

Organ plays at 9, 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

# Here Are New Winter Clothes, New Furs, New Overcoats—All the Fine Things That Spell Winter Comfort and Delight

## Heroism Is Not All in Uniforms Nor in Armies and Navies

For fifty years the writer has seen great victories in long struggles in nooks and corners where natural indolence, slothfulness and inherited habits had been handed down from parents to children, and heroically fought down in building up splendid manhood and lovely womanhood.

All honor and praise to those who won the victories.

[Signed]

*John Wanamaker*

October 20, 1922.

## Young Women's Coats and Capes, \$45 to \$65

Full-length sports coats from an internationally famous maker. Made of soft, warm English wool coatings in a variety of models, all loose and easy-fitting, and smart in every line. \$48, \$57.50 and \$65. Coats of good wool bolivia, with wide embroidered sleeves, and collar of caracul fur, are remarkable value at \$57.50. Black, malay or reindeer brown, lined with crepe de chine to match. Full-length capes of soft and velvety bolivia, in black, gray or navy, with caracul fur collars, are special at \$45. Lined with crepe de chine and interlined. All in sizes 14 to 20.

(Second Floor)

## Women's Dresses—Surprising for Prettiness and Prices

Any woman who has planned to spend \$32.50 or \$35 for a dress will be surprised at the quality and interest and variety of the dresses that she can choose from here.

We can show her the simpler things for morning, some less simple for afternoon, and others that would serve perfectly for informal evening wear.

There are Canton crepes, crepes de chine and chiffon velvets, Poiret twills, a few matelasses and some crepe-backed satins. And many of them are copies from far more expensive garments. A few are fur edged.

(First Floor)

## Women's Practical Coats of Hudson Seal (Sheared Muskrat)

These are the simple topcoats, the most conservative of all the fur coats that a woman can choose, and for constant hard wearing the most satisfactory. As a rule they have set-in sleeves, straight lines and big shawl collars, and are 40 to 45 inches long. Prices for those entirely without trimming are \$290 to \$500.

For those with collars and cuffs of lustrous natural skunk, squirrel or beaver the prices are \$360 to \$550.

(Second Floor)

## Riding Clothes for Women

The Little Salon of Women's Sports Clothes has just now some particularly good riding breeches made by our own tailors from the ends of fine materials. They are all of the latest cut, with reinforced knees and chamois seats, and may be had for only \$13.50. We will make riding habits to order from fine herringbones, tweeds, checks whipcords, coverts and homespuns, for \$65 to \$125. Habits ready to wear, \$35 to \$65.

(First Floor)

## Women's Costume Slips

Sateen in black and navy, with built-up shoulders, \$2.50. Self-striped and tailored, with the same shoulders, \$3.50. With double hem, in black and navy, \$3.75. Fine white sateen, a tailored model, \$2.25 and \$3.85. Tub silk, navy and black, tailored with shoulder straps and double hem, \$5. Satin in a tailored model, \$5. With lace edging, \$5.50. Crepe backed satin, made shoulder strap, black and navy, \$9.50. Charmeuse with camisole tops and pleated skirts, black and navy, \$12.

(Third Floor)

## Tongue Pumps

In Satin, Suede and Leather, \$9 to \$12. As pretty a shoe fashion as ever graced a woman's foot. The broad tongue shortens the length of the vamp, emphasizes the curve of the arch and seems to diminish the size of the foot. Under each tongue is an elastic band or gore.

Tongue pumps in lightweight black calf or black patent leather, with flexible turned sole and covered Cuban heel, \$9 a pair. In brown satin, with Spanish heel, \$9 a pair.

(First Floor)

## Many New Velvet Hats Ready at Moderate Prices



(Second Floor)

And velvet is the most becoming material a woman can put above her face. It seems to soften the lines, bring out the color, and brighten the eyes.

In black, brown, violet or gray velvet for the matrons; and in these colors and all the gay and brighter hues also for young women, are the new hats ready tomorrow.

A touch of silver or gilt brightens many, in the way of edging, flower or ornament. On others ostrich, or quills, or ribbons are used.

Some especially pretty hats for young girls are among them. Priced around \$10, with many at less.

## Women's French Kid Strap-Wrist Gloves, Special at \$2.65

The usual price is almost double. Winter weight, pique sewn, full five-inch tops and heavily crocheted-embroidered backs. An extremely smart glove. In black with self or contrasting embroidery, white with black embroidery, and gray, tan or pearl with self-embroidery.

## Capeskin Gloves Much Under Price

Strap-wrist and long mousquetaire gloves of best quality capeskin, in tan, brown and gray; also eight-button length gloves of white lambskin; specially priced \$2.50 a pair. Shorter strap-wrist and slip-on gloves of capeskin in pearl white, beaver, tan or brown, special at \$2 a pair. One-clasp capeskin gloves, pique-sewn, in tan, brown, beaver and gray, \$1.50. Also imported chamois Hala gloves, strap-wrist, at 75c; twelve and sixteen button length at \$1 a pair.

(Main Floor)



## Young Women's Crepe and Satin Dresses, Special at \$48

A number of models, made up to our order, in especially good fabrics and fashions.

Of canton crepe or satin-finished crepe in black, blue and the new light and dark brown shades.

One model puffed and shirred from neck to hem, with long, close-fitting sleeves. Another with cape-sleeves and gracefully draped skirt. Another with bishop sleeves caught into a little cuff of the rich-colored embroidery which embellishes the gown. Four other models, equally pretty, and all uncommonly good for \$48.

Jersey dresses in three attractive styles at \$11.50, \$13.75 and \$22.50, in black, navy, reindeer, mohawk, Copenhagen blue and Paris brown. Sizes 14 to 20 years throughout.

(Second Floor)

## Women's Special Tweed Coats With Raccoon Collars, \$47.50

No doubt about it, they are the most popular sports coats we have had this season. Women seem to appreciate fully their value.

The tweed is the warmest Winter weight, double faced, with plain or plaid back, and comes in soft chestnut brown, tan and in herringbone weaves in cocoa, gray, brown and two-toned mixtures. The style and tailoring is that of a man's overcoat, with a slot seam down the back, four pockets and a narrow belt.

But it is the huge shawl-shaped raccoon collar that women like the most. It is beautifully blended and reaches in a point to the waist.

(First Floor)

## A Fine Lace Bertha Transforms a Gown

Women have also discovered how much the neck line is softened and made more becoming by a pretty lace bertha.

In various kinds of dainty laces or net with lace edges or borders, and they may be white, ecru, blue or even black. \$1.50 to \$7.50.

(Main Floor)

## Duvelty Handbags Are in Lovely Beaver Tones

Designed especially to harmonize with the fashionable brown tones so much worn this season, these bags are in soft browns, beige and beaver shades, as well as black or blue.

Frames are covered with self-material or are of metal, sometimes with filigree clasps or square ornaments of imitation amber. Certain black bags have gunmetal clasps—a point which appeals to women in black. Excellent choice at \$5.

(Main Floor)

## Children Need Their Bathrobes

Cold little noses and cold little toes! Old Jack Frost is whisking about and little night-clad figures need their bathrobes. So, Old Mother Comfort has sent an extra supply of the warmest, most comfy bathrobes, of blanketing and cotton eider-down. Some are in plain pink or blue, trimmed with wide bands of satin. Others are in patterns suitable for boys or girls. Sizes four to 16 years, \$2.25 to \$5.

(Third Floor)

## New Books

"Modern Photoplay Writing, Its Craftsmanship," by Howard T. Dimick, \$3. The latest and best book on photoplay writing.

"The Art of Inventing Characters," by Georges Polti, \$2.50. A development of the principles set forth in "The Thirty-six Dramatic Situations."

"Down the Yellowstone," by Lewis R. Freeman, \$3.50. Adventures and observations.

"Beasts, Men and Gods," by Ferdinand Ossendowski, \$3. An astounding Odyssey of wild adventure.

"Football and How to Watch It," by Percy D. Haughton, \$3.

"Queen Victoria," by Lytton T. Strachey, \$2.50. A new and less expensive edition. (Main Floor)

## \$2 Is Just Half What These Wool Tweeds Should Be

They were made to sell for twice that, but a large special purchase lowers the price.

Thick and soft, just right for Winter suits, coats and skirts. Herringbone, homespun and diagonal weaves, in at least twenty-five good colors, including beautiful shades of fawn, copper, violet, olive, blue, brown, gray and other colors. All 54 inches wide and \$2 a yard. (First Floor)

## SPECIAL—FROM CHINA, fine fillet lace edgings at only \$1 a yard. They are 4 1/2 to 6 1/2 inches wide.

(West Aisle)

## Coral and Ivory From the Orient

Some delightful and inexpensive personal ornaments are the Manchu pendants of coral and kingfisher feathers at \$1.50 and \$2.50, and the carved ivory pendants, showing designs of iris, peony and chrysanthemum, at \$8 to \$15.

(Main Floor)

## Records by Sir Harry Lauder

55116—"I Love a Lassie," "She Is My Rosie." \$1.50.  
55121—"There Is Something Waiting for Me," "Bounding Bounders." \$1.50.  
55124—"I Think I'll Get Wed in the Summer," "Ta-ta, My Boy! Maggie Darling." \$1.50.  
55129—"Roamin' in the Gloamin'," "The Wee House 'Mang the Heather." \$1.50.  
45197—"Stop Your Tickling, Jock," "She Is My Rosie." \$1.  
45256—"Mary of Argyll," "Auld Scotch Songs." \$1.

(Second Floor)

## Is There Any End to the Variety of Bead Necklaces?

It seems as if there were not. There are excellent imitations of all the precious and semi-precious stones; beads transparent, translucent and opaque; beads in plain strings; beads graduated, and beads combined with fascinating metal balls, links and tassels.

Perhaps most fashionable at present are the imitations of lapis lazuli, amber and topaz. 50c to \$15.

(Main Floor)



## Sing Ho! for Halloween!

What fun ahead! What jolly parties! What a time guessing who is who, underneath the disguise of mask and wig and costume! Often there are prizes for the funniest and the handsomest, and very likely they can be won with the help of one of these: Halloween costumes of every sort are here, from rabbit suits to grand dames of Colonial times, for children and grown-folk, \$2.50 to \$10.

Also, an almost unlimited assortment of noise-makers and novelties at 5c to \$2.

(Seventh Floor)

## To Add to the Gaiety

Corn poppers, 25c and 35c; corn to be popped, 15c package. Nut picks, 15c and 35c for six; crackers, 15c and 75c each. Sets, 50c to \$5.

All sorts of orange and black crepe paper streamers, festoons and decorations, as well as paper napkins, cut-outs and masks are here for the party.

(Fourth Floor)

## You've Put It Off Right Along—Now Cold Weather Has Caught You

Chilly all day long—really cold at night and morning.

Man alive, it's time to wear an overcoat. A big, snug, warm, comfortable, good-looking overcoat.

What fine ones are here. Some look like they just stepped over from Picadilly. Swaggery, swinging and smart.

Others are big, robust, American-looking coats from top to bottom.

There are raglan-style coats, there are coats with the built-up shoulders, there are coats with belts all around, with belts just in the back, or no belts at all. There are single-breasted or double-breasted coats.

But above everything is the color—light for the most part, light and young. Plaids, overlays and mixtures. But, of course, there are dark ones among them so every man can have his liking.

Prices start at \$30 and go up to \$85 with the greatest selection at \$45 and \$50.

Under every overcoat there ought to be a smart Fall suit—\$25 to \$55.

(Third Floor)



## \$2 Is Mighty Little for a Shirt With a Collar to Match

Really the thing for Fall—a separate starched collar that matches the shirt.

And the new shirts are such good ones. Good fabrics, fast colors and wonderfully neat patterns.

Either white backgrounds with dark pin stripes, dark backgrounds with pin stripes or half a dozen checks.

(Main Floor)

## A Good Necktie Is Worth \$1 to Any Man

They are here by the thousand at that price.

Brand-new, every one—in color and in cut.

Scores of patterns, from tiny figures and Autumn leaves to all-over effects; from stripes that hardly can be seen to stripes that can't be missed.

And in every color.

(Main Floor)

## Real Football Weather Is Bringing Out Wool Half Hose

Wool-and-cotton half hose in heather mixtures, 65c pair.

A slightly finer grade with colored clocks, 85c pair.

Artificial silk-and-wool half hose, in drop-stitch styles, are in mixtures of black-and-blue, in wood browns and camel-hair color. \$1.25 pair.

(Main Floor)

## The Right Hat Right Away for Every Man

A man's hat can indicate what he carries underneath it.

Men who use their heads in buying hats are taking to the Wanamaker new Fall hats like ducks to water.

The collection is surely fine, particularly as regards the variety of clever styles in the new season soft hats.

And a man hasn't the least trouble in spotting the very style, size and shade to satisfy him right away and wear well afterward.

\$3, \$4, \$5 and \$6.

(Main Floor)

## Men's Irish Linen Handkerchiefs, Special at 50c

Strong threads of durable linen (of pure Irish flax), firmly woven, form these full-size handkerchiefs. Neatly hemstitched with half-inch or quarter-inch hems. They are plenty nice enough to use for embroidered initials.

(West Aisle)

## Winter-Weight Oxfords With Thick Soles

Good-looking new oxfords are of heavy boarded tan calfskin, with soles thick enough to keep out the cold. They're on flat brogue lines with perforated tips and vamps and are exactly right to wear with sports clothes or business suits.

\$8.50 pair.

(Main Floor)

## Week-End Candy Goodies

OLD-FASHIONED stick candy at 50c a pound is a favorite with young and old. All the gay sticks of peppermint, clove, lemon, lime, saffron, etc., are as good to taste as they are to see and one gets a lot of them in a pound!

CRISP, shining hard candies at 70c a pound are among the purest candies made. Chocolate straws of various colors, clear little candies, wafers of spun candy; oh, any number of kinds are here!

FINE chocolates at \$1 a pound are noted for the quality of their chocolate coating and the deliciousness and variety of their centers.

(Down Stairs Store)

## Boys' School Shoes, \$4.50

Strong, sturdy shoes of black or tan calfskin in blucher style with thick soles. Sizes two and a half to six.

(Main Floor)

## Boys' Overcoats That Set a New and Higher Standard

The fact is, we have never had, nor have we ever known of as fine a stock of boys' overcoats as we are now showing.

It would almost seem as if the manufacturers had suddenly learned a great deal more than they have ever before known about the making of such garments.

The evidence is in the uniformly excellent fabric, tailoring and designing.

The materials are unmistakably superior. Tweeds are in extraordinary showing. Fine worsteds also, and polo cloths and camel-hair effects in striking and distinctive shades.

Kimono sleeves, raglan sleeves, belted coats, semi-belted coats, coats with sports backs.

Tailoring and finish the finest ever seen in boys' overcoats. All with the handsomest plaid backs and neat linings, especially silk.

Prices, \$16.50 to \$32 in 3 to 10 year sizes and \$16.50 to \$35 in 10 to 18 year sizes.

(Third Floor)



## Af-Shiraz Means an Oriental Rug of Bright Cheery Attractiveness

In this remarkable Oriental Rug Sale we are showing a very interesting group of such pieces.

They are in sizes about 3x5 to 4x6 ft. and the prices are exceptionally low—\$37 to \$65.

Colors are red, with blue and ivory for contrast.

They are bright almost to vividness, giving these pieces a furnishing value that is positive and striking.

Designs are chiefly conventional figures.

A Companion Group Comprises Mosuls. In dark red, blue and ecru, good heavy pieces, about 3.6x6.6 ft., priced very moderately at \$49, \$55 and \$65.

Carpet size pieces, Persian and Chinese, in magnificent choice at remarkably low prices.

(Seventh Floor)