

Grand Organ at 9 and 8.15
Musical of Meditation and Chinese
at Noon.

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4:30

WANAMAKER'S

WEATHER
Fair

\$200,000 Worth of Desirable Furniture for All Rooms at One-Fourth to One-Half Less Than Regular Prices

Starting in the Starlight on One of the Early Hot Days

of the Autumn, climbing over the mountains and jolting along the dusty pike, all "chewed up," as the chauffeur said, by "them heavy Army trucks" loaded with camp stores, at mid-day the sight of a little unpainted farmhouse, with a well close to the side door and its old-fashioned wooden pump, made us aware of being very thirsty.

There was no one around, and we went right through the gate and took turns in pumping, but it seemed to be a dry well. Presently a good-sized chunk of a boy appeared in the barnyard, whom we hailed and asked to help to get us a drink.

He came over and seized the pump handle and rattled it until his face got red, stopped and sauntered off to a little shed at the back of the house and fetched out a tin bucket, half filled with water, and poured it down the wooden pipe, took hold again of the pump handle, and after a few vigorous up-and-down strokes, a plentiful flow of pure, cold, delicious water filled the water trough, to our great delight.

It was a good lesson we learned that morning, i. e., that many things that are to be done require a contribution of something from ourselves; that a quarter bucket of water poured into a dry pump, to dampen and swell the leather suction valves, makes possible the bringing up to us of a barrel full of pure water from the deep, clear well.

[Signed]

Joe Wanamaker

Oct. 29, 1918.

Women With an Eye to Economy Are Buying Suits and Dresses in This Sale

It is something to be able to get a fashionable Winter suit and a smart frock for the price you'd ordinarily pay for the suit alone in these days of high prices! Yet that is just what a woman can do in this early Winter sale.

These suits and dresses are in the newest fashions and of high-grade materials, all well made from the shoulders to the hems, and are truly remarkable at these prices—

Winter Suits, \$35—
Of broadcloths, velours, gabardines and other fashionable materials; many fur trimmed. Good colors.

Wool Serge Dresses, \$20—
Many good styles. The serge is of uncommonly good quality, too.

(First Floor, Central)

Silk Dresses, \$35—
These include dresses of the smart silk tricolette as well as Georgette and satin dresses in new styles and colors.

Satin Dresses, \$20—
Black and navy blue, handsomely embroidered.

(First Floor, Central)

In Winter More Women Wear Straight Chemises

These are brand new ones, all crisp and snowy and pretty as dainty laces and good embroideries can make them.

Of soft nainsooks and good cambrics, they are made in many practical styles, and all, of course, are ribbon raps.

\$1.85 to \$3.50 each.

(Third Floor, Central)

Longcloth and Nainsook Specially Priced

100 pieces of longcloth (10 yards each) at \$2.15 a piece.

100 pieces of nainsook (10 yards each) \$2.85 a piece.

(First Floor, Chestnut)

Dear Little Handbags for Children

We never had such an assortment, but past years have taught us how many people buy handbags as gifts for little girls.

These bags are miniature copies of those that mother carries. Indeed, some women use them themselves. They are of leather, silk, velvet and beads and some have little purses and mirrors or inner frames.

There are many bright colors and the beaded bags are as dainty as can be.

\$2 to \$4.

(Third Floor, Chestnut)

The Fashionable Small Furs—Which Are Not Always So Small—

are much in use at this time of year to wear with street frocks and cloth dresses, and add just the touch of color or contrast that a pretty piece of fur lends.

One of the fads of the Winter is the one- or two-skin scarf—and this may be of beautifully colored fisher or lovely sables or the more practical marten.

Plenty of larger scarfs, too, are worn, and are equally smart—and Madame may choose fox or wolf or the pretty close furs, like beaver or nutria or seal or mole.

And there are novelty stoles and little capes and choker collars and larger neckpieces—all of the finest skins we could get for you.

(Second Floor, Chestnut)

Women's Smart Shoes of Plum Color Kidskin

Three styles, all of them high-cut lace models, with long vamps and narrow toes, such as appeal to young women.

One style is a walking shoe with indicated wing tip and military heel.

The second has straight tip and Cuban heel.
The third has a Louis heel.
Price, \$8.50 a pair.

(First Floor, Market)

New Tailored Waists All White and Washable

There is a pretty white striped and figured madras at \$1.85. And a corded madras, made with collar to be worn high or low (and it is round or pointed, as you like), is \$2.50.

Plain tailored linen waists, with collars to be worn high or low, are \$3.50.

(Third Floor, Central)

Women's Umbrellas at \$2.50

Made of silk-and-cotton, on steel-tempered frames with 8 ribs, an extra one for shenanigans. The handles are plain and carved mission, with colored bakelite tips.

ON THE AISLE TOMORROW

240 Pair of Women's Silk Stockings Just Half Price at \$1.50

Black and white ingrain thread silk stockings with openwork ankles. Selected "seconds" of a grade in which "firsts" are double this price.

(West Aisle)

There Is Such a Vogue for Duvetyne

that it is not always possible to keep a good supply on hand. It is in great demand for women's one-piece suits, coats, wraps and millinery purposes.

Just now we have this beautiful fabric in henna, overseas blue, navy blue and moss green.

The price is \$12 a yard.

(First Floor, Chestnut)

Perfumers and Sweet Scents

Perfumers are attractively designed in glass, cut glass and frosted glass, with gold plated and silver tops. Prices 60c to \$15.

The toilet water is the satini-factory Queen Mary, in violet, rose, heliotrope and jassamine, priced at \$2.50 a bottle.

(Main Floor, Chestnut)



Victory Sale No. 8

1700 Pair Women's Fine French Gloves, \$1.90 a Pair

One of the best French glove makers produced these gloves, and you may be sure that the finest French kidskin went into their making.

They are the most desirable gloves, too—black and white, overseam and pique-sewn.

Any woman who is going to need such gloves this Winter will do well to supply herself at this opportunity—for the savings are from 85c to \$1.10 on every pair.

(West Aisle)

Victory Sale No. 9

150 Young Girls' Coats, \$15 Each
Young Girls' and Juniors' Linen Dresses, Half Price at \$5

The coats are of good, heavy burella cloth in reindeer, burgundy, brown and navy blue. Warm and practical and suitable for dress or school wear. They have large muffler collars, large sports pockets and are lined throughout and interlined.

Sizes 6 to 12 years.

At \$15 there is a straight saving of \$3.75 on each coat. The linen dresses are reduced from stock and are two-piece models, one with Russian blouse and the other in guimpe style, with suspenders. Both have fine, white waists attached.

Sizes 8 to 16 years.

At \$5 they are just half price.

(Second Floor, Chestnut)

Victory Sale No. 10

6630 Pair of Men's Half Hose at Average Half Price

Any man with a sock need, now or likely to develop this Winter, should not fail to see what this sale has for him.

At 10c, gray, blue and tan cotton half hose—1800 pair.

At 15c, "seconds" of black and navy cotton—1800 pair.

At 35c, 3 pair for \$1, "firsts" and "seconds" of silk half hose—1000 pair; and "seconds" of Army merino half hose, sizes 9 1/2, 10 and 10 1/2 only—2000 pair.

At 75c, "seconds" of black and colored thread silk—750 pair.

(West Aisle)

Save a Fourth to a Third on Fine Wilton Rugs

Manufacturers have sent out word of a still further advance in Wilton rug prices. In the face of this we quote you the following special prices on two groups of Wilton rugs which just arrived a few days ago:

High-Grade Wiltons

9 x 12 ft., \$98.50 6 x 9 ft., \$42.50 and \$55 8 1/2 x 10 1/2 ft., \$95

Standard Wiltons

9 x 12 ft., \$75 8 1/2 x 10 1/2 ft., \$73.50

6 x 9 ft., \$34.50 and \$48.50 4 1/2 x 7 1/2 ft., \$26

(Seventh Floor, Chestnut)

With a Screen You Can Have Fresh Air Without a Draft

And nowadays screens are so attractive you may get one that is decorative as well as useful.

We have ever so many new screens, with coverings of many kinds and in different colors and designs. Quite a few were made to our own order, and are in unusual shapes. Three-fold screens are \$10.50 to \$37.50; four-fold screens, \$14 to \$60.

Cedar boxes are \$17 to \$60.

Utility boxes, \$9 to \$17.

But the Upholstery Store is full of all sorts of new and interesting things to make the house attractive!

(Fifth Floor, Market)

Bureau Scarfs at Little Prices

Muslin and soiled, but a little laundering will make them good as new.

Scalloped, 25c each.

Long-tailed, 35c to \$1 each.

(Third Floor, Chestnut)

Some scores of complete suits—dining room, bedroom and living room—and thousands of individual pieces are presented in this very remarkable sale.

All are from our own standard stock, and a large proportion consists of patterns which are not to be reproduced. It is the most far-reaching and important furniture movement in our experience outside of our great half-yearly sales.

Everything comprised in it is distinguished by a special blue price-tag, and the prices are one-fourth to one-half below our own regular selling rates. That is a most remarkable advantage to offer at this time on such a remarkable assortment of regular Wanamaker furniture.

These are some of the thousands of individual pieces in the sale:

- \$19.50 for a mahogany Sheraton china closet.
- \$35 for a brown oak William and Mary china closet.
- \$46 for a mahogany William and Mary china closet.
- \$48 for a mahogany William and Mary china closet.
- \$53 for a mahogany William and Mary china closet.
- \$55 for a mahogany William and Mary china closet.
- \$61 for a mahogany William and Mary china closet.
- \$66 for a walnut William and Mary china closet.
- \$83 for a mahogany Queen Anne china closet.
- \$87 for a walnut William and Mary china closet.
- \$12 for a mahogany Sheraton serving table.
- \$16 for a mahogany Adam serving table.
- \$20 for a mahogany William and Mary serving table.
- \$24 for a mahogany William and Mary serving table.
- \$27 for a mahogany William and Mary serving table.
- \$29.50 for a mahogany William and Mary serving table.
- \$31 for a mahogany Queen Anne serving table.
- \$36 for a mahogany Queen Anne serving table.
- \$46 for a mahogany Queen Anne serving table.
- \$50 for a walnut William and Mary serving table.
- \$55 for a walnut Queen Anne buffet.
- \$60 for a mahogany Queen Anne buffet.
- \$67 for a walnut Queen Anne buffet.
- \$70 for a mahogany William and Mary buffet.
- \$79 for a walnut Queen Anne buffet.
- \$80 for a mahogany William and Mary buffet.
- \$91 for a mahogany Chippendale buffet.
- \$96 for an American walnut Louis XVI buffet.
- \$123 for a walnut Queen Anne buffet.
- \$184 for a mahogany Louis XVI buffet.
- \$44 for a brown oak extension table, straight lines.
- \$58 for a walnut extension table, Queen Anne design.
- \$61 for a mahogany extension table, Queen Anne design.
- \$64 for a mahogany extension table, Queen Anne design.
- \$80 for a mahogany Louis XIV extension table.
- \$93 for a mahogany Louis XVI extension table.
- \$98 for a mahogany William and Mary oblong extension table.

(Sixth Floor)

Interesting New Books

"The House of Torchy," by Sewell Ford. As delightfully full of life as all the other Torchy stories. \$1.50.

"Soldier Silhouettes," by William L. Stidger, of the courage and sunshine in our Army "over there" told by a Y. M. C. A. man. \$1.25.

"Seaman Si," by Pearce Pearce, U. S. N. R. F., a book of cartoons about the funniest gob in the Navy. 50c.

"Black Opal," by Maxwell Gray. Story of a woman's life with the black opal the center of the plot makes a thrilling story. \$1.50.

(Book Store, Main Floor, Thirteenth)

Such a Well-Equipped Handkerchief Store Is This—

That you can find whatever kind of handkerchief you have in mind. As long as it was possible we went direct to Ireland for most of them, and even now we keep in close touch with the best Irish makers and shipments come as frequently as possible. That is why the stock is so fresh and so plentiful.

There are thousands of plain hemstitched and initialed handkerchiefs for women and men—and they are pure linen, too.

A wonderful variety of colored handkerchiefs these from Ireland and France.

Also novelty handkerchiefs of all sorts—hand-embroidered effects, lace-edged squares and English silk squares, liked by both women and men.

(Main Floor, Central)

Showing the Fine New Silk Gift Shirts for Men

A complete new stock of Fall and Winter silk shirts in beautiful new designs. There is a wonderful range of choice, from conservative stripes with much white in the background to striking cluster stripes on colored grounds.

The silks used in these shirts are remarkably good, better than is customary at their prices—

\$4, \$5, \$6.50, \$7.50, \$8.50 and \$10.

Spitalfields Neckwear

There is no finer neckwear for men than that made of Spitalfields silk from London. It is extremely scarce on this side but we are fortunate to have a splendid selection at \$2.50 and \$3.

Spitalfields squares, \$7.50.

(Main Floor, Market)

The Kind of Fall and Winter Clothes Your Boy Wears Depends on You

When you go to choose them you should always remember that suits and overcoats of the better kinds are not costlier than the kind that are not so good. Sometimes they might seem to be, but it is a known fact that they are not.

There is no doubt but that Wanamaker boys' suits and overcoats are of the better kind; and there is no doubt but that they are priced as low as it is practically possible regularly to price good suits and overcoats.

The certainty of these two things—fine quality and fair prices—should mean a whole lot to people who have boys to clothe. If they mean anything to you, this is where you should bring your boy for his Fall and Winter clothes.

The selection now is full and fine.

Norfolk suits in 8 to 18 year sizes at \$13.50 to \$38.

Blue serges at \$12 to \$28.

Overcoats, \$18 to \$35 in 11 to 18 year sizes, and at \$13.50 to \$25 in 3 to 10 year sizes.

(Second Floor, Central)

In the Full Bloom of Beauty and Real Advantage, the Oriental Rug Sale Goes On and On

There are reasons, good and plenty, why this is the most successful Oriental Rug Sale in our experience.

The chief reason is because it has in it the material of a successful sale, consisting of an incomparable stock of Persian, Caucasian and Chinese rugs at less than market prices.

Since the sale began we have brought in a number of new sales, chiefly new Chinese rugs, new Kermanshahs, new Serapis, new Heres and Savalans—so that the sale now is as rich in beauty, charm of color and investment advantage as it was on the opening day, a fact which is plain for all eyes to see.

In the assortment of carpet-size pieces are Kermanshahs at \$275 to \$975.

(Seventh Floor, Central)

Heres and Serapis, \$185 to \$975.

Mahals and Savalans, \$175 to \$885.

Saruks, \$475 to \$1875.

Chinese, \$125 to \$875.

Smaller rugs include Chinese pieces, \$18.50 to \$125.

Irans and Dozarts, \$65 to \$85.

Kermanshahs (from mats to size 3x4.6 ft.), \$47.50 to \$65.

Mosuls, 3x5 ft. to 6x15.6 ft., \$32 to \$65.

Beluchistans, 2x4 ft. to 2x6.8 ft., \$17.75 to \$67.

Daghestans and Shirvans, 4x4.6 ft. to 4.6x7 ft., \$50 to \$88.

Hall strips, 4x11 ft. to 3x18.7 ft., \$65 to \$225.