

Band and Organ at 9
Organ at 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

A Big, Safe and Comfortable Store With Beauty Everywhere

One of My Favorite Writers, George MacDonald

says, "Some men are content not to do mean actions, but I want to become incapable of a mean thought or feeling."

Is it not true that every good deed we do will put a new star into the heaven of our thoughts and heart memories? Just as a man knows every piece of property or every bond he owns or dollar he has invested.

[Signed] *John Wanamaker*

October 28, 1922.

Women's Three-Piece Suits Made to Measure for \$85

Fine tweeds are used by the Custom Tailoring Bureau for the \$85 suits, composed of dress and coat or cape to match.

Three-piece costumes of Poret will are \$125, and of broad-cloth from \$150 up.

Sports coats are made to measure for \$40. Topcoats of the finer cloths, without fur, \$100; with fur, \$150 up.

Prices include materials and skillful tailoring.

(Second Floor)

Dinner and Evening Gowns to Delight Miss 14-to-20

Just out of their tissue wrappings are some new afternoon, dinner and evening gowns that young women will agree are among the prettiest of the season.

They are in lovely metal brocades, tissue and laces, velvets and crepes, exhibiting a number of novelties in color, weave and design.

New is the crepe velvet used in a vivid tangerine dress with broad girde of silver braid. New is the velvet-ribbed overskirt of net that serves either as skirt drapery or shoulder cape for a quaint black velvet gown.

Hard to say if the black, the white, the soft caramel and other browns, the vivid and high colorings, or the shimmering iridescent tones are most charming. All are included in the group, priced from \$55 to \$110.

(Second Floor)

150 Women's Wool Sweaters Are Now \$2.50 Each

A gathering up of the odds and ends of many of the higher priced sweaters of which there are only left a few of each color or size.

Some of the prettiest slip-on and tuxedo styles are among them; in fact, a woman couldn't well make a mistake, except in size, if she shut her eyes and chose blindly.

(West Aisle)

Hardy Fisher Furs Again in Vogue

"Anybody who wears fisher is sure to be a person with fine taste and a fat purse," said a woman speaking of the return to favor of this tawny dark lustrous fur.

She was quite right—except as to the purse, for fisher animal boas are here in the Fur Salon for \$165 to \$275, prices which are not excessive for a fur at once so fine and so durable.

The prices are always in proportion to the softness and the darkness of the skins.

(Second Floor)



Paris Lingerie

Salmon-colored and pink crepe de chine undergarments, prettified with delicate hemstitching, fagoting and lattice work of self-cording, not to mention real Valenciennes lace.

The chemises are \$18.50 to \$27.50; step-in drawers, \$18.50 to \$27.50; nightgowns, \$32.50 and \$35.

Other lingerie is of salmon-colored voile and very charming. Step-ins are \$5.50; chemises \$5.50, and nightgowns \$9.50.

All in the French Room.

(Third Floor)

New and Individual Sports Coats Arrive for Women

They are so strikingly original in their materials and in the newness of their fashions that they command attention immediately.

The majority are fur trimmed, and one of the handsomest has an entire shoulder cape of beaver fur and wide rolled cuffs of heaver. It is a genuine camel's-hair, and the price is \$275.


Another is of shaggy mummy gray zibeline with checks of French blue. The collar is double and stands up around the throat, held by a strap. It is curiously tucked to make it fit snugly. This coat is \$100.

Still another delightful novelty is a shaded black and white plaid, of the softest coloring and texture. The cape in the back folds over to make the sleeves and there is a choker collar of gray squirrel. This one is \$200.

There are a number of others, equally distinctive and equally pretty. The prices are from \$100 to \$275.

(First Floor)

Women's Fine Dresses Are Studies in - Brown



You could hardly find more or lovelier tones of brown in an Autumn forest than we can show you, hidden away in the glass cases of the Women's Fashion Salons.

Dark browns, russet browns, light browns, browns dull and bright.

As for the materials, they are usually novelty silks—the heavy crepes, the matelasses, the lustrous soft satins, plaid satins and serpentine crepes.

One gown is embroidered in an all-over design with black soutache; one has its accent in the form of a girde of carved wooden beads; one is lined with dull crepe and enriched with narrow borders of fur; one has a blouse entirely of dull gold lace.

Prices are \$75 to \$185.

(First Floor)

The Variety in L. R. Corsets Is Amazing

Think of having something over seventy different models to choose from!

It means that there are particular L. R. corsets for tall women and short women, for slender figures and those of average size, also those generously proportioned.

But besides all this, there are styles for long-waisted women and their shorter-waisted sisters, for those who like heavy boning or light boning. There is really no reason for any woman not finding "her corset" among the good L. R.'s.

The newest models are in coutil, batiste, broche and elastic or all-elastic. They include sports styles, front-lace corsets and girles, and are priced from \$1 to \$6.50.

(Third Floor)

New Knitted Caps for Children Are Like a Sheik's Turban

The border is a twist of two colors of wool and the top is of plain color—when stretched around the head it is most becoming. In brown-and-buff, red-and-blue, Sorrento-and-black, etc., at \$2.

Brushed wool caps for tiny boys have come all the way from Scotland. \$1.

(Men's Hat Store, Main Floor)

Pocket Clowns Are Favorite Halloween Suits

Children like the big shirred pockets, which have ample room to hold a fine store of nuts, apples, popcorn and candy! The suits are in yellow-and-purple or red-and-green. \$2.50.

Spotted clown suits, in purple or green, for children, are \$2.

For Grown-Ups Glittering New Head- Dresses Just Arrived

Gleaming coins and shining bars, head-dresses for a gypsy or a Cleopatra! Necklaces, too, all glimmering, at 50c to \$1.50.

Noise-makers, masks and false faces of many kinds, novelties, etc., are 5c to \$1.50.

(Seventh Floor)

Soft Warm Coats Will Grow Out of These Materials

But, as every woman and every tailor knows, it takes time to "grow" them, and it's wiser not to wait until the cold for which they are needed is here.

Bolivians made wholly of wool, beautiful and soft and rich, are \$6 to \$14 the yard. Wool duvetyn at \$8 the yard. And velours from \$2.50 to \$7. All in good colors and black.

For sports, outing and travel coats, natural color camel's hair at \$6.50 and \$7.50 a yard; double-faced reversible coatings at \$3 to \$8, and British and American tweeds at \$3 to \$6, are wonderfully good looking and satisfactory.

All are 54 inches wide.

(First Floor)

The New Pointed Tongue Slipper in Suede

An unusually large tongue, slashed into three sharp points at the top, characterizes one of the smartest new slippers.

It comes in Mandalay brown or velvety black suede, with shortened vamp, rounded toe and the couquettish Spanish heel.

Hand-turned and individually made with perfection in every detail. Priced \$14 a pair.

(First Floor)

Cedar-Chests Special at \$9.65

The best and largest we have ever seen for so little.

36 inches long, 18 inches across and 18 inches high without the casters. They are of solid Tennessee red cedar, with a dust-proof edge, lock, key and casters. Beautifully marked and of rich color.

(Fourth Floor)

Women Can Buy Only the Better Capeskin Gloves Here

There is a type of "capelin" glove it does not pay to buy, and we think it does not pay us to carry it for the disappointment of our customers, who will find far better service and satisfaction in the good gloves made of the genuine South African skins, such as listed here:


Pique slip-ons, long enough to wrinkle on the wrist, in tan or brown, at \$2.25 a pair.

Strap-wrists with five-inch tops, pique or outseam, in tan, beaver and gray, \$3 a pair.

Mousquetaire in 12-button length, pique sewn, in beaver and pearl white, \$4.50.

All are washable, very soft and elastic, yet sturdy and good wearing.

(Main Floor)



Spanish and Novelty Laces—Less

All-overs in many designs, in black and a few colors, and in yard widths, may be had for \$1.50 a yard—some of them half of their earlier prices.

(West Aisle)

The Music That Sings Through the Fir Trees

and the music that sounds from your piano, have more affinity than you may know.

All the vibrations of the piano strings would be of little avail, would be hardly audible, were it not for the *sounding-board*, by means of which these vibrations are intensified and given out in increased volume.

And that sounding-board must be made of spruce-fir wood.

It must be carefully selected for its elasticity, expertly prepared, and put together with the skill of genius, if the highest degree of perfection in the tone of the instrument is to be achieved.

To the technical perfection of its sounding-board is due much of that rich, resonant tone which has made the original old Philadelphia

Schomacker Piano

so justly famous. The inherited knowledge and skill of the craftsmen engaged in the building of this piano amount to genius.

Musicians everywhere recognize a Schomacker by its deep "singing" tone. A leading symphony conductor said of it: "I have never played on a piano that equals its resonance . . . its superb quality of tone."

The original and only true Schomacker piano is distributed solely by John Wanamaker in Philadelphia.

It is superior to ordinary pianos in every detail, and is priced from \$725 up in the uprights, and from \$1150 up in grands.

(Egyptian Hall, Second Floor)

Lovely Hand-Made French Things for Children

All the way from \$2, for cunning little pique slippers for wee babies, to \$18, for elaborate and beautiful afghans—and in between is everything that children may need!

Each article is exquisitely dainty.

There are lovely little silk hats, edged with fine hand-made lace; white bonnets with Irish lace, double satin ribbon and hand embroidery; sweet little dresses, nightgowns, and other delightful things.

(Third Floor)

Only Time Enough to Send Off the Halloween Package of Candy!

Halloween is almost here, so there's only time enough to send off the big white box, so full of goodies!

It is Only \$2.25

and inside are a pound each of good assorted chocolates, vanilla cream almonds, delicious assorted caramels and old-fashioned cream mint, each tied up in its own box. Also, there's a good-sized box of well-lined peanut squares and two snapping bonbons, for good measure.

(Down Main Stairs)

A New Silver Centerpiece in "Trianon" Pattern

A sterling silver centerpiece of line and seventeenth century grace.

For the purposes of a family dining table, this beautiful centerpiece may be made to hold fruit or flowers. The screen holds the flower stems upright. There is also a plateau which may be used separately if desired.

The price of the three-piece centerpiece is \$485 complete. And, for those wanting more of the "Trianon" silver, there is the entire tea service and all the small silver.

(Main Floor)

Philippine Nightgowns in Large Sizes

Some are of batiste, but a good many are of the heavier cotton which many women prefer for the winter. They are all kimono sleeved, have V and round necks, and more than the usual amount of hand embroidery for their prices—\$3.65 to \$4.50.

(Third Floor)

Paris Is Always Thinking of New Handkerchiefs

And the latest arrival from France in the Handkerchief Shop is an exquisite sheer white line handkerchief with a colored block border and a pretty hand-embroidered initial in one corner.

According to one's taste, the border may be rose, pink, blue, navy, violet, tan or green—all are lovely shades. The hem is hand rolled and the price \$1.25 each, \$13.75 dozen.

(Main Floor)

All Kinds of New Trays Have Arrived

—ready for afternoon tea by the fireside. Plain mahogany finish trays are \$1.65 and \$1.75; with decorated centers, \$1.75 to \$2.35. Solid mahogany trays, \$6.75 to \$12.50.

Wood mosaic trays from the mountains of North Carolina are in vari-colored woods at \$3.50 and \$4.

(Fourth Floor)

The Finer Fabric Handbags

form a most interesting group, which is constantly changed by the arrival of charming new things.

Here are bags of softest duvetyn in the lovely fur tones of gray or brown, as well as black and navy. Silk bags are of heavy incardure weave in navy and glossy black. Chiffon velvet bags are a delight to the touch. They're in black, gray, navy and brown.

A glitter of marcasite, a reproduction of semi-precious stones, an oddly-shaped frame, an unusual lining—such are the distinguishing points about these lovely bags.

A wonderful choice at \$5 to \$18.

(Main Floor)

A Really Pleasant Way to Get Thin

is to music—and it is much more amusing than any other way yet devised. Wallace Reducing Records are scientifically planned to reduce the weight of men or women by simple exercises which do not tax one's endurance or time. \$15 the set. An instructor will open classes on November 6 and enrollment will be received now.

(Second Floor)

A Little Sale of Two-Tone Ribbons 20c to 55c a Yard

Double-faced satin ribbons of excellent heavy, lustrous quality are in almost every two-tone combination imaginable. They are in three widths: three-quarters of an inch, one inch and an inch and a half, at 20c, 30c and 55c a yard.

(Main Floor)

Decorated Chinese Baskets Make Pretty Gifts

Nearly every woman wants one for some purpose, for sewing, darning, for spools of silk—for a hundred and one uses. These are in all sizes and each is adorned with beads and colorful silk tassels. 40c to \$1.15. With handles, 85c to \$4.50 for a big double-lecker capacious enough for a picnic luncheon.

(Fourth Floor)



Direct From London— Kenneth Durward Overcoats

(In the London Shop)

They're the overcoats that well-dressed men choose, the coats that you see worn at smart places.

Light-weight topcoats, medium-weight overcoats and great coats or ulsters. Of Harris tweeds, Saxony cloth, Shetlands, cheviots and West of England coverts and fleeces, in fine browns, heather greens, misty grays and mixtures. Some show bold overplaids; some only a shadowy suggestion of a pattern.

A full assortment is now ready at \$48.50 to \$125.

(The Gallery, Chestnut)

A Good "Redleaf" Lounging Gown Can Be Had for \$25

Made in England especially for Wanamaker's, well woven and of a comfortable woolly warmth.

There are fully a score of patterns and colors to choose from at the one price. But it seems that most men like the small checks and faint overplaids best of all.

Really beautiful gowns, trimmed with silk cord and tassel-braid.

(Main Floor)

Men's Silk Half Hose Special at 75c

Black and colored socks with self stripes.

Black half hose with three white stripes simulating a clock.

Two-tone half hose with embroidered clocks.

Drop-stitch or clocked socks in black or colors.

Heather Wool Half Hose, \$1.15

Heather colored with vertical stripes of silk.

(Main Floor)

Men's Underwear in Seasonable Weights

\$1.50—for medium weight ribbed cotton combination suits in ecru or heavy weight ribbed cotton suits in white.

\$2.50 and \$3—for natural color wool-and-cotton union suits.

Special

A little group of light weight ribbed shirts and drawers of a fine quality of wool-and-cotton mixed. \$2.25—usually considerably more.

(Main Floor)

Empire Tires for Ford Cars

30x3 1/2 Fabric Now \$7.50
30x3 1/2 Cords Now \$10.75

Cord Tires in all other sizes, 32x3 1/2 to 37x5, at \$16.50 to \$37.50.

These are the lowest prices at which any of the tires mentioned have been sold in several years.

(The Gallery)

100 Linen Table Cloths One-Fourth to One-Third Less

Some of them slightly soiled, or mused, but all of excellent grade and in a good variety of floral patterns.

One washing will make them fresh and beautiful as ever. Pure flax cloths, from the looms of well-known Irish and Scotch makers.

Regular sizes, the lengths being 2 to 2 1/2 yards.

Now priced at \$6 to \$12 each, or one-fourth to one-third less than regular.

No napkins to match them.

(First Floor)

Iron Lamps, \$3 to \$4

are now on sale in the Lamp Store—all handwrought and of simple and substantial design, all with adjustable arms and with extra long cords. A few of them have a little decoration in polychrome. Their prices are \$3, \$3.50 and \$4.

Ferment shades which would suit them very well are \$1.25 to \$4.00.

(Fourth Floor)

It Is Wise to Buy Wilton Rugs Now

Especially when you can select from such a fine assortment as we are showing in the most desirable colors and patterns at prices that cannot be improved upon for the same excellence in everything that gives quality to a domestic rug.

It is wise to buy now and to buy all you are going to need.

Wilton Rugs

9x12 ft., \$84 to \$125.	10.6x12 ft., \$118.50 to \$172.
8.3x10.6 ft., \$78.50 to \$111.	10.6x12.6 ft., \$122.50 to \$193.
9x15 ft., \$118.50 to \$172.	11.3x15 ft., \$148.50 to \$215.

(Seventh Floor)