

**Presenting, Each Day, Some New and Lovely Phase of Fashion**

**A Wise Man Is a Maker of Opportunities**

He must not lie still and wait for them to come along, for they do not always come when wanted. He must take time by the forelock and see to it that opportunity does not ride by him while he plays pool, or goes to the races or the pugilists' show. Neither should he oversleep himself.

[Signed] *John Wanamaker*

October 30, 1922.

**Distinctive Tailleur Frocks for Young Women, \$37.50 to \$65**

Tailored of fine Poirer twills in the favorite midnight blues and the fashionable browns. An extremely effective model has its surplus bodice folded into a broad low hip-band of bright-colored embroidery, matching the wide cuffs. On another the gayly embroidered belt darts up the bodice in points. Still another has its wide sleeves and belt embroidered in silver. A number of other models. Priced at \$37.50, \$48, \$56 and \$65, and presenting the utmost of quality and style distinction at each price. In sizes 14 to 20 years. (Second Floor)



**The Fur Cloth Suit for Mademoiselle**

One of the smartest sartorial notes of the Winter. Carried out completely in black moire caracul cloth, perfectly resembling the actual fur. The becoming bloused jacket collared and cuffed with brown wolf. Priced \$110. With skirt of handsome duvetyne, topped by jacket of the caracul cloth, collared with black fox, \$95. Jackets lined with crepe de chine or duvetyne and warmly interlined. In sizes 14 to 20 years. (Second Floor)

**Women's Tailored Suits at \$35—Notably Good**

Here are eight styles of the severely simple and practical styles of suits which five out of every ten women feel are indispensable to the Winter wardrobe. They are cut from Poirer twill, tricotine and various munnish materials in browns, black-and-white checks, and navy and black; the last two colors being rather unusual in suits that cost so little. Another thing to remember is that large women can be fitted in these suits—the sizes running from 34 to 50½ inches in the lot. Many of the coats, incidentally, button high at the throat. (First Floor)

**New Black Silk Blouses, Conservative or Otherwise**

Any number of styles for women who want something quite plain and dignified to go with a strictly tailored suit. Most of these are in all-black silk or satin. Also black silk blouses which are almost frivoleous with bands and collar and cuffs of the brightest king's blue, for example. Such a blouse, and it is so pretty, is \$12.50. Another round-neck blouse with tucking down front and back in all-black crepe de chine is \$10.85. And a black satin blouse with a square neck and turnover collar edged with quilting is \$7.50. (Third Floor)

**Most Women Choose Raincoats in Colored Oil Silk**

They are pretty and cheerful on a dull day, there is no question about that, but they have many other good qualities to recommend them. Many women appreciate the lightness in weight, the fact that they can be folded up into a very small space to tuck into a traveling bag, and then there is the wear. Frail as they look, they are really remarkably durable. More important than all, no rain can get through. In all the prettiest colorings, amply full to go on over a suit. \$20. (First Floor)

**Woolen Remnants**

Short lengths of serge, tricotine, Poirer twill, broadcloth, wool crepe, crepe de chine, challis, velour, coatings, skirtings and other seasonable wool fabrics. Ranging from a yard or less to enough for a dress or coat. Savings average one-third. (First Floor)

**Women's Stockings Special at \$1.75**

Full-fashioned silk stockings, smooth and fine, are silk from top to toes and come in black, white and cordovan. Wool stockings are in heather mixtures, camel's-hair tan or black with vertical stripes of silk. Sizes 8½ to 10 in each group. (West Aisle)

**Deep Bertha Collars \$1 and \$1.50**

Small pieces for becoming bertha collars of net, often trimmed with lace! Very effective and very fashionable! (Main Floor)

**Prices Are Lowered on Manicure Sets**

Many men's sets are included, and all are in good leather cases, nicely lined. Instruments are of the best quality steel, and the number of pieces varies from four to a dozen or so. They are well worth buying ahead for gifts. \$4.00 to \$10. (Main Floor)

**Dollar Umbrellas**

Men's, women's and children's sizes—28, 36 and 24 inch sizes respectively; all with strong paragon frames covered with black cotton taffeta. The men's have wood handles; and the women's and children's usually have wood handles with bakelite rings. (Main Floor)

**Square Veils Have Flowing Grace**

that no other veils can claim. These are particularly pretty for such inexpensive veils, as they have charming borders. There is a variety of meshes in tones of brown, blue, taupe and gray, also in black and white. \$1.50. (Main Floor)

**Novel Printed Silk Petticoats**

Gayly printed Canton crepes are the latest things in the petticoat world, and among the prettiest—with their scallops and deep silk fringe. They come in several different color schemes and are \$10.50 and \$15.50. With them are heavy black satin petticoats with straight edges and borders embroidered in strong colors. These are \$15.50. (Third Floor)

**A Case of Old-World Miniatures**

in "Antiques" is interesting to those who love such things. They are portraits of a good deal of personal charm, delicately painted on ivory. Some are in locket form, others framed in carved ivory or wood. Priced from \$20 up. (Fifth Floor)

**Children's Sweater Sets**

It is difficult to get enough of them, for they are so warm and so cunning that every mother with a child of two to four years wants one. No wonder, either, for they make children look like cozy little Teddy bears. Of brushed wool, mostly in tan or white, each set includes a sweater, a cap, drawer leggings and mittens. \$6.50 to \$10. (Third Floor)

**Treo Elastic Girdles in Beautiful Novelties**

Among the newest are some in silk broche and elastic combined, others are all elastic and they come in pink or maize color at \$13.50, \$15, \$16.50 and \$18. There are also a number of less expensive models in elastic, plain coutil or broche finish at \$3.50 to \$10. Step-in girdles which are entirely of elastic are \$7 and \$8. They all have a special strip at the waist line to keep them from riding up on the figure. (Third Floor)

**Duplex Lisle Gloves Give Double Warmth**

Made of two thicknesses of lisle. Perfectly cut and finished in an excellent suede effect. If always washed in cold water, the fine finish is permanently retained. Women's tab-wrist gloves with five-inch tops, in tan, beaver, brown, gray, black or white, \$1.65 a pair. Two've-button length mousquetaire, in tan, beaver, white, \$2.25 a pair. (Main Floor)

**Lovely Beaded Net Tunics Quickly Change Into Gowns**

And such gorgeous evening gowns as they do make! It requires only an under-slip of silk or metal cloth to complete the transformation. Steel, jade, flame, emerald, fuchsia, bronze, apricot, white, mauve and black — one scarcely knows which is the more beautiful. Some are in the new draped fashion, others are plain or have flying panels. They are from \$22 to \$125. (Main Floor)

**Halloween Costumes in a Hurry!**

That is where the Halloween Store on the Seventh Floor can be of real service. Halloween costumes of every kind are here, for children and grown-ups, priced from \$1.50 to \$20. Masks, stars, coin spangles, etc.—everything for Halloween and costume parties! Children's Black-and-White Clowns at \$1.50. Patch clowns are \$2 and pocket clowns (with big shirred pockets on each side for nuts) are \$2.50. For Grown-Ups. Yama yama suits, in purple, black or green, are \$3. Carmen suits, all complete, are \$10. Turkish women's costume, \$6.50; a French maiden, \$6. The sheik's suit is \$8. Glittering Head-dresses of various kinds, from gold-braid bands with three upstanding (Seventh Floor)

**Worth While New Books**

"The House That Died," by Henry Bordeaux, member of the French Academy, is a deeply moving story of the life of a French family in the mountains bordering on Switzerland. \$1.75. "Pippin," by Archibald Marshall. A novel of uncommon charm, even for this writer. \$2. "Support," by Margaret Ashmun. A tale which deals with the complexities of family life. \$2. "Gigolo," by Edna Ferber. Eight remarkable short stories are included in this book. \$1.75. "Frozen Justice," by Einar Mikkelsen. Alaska's frozen snows are the story's background. \$1.75. "The Poisoned Paradise," by Robert W. Service. Mr. Service's first novel for many years. \$2. "The Kingmakers," by Burton Stevenson. \$1.90. (Main Floor)

**From the Orient—Ivory Necklaces**

Newly arrived necklaces of plain, rather small round beads at \$7 a string; of plain beads with three carved beads among them at \$10 a string; and of plain graduated beads, somewhat larger, at \$12.50 a string. Strings of richly carved ivory beads are \$40. Soft creamy-toned ivory pendants are \$8.50. Pendants of a whiter ivory are \$10.50 and \$15. Ivory earrings are \$17.50 and \$25. (Main Floor)

**Queen Mary Bouquet d'Orient**

Extract, \$1.25 and \$2.50. Toilet water, \$2.50. A delightful fragrance—and the fact that it is our own Queen Mary brand speaks for the quality of both. (Main Floor)

**Many Masqueraders Will Wear Earrings**

Long earrings of glinting crystal light, big rings of jet black, bright red or green earrings—earrings of the right kinds will give accent to one's whole costume. Of course, one might like to wear them afterwards, as well! 50c to \$2.50 a pair. (Main Floor)

**New Gold-Plated Photograph Frames With the Charm of the Antique**

Everything about them is so well made, so carefully and artistically finished! They are perfect in every detail, from the many delicate and lovely designs of the antique-finished, gold-plated frames, themselves, to the dull gray velvet backs. They have easels and also rings with which to hang them up. In many sizes with various widths of frames. \$4 to \$16. (Main Floor)

**Artificial Flowers of Great Naturalness**

are ready to fill the vases that the frost is emptying. They're remarkably good reproductions of real flowers, and their variety seems endless—geraniums, nasturtiums, Autumn leaves, wisteria, daisies, hollyhocks, chrysanthemums, asters, sweet peas, carnations, roses and nearly a dozen other kinds. (Fourth Floor)

**Little Boys' Suits in Fresh Colorings**

Such clear, pretty colors and such sturdy fine materials that one can judge how well they'll launder! Styles are not one whit behind in attractiveness, either. Some of them show smocks. Others are in Oliver Twist styles. Many show hand-work. Sizes two to five years. \$2.50 to \$6.50. (Third Floor)

**The Town and Country Coat Is a Useful Garment**

Active men like it, and no wonder. Fine for golfing, shooting, skating, or in fact any outdoor sport. Leather-lined and made with leather sleeves. In plaids, herringbone weaves, wool coatings and tweeds. Light in weight, yet affording excellent protection from cold and wind. The leather-lined body and leather sleeves keep the wind out and the warmth in. Liked also by not a few women, especially those who are much abroad. Prices, \$16.50 to \$22.50. (The Galleries)



**The Ampico in The Chickering or The Knabe Piano**

in the favorite diminutive grand form (five feet two inches) in which it most commends itself to dwellers in apartments or homes of small dimensions.

**Priced \$2850**

An unequalled reproducing mechanism in two of the most exquisite pianos in America in their most attractive and convenient form.

Making possible the ever-present delight of music perfectly played by the master pianists of the world.

Only the marvelous Ampico would be worthy to couple with pianos of the superb merits of these two.

Distributed only by the Wanamaker Piano Salons in Philadelphia. (Egyptian Hall, Second Floor)

**A Lot of Men Want Shirts With Stiff Cuffs**

In fact, it's somewhat of a fashion, and two smart groups are here. First of all, the good old woven madras, firm and durable, is in a bevy of stripes as neat as a pin. The bosoms are soft and plain. Price \$3. Then the fast-color percale shirts with pleated bosoms are favorites with many men. In stripes and checks, \$2. (Main Floor)

**Young Men's New Oxfords Have Rope Stitching**

It's a new ornamentation that young men like and it goes very well with the general style of these new brogues of tan Viking calf. They are built for service and long wear and have the right touch of youth in their lines. \$10. (Main Floor)

**Much That Is New and Interesting in FURNITURE**

Particularly in novel and clever individual pieces. There are new secretaries, new library table-desks of the drop-lid type, new folding-top tables, new highboys, new corner cabinets. Many are decidedly ingenious adaptations of fine old Sheraton, Heppelwhite and Chippendale originals. All are made on handsome lines typifying the best ideas in furniture designing. They are of mahogany and, as a collection, are as fine examples of craft ventering as we have ever shown. Prices from \$60 for a console table to \$350 for a Chippendale secretary. (Fifth Floor)

**Many Fine New Chinese Rugs in the Oriental Rug Sale**

Small, large and medium size pieces, all of superior quality and in a fascinating selection of color effects. There is a wonderful choice in carpet sizes, ranging from 6x9 to 12x19 ft. at \$75 to \$825. In between are many beautiful weaves, all of extra-heavy quality in the most desirable dimensions, such as 8x10, 9x12, 12x15 and 10x16 ft. Among the smaller Chinese rugs there is a choice in size 2.6x4.6 ft., at \$30 to \$35, and in size 3x5 ft., at \$45 to \$55. These are just one feature of the sale, which embraces a magnificent assortment of Persian and Caucasian rugs in all desirable sizes from mats to great, wonderful carpets in color and designs of rare interest and charm. (Seventh Floor)



**Real Comfort in These Down Quilts—\$13.50 and \$20**

Made in our own workrooms and made with extra care to insure excellence of looks and service. Filled with clean, deodorized down and covered with sateen in plain shades of rose, blue, green, gray and copper, at \$13.50. Others in coverings of the best habutai, or Japanese silk, interlined, priced at \$20. All are cut 2 yards square. (Sixth Floor)

**New Decorated Crystal of Unusual Interest**

Fine, clear crystal glass, with a one-inch border of pebbled encrusted gold between two black lines. The effect is particularly attractive. In the collection are these as well as many other pieces: Compotes, \$3.75 and \$9. Cheese and cracker dishes, \$6.75. Handled sandwich trays, \$6.75. Mayonnaise sets, \$4.50. Notted candy boxes, \$6.75. Bon bon trays, \$3.50. Footed fruit bowls, \$12.50. Similar pieces may be had in the same gold decoration, but on a jade colored glass, instead of the clear crystal, prices being about the same. (Fourth Floor)