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NOVEMBER TELLS US HOW NEAR AT HAND WINTER REALLY IS, WITH ITS WHIRL OF GAY AFFAIRS

A Book as Well as a Business Is What It Is Made to Be

But some of us could not make a first-rate book; neither is it given to every man to make first-rate business.

To gain attention by selling some things at cost means that the loss on certain articles must be made up by raising the prices on other articles less known.

Selling a few things to unwary persons tless than cost and charging more for other articles is cheating of the worst kind.



Millinery Takes on a Wintry

Just enough fur to strike a wintry note-by no means enough to look heavy-appears on some of the smartest new millinery. New hats, of velvet, felt or brocade, happily exploit this furry

October 31, 1922.

White ermine tails, silver squirrel, black monkey fringe, moleskin, nutria, beaver, caracul and seal are some of the furs used

to key the hat to the furs of the costume and to give it added charm

Touch of Fur

with effective results. Just a little of any, but enough

and luxury.
Priced \$20 and thereabouts.
(Second Floor)

Women's Beautiful Coats With Beaver or Squirrel Trimmings, \$150

Women like them so well that we | in warm bolivia cloth, almost ave had to reorder time and time gain. the price is exactly the ne as at first, despite the advance in both beaver and squirrel furs. Every coat has a large collar and uso deep cuffs of either the finest eaver or dyed and blended

Aquirrel.

Both are extremely pretty styles,

Six Pretty Slippers All in Brown

Brown satin, if that is Madam's preference, either dainty tongue slipper with Spanish heel at \$9 a pair; or a plain opera slipper with Louis heel at \$11; or an ankle-strap sandal with open-work kid trimming at \$14.

Brown brocade if she prefers, in a silk-and-satin block pattern, with instep strap and low Spanish heel. Priced \$12 a pair. Brown sucde, with large pointed tongue and Spanish

reel, \$14. Or an extremely pretty onestrap slipper of bronze-brown kid, with low French heel, at \$15 the pair.

I Few Chinese Seals be used as deak pieces have rrived in the Oriental Store.

farved on top, and may be had from \$10.50 to \$65 a pair.

(Main Ploor)

They are of brownish-toned marble, some with little figures

the silky sheen.

In one case the sleeve is ragian and in the other it extends from shoulder to waist. The lines are loose and flaring with a narrow

changeable in color on account of

Malay brown, navy, kit-fox gray and black are the colors.

A Mail Box for Your

Door A good metal box, painted black, | pleasure. with a place for a name card, has a brass lock and two keys. \$2.

(Fourth Floor)

Beginning tomorrow, November 1st, and until further notice, the Wanamaker Store will be open each business day from 9 A. M. until 5:30 P. M.

Notice of

Change of

Hours

A Wide Poiret Twill Unusual at \$3.50

In the dark blue most desired for tailored dresses and suits, and the 54-inch width that cuts to best

A beautiful quality, with decided twill.

The quantity at this price is limited. (First Ploor)

Warm Knitted Sets for Baby, \$2.50 and \$3

Cunning sacques, caps and booties, knitted of soft, warm white wool, show lines of blue or pink, Surely so little money can sel-dom buy so much warmth and comfort! knitted in for trimming. (Third Floor)

Warm Little Frocks for Youngsters

Of soft wool crepes and challis, softly tinted, or of sturdy serge and wool jersey. Some have delightful embroid-

ered flowers done in brightly col-ored wools, some are trimmed with ribbon or with checked velour. An exceedingly new adornment is colored stenciling.

Many of the dresses are suitable for classroom wear and others are nice enough for afternoons. Sizes for girls of 6 to 14 at prices ranging from \$9.50 to \$32.50. (Second Floor)

Girls' Flannelet **Nightgowns**

are in white or colored stripes, well made and warm.

Almost all have double yokes and long sleeves. Sizes 6 to 14 years. \$1 to \$1.75. (Third Floor)

Queen Mary **Bath Tablets** 3 for 25c

One adds a delicate, refreshing note to the bath - an add In rose, verbena, cold cream and violet.

(Main Floor)

Beautiful New Handbags With Sterling Silver Frames

finest imported silks, chiffon velvets and soft pin seal, while the heavy silver frames are of the type that is kept for a generation and used on one bag after another.

The bags themselves are of the | and repousse designs of unusual beauty. Even the chains are of novel design, each link a little different from its neighbor.

Linings and fittings are exquisite. They copy the antique Dutch silver, showing a variety of pierced lovely things, \$52.50 to \$57.50. (Main Floor)

The Good Tub Silks for Winter Are Here

In the heavy American silk | silks from the point of wear. broadcloth weight, so much liked

The largest variety of colored

for dresses for the house, tailored blouses and children's clothes. day, also plain white. 32 inches There is nothing to equal these wide and \$2 a yard.

Women's Bathrobes and

150 blanket bathrobes at \$3.85. All in light colors and figured designs; pockets, cuffs and collars satin bound. 200 silk jersey petticoats at \$3.85.

Rather light weight. Black, navy and dark colors. 200 taffeta petticoats at \$3.85. Hemstitched and finished with little ruffles. Black, navy and

200 house dresses at \$1.85 to \$3.85. Ginghams mostly, a few of white madras. All broken sizes reduced out of stock. (Third Floor)

Embroidered Edgings for Collars and Cuffs

Many are made in tabs or scallops and are just the kind that women like for sweaters. Others ore in straight edges. In ecru organdle, embroidered in gay, primitive colorings or in fine batiste and linen embroidered in white.

Prices range from 50c to \$2.75 yard. (First Floor)

Low-Priced Bathrobe Sets for Children

Warm withrobes and soft bed slippers to match make pretty and cozy sets for children of 2 to 6 years, \$3.50 and \$3.85.

Some of corduroy are in pink or rose and others are of satin-bound eiderdown in blue or pink. (Third Tieor)

Tonight When Ruffo Sings

at the Metropolitan Opera House, it will be to the accompaniment of his favorite piano—

The Knabe

THE famous baritone himself says:

"For the singer, I consider the Knabe piano indispensable. Its volume and purity of tone blend exquisitely with the voice, and the artist who chances to be without its friendly support is indeed unfortunate.

Sincerely yours,

TITTA RUFFO"

Knabe pianos are distributed in Philadelphia solely by the Wanamaker Piano Salons. (Egyptian Hall, Second Floor)

A New Fur-Collared Coat for Young Women—\$85

lines of which you will not tire. of soft, smooth texture, it has a 14 to 20 year sizes.

A conservative coat cut on the deep collar of gray kit fox and is Of navy, black or brown bolivia The sleeves are wide, following the mode, and the belt is narrow.



Concerning the Longer Fur Coats for Women

One is reversible—a soft black mole lined with one of the Winter novelty silks in russet brown. Turn it inside out and you have a luxurious silk

wrap edged with the black fur. Priced \$600. Another practical coat of Hudson seal (sheared muskrat) is cut straight with wide sleeves and braid

girdle; also it has kolinsky trimming. Price \$650. The same fur appears in another model with novel cape sleeves which can be gathered up to form a closer arm covering; and in still another with opossum trim-

ming. Priced \$750 and \$500, respectively. Altogether there are probably a dozen styles of Hudson seal (sheared muskrat) coats from 45 to 50 inches long.

(Second Floor)

500 Pretty Silk Blouses Special, \$2 to \$10 Nearly all are overblouses and | for tailored suits or separate skirts.

in navy blue or black crepe de

Some are attractively beaded, others plainly tailored. Both Persian and printed silk blouses, a number with silk-stitched designs They are the kinds usually much higher priced. Particularly nice and a few jackets.

(East and West Alsles)

Attractive Groups in China and Glass

rtraight shape, with one-eighthinch coin-gold band at top-\$4 a Sterling silver encrusted crystal

glass-choice of bowls, compotes, candy boxes, vases and other pieces, remarkably good at \$3 each. Black glass console sets, comprising one ten-inch shallow flower or fruit bowl with separate black base and two twelve-inch candlesticks

to match-\$3 a set. Imported cups and saucers, choice of floral border or allover cially priced \$15 a set. (Fourth Floor)

Thin-blown tumblers, full size, blue design or solid green and Ruby-red and orange-glow crys-

tal vases, wonderfully rich colors, no two alike, 8 to 12 inches high, grouped in two lots and priced \$1 and \$2.50 a piece. Imported semi china mixingbowl sets, extra deep, consisting

of one each in six, seven and eight inch sizes, decorated in bright colors, \$1 for a complete set. American semi-china dinner sets, choice of gold lace decorations, complete sets of 106 pieces, spe-

Every Autumn Breeze Calls for a Big, Snug Sweater

that is woven for all outdoors. There are sweaters for men and women, for boys and girls. All roomy and comfortable. The colors are navy, white, maroon, brown and oxford.

Priced \$1.25 up to \$25.

And none could be better than V-neck pull-over styles, \$6.50 to the shaker-knit sporting sweater \$11.50.

Coat styles with large shawl collars and pockets, \$10 to collars \$16.50.

Among the Latest Important Books

"Child Training," by Angelo Patri.
is among the finest of helps to all who
have child problems to meet. \$2. "Furniture Masterpleces of Duncan Physe," by Charles Over Cornelius. Beautifully illustrated. \$4. "Our Foreign-Born Citizens," by Annie E. S. Beard. \$2.

"Rossetti and His Circle," by Max Beerbohm. A volume of daintily col-ored carlcatures, \$6. "The Kalser's Memoirs: Wilhelm II, Emperor of Germany, 1888-1918," \$3.50.

"Tertium Organum, a Key to the Enigmas of the World," by P. D. Ouspensky, translated from the Russian by Nicholas Bessaraboff and Claude Bragdon. This is the greatest philosophical work that has come out of Russia. \$4.

"Fantasia of the Unconscious," by D. H. Lawrence, \$2.25. (Main Floor)

Irish Linen Napkins Direct From the Looms

Special at \$7 a Dozen A direct import of the best low-

priced, pure linen napkins on the market Full bleached, well finished, good looking, in a choice of five hand-

some floral designs. Napkins, 22x22 inches, are \$7 a dozen.

A saving of about one-fourth, as prices rule just now. (First Floor)

Normandy Laces From France Used in Many Lovely Ways

One new way that we have never seen before is in a picture frameglass on both sides.

Some exquisite trays with beautiful metal frames and handles are a delight to the eye. Milady could desire nothing lovelier for her boudoir than vases, powder glasses and pin trays that use Normandy lace. \$1.25 to \$14.

Then, there are sachets, heartshaped pillows and scarfs of lace so dear to the hearts of lovers of Normandy. (Second Floor)

Hartz Mountain Canaries, \$4.75

These little songsters are famous the world over. A new shipment brings a plentiful supply of selected birds, each in fine con-

Cages of all kinds, \$3 to \$18.75.

Seed, cuttle bone, dishes and all the things a bird needs are here.

Fine Warm Wool **Blankets Just Opened** -\$10 and \$12 a Pair

All-wool white blankets, with borders in either pink or blue. Wonderfully soft, warm and

serviceable.
Single-bed size, weight 4 lbs., \$10 pair; double-bed size, weight 5 lbs., \$12 a pair.

(Sixth Ploor)

Will That Door Never Stop Banging!

If only some one would put a doorstop against it-and there are pretty and interesting doorstops of the proper weight at \$2 to \$8. Floral baskets, cats, peacocks, elephants and parrots are among

(Fourth Floor)

Wide Silvery Ribbon that is best liked for the bodices of evening gowns, or the collars of gorgeous wraps, or to line the flowing panels of an elaborate dress, or for an evening turban, is in rose, orchid, blue or plain silver. 11% inches wide, \$5.50 a yard.

Send Camee to Your Hostess Wasn't it a charming Halloween

(Main Ploor)

party—so enjoyable that you would ike to show your appreciation! No better way to do it than with delicious Camee chocolates. \$1.50 a pound. Main Floor)

That "Perfectly at Ease' Feeling Is a Man's Way of Knowing He

Is Well Dressed With a suit that fits as if it were built for him. And at the same time is cut free enough to allow action and be comfortable.

With it all a smart, swinging look that seems to answer to that mystic word "fashion."

Such are the suits at Wanamaker's and there are none better the whole land They are designed in the center of fashion by expert

designers. They are made of the best fabrics and hand tailored -where hand tailoring counts-by the best tailors. Such suits are bound to look better, bound to wear

better and bound to be better as long as the cloth holds together. And with it all, Wanamaker suits are not higher priced. A good suit is here for \$25, the best of all only \$55, with the greatest choosing around \$40 and \$45.

Whether It Rains or Whether It Snows-Tweed Makes the Hat for All Weathers

Hurt proof some men say. Of course, that is saying a great deal, but it is a fact that weather doesn't seem to harm the tweed hat, soil doesn't show on it and any amount of wear can't ruffle its easy, happily careless sort of shape.

All of which makes it all the

more unusual to get a good tweed hat priced down. A big shipment came in from a well-known manu-facturer marked \$3 each, which is mighty near half of what they were made to sell for. In all manner of coloring and

Speaking of Out-of-the-Ordinary Values in Oxfords for Men-

there's a style that just came in at when the wool socks take up space. \$10 that is far and away ahead of anything the season has offered. Naturally, being made for this

plenty of room for every toe, even

Made of grained calfskin, eithe black or tan, with thick soles of solid white oak leather and from top to bottom they are stoutly Fall of 1922, the style is after the brogue. Full and comfortable with

patterns.

They were made to sell for a few dollars more.

(Main Floor) An Exclusive New Model in Custom-Built Overcoats

It is a model that speaks of the best shown in the smart shops of the West End, London. Smart, yet big and robust and it's to be found only in

The Men's London Shop

For a fact, it was gotten up | Section along with the best by the London Shop experts with a point taken here and there from the best that the the Englishmen wear.

In the main, the effect is that of a double-breasted ulster. warm and comfortable. But many other models are

wearable Elysian for finer occasion coats. Colors are browns, tans, grays, black and lovat. shown in the Custom-Tailoring Prices \$90 to \$120.

Three popular ones are:

Ailsa tweeds from Scotland,

Scotch cheviots and the soft, yet

Who Ever Saw So Many Beautiful Rugs and Such Good Ones?

(The Gallery)

Rich rugs that fairly sparkle with color, rugs that are just one color and somber at that, rugs that have gay patterns stretching everywhere, or rugs that are patterned ever so tinily.

There's hardly a way a rug could be adorned, hardly a way it could be colored but what has been discovered by the men who made the wonderful showing that is here for Winter.

Axminster Rugs 9x12 ft., \$41.50 to \$65 8.3x10 G ft., \$37 to \$58 8x9 11., 823.25 to \$85.50 4.6x6.6 ft., \$16.50 to \$10 Wilton Rugs 8x12 ft. \$82.50 to \$135 8.3x10.6 ft. \$78.50 to \$128 6x0 ft., \$52 to \$83.50 1.6x7.6 ft., \$28.50 to \$46.50

Body Brussels Rugs

9x12 ft., \$51 to \$68 8 3x10 6 ft., \$47.50 to \$62 6x9 ft., \$31 to \$42 Seventh Plour

Chippendale, Himself, Might Have Made This Escritoire

It is indeed a fine example of the Chippendale design, with its cabriole legs, ball and claw feet and pierced lattice effect surmounting the whole piece. Made of beautiful figured and crotch mahogany, with clever and finely

executed interior compartments-\$305. This is one of a group of new desks and secretaries shown among the exquisite furniture displays of the Fifth Floor.

Another fine Chippendale piece is a flat- | with three drawers and one empty-\$310. top desk in figured and crotch mahogany, out at the knee space to carry out the Chippendale effect and make for greater con-

venience—\$350. There is a new Heppelwhite desk in figured and crotch mahogany, the top being handsomely cross banded. Two cupboardlike compartments on either side, one fitted

An escritorial gem is a drop-lid desk in with imitation lattice carvings and top cut the Queen Anne design, of figured and crotch mahogany, with banded veneers.

The interior is a varvel of convenience and cunning workmanship, with its little drawers and lockers, all finished with the same care and skill one fails to find in the interior work of so many writing desks-\$250.

A Wonderful Collection of Women's Finest Suits Priced \$65 to \$395 Made of the richest and most luxurious pile fabrics in the quiet browns, grays, dark blues

ing than the other, and scarcely two are alike. Many are of the three-piece type; there is even a mole-colored costume in which the dress is of silk crepe with embroidered blouse panel, while the uneven skirt of the heavy cloth clasps over the dress and matches the Another mole-colored fabric has the skirt finished at the foot with a heavy roll and a jacket trimmed with mole fur,

and black, each is more interes.

Two or three charming models show the Paisley jackets-one over a black velvet skirt. A charming gray crope has brilliantly colored embroidery

while the blouse is a separate

garment.

on its carious sleeves and bateau neck, while the jacket is of black chiffon velvet and the skirt has black velvet ruffles set over its gray. There are some three-plece

suits in the collection without

any fur trimming, so that Pr

A much lower price than usual.

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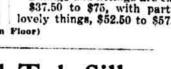
fine Sports Silk Stockings With Open-Work Clocks, \$2.50

women who choose can wear

separate fur pieces with them.

Prices, \$65 to \$395.

Heavy weight and pure silk in black-and-white, red-andue, tan-and-white, tan-and-green and blue-and-white mixres with wide lace clocks.



Undergarments

changeable colors, (East Alsie)

V-neck pull-over styles with large shawl collars, \$7 to \$12.50.

GLITTERING hair ornaments, worn for evening, include everything from the simple cord of silver tinsel with its knots of velvet flowers on the sides up to the gorgeous rhinestone and imitation pearl diadems, or wreaths of gilded or silvered flowers.

(The Gallery)