

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

Striving Always to Make a Better Store and Give Better Service

The Secret That Makes a Store a Real Store and so frames it as to give and receive the most good will, with always more good will to spare, is that we fit the store to the people, who know that to be the fact, and give us their business with confidence, and with a knowledge that they are safe in so doing.

The displays of new goods are worth seeing before they are carried off by the eager purchasers of these days.

(Signed) John Wanamaker

Nov. 5, 1918.

Overseas Bureau Notice

For greater comfort, through greater space, the Overseas Bureau is moved to the Main Gallery, just above its former Main Floor location.

A Couple of Hundred Frocks for Young Women Are Now \$20 Each

As they are just the frocks young women and girls want now and to wear all Winter, the story is all the more interesting. They were all higher priced, but now that assortments are somewhat incomplete, we've grouped them and marked the whole collection \$20 apiece.

Plenty of good wool serges, also wool jerseys and satins, as well as some cloth combinations.

Long and short waisted dresses, with much that is new as to girdles and collars, and embroidery and braids, sometimes, for trimming.

Beaver, taupe, brown, blue, black and burgundy are the good colors.

14 to 20 year sizes.

(Second Floor, Chestnut)

Women's Fur-Collared Coats of Soft Velour

These are the dress or novelty coats which a woman buys after she has secured her utility coat and feels free to indulge her purse and fancy. The colors are the soft browns and taupes and maroons that look so wintry and so rich.

One style with near-collared collar has a full skirt set on a tight-pleated body. \$55.

Another with fitted body and pleated skirt has a large shawl collar of near-velour. \$67.50.

A high-waisted effect made full at the sides has a nutria collar. \$95.

A model with straight panel back and front has a fullness at the sides and fur collar and cuffs. \$100.

(First Floor, Central)

This Is a Great Season in Plaids

Judging from the array in the Dress Goods Salon you might suppose, half of feminine Philadelphia is to be taking to the kilts and the tartan.

But there never was anything jollier looking for children's dresses, nor more cheerful for women's skirts or the combination frocks which are so much in vogue in these war times. A great many have blue or brown for their predominating color, to harmonize with the long coats that will be worn over them, but there are plenty of gay blends.

Two groups—the part-wool, part-cotton suitings being \$1 and \$1.50 a yard, and the all-wool, \$2.25 to \$3.50 a yard.

(First Floor, Chestnut)

Separate Skirts, All of Lustrous Chiffon Broadcloth

They come from a maker who turns out such good skirts that many people who buy from him simply send in a blanket order! That speaks for the goodness of his models, and, though we do not buy ours that way, we do find his materials and tailoring and styles uncommonly good.

These skirts are all of lustrous chiffon broadcloth, in black, deep blue, a lovely burgundy and Russian green.

Several styles, all good—some with set-in pleats, some with gathered effects, some with side pleats. All have the newest girdles, and all have hand-piped button holes.

\$16.75 to \$19.50.

(First Floor, Central)

A Clearaway of Laces at Little Prices

Georgian metal laces in gunmetal, gold and silver. Both edging and insertion in lovely design, priced at 50c a yard.

Beautiful metal net in gunmetal, gold and silver at 75c a yard.

Rich, black lace bands in Venise and Japanese silk, priced from \$1 to \$3.25 a yard.

Real filet laces, both edging and insertion to match, priced from 75c to \$1 a yard.

(West Aisle)

Think of These Prices on Two of the Finest Weaves of Wilton Rugs in America!

They represent a saving of a third all along the line.

9 x 12 ft., \$69 and \$86.	4.0 x 7.6 ft., \$26 and \$39.50.
8.3 x 10.6 ft., \$67.50 and \$83.50.	3.6 x 6.3 in., \$9.50 and \$12.50.
9 x 9 ft., \$34.50 and \$56.	2.7 x 5.4 in., \$7.50 and \$8.50.

(Seventh Floor, Chestnut)

WE'VE REDUCED PRICES ON 200 OF THE FINER SILK TRICOLETTE DRESSES FOR WOMEN

Now \$50 to \$100

THESE are the fine one-of-a-kind silk tricolette dresses that so many women will be glad to get. They are beautifully made, and were copied, most of them, from fine Paris models. In the group of two hundred there are at least a hundred different styles, so a woman will see what opportunities this group presents.

There is a rich mahogany-color after-noon gown with insets of gold cloth and a unique ornament. The skirt is in a new tunic effect and there is a touch of tinsel embroidery.

A lovely sand-color gown has a new front panel effect, pipings of deeper brown and collar, cuffs and band at foot of soft, woolly, brown Angora.

A black gown is in Russian blouse style, with gold-thread embroidery and narrow girdle.

And these are just a few—there are others in

(First Floor, Central)



The Little Novelty Coats of Fur

NEVER was anything more quaint and charming than these little hybrid affairs—part scarf, part jacket, part cape.

One such garment of skunk leans to a cape persuasion. It fits closely in the back and falls in ripples over the arms—you can snap the ripples together to form sleeves if you wish—and costs \$200.

Another skunk cape has a stole front and luxurious-looking tails. The price is \$300.

A Hudson seal (dyed muskrat) cotee has a cape back and nutria collar and cuffs. \$275.

A mole coat with Hudson seal (dyed muskrat) collar has the rippled sleeves that are so graceful. \$275.

A broad scarf of nutria has a deep square collar and pockets in its stole ends. \$225.

A cape with deep stole ends is of very fine mink—nearly as dark as sable. \$375.

A broad stole of Hudson Bay sable is really gorgeous with its wealth of tails and inexpressibly soft texture. \$375.

(Second Floor, Chestnut)

8-Button-Length Gloves are Quite the Fashion

So when this new shipment of this very length arrived we felt that it was most opportune. All the gloves are of French kidskin, soft and fine, and the price is \$3.50 pair.

There is white with self embroidery, white with black, green, lavender or old rose, as well as black with black or black with white.

The gloves are of fine quality and this length looks extremely well as most women know.

(Main Floor, Central)

300 Georgette Crepe Waists—Special at \$5

One style has collar and fronts all of tucks and finished with narrow lace.

One has a scalloped pleating round the neck and down each side and a tailored bow.

One has very fine pleatings edged with creamy lace.

Each style may be had in white or flesh-color.

(Third Floor, Central)

That Special \$2 Serge

(or dresses) is selling fast, but we have a good supply of it still. Rather light weight, firm and strong in weave. Several shades of navy besides two or three other dark colors.

(First Floor, Chestnut)

Certain People's Eyes

Lots of people could do their daily work more easily if they had better eyes—in other words, if they had eye defects corrected by glasses. We hope they will remember that we fill prescriptions for lenses with great care.

(Main Gallery, Chestnut)

THE TOPAZ for November, you know, we have them made up in delightful designs in various kinds of jewelry. (Main Floor, Chestnut.)

IT'S PRETTY hard for a soldier to find a place to write a letter in the trenches, but a stiff pad that has a candle attached will solve the question. There's a pencil, too. (Gallery, Chestnut.)

HEAVY RIBBON, in beautiful shade of pink, has combined itself with soft ermine to make a cap for baby. (Third Floor, Chestnut.)

HOOR GLASSES are quaint, interesting little things—perhaps one would amuse that sick friend who takes medicine every hour. 40c. (Fourth Floor, Central.)

GREEN AND RED APPLES that look good enough to be eaten are none the less attractive because they can't be, and are for the sole purpose of sticking pins into. 15c. (Second Floor, Central.)

THERE WON'T be so many Christmas boxes to the boys "over there" this year, but there can be lots of letters, and they will carry extra cheer if written on paper that is gaily decorated with flags and Christmas things. (Main Floor, Chestnut.)

GLASS ROLLING PINS are such nice conveniences for the baker, they are so light and easily washed. 35c. (Fourth Floor, Market.)

IT REALLY wouldn't be Christmas without a bayberry candle, you know. They are rather scarce this year, so you had better do your shopping early, and take no chances on missing the good luck which they bring. Two in a dainty box for 50c. (Fourth Floor, Central.)

Period Silverware for the November Bride

In exquisite design and of enduring worth, these particularly beautiful articles are now on exhibition in the Jewelry Store.

There is the hand-wrought Daniel Marot Service that combines all the characteristic qualities of the Louis XIV Period.

The Washington pattern is suggestive of Colonial simplicity, and among other distinctive designs are the Harwood, Lansdowne, Vitruvian, George II and Louis XVI.

(Main Floor, Chestnut)

Frames Ready for the Photographs

Oval and square and oblong. Those of silver and antique gilt priced at \$1.50 to \$15; those of mahogany and English oak at 60c to \$8.

They will hold pictures the size of a postal card and 15x22 inches and almost anything in between.

Also here are plenty of military frames in silver and antique gilt. Some with the patriotic colors. Prices \$1.50 to \$8.

(Fifth Floor, Market)

2000 Dozen of Tumblers

50c a Dozen—Special

Tumblers of the same grade usually sell for considerably more than twice as much, but these show slight imperfections.

Plain shape with ground and polished bottoms.

(Fourth Floor, Chestnut)

An All-Around Black Shoe for Women

has just come into the Women's Little Boot Shop. It is of black Russia leather with black cloth top and straight Cuban heel, 1 1/2 inches high.

The price is \$12.

(First Floor, Market and Juniper)

Opera Glasses

Even in war times the girls sometimes count on St. Nicholas bringing them a pearl opera glass. We have been fortunate enough to get some of the best to be had just now. Prices \$7.50 to \$30.

(Main Gallery, Chestnut)

"Take It Happy!"

says Black Georgiana, singing all day long over her wash tubs.

Any house mistress can "take it happy" if she has the judgment to select from the endless time and labor savers in the House Furnishing Store.

(Fourth Floor, Central)

Victory Sale No. 34

150 Heavy Duty Suitcases at \$12.75 to \$15.50

These cases are similar to kinds sold elsewhere at much higher prices. They are in four descriptions, as follows:

At \$12.75—business man's suitcase, 21 inches.

At \$14.50—"whole family" extra deep suitcase, 21 inches long.

At \$13.75—business man's suitcase, 26 inches.

At \$15.50—"whole family" suitcase, extra deep, 26 inches.

All in good, oak-tanned cowhide; two wide straps all around, brass locks and catches.

(West Aisle)

Victory Sale No. 35

250 Fine Shades for Floor Lamps. \$17.50 to \$82.50

It is safe to say that this is the most beautiful and varied lot of shades that we have ever received from this particular manufacturer, and yet their prices are one-third less than the regular acknowledged values today.

The assortment comprises almost every conceivable style, shape and color—blue, rose and nutberry predominating.

Prices \$17.50 to \$82.50, with a choice of twenty different prices in between.

(Fourth Floor, Central)

Victory Sale No. 36

100 Hand-Embroidered Linen Pillow Cases \$5 a Pair

Of high-grade, pure flax linen, beautifully hand-embroidered; some with scalloped and some with hemstitched ends.

The embroidery designs are various and pretty and every pillow case measures 22 1/2 x 36 inches.

This purchase represents a clearance from the largest Belfast manufacturer. There is a saving of \$2 on every pair. For gift seekers it is a real opportunity.

(First Floor, Chestnut)

The Beauty of the Oriental Rug Show Seems to Renew Itself Overnight

it may seem biased for us to say this, but nobody who saw it a few weeks ago and who might see it again tomorrow can notice any abatement in the charm and beauty of the display.

It is as fine as ever, and as full of advantages. In beauty and extent and opportunity there is nothing in this vicinity to compare with it.

We may have said this before, but it is worth repeating. As an exhibition it is a really great event.

As a sale it is greater.

The extent to which we are selling our rugs is the best proof of this. The people who come here see

(Seventh Floor, Central)

Men's House Coat Stocks Ready for Gift-Buyers

Assortments now are practically complete—and good assortments they are. There are coats of double-faced cloth, velvet and velveteen, in solid colors, contrasting colors and rich plaid designs.

Any man will like a handsome house coat, especially those men who are wearing rather shabby-looking old coats that once belonged to suits.

House coats are \$6.50 to \$20.

(Main Floor, Market)

Men's Handkerchiefs—Plain or Initialed

These are the two good, always-wanted kinds of which the average man likes to see a fresh and snowy pile when he looks at the place where his handkerchiefs are kept.

These are all linen, every thread, and most carefully made. Plain hemstitched kinds are \$5, \$1.75 and \$6 dozen—and you'll not find better values in this city!

Initialed handkerchiefs for men, \$3, \$4.25, \$5 and \$6 dozen.

(Main Floor, Central)

Another Lot of the Men's Special Shoes at \$5.65

Three styles, all blucher lace with heavy vulcolized soles and all from a large manufacturer of Government shoes. Their chief virtue is their serviceability.

One of light retained leather with the smooth side out and with medium round toes.

Another of dark brown grain leather made on the Munson Army last, with wide, soft toes.

The third is similar to the second, but is made of black veal leather.

(Main Floor, Market)

Cameras

These are memorable days, and people who let them go by without making photographic records of them will probably regret it later.

Cameras are \$2 and upward, and the developing and printing can be done here if desired. Incidentally, the Camera Store is in a new place near the stairway.

(Main Floor, Juniper and Chestnut)

500 Odd Dining Room and Bedroom Chairs in the \$200,000 Furniture Sale at One-Third Less Than Regular

This great selling of \$200,000 worth of Wanamaker-standard furniture is made of a number of very practical and interesting groups from every section of a great stock. One of the most practical and interesting groups of the entire lot consists of about 500 odd chairs for dining-rooms and bedrooms, at prices lowered one-third. A number of these chairs can be matched up into sets.

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| Mahogany arm rocker, blue hair cloth seat, \$25. | Ivory enamel rocker, with arms, \$9. |
| Mahogany rocker, cane seat, \$6.25. | Ivory enamel rocker, \$9. |
| Walnut and decorated rocker, cane seat, \$22. | Mahogany rocker, cane seat, \$5. |
| Enameled bench, \$7. | Mahogany rocker, cane seat, \$12. |
| Walnut rocker, cane seat, \$14.75. | Mahogany chair, cane seat, \$16.50. |
| Mahogany bench, cane seat, \$7. | Ivory enamel rocker, cane seat, \$12.50. |
| Walnut rocker, cane seat, \$7.50. | Enameled chair, cane seat, \$7. |
| Walnut rocker, denim seat, \$14. | Enameled chair, cane seat, \$8. |
| Walnut rocker, cane seat, \$10. | Mahogany chair, cane seat, \$10. |
| Walnut chair, cane seat, \$9. | Brown oak decorated chair, \$9. |
| Mahogany rocker, cane seat, \$10. | Mahogany chair, cane seat, \$13. |
- (Sixth Floor)