

Organ Plays at 9, 11 and 5:15
Study and Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Generally Fair

It's a Real Outing to Go to Wanamaker's Just to See Things

It is a Pleasure to Recall the Memory

of such a friend as Henry Drummond, the Scotsman, who always said wise words, such as these: "Touchiness, when it becomes chronic, is a morbid condition of the inward disposition; it is self-love inflamed to the acute point; it is conceit with a hair trigger."

[Signed] *John Wanamaker*

November 4, 1923.

The New Bokhara Crepe Dress for Young Women, \$48 and \$55

A striking gown, charming in its simplicity of line, but attracting attention through the clever use of the fashionable Persian motif.

Made of heavy silk crepe patterned in all-over Persian designs in soft and lovely colorings. One straight-line model fastens

down the side, the black girdle caught with ornaments that repeat every color in the gown; the deep ruffled cuffs piped in black. Priced \$48.

The other simulates a circular effect, with flowing side draperies of black crepe, \$55. Both in 14 to 20 year sizes.

(Second Floor)

Women's Practical Tweed Coats - Special at \$37.50

This is the third time we have re-ordered these coats and no greater compliment could be paid to their popularity.

They are good warm coats for every day, being of a heavy all-wool tweed in Shetland finish. The tailoring is all that one could ask

in a much higher-priced coat. The shoulders fit especially well, they are raglan in style. There is a stitched pleat down the back, a collar that can be buttoned high, broad revers and a narrow belt. In pretty green-and-gray, green-and-tan and oxford mixtures.

(First Floor)

New Boucle Striped Skirts, Special at \$10.75

As pretty as anything that could be found to go with a tan sweater, the color of the boucle stripes.

There are two attractive sports models, both being made with plain wrapped-over fronts and gathered back. One is in navy with tan and brown boucle stripes. The other is in brown or navy with tan boucle plaid.

(First Floor)



The Debutante Bag Makes Its Formal Bow

It is as piquant and as fascinating in its way, as the debutante herself. And it is entirely new. You will find it nowhere else.

In a fine, soft pigskin, seal, highly glazed patent leather or velvet with a large enough oblong mirror for the debutante to see her entire face, \$9 to \$15.

(Main Floor)

Gay Little Blouses to Brighten a Suit

New, too, so to the charm of prettiness is added that of novelty.

Each of the two new styles is in navy blue crepe de chine, but there the resemblance stops. One has an odd and most attractive point-toe red lattice work around the neck, sleeves and girdle at \$10.35.

The other has a square high-cut neck and the most fascinating vivid colored embroidery, outlined with gold silk. \$13.

(Third Floor)

Women's Strap-Wrist Mocha Gloves, Special at \$4

A saving of about \$1 a pair. Pique-sewn mocha of fine quality, with the five-inch strap-wrist tops best liked for street wear. Gray, brown and butternut tan, with embroidered backs.

Two-clasp pique-sewn mocha gloves in gray, brown and butternut, with embroidered backs, special at \$2 a pair.

Mousquetaire capeskin gloves in eight-button length, tan and brown, special at \$2.50 a pair.

(West Aisle)

Lace-Edged Handkerchiefs Special, 35c Each

Sheer linen with the finest lace edging and fine hemstitching to add a touch of daintiness. They are in convenient size to slip into the handbag or even the little silk reticule for the matinee. And they are nice for gifts.

(West Aisle)

Women's Everyday Umbrellas

Durable, all-around satisfactory umbrellas, with well-made frames, strong handles and covers of black union (silk-and-cotton) taffeta.

They all have bakelite tips and tops, and side straps, loops or rings. Price \$5.

(Main Floor)

The Best Watch for a Man to Choose

Even more important than the mere price is the name of the maker, who alone can insure the reliability of any timepiece.

There are four excellent American watch makers represented in the Wanamaker Watch Store—Elgin, Waltham, Howard and Illinois.

A man can feel perfectly safe in choosing a watch bearing any one of these names. In general, prices range as follows:

14 kt. gold case watches, \$34 to \$50. Gold-filled case watches, \$19 to \$71. In sterling silver cases, \$21 to \$69.

(Main Floor)



Women's Dress-and-Coat Suits Attractive at \$38.50

Imagine a dress of extremely fine and soft duvetyn, the skirt of the flaring, circular type and the bodice shallow-necked and short-sleeved.

With this goes a jacket of stitched duvetyn, with a slanted closing and finish of buttons and loops.

The colors are soft and agreeable—beige and brown, besides black, and the entire effect is really remarkable for so moderate a price.

Other styles at the same price are of the duvetyn with crepe de chine bodices and of matelasse with crepe de chine. They are in black and navy.

(First Floor)

Lower-Priced Millinery Reduced

A NUMBER OF HATS in the Lower-Priced Millinery Section are sharply cut for quick clearance.

Both dress and tailored hats of velvet and felt are included. Many are now one-half, prices starting at \$4 and \$5.

(Second Floor)

A Fine Bolivia Coating Special, \$8 a Yard

IT IS WOVEN of the best quality all-wool yarn to give the greatest amount of warmth and the softest and silkiest finish.

The quality is the same as has been selling all along for a higher price and there is the same range of beautiful shades—navy, Copenhagen, reindeer, brown, mohawk, golden tan and black.

All 54 inches wide.

(First Floor)

Young Women's Fur-Collared Sports and Dress Coats, \$47.50 to \$110

Exceptionally fine fur-trimmed coats at \$110, in four models, including the new tie-at-the-side coat.

Made of rich qualities of bolivia variations, in black, navy blue, Malay brown or kit fox gray, with luxuriant collars of squirrel, beaver, taupe wolf or kit fox. Warmly interlined and lined with crepe de chine or novelty silks.

(Second Floor)

Other fur-trimmed dress coats, \$95 to \$215.

A new sports coat of heavy winter-weight tweed with plaid black, satin-lined to waist and topped by a great shawl collar of beautifully blended raccoon, is extraordinary value at \$47.50.

In brown and tan mixture, plain and herringbone weaves, and in sizes 14 to 20 years.

Charming Desk Sets

In lovely colors are mostly of glazed leather at \$9.50 to \$27.50. Often one may get inkwells and handsome plumed pens in colors to match.

(Main Floor)



Now Comes a Victrola Console for \$100

Victrola built from top to bottom and beautifully built. The console body is either mahogany or walnut, 33 1/4 inches high, 28 1/2 inches wide, 21 1/2 inches deep.

Two doors open in the front—one from the body of the instrument, the other from the record storing space in which there is a record rack that easily can be removed if albums are used.

The instrument has a 12-inch turntable, nickel-plated Victor 2-sound box, new improved Victor tapering tone arm and tapering "goose neck" sound box tube. Automatic brake, speed regulator and automatic speed indicator.

Newly designed, patented and improved. It has the double spring, spiral drive motor. And it now can be heard in the music store.

(Second Floor)

There Are 29 Perfectly Good Electric Dish Washers to Sell at Once for \$20 Apiece

The selling price doesn't begin to cover the price of the quarter-horse power electric motor that goes with them.

Several weeks ago these same machines were brought in to sell for more than twice \$20 and that price was announced as ridiculously low. But here are the last of them—the last there

will ever be, and at the price they should all go in half a day.

They are perfectly good, well-made dish washers with a solid copper case that will hold about 65 dishes; have a welded galvanized dish rack and measure over all, 28 1/2 inches long, 19 inches wide and 35 inches high.

(Fourth Floor)

When It Blows Up Cold

as it is bound to one of these days or nights, you will keep in mind that the Wanamaker Store of bed clothing always keeps its "weather eye" open and is never "caught napping."

Blankets and Quilts for the Coldest Wind That Blows

are here in splendid amplitude. The best and most trustworthy grades that long experience, sincere determination and expert knowledge can bring together for selling at fair prices.

(Sixth Floor)

Again—The Famous Roseville Pottery Lamps

Everybody interested in such things knows the Roseville lamps are among the finest made—exquisite in form and color.

These are simply mounted without bases. The colors include flame, plum, amethyst, green, brick, Chinese yellow, Chinese blue and coral; and the prices are \$25 to \$105.

Shades, \$25 to \$140.

(Fourth Floor)

Direct from the Looms of China a New Shipment of Magnificent Rugs All at Exceptionally Low Prices

Rugs of the richest, heaviest, most wonderful quality shown in years!

Only when you grasp hold of one (any one in the shipment), can you appreciate its heaviness, thickness and substantial wearing quality.

In coloring and decorative effect they are equally fine and desirable, being in delightful blues, soft rose, peach tones, tans and golden shades and mulberry.

They were specially selected practically at the looms by our own representative in the Orient, and we have marked them at exceptionally low prices compared with prevailing rates for Chinese rugs of a quality much inferior.

The shipment brings a wonderful lot of carpet sizes, and also a collection of SCARCE SMALL CHINESE RUGS of the choicest quality.