

Grand Organ at 9 and 5:15  
Musical at Reception and Chinese  
at Noon.

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER  
Cloudy

# The Most Important Furniture Movement Outside of Our Half-Yearly Sales

## —\$200,000 Worth of Highly Desirable Suits and Pieces at Savings of One-Fourth to One-Half

**An Old-Fashioned All-Day Throng of Visitors**  
flocked in and out of our doors yesterday until the

Now 5:30 Closing Hour

It is as ever striving to be at its best every hour of every day alike. Come when it suits you best.

One of our customers told us yesterday of an article offered elsewhere at \$18, with a value quoted at \$29.75, which we have always sold at \$16.50.

We start the season at low and fair prices at a moderate profit, instead of trying first to get the biggest possible prices, expecting to mark down prices later on, after high prices slack down.

This is the one store like the clear country stream, flowing through the sweet, clean dairy every day in the same steady way, but it never pretends to make you believe that all its milk pans have cream on the top every day.

Nobody gets sour milk or half cream here.

[Signed] *John Wanamaker*

Oct. 30, 1918.

### Those Mahogany Leather Coats That Women Motorists Like

The leather is so sturdy and the coats are so very practical, keeping the wearer warm and dry and comfortable, that it is small wonder these coats should be so well liked.

A new model is of mahogany leather, with a fleece lining for more warmth. It has shoulder straps that are quite military looking, deep pockets and a big breast pocket into which to tuck gloves. \$85.

Another mahogany leather coat has a warm velour lining and a deep shawl collar of unplucked otter. It has deep pockets, too, and is cut on the correct lines for such a coat. \$125.

(First Floor, Central)

### Chiffon Velvets in Beautiful Choice at \$7.50 a Yard

Chiffon velvets are such a decided fashion that it is well for women to know where they can find an assortment that leaves nothing to be desired.

Such an assortment will be found in our Silk Salons.

We have a splendid showing of these beautiful goods in a full variety of street and evening shades and also in black, all 42 inches wide.

They are all silk-faced and must not be confounded with an inferior fabric which is faced with mercerized cotton.

(First Floor, Chestnut)

### For the Silk Waist to Go With Her New Winter Suit—

a woman may choose a soft, pretty silk in delicate coloring or a darker shade to match the suit.

The new crepe Georgette blouses are perfectly lovely—and some, copied from French blouses, are as unusual as they are pretty. Some are quite simple, others beaded and others richly embroidered. \$5.50 to \$45. These are in white, flesh or beige.

And in the darker shades—the fashionable suit colors—there are many new blouses at \$7.50 to \$37.50.

(Third Floor, Central)

### An Unusually Good Selection of Young Women's Dresses at Moderate Prices

There is always a great demand for frocks at such modest prices as \$25, \$27.50 and \$32.50. And we are especially well provided with them just now.

Dresses in many different styles, including long, loose line effects, Russian blouses, models with waistline defined and others. All have the new round necks and pretty collars, and skirts have tunics or overskirts. Braid, buttons and embroidery are the trimmings.

Serge, wool jersey, silk and velveteen are the materials used, and colors are navy, taupe, Pekin blue, burgundy, beaver, black and myrtle green.

Sizes 14 to 20 years.  
Prices \$25, \$27.50 to \$32.50.

(Second Floor, Chestnut)

### France Remembers Us With Lovely Neckwear

Covered with the deft hand-work for which they have ever been famous, its dainty loveliness makes us forget that it is from a nation that has long made war.

The collars are of sheer organdie, embroidered, hemstitched and ruffled in distinctive designs. They are rolled, square-backed and long rafter shaped, and priced from \$4 to \$13.50.

There are many charming styles in gumpes, too, that are priced at \$10 to \$22.

(Main Floor, Central)

### New Nightgowns—All in Large Sizes

And our extra size gowns are extra size in every dimension, which means comfort for the wearer.

Ever so many new and pretty styles have come lately.

Made of nainsook and firm cambric, the gowns are trimmed with pretty laces and good embroideries, and then ribbon-run.

Prices \$4.75 each.

### 300 Women's Silk Umbrellas at \$5 Each

Unusual for these days, but we ordered them before the days of scarce materials and high production.

They are of taffeta silk, with 8-ribbed, steel-tamped frames and smart handles of mission wood with colored bakelite tops to match the colors of the silk, which are blue, green, garnet, purple and black.

(Main Floor, Central)



### Victory Sale No. 12

#### 400 Charming Gowns for Women—\$35 Each

Delightful new Autumn street and afternoon gowns that come right out of our own good stocks. The simplest dress is marked \$10 less than its usual price, and on most of the dresses the savings are even greater—for the savings go all the way to \$20.

Soft wool velours, broadcloths, wool Jerseys, tricottes, tricotines, serges, gabardines, Georgette crepes, satins and other fashionable materials make the dresses, the styles are the prettiest and newest of the Autumn and Winter, and here are all the popular colors, including taupe, brown, navy blue, wistaria, mahogany, henna, old blue, pearl gray, overseas blue, burgundy and black.

Plenty of sizes—a wonderful assortment, for the dresses are sometimes but one of a kind.

(First Floor, Central)

### Victory Sale No. 13

#### 1200 Shirtwaists for \$1 Each

Chiefly white voile, but also some of white batiste, and some of white voile with colored collars and cuffs, and others with colored stripes on white grounds.

(West Aisle)

### Victory Sale No. 14

#### 100 Refrigerators at 25 Per Cent. Reduction

These are in fifteen sizes and in various styles. Of some sizes there are only two or three and early selection is suggested.

Made with galvanized lining, \$11.75 to \$18.75.  
White lined refrigerators, \$21.50 to \$73.50.  
Two of the sizes are just right for apartments, and all are of the famous White Mountain make.

(Fourth Floor, Central)

### Women's New Mocha Gloves in Battleship Gray

And very smart they are, too! There is really nothing that compares with mochas for soft loveliness anyway. And, as far as we know, there has been only one shipment of these skins from Arabia in a year.

The one-clasp model is out-seam sewn with flat needle point stitching, in gray at \$3.25 a pair.

A one-clasp model in white is out-seam sewn at \$3.25 a pair.

Another that is pique sewn is fastened with two pearl buttons and priced at \$3.50 a pair.

(Main Floor, Central)

### Women's Silk-Plated Stockings, Half Price at 35c

2400 pair of black, navy and dark brown silk plated stockings for 35c a pair, three pair for \$1. This is just half of the regular price.

3000 pair of women's black and white silk stockings at 7c a pair. Regularly a half more.

(West Aisle)

### "To Arms!" Cries the Toy Store

And straightway the leaden legions come—the infantry, the cavalry, machine-gun crews—really every branch of the service is here.

There are fleets of warships, destroyers and submarines. The terrible tanks, too; airplanes, armored cars, motor-trucks and ambulances. Also machine-guns and anti-aircraft guns.

Endless things to wage sham battles that will please the very military hearts of little boys.

(Seventh Floor, Market)

### Better Choose Your Gift Bicycles Now

**Columbia Bicycles**  
Chainless, for men and women, \$75.  
Superb, for men and women, \$60.  
Roadsters, for men and women, \$50.  
Motorbike, \$60.  
Arch-bar, \$62.50.  
Service, \$50.

**Other Makes**  
Wanamaker Coaster, for men, \$40; for women, \$42.50.  
Continental, \$45; Continental, Jr., \$40.  
American, for men and women, \$45 and \$50; juvenile, \$40.  
Juvenile bicycle, with coaster brake, \$32.

(Gallery, South)

### Little Prices on Little Rugs

There are always some small rugs needed to lay in doorways, halls or beside the bed. These are less than regular prices.

**Wiltons**  
4.6x7.6 ft. .... \$26 and \$39.50  
36x63 in. .... \$9.50 and \$13.50  
27x54 in. .... \$5.75, \$7.50 and \$8.50

**Axminster**  
27x54 in. .... \$3.85

**Hit-or-Miss Rag Rugs**  
36x72 in. .... \$2 and \$2.25  
30x60 in. .... \$2.00  
27x54 in. .... \$1.50 and \$1.65

**Washable Bath Rugs**  
36x72 in. .... \$4.25 30x60 in. .... \$3

(Seventh Floor, Chestnut)

### For Your Hallowe'en Party Tomorrow Night

There's plenty of time to get all sorts of novel and quaint and unusual favors for the children. 5c apiece.

Or snapping bonbons to add to the festivities, \$1 a dozen.

And big pumpkin lanterns, that you can fill with apples or Autumn leaves, or whatever you wish—50c each.

Nut candies, 60c a pound.  
Nut bars, \$1 a pound.  
Nut chocolate, \$1.25 a pound.  
And with such goodies you surely ought to have a good time!

(Down Stairs Store, Chestnut)

### Sterling Silver Gifts for the Day of Days

The Jewelry Store suggests for the Autumn bride things so lovely and of such enduring worth as to make the possession a real joy.

The designs are of rare beauty and varied with a wide range of prices.

Tea sets	Vegetable dishes
Coffee sets	Sandwich plates
Meat platters	Cheese and cracker dishes
Centerpieces	Water pitchers
Flower vases	Candlesticks
Fruit bowls	Bread trays

(Jewelry Store, Main Floor, Chestnut)

### Please Just Read These Handkerchief Prices!

\$1.50 a dozen for women's plain hemstitched handkerchiefs—the linen is sheer and snowy and the hems are narrow and well hemstitched. It's a handkerchief that is hard to equal in town for this price.

Men's handkerchiefs, \$4.75 a dozen—plain hemstitched Irish linen sorts. This is exactly 25 per cent less than the present wholesale price, per dozen, for such a quality.

Wise folk are stocking up on such good things as these.

(West Aisle)

### Don't Put Off Buying the Boys' Clothes

Safety demands that they should be prepared for the first sharp bite of real cold weather, which all of us are going to feel one of these days.

In boys' clothing, as in so many other things, there is a difference. Some kinds are made to get your money, others are made to serve for it.

Wanamaker boys' suits and overcoats are made for service first of all. They are made for other things also, because they are not only the most correctly modeled suits and overcoats to be had, but they are the neatest-fitting that money can buy. It may seem exaggerated to say this, but there is very good proof of it.

One thing is certain—if quality means anything to you in boys' clothing, you will surely want to see these Norfolk suits at \$13.50 to \$30 in 8 to 18 year sizes, in fancy mixtures and blue serges.

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

(Second Floor, Central)

### An Oriental Rug Sale Full of Beauty and Advantage

Visitors from other cities have expressed wonder at our great Exhibition Sale of Oriental Rugs.

It has been something of a revelation to them, in its unparalleled extent, great wealth of color and unusual advantages.

We have sent rugs from it to places nearly 2000 miles distant. We have sent them into many States, but we still have thousands of rugs to sell at special prices and the display—as everybody can see—is as beautiful as ever.

It is the most elaborate set-out of Oriental rugs ever seen in any stock in America, and

back of all its beauty and color there is a foundation of real economy, every rug being marked at less than prevailing rates, many of them being one-third or more below the prices at which similarly reliable pieces are generally valued.

These are some particularly interesting pieces among thousands of others—Persian, Chinese, Caucasian and Asia Minor.

**Persian Mahal Rugs Carpet Sizes**  
8x11 ft., \$175.  
10x7 ft., \$180.

(Seventh Floor, Central)

11.8x9.1ft., \$297.  
10.2x7 ft., \$169.  
10.8x7.8 ft., \$215.  
11.11x8.9 ft., \$355.  
12.6x9.3 ft., \$285.  
12.4x8.3 ft., \$269.  
11.8x8.10 ft., \$298.  
11.9x8.8 ft., \$249.  
12.4x10.1 ft., \$245.  
11.9x8.6 ft., \$239.  
12.4x9.9 ft., \$290.  
12x8.10 ft., \$265.

**Mosuls and Beluchistan**  
2.6x4.6 ft. to 3.6x7 ft., \$40 to \$67.50.

**Chinese Rugs**  
3x5 ft. to 2x5 ft., \$25 to \$40.