good shades of wine, plum, wistaria, garnet, taupe, rose, midnight, navy and Nattier blue, various greens, browns, tan, beige and other colors. 38 inches wide.

(First Floor)

### Folding Tables, \$3

Square tables that can be used for anything from tea to dominoes. They are covered with green felt or leatherette, measure 29 inches across, and fold into a very small space.

(Fourth Floor)

### Women's Tongue Pumps and Oxfords, \$8 and \$12

Tongue pumps of plain brown satin with Spanish heel of moderate height. Of black patent leather or dull black kid, each with moderate Cuban heel. Each \$9 a pair. Broad-heeled oxfords of tan or black calf, \$8 a pair. Of smooth black or grained tan calf, \$9 a pair.

Black enameled oxfords with low broad heel, round toe, long wing tip and perforations, \$12.

(First Floor)

### High-Neck Nightgowns

Most women who want high necks also want long sleeves to their winter nightgowns. All of these are embroidery trimmed.

Nainsook with V necks, \$2.25.

Cambrie with V necks, \$1.85; square necks, \$2.25; high necks, \$2.25.

Madras with high round necks, \$3.50.

(Third Floor)

### Certain Good Corsets With Very Little Prices

In some cases there are sizes missing and in others the manufacturers have decided to make a slight change in the new models. But it is a wonderful opportunity for women who can find what they want.

Letitia elastic corsets, \$5.50 to \$8.

Parisienne corsets, \$5 and \$8.

Prolaset Front-Lace corsets, \$4.50 to \$8.50.

L. R. corsets, elastic, \$1.50, \$2 and \$2.50.

L. R. corsets, other models, \$1, \$1.50, \$2, \$3 and \$6.50.

American Lady corsets, \$2.

Elastic girdles, \$3.85.

(Third Floor)

### Electric Hair Dryers

Now that cold weather is here hair can no longer be dried outdoors in the sun. Gas stoves are dangerous and radiators inconvenient. The really practical way is with an electric hair-dryer. These are small enough to be held in one hand and the warm air directed toward any part of the hair. \$14.50.

(Fourth Floor)

### Plain Coats of Hudson Seal (Sheared Muskrat)

We have perhaps half a score of styles of these plain coats between \$290 and \$700 so that almost any type of woman can find something becoming.

The coats are 40 to 50 inches long, with set-in sleeves, wrap sleeves, mandarin sleeves, flaring sleeves; with high muffer collars, or gathered or shawl collars, and with various interesting girdles.

As a rule such coats are straight, but now and then one flares, and a few of them are bloused. The linings—of fine silk crepes usually—are beautiful in color.

(Second Floor)

### Beauty and Opportunity on Every Side in the Sale of Oriental Rugs

Reinforced by new shipments that have been coming along for days past, the sale presents a rich and fascinating field of selection in weaves from all the noted rug centers of the East, particularly Persia and China.

Persian carpets, including Mahals, Araks, Serapis, Kermanshahs, as well as the most superb Saruks are shown in splendid choice.

There is a very good assortment of smaller rugs such as Mosuls, Hamadans, Saruks, Chinese and Caucasian pieces. Carpet-size Chinese rugs are a conspicuously fine feature of the Sale.

Prices all the way through are exceptionally attractive.

(Seventh Floor)

### Bronze Trimmings for the Fashionable Brown

Only Paris could have thought up such lovely things and such exquisite colorings!

Occasionally there is a touch of old gold or steel in with the bronze but usually the rich bronze color suffices. They are brilliant beyond compare and in the form of narrow and wide bands on chiffon or net. Also cabochons for shoulder straps and girdles and bronze all-overs.

Prices go from \$2 to \$35 a yard.

(Main Floor)

### Deep Bertha Collars Are High in Favor

In truth, they seem to frame the lovely contour of neck and face and woman find them most becoming.

For as little as \$1 and \$1.50 there are pretty bertha collars of net, many trimmed with lace.

(Main Floor)

### Who Likes Peanut Brittle?

Who doesn't? It will be at almost every Halloween party and any number of people will send Halloween tokens of it away by post. Wanamaker peanut brittle is 30c a pound.

Favorite walnut pillows are 60c a pound.

Not fudge—maple and chocolate, ever so good!—is 60c a pound.

Chocolate straws in several colors are 70c a pound.

### Don't Forget That Halloween Surprise Package!

It is only \$2.25 and it contains five boxes of candy and two gay snapping bonbons and is tied with a jolly big rosette of pumpkin-colored ribbon.

(Down Stairs Store)

### Reading Lamps

liked by men are goose neck floor lamps, brass finished, with oval brass shades lined with aluminum, \$8.50 complete.

Don't forget—Halloween candles in black and orange are here in plenty for 10c, 14c and 20c each.

(Fourth Floor)

### Phonograph Records of Which One Never Tires

Galli - Curci—"Lo, Hear the Gentle Lark"—No. 74908, \$1.75.

"The Wren"—No. 64792, \$1.25.

Challapin—"The Two Grenadiers"—No. 88645, \$1.75.

Fritz Kreisler—"Liebesleid"—No. 74333, \$1.75.

Fritz Kreisler and Hugo Kreiser, violin and cello—"Farewell to Cuchullin"—No. 87577, \$1.50.

Mme. Homer and Miss Louise Homer—"Venetian Song"—No. 87578, \$1.50.

Philadelphia Orchestra—"Finlandia"—No. 74698, \$1.75.

Caruso—"Handel's Largo"—No. 88617, \$1.75.

(Second Floor)



### Decorations for the Halloween Party

Festoons and borders, Harlequin checked crepe paper in orange and black. Hobgoblins, black cats, witches and bats in the forms of cut-outs, stickers and seals.

Crepe paper napkins, cloths and plates are gay with pumpkins, witches and black cats.

Cups and mugs, shades for electric lights and candles, place cards, ice cream motives, etc., are some of the other delightful things to add atmosphere to your party.

All moderately priced.

Corn Poppers are 25c and 50c; corn to pop in them is 15c package.

(Fourth Floor)



## "Just Try This Coat On, Sir, and See How It Fits"

Sleeves, collar, everything right. Most all Wanamaker clothes are that way—right ready to walk out in.

They are made that way.

A little fellow, a short, stout man; a tall, lean, lanky chap; a big, husky fellow, and all the men in between, will find a suit here that will fit first thing.

Three generations serving men have taught wonderful things. Not only suits, but overcoats are designed and made to look like they belonged to you.

Smart, too, as fashion goes.

Suits, \$25 to \$55, with great choosing around \$40 and \$45.

Overcoats, \$32 to \$80, with the majority at \$45 and \$50.

(Third Floor)

## A Surprising "Let Go" of Men's Hosiery

Brings \$21,000 Worth of the Best Looking, Most Fashionable Socks of the Season Down Close to Half Price

Smart, neat socks, every pair. Nearly all silk, some wool.

There are black ones with white clocks, black ones with just white stripes or colored socks striped or clocked. There are plain color socks in almost any color, there are

silk socks with the self stripe or openwork stripe, and there are wool socks with silk stripes in heather colors.

Good socks of a dependable silk in serviceable weight. Every pair is what one did before.

And now two pair go for what one did before.

### Silk Hose at 50c

Full-fashioned silk hose in black and colors. Lisle soles and tops. Slight seconds.

### Heather Mixed Wool Hose, \$1.15

Fancy hose with vertical self stripes of silk. First quality.

(Main Floor)

### Silk Socks, 75c

Full-fashioned silk socks in black and colors. Savings run from a half to two-thirds. "Seconds."

A particularly good value is the seamless pure silk hose with self stripes, clocks and two-color mixtures.

(Main Floor)

### Neckties at \$1 Each and Every One Worth Double

New Fall ties in rather quiet, conventional, tasteful patterns and colorings. The kind of neckties that rise out of ten men like best and look best with.

Small figures, dots and neat stripes lead the patterns, while there are fully a dozen colors in the special shipment that brought the price down.

Made of sound, serviceable silks by one of the country's best manufacturers.

(Main Floor)

### Mr. Man, Here's an Oxford Hard to Equal for \$6.40

Of heavy-grained calfskin in a medium brown, comfortably cut on a brogue last with a perforated tip, brass eyelets and an extra-heavy sole and rubber heel.

(Main Floor)

### Men's Good Capeskin Gloves, Special at \$2

Much better quality than usual at this price. One clasp or one button, outseam sewn, in several good shades of tan.

(West Aisle)

### The Best of Many Good Things to Say About These Hats for Men

is that men are buying them. They're buying them by the hundred and they're enthusiastic about them.

Undoubtedly these are the best hats procurable for \$3, \$4, \$5 and \$6. Nowhere else will you get such quality and such variety. There is a shape and a shade for every man.

(Main Floor)

### Boys' Overcoats Were Never So Fine

And their prices are much lower than they have been for several seasons.

In 3 to 10 year sizes at \$16.50 to \$32, and in 10 to 18 year sizes at \$16.50 to \$35.

Fine choice also of boys' two-piece suits at \$12, \$13.50 and up to \$28, in 8 to 18 year sizes.

(Third Floor)

### Saturday Is a Great Day for Boys to Get New Shoes

Some uncommonly good shoes are \$1.50.

They're Blucher cut, in tan or black leather, with soles thick enough to stand a lot of hard wear.

Sizes 2½ to 11.

(Main Floor)

### New Blankets

Fine, warm, all-wool blankets, in white, as well as in plaid effects.

Single and double bed sizes, four and five pounds weight, warm, handsome, nicely finished with wide binding, \$10 a pair for the single-bed and \$12 a pair for the double-bed size.

(Sixth Floor)

## In the Modern Household the Laundry Is Done by Electricity

An Oscillating Washer Is Special at \$99

No dirt can escape the thorough cleansing of an oscillating washer. Each minute the soapy suds passes through the clothes 80 times, passes through every fold and seam, between every thread. Compare that with the slow, haphazard methods of hand laundry.

The clothes are simply put into the hot soapy water, the electric current turned on

and the washing is done in no time. It washes the finest lingerie or blankets with equal facility.

The cost of operation is very low. The machine is directly driven by a sturdy noiseless electric motor. The parts are of the simplest and there is nothing to get out of order.

With each washer is an electrically driven wringer.

### Other Electrical Laundry Helps

Easy Vacuum Washing Machines, \$155.

Cataquet Washing Machines, \$150.

Eden Washing Machines, \$135 and \$150.

An electric Ironing Machine does the work of