

Grand Organ at 9 and 5:15
Moment of Meditation and Chimes
at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER
Fair

READY WITH FINE NEW GOODS AND IMPORTANT SALES TO GREET THE LUSTY NEW MONTH

Not a Day Passes at This Time That the Question is Not Asked

"Do you think the war will be over soon?"

In answering this question, one is likely to say that the morning newspapers contain all the news, and one man's judgment is just as good as another's.

If, however, it is the writer's opinion that's desired, it may be stated as follows:

It is now well authenticated that the resources of the nations making war are at a low ebb, and the numbers of the individual warmakers have been greatly reduced, and their spirit and unity have broken down.

Therefore, it is expected that within the ensuing three months it will be possible for the United States and the Allies to arrive at the primal steps, stopping bloodshed, and taking security to bind a surrender of all the enemy's ships and fortifications, to be further assured by an army of occupation, composed of American, British and French troops, to guard the points of danger and safeguard and insure the contracts entered into.

Further—that new conditions will arise immediately, with new demands, not so much for food, but for merchandise, which will create a scarcity of many articles requiring materials and skilled labor, to take the place of workers, wounded or lost in the war.

(More to follow.)

[Signed] *John Wanamaker*

Oct. 31, 1918.



One of the Advantages of Buying a Fur Coat Early—

is that a woman has a better choice than she may have later on. At this time of year there is a better opportunity to get precisely what one likes. The new fashions—the new skins—the new combinations—all tend to make the choosing of a fur coat a most interesting event.

There are many distinctive styles of fur coats in the Fur Salon at this minute. And they are of Russian seal (dyed muskrat), Alaska seal, mink, nutria, natural squirrel or Kolinsky. Some are plain and others trimmed with other furs, such as skunk, mink, Kolinsky, Australian opossum or natural raccoon.

Prices begin at \$125 for a natural muskrat coat and go on up to \$1150 for a handsome coat of beautiful blended Kolinsky.

(Second Floor, Chestnut)

All-Wool Tweed Dress Goods in Pleasing Variety

Tweils, capels, knit effects, almost invisible stripes and checks and other good weaves. The range of colors is wide and the fabrics are especially suitable for women's business suits and coats.

These goods are in generous widths of 54 to 56 inches and are priced \$1.50, \$2 and \$3.00 a yard.

(First Floor, Chestnut)

An Extraordinary Sale of \$200,000 Worth of FURNITURE

In the Face of Extraordinary Conditions

It is when the obstacles in the market become greatest that this Furniture Store does the greatest things.

The conditions just now are plain for everybody to see.

The output of good furniture is being curtailed, which is another way of saying that supplies of good furniture are going to be still more limited.

The inevitable result of curtailed output always has been and always will be an advance in price. Yet the demand for good furniture is constantly increasing.

Now it is in the teeth of all these conditions that we offer \$200,000 worth of our own regular standard-of-the-world furniture at reductions of 25 to 50 per cent from our own regular prices.

And we are doing this only because we made good provision against all the conditions here referred to, and now we are in a position to pass the advantage on to our customers at this time of new hope in the affairs of the world.

There is furniture of good and reliable grade in this collection for every room and every purpose and every home that needs furniture of the kind that money can be safely invested in.

(Fifth Floor)

New Books

"Everyman's Land," by C. N. and A. M. Williamson. A vivid portrayal of the towns and cities which we read about every day in the papers, and an interesting plot. \$1.00.

"The Magnificent Amherstons," by Booth Tarkenton. The story of a change that has come upon America in our lifetime. \$1.50.

"Skyrider," by B. M. Boyer. A thrilling and amusing story of ranch life with all the humor of the "Flying U" stories. \$1.50.

"Out of the Silence," by Mary E. Waller. A present-day story, with the scenes laid in Canada, and a cowboy who becomes an aviator. \$1.50.

(Book Store, Main Floor, Chestnut)

Save \$20 to \$40 on a 9x12 Ft. Wilton Rug

High grade and standard Wilton rugs at prices that we do not expect to be able to duplicate soon when these are gone.

High-Grade Wiltons

9 x 12 ft., \$86, 11 1/2 x 15 ft., \$190.
8 1/2 x 10 1/2 ft., \$82.50, 9 x 15 ft., \$155.
6 x 9 ft., \$55, 10 1/2 x 13 1/2 ft., \$135.00.

Standard Wool Wiltons

9 x 12 ft., \$69, 11 1/2 x 15 ft., \$145.00.
8 1/2 x 10 1/2 ft., \$67.50, 9 x 15 ft., \$117.00.
6 x 9 ft., \$34.50, 10 1/2 x 13 1/2 ft., \$95.00.

Body Brussels Rugs

11 1/2 x 15 ft., \$85.

Axminster Rugs

6 x 9 ft., \$19, 10 1/2 x 13 1/2 ft., \$55.00.
8 1/2 x 10 1/2 ft., \$26 and \$37.50.

(Seventh Floor, Chestnut)

Men's Outdoor Pajamas With Hood and Boots

The material is soft, warm flannel and in addition to coat and pants each suit has a hood, which leaves only the nose and mouth exposed, and boots of the same material, to be worn on outdoor sleeping porches when the real cold weather comes.

Price \$3 a set.

(Main Floor, Market)

Footwear of Fashion and Footwear for Work

The Shoe Store today has the most complete stocks in its history. In addition to the usual large showing of fashionable shoes there are military boots and shoes and sturdy shoes for both men and women war workers.

The Men's Shoes

are in smart and conservative shapes, the former chiefly on English lasts, with graceful but not too pointed toes, wide shanks and low, broad heels.

Leathers are various shades of tan calfskin, cordovan, black calfskin, black kidskin and patent leather. A number of "heavy duty" shoes very strongly made.

Prices are \$5 to \$16, but these prices do not include the military footwear.

(Main Floor, Market)

The Women's Shoes

Vamps are long and toes are narrow in the smarter models and they have Louis, Cuban or low military heels. Leathers are various shades of tan calfskin, dull black calfskin, black or brown glazed kidskin, gray kidskin and bronze kidskin. Many have harmonizing tops of buckskin, castor or cloth.

There are also dainty pumps and oxfords to be worn with spats. And common sense shoes for women engaged in war work.

Prices \$5.50 to \$12.

(First Floor, Market)

Victory Sale No. 15

5000 New Shirtwaists, \$1 to \$6.75 Savings of a Third to a Half

\$1, \$1.50, \$1.65, \$1.85, \$2.25, \$2.50 to \$6.75—the wide prices run, and the waists, new and dainty and pretty, are the kinds you'll expect to see wearing prices a full third to a half more.

Plenty of white cotton voile waists, some lace trimmed, some embroidered and some with a touch of color, also crepe de chine, crepe Georgette, chiffon and heavy tub silk waists, in light and darker colors and new and charming styles.

Waists for general and better wear—not one of which has ever been on sale before.

(East and West Aisles)

Victory Sale No. 16

4350 Yards of Fine New Silks at a Little Over Half-Price

The following five items are all extraordinary. They represent fine, new Fall fashion silks at prices only a little more than half what they have been quoted up to this moment. The savings are definite and absolute, and it is doubtful if any of these silks can be obtained elsewhere at a penny less than twice this new Wanamaker quoted price.

The goods are fine, new and sound in every way. Women who intend to have beautiful new Fall gowns, or other silk garments, should make their selections at once.

250 yards of beautiful, new French fashion silks, and velvets on giffon and satin, \$10 a yard.

2000 yards Stendora crepe Georgette in black and white and some colors, 10 inches wide, specially priced at \$1.25 a yard.

1000 yards of white Japanese habutai, 36 inches wide, specially priced at \$1.25 a yard.

700 yards of fine American flesh color wash satin, specially priced at \$1.25 a yard.

400 yards of white wash satin, specially priced at \$1.25 a yard.

(Sixth Floor, Chestnut)

Victory Sale No. 17

New Petticoats, Bathrobes and Undermuslins in a Timely Disposal

200 envelope chemises, at \$1—fresh, new and dainty, of good namook, trimmed with lace and run with ribbon. Wonderfully good for a dollar!

100 sample silk petticoats at \$3.85—we've had kinds like them in stock at much higher prices. Tulle and messaline, some with jersey silk tops. Lovely shades, some light and some dark, and many styles.

125 blanket bathrobes at \$3.50—These have slight imperfections—that's why they are so much below

regular, but you'd have difficulty in finding the imperfections; the colors are good and so are the styles.

Sample undermuslins at sample prices—Chiefly high-necked nightgowns and chemises, in good styles—all dainty and fresh and all most reasonably priced.

These garments, practical and much in request, are just such things as many women will like to use for gifts this year.

(East and West Aisles)

Victory Sale No. 18

685 Military Shop Articles for Officers of the Army and Navy at Notable Reductions

300 O. D. wool shirts, officers' grade, reduced to \$5.50 each.

160 O. D. blankets, reduced to \$7.50 each.

25 Naval officers' overcoats, reduced to \$55 each.

25 C. P. O. overcoats, reduced to \$42.50 each.

200 military toilet kits, in three sizes, reduced to \$2, \$4 and \$6 each.

75 pair officers' spring front leather puttees, reduced to \$5.50 a pair.

(Military Shop, Gaffney, Chestnut)

Victory Sale No. 19

297 Dinner Sets of Standard Quality at Reductions of 10 to 35 Per Cent.

250 Pieces of Rich Cut Glass Reduced One-Third to One-Half

The China Store makes a remarkable contribution to the Victory Sales by presenting a fine selection of French china, Japanese china and English and American porcelain sets of standard quality at a straight reduction of 10 to 35 per cent.

In addition, it offers 250 pieces of handsome cut glass—made of real crystal and in excellent cuttings—at reductions of one-fourth to one-third from our regular prices.

60 French china dinner sets of 106 pieces in 6 border patterns with gold edge and coin gold handles are now \$47.50, saving \$17.50.

12 French china dinner sets of 106 pieces, in two border patterns with gold edges and coin gold handles are now \$55 a set, saving \$15 on each set.

75 English porcelain dinner sets of 107 pieces, of the highest type border patterns and the best selected ware with gold borders, coin gold handles, are now \$37.50 a set, saving \$12.50 on each set.

30 china dinner sets of the best grade Japanese china, 107 pieces to a set. These are marked \$35, \$40, \$45 and \$65 a set, a saving of \$20 on each set.

100 American porcelain dinner sets of 107 pieces. Border patterns with gold edges and gold traced handles. These are now marked \$20, \$22.50 and \$25 a set, saving 10 to 20 per cent.

20 American porcelain dinner sets of 107 pieces, rich border patterns with gold edges and coin gold handles. These are now \$27.50 a set, saving \$10 a set.



Cut Glass at Savings of One-third to One-half

50 berry dishes, 9-inch size, \$3.25 each.
50 salad bowls, 9-inch size, \$3.50 each.
50 vases, 14-inch size, \$4.75 each.
50 bonbon dishes, 6-inch size, \$5c each.
50 handled bonbon dishes, 6-inch size, \$1 each.

(Fourth Floor, Chestnut)

Here Are 500 Dresses for Women All Special at \$20 Each

Which does not give any idea of the usual price. On some you save a \$5 bill—and on others the savings go all the way up to \$12.50, so you will know they are not the usual \$20 dresses.

There are satins, serges and dresses of charmeuse in delightful new Winter styles that a woman will like for street, business or better wear.

Taupe, navy blue, black and brown are the good colors—the very shades women want this Winter.

Ever so many styles—about two hundred different ones from which to choose.

(First Floor, Central)

New Black Dress Skirts, Exceptional for \$12.75

It is just a little group that comes from one of our good skirt makers, and the present price is small indication of their unusual value.

One model is of lustrous black broadcloth and made with gathered back, a deep girde and two pockets, carefully hand tailored.

The other style is of velveteen in a full gathered style with two long tabs on each side, concealing long pockets. The pockets and girde are silk piped.

Plenty of desirable sizes.

(First Floor, Central)

Black Chantilly Lace More the Vogue Than Ever

Because Fashion has decreed that black shall have the honors this season—and regardless of what else is in Milady's wardrobe they must be a black gown!

What could be lovelier for trimming than the cobweb daintiness of chantilly? It comes in a variety of charming designs in wide and narrow widths that match, from 12 to 42 inches wide, and priced from \$2.75 to \$8.75 a yard.

(Main Floor, Central)

Handsome New Winter Wraps for Women

These are the fine cloth wraps which women like for afternoon and evening wear.

They are handsome affairs of soft wool velours, of the new cretons, of Bolivias and ducyvelines in the new Winter colors.

Most all are fur trimmed, many have the new sleeves and the great, broad or deep collars, which look so well on wraps of this character, and all are richly lined.

Hudson seal (dyed muskrat), nutria and natural racoon are some of the furs used for trimming.

\$155 to \$200.

(First Floor, Central)

Children's New Hats Are Adorable!

In velvet, velour, corduroy and felt and trimmed in distinctive design with fur and ribbons. Among the colors are greens, blues and browns. Prices \$1.25 to \$10.

Little bonnets are in pale shaded chiffons, Georgette crepe, crepe de chine and trimmed with ermine, white coney, feathers, tiny flowers and ribbons. Prices \$2 to \$18.

Caps for tiny babies are in heavy white silk, some plain, others trimmed with ribbons, hand embroidery and tiny ribbon flowers. Prices 50c to \$10.

(Third Floor, Chestnut)

Women's Nut Brown Boots With Fawn Cloth Tops

The Little Boot Shop is showing some 8-inch lace shoes of nut brown Russia leather with fawn cloth tops, indicated wing tips and perforations and 1 1/2-inch military heels.

The price is \$10 a pair.

(First Floor, Market and Juniper)

An Uncommonly Pretty New Velvet Handbag

A long, deep, oval shape with tassel at the bottom and distinctive frame of tortoise shell finish celluloid. The bag is of a fine grade of chiffon velvet in black, taupe and brown, the colors known as "fur shades." Lined with good silk.

Price \$7.50.

(Main Floor, Chestnut)