

Organ Plays at 9, 11 and 4:45 times at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

First to Show the New Things and First in So Many Other Respects!

To Be on Time Is a Habit Well Worth Cultivating
The very smallness of the matter of being five minutes late makes it less excusable.

Hurry is the child of unpunctuality, procrastination and irritability.

To pay a fine for the five or ten minutes late would not be any compensation to a dozen other men kept waiting with other engagements to fulfill. We haven't any right to throw things out of gear.

No one should be considered eligible for a place on a committee or a board who is a chronic behind-timer.

What kind of a Store would this be if it were not on the minute with its fashions and fabrics?

[Signed]

John Wanamaker

October 5, 1921.

Introducing the "Knickerbocker," a Suit for Country and Sports Wear

The "Knickerbocker" is a two-piece suit for women who golf, hunt, camp, tramp, ride or have general need of a suit with no impeding skirt.

It consists of a smartly tailored coat and full-cut knickerbockers, made of British homespun and tweeds, in navy, tan, green, or heather mixtures.

It comes also with plain-color velvet coat and knickers of sport-velour plaid.

Two models—a loose-cut coat, and a coat fitted to the waist and flared below. Both coats come well down over the hips and the knickers bag over a buttoned cuff.

Priced \$50, \$55 and \$60.

Riding Habits for Women and Children

Correctly tailored habits of homespun, tweed, covert, worsted suiting, cravenette cloth or wool jersey, perfectly tailored in every detail. Paddock, ripple, Norfolk



or straight-belted coats, with close-fitting shoulders. Breeches cut over officers' riding pattern. Fittings to order are carefully made.

Priced \$35 to \$85.

(First Floor)

Skunk Is One of the Best Wearing of All Furs

This rich dark native American fur cannot be excelled for general hard service. It is besides one of the most becoming of all furs.

But no fur can be more unsatisfactory if a poor thin skin that has been badly worked up is chosen.

The beauty of the skunk furs in the Wanamaker Fur Salon is apparent at a glance. Thick.

deeply furred skins alone are selected. The fur is of a beautiful dark color, perfectly matched, and exquisitely worked up, as the finest saibles are worked.

Collars, capes, stoles, scarfs and cape-stoles of this fur are shown, priced from \$30 for an effective muffler collar, to \$265 for a handsome cape-back stole that is a generous and warm wrap.

(Second Floor)

Beautiful New Winter Coats for Girls and Young Women—\$65 to \$225

Never has a Winter brought lovelier coats than these. The materials are lustrous as velvet, thick and soft as plush—deep-piled silk Bolivias, velours, duvetyns and their many variations.

The colors are extraordinarily beautiful—deep Malay brown, golden marabout brown, the paler caravan brown, reddish maroon brown, dusky Byzantine red, the lovely Sorrento blue, navy and midnight blue, and black—at its very best in these velvety fabrics.

The fashions of the coats are charming. And in most instances they are hugely collar'd and cuffs with fur—wolf, squirrel, beaver, moleskin, nutria, opossum, fox and so on.

Surely no small girl of 8 to 14, and no big sister of 14 to 20, could find anything more picturesque to keep her snug and warm on the coldest Winter day.

In sizes 8 to 14 the new coats of this quality are \$65 to \$110. In sizes 14 to 20 they go up to \$225.

(Second Floor)

Nine Kinds of Women's High-Laced Shoes at \$9.75

They ought to satisfy every requirement of a woman who wishes high-lacing shoes around this price.

She may choose black kidskin, black calfskin, brown kidskin or tan calfskin. She may have narrow toe, medium toe or full rounded toe, regular Cuban heel, moderate Cuban heel or military walking heel; wing tip or straight tip.

And in several styles she has a choice of the accommodating combination last, especially designed for those who need an extra-firm fitting heel, instep and ankle, with vamp broader in proportion.

All are shoes of splendid quality for this moderate price of \$9.75.

(First Floor)

Capes Have a Way With Them

And that way is certainly a fascinating one, for many women are buying capes these days for sports wear.

The greatest favorites are tweed capes, cut very full and circular in shape; usually they are in one piece. They have large arm slits and straps to cross in the front and keep them in place when worn open.

They are just the thing for motoring or to wear over the sports suit, and many women like them for rainy days. Some are made in our own factory. The materials are soft-toned mixtures in browns, tans and greenish shades, and indistinct plaids and checks.

The prices are most moderate—\$35, \$37.50 and \$45.

(First Floor)

Presenting an exclusive collection of the Silks and Woolen Materials

—adapted for Winter Fashions by **CHERUIT, LANVIN, RENEE, the CALLOT SOEURS, and other well-known Paris Couturiers**

A new and glorious achievement has been attained by France in the silks and other materials which her foremost artists and weavers created and made for this season's fashions.

America each season receives many of the new Paris fashions. In fact, the Wanamaker Store always imports large collections of original Paris models.

But we have taken a step forward this season and hurried here the identical silks and woolen materials that the couturiers adopted, so that the women of America might also have these exquisite materials without having to purchase Paris costumes.

A unique feature of the collection is that there is only a dress or manteau length in each material or color.

Tomorrow we shall present the first shipment, just off the steamer.

From the Great Master **RODIER**

Serge Kasha

—his newest weave in cashmere wool. It is even finer than his famous Kasha cloth. This material was given prominence in the collection of the Callot Soeurs.

Raillaine

—the superb corded material which gave distinction to manteaux by Cheruit, Callot Soeurs, Paquin, Rolf and other couturiers.

Perllaine Manteaux

—another wonderful material for sports and day wear.

Les Clans Perllaine

—the startling plaids which Jeanne Lanvin, Paul Poiret, the Callot Soeurs, Jenny, Gerorgette and Dorat introduced so successfully in coats.

Les Pekins Perllaine

—the same weave, but striped.

Perllaine Dentelee

—a similar material, but with a unique border.

This exhibit will be presented in the Dress Goods Salon on the First Floor, beginning tomorrow.

New French Silks

Among the silk-makers of France there are two who are particularly famous. The silks which compose this collection are from these two. Every one knows their names!

It would be idle to try to describe the silks. They are exquisite!

Metal Cloths

Beautiful gold and silver cloths—some reflecting fuchsia, blue, rose, red and other lovely colors.

Milraya

A new metal and silk cloth called "Milraya." This received the favor of the Callot Soeurs and Cheruit.

Brocades

Brocades—brocades—they are magnificent! Tinsel brocades, glowing with gold and silver and with the richest colors imaginable. And there are new silk crepes, too!

All the silks will be exhibited tomorrow in the Silk Salons on the First Floor.

New Flower Trimmings Such as Paris Makes

They are lovely for trimming young girls' evening frocks and for debutante dresses. They are used on bags, lampshades and this year especially for girdles. In delicate shades of silk or tinsel from the tiniest widths at 65c a yard up to quite large blossoms connected by stems and leaves at \$15 a yard. There is a large variety of single flowers also.

(Main Floor)

Glove Silk Underwear Specially Priced

Made of rose-pink silk, soft and velvety and in a weight seldom found outside the high-priced garments.

The vests are plainly tailored, low neck and sleeveless, and bodice style with ribbon shoulder straps; sizes 36 to 44. Price, \$2.15.

The bloomers are knee length, in sizes 6, 7 and 8, and are \$2.65.

The union suits are plainly tailored, low neck, sleeveless and bodice styles; sizes 38, 40 and 42. Price, \$4.

(West Aisle)

High-Necked Nightgowns

The cambric and nainsook gowns which are so much wanted for the colder weather.

Two styles have close necks.

Two have high V necks.

One has a square neck.

All five are embroidery trimmed and prices run from \$2 to \$2.85.

(Third Floor)

Glove Elegance From France

For street and afternoon wear, here are new French kid gloves in the long lengths required by the new wide sleeves that, however long, still reveal the arm.

Tan or brown everseam glove kid, 12-button length at \$6, 16-button length at \$7.50.

Tan or black pique kid with heavy embroidery, 12-button length, \$6.50.

For evening wear, the new French white kid gloves in 20-button length are \$9.

All fit as perfectly as only a French kid glove does.

(Main Floor)

WITH the picturesque sleeves of today, bracelets are almost a necessity, and here are new bracelets of uncommon charm. Some are flexible, with one, two or three strands of imitation jade and pearls, or of rhinestone; some are made in the form of hoops; and prices run all the way from \$4 to \$33.

(Main Floor)

Daintiest Vanity Books a Woman Ever Saw!

This latest development in vanity handbags came in only a few days ago, and already it is high in favor.

About the size and thickness of a wallet, it is made of figured or striped black and navy moire silk or red morocco. Gold corners or edges add an effective touch and the book is carried by a cord handle.

Price \$5.

(Main Floor)

The Vogue of the High-Colored Felt Hat for Women

It has been many a year since felt hats were as much worn as they will be this year.

They are rather small, soft, adaptable shapes, that have been bent and twisted by the milliners into most becoming lines, as you will see in the Wanamaker Millinery Salons tomorrow.

For trimming, the loveliest flower effects have been used; the smartest new ribbons—with a tendency to "dangle" off the brim; the most dashing quill and wing fancies.

In color, there is orchid, jade, henna, russet, tangerine, the various fuchsia and purple shades, the prettiest tans and browns—almost any color you can think of, as well as black, of course, and navy blue.

Prices \$12 to \$22.

(Second Floor)

Imported Wool Vests and Sweaters for Golfers

The Fall and Winter selection of Scotch wool vests and English golf jackets is here now.

The vests, which are in various colors, are \$10.

The jackets, which have sleeves but are thin enough to be worn comfortably under a coat, are in alpaca and cashmere, in mixtures and contrasting colors, and are \$18 to \$35.

Heavy Winter sweaters, \$5 to \$10.

(Main Floor)

Men Are Saving Money on Fine Shoes

Various styles of high shoes taken from our regular stocks and lowered \$3 to \$5 a pair.

Chiefly straight English lasts in black and mahogany cordovan and tan calfskin. One blucher style in tan calfskin with medium toe and a few wing-tip brogues.

The lowered prices are \$6.75 and \$8.75.

(Main Floor)

DO YOU think you would like a little lamp entirely of glass—shade and body alike? Then make a point of seeing the lamps we have recently unpacked from Czecho-Slovakia. They are in gay Dresden designs—half a dozen or more, and in three or four sizes, and prices are \$8.50 to \$20. Look for them in the Lamp Store.

(Fourth Floor)

The Best \$7.50 Silk Umbrellas for Men

Umbrellas that will interest men because they are practical and sturdy as well as mighty good looking.

Black tape-edge taffeta covers over strong 8-rib Pragon frames. The handles are of ash, pimento wood, apple, malacca and box-wood.

(Main Floor)

Beautiful Belgian Table Linens Just Opened

Belgian linens are so famous for their fineness and beauty and unsurpassed wearing qualities that it will be enough to say of these newly opened goods that they are worthy of the reputation which linens from that historic land have won on their merits.

In this shipment there are table cloths and napkins showing all the character and individuality in texture and pattern that have always appealed to lovers of fine napery.

(First Floor)

Between the New Purchases and the Odd Groups This Is a Wonderful Furniture Clearing

"He must have needed the money when he sold such furniture to you at a price that enables you to sell it for so little."

It was a visiting furniture manufacturer who said this the other day as he looked at some of the goods that we are offering in this remarkable disposal.

He was speaking from close, accurate knowledge of the cost of making such good furniture as he was looking at.

It is not pretended that all of the furniture in the clearance is at cost of making or less.

But it is a fact that nearly all of it is one-third to

(Fifth and Sixth Floors)



If You Want Good Music Get a Good Piano

Pianos are like people; some are worth while and some are not.

If you want full satisfaction from a piano you must get a good one. Not necessarily a high-priced one, but an instrument that ranks high in the price-group to which it belongs.

For again, pianos, like people, need not be aristocrats to be worth while. Albeit, those who can afford to own the aristocrats among pianos may count themselves fortunate indeed.

Chickering Schomacker Emerson Lindeman

Haines Bros. Marshall & Wendell Brambach J. C. Campbell

and the celebrated Knabe

These are the famous instruments you will find in the Wanamaker Piano Store, and every one of them is worthy.

Find them in upright and grand pianos, including the small apartment grands, player-pianos and reproducing pianos.

Find them at such a wide range of prices that every purse can be suited, and sold under a system of deferred payments which makes the purchase so much easier.

All these Wanamaker pianos were chosen with the greatest care as the best instruments, in our opinion, in their respective classes. And every one has the warranty of this Store for its satisfactory service, as well as the guarantee of a reliable maker.

The names of these Wanamaker pianos are household names in musical America. You cannot make a mistake with any of them.

(Second Floor)

It's Like Old Times Again in Oriental Rugs

Prices of the rugs in these special lots that we are offering are back practically to where they were before the war.

That is one reason why business is so good.

Another is 'the fine, desirable character of the rugs themselves.

They are rugs that people want, and because of the prices, the people want them all the more.

In carpet-size pieces there are Mahals, Kermanshahs, Chinese and Serapis.

In smaller sizes there are Chinese, Mosuls and Saruks.

There are carpet sizes priced from \$137 upward.

Chinese and Mosuls are marked \$25 and upward for sizes 4x2 and 5x3 ft.

Saruks 4.6x6 ft. are \$195 to \$247.

(Seventh Floor)

The Chest of Silver That All Brides Like

It is one of the most useful of wedding gifts and one of the first to be decided upon.

The silver is the finest sterling quality, and there is even a larger assortment of period patterns than mentioned here.

A 50 piece chest of Clermont silver at \$141.

A 42-piece chest of Washington silver at \$129.

A 42-piece chest of Clovelly silver at \$129.

A 54-piece chest of Chippendale silver at \$174.

A 54-piece chest of Portsmouth silver at \$217.

A 78-piece chest of St. George silver at \$310.

A 102-piece chest of Lansdowne silver at \$439.

A 102-piece chest of St. Dunstan silver at \$613.

A 104-piece chest of Heppelwhite silver at \$565.

(Main Floor)

ANOTHER consignment has arrived in the China Store of that simple and decorative pottery known as Cowan. The shapes are classic and the colors—this time—are larkspur and copper. The prices for vases are \$2 to \$16; for bowls, \$3.50 to \$10.

(Fourth Floor)

Holland Bulbs for Fall Planting

Crocus, 20c dozen, \$1 hundred.

Tulips, single or double, 5c each, 50c dozen, \$3.75 hundred.

Daffodils, single or double, 6c each, 60c dozen, \$4.50 hundred.

Hyacinths, 10c each, 85c dozen, \$5.50 hundred.

Hyacinth glasses for growing bulbs in water are 35c each.

(Fourth Floor)