

Great Organ Plays 10 and 4.25
 Chinese at 11:30
 Matinee Cathedral, Brighton
 Cardinal Mercier's Church

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4:30

WANAMAKER'S

WEATHER
 Fair.

Early Autumn Days Are Fine, Both Outdoors and In the Store

"Sons and Daughters of Liberty"

(Copyright Applied For.)

Men and Women of Philadelphia, America's quickest and strongest

Answer to Germany

will be a tremendous increase of new subscriptions to the Liberty Bonds today, and this week.

A broadside of citizenship loads our subscription ships, while the broadsides that the American Army and the Allies are delivering will have the force of

An Electric Powerhouse

Probably none of us have gone to the limit in what we have already done. Let us try hard to do it today and this week.

Let no man shift the job on others, which, under the circumstances, he should do himself.

In point of fact, everything seems to sink into insignificance except short, sharp, whole-hearted, thoroughly devoted, organized attacks upon the city and people of Philadelphia to double their subscriptions if at all possible, and for every man to get every other man to do the same thing, and keep the cables hot with the way the people are bringing in the money, and enlisting the men to finish the work that General Pershing has in hand.

[Signed] *John Wanamaker*

October 8, 1918.

Fashionable Fur Cloths

These beautiful fabrics are used for stoles, trimmings and to make entire coats.

They simulate beaver, chinchilla, mole, caracul, pony, astrakhan and seal, and are 48 inches wide.

Prices range from \$6.50 to \$25 a yard, the last price being for exquisite seal plush.

(First Floor, Chestnut)

Satin Neckwear With Novel Characteristics

Bib effects, cowl collars, tuxedo shapes and shawl and rolled shapes.

Plain or trimmed with fringe, pleating, tiny buttons, hemstitching and scallops.

Prices are from \$1 to \$5 for collars and \$1.50 to \$4.50 for sets.

Some very smart models in vestees are perfectly plain, with the exception of tiny buttons for trimming, and are priced at \$3 and \$4.

(Main Floor, Central)

Gay New Necklaces to Wear With Dark Frocks

They are of bright and gayly colored beads, cleverly combined with metals, and are in many new designs.

There is imitation amethyst, amber, coral, jade, lapis lazuli and other colored stones.

All, of course, are in the new lengths, with pendants and sometimes effective little chains of metal and beads for finish. \$9 to \$11.

(Jewelry Store, Chestnut and 13th)

Sock and Service Handbags of Beautiful Velvet

The sock bags are a deep shape, but medium size; the service bags are larger. Both are of a fine grade of chiffon velvet in dark colors.

Both styles have celluloid frames in various finishes, the majority being tortoise-shell finish.

Prices are \$8.50 and \$10.50, which is about the cost price of these bags today.

(Main Floor, Chestnut)

Undermuslins for Larger Women

Here are all the good undermuslins needed by women who want their garments larger than the average sizes.

Nightgowns, \$2.25 to \$4.75. Chemises, \$1.75 to \$2.75. Drawers, 85c to \$2.65.

Long petticoats, \$2.50 to \$5.50. Short petticoats, \$1.25 to \$2.

(Third Floor, Central)

The New Fall Hats for Very Little Boys

In the most rakish models! Made with an eye for wear, too! In white and the darker colors in corduroy, felts, velvets and velveteens, and priced from \$1.25 to \$4.75.

(Third Floor, Chestnut)



A Limited Lot of Women's Silk Tricolette Dresses to Sell at \$47.50

This particular manufacturer is going out of business and he had these brand-new, altogether desirable tricolette dresses on his racks. So he naturally turned to Wanamaker's as the best outlet. He sold them to us at a special price—and here they are for \$47.50, which is a third less than the usual price for such dresses.

Of firm, lustrous silk tricolette, they are in half a dozen smart styles—one a tunic style with the deep fringe that is so fashionable, another in surplice style, another with embroidered bodices and tunics.

The colors are those most in fashion—taupe, tete de negre, black, silver gray, navy blue and bronze. And there are some smart combinations, too—taupe with old blue and brown with biscuit.

They have the new round necks, many are button trimmed and they all have the fashionable sleeves.

(First Floor, Central)

She's a Wise Woman Who Buys a Weatherproof Coat

Here are some new weatherproof coats—all of the sturdy wool tweeds and mixtures that are so admirably adapted for this very purpose. They are in attractive brown, gray and oxford mixtures and are both practical and sightly.

The styles are very simple and good—some are belted, some coats loose, but all rather plainly tailored, but of generous cut. They have collars that button high, sleeves that will keep the arms both warm and dry, and are usually finished with generous pockets.

They come from the maker who knows better than any other we've ever discovered how to turn out women's weatherproof coats, and these are his new models for Autumn and Winter. \$30 to \$65 each.

(First Floor, Central)

Girls' Regulation Dresses

Those in sturdy serge are \$25 for the blouse style and \$30 for the box-pleated Norfolk style.

In white and colored linen they are \$15 for the blouse style and \$16.50 for the other.

Sizes 14 to 20 years.

(Second Floor, Chestnut)

Small Furs

Fashionable But Not Expensive

You've really no idea of the wide number and variety of neckpieces the furriers have fashioned this year, till you've seen the collection in the Fur Salons.

Smart little throw ties, furry shawl collars, small cape effects, high collars—in fact, just such attractive little pieces that so many women want to wear with suits or gowns.

Sable squirrel, nutria, Hudson seal (dyed muskrat), natural squirrel, mole, raccoon and taupe squirrel are the good furs most often used for these pieces.

And though the pelts are always of fine quality, the skins carefully selected and as carefully made up, the prices are surprisingly moderate.

(Second Floor, Chestnut)

The Long Waited Tricolette Silks Are Here \$5.50 a Yard

For a good while we have been short of this heavy jersey silk, and our customers, especially the many who have given us advance orders, will be glad to hear of this splendid new shipment, which we shall show tomorrow at the same moderate price as former lots sold for—\$5.50 a yard.

Tricolette is a fabric of great desirability just now, and this is tricolette of the finer kind. We have it in black, brown, taupe, white and flesh, the width being 36 inches.

Also an excellent new assortment of baronet satins, to sell at the same price as hitherto—\$4.50 a yard. Very appropriate and desirable goods for wraps and evening wear.

(First Floor, Chestnut)

ON THE AISLE TOMORROW

Women's French Lambskin Gloves at \$1.65 a Pair

Two clasp, pique sewn, crocheted backs, in white, white with black, tan, brown, navy, black and black with white.

(West Aisle)

A Little Sale of "Seconds" of Women's Combination Suits

Savings of a third to a half on nearly every kind of combination suit a woman would want. Materials are light and heavy weight cotton, fall weight merino and fall weight silk-and-merino. The garments are from several of the leading mills of America.

At 50c—low neck, sleeveless, lace and plain knee cotton suits.

At 85c—fall weight cotton in high neck, long sleeve and ankle length style.

At \$1.35—fall weight, high neck, long sleeves and ankle length, and Dutch neck, three-quarter sleeves and ankle length.

At \$2.50—white merino, Dutch neck, three-quarter sleeves, or low neck and sleeveless, ankle length.

At \$3.50—silk-and-merino, Dutch neck and three-quarter sleeves or low neck and sleeveless, ankle length.

(West Aisle)

Some of the Fine Shoes Women Can Get for \$8

Dull black calfskin lace, with high gray cloth tops and Cuban heels.

Patent leather lace, with high black cloth tops and Louis heels.

Patent leather button, with gray cloth tops and Louis heels.

All-black glazed kidskin lace, high cut, with Cuban heels.

High black glazed kidskin lace with military heels.

(First Floor, Market)

High dark tan calfskin lace with Cuban heels.

High dull black calfskin lace with military heels.

High dull black calfskin lace, with wide toes and low heels.

Heavy black grain leather, high cut, with extra heavy soles and low heels. These for war workers.

Price \$8 a pair.

New Fall Skirts for Young Women

Velour, wool poplin, serge and novelty weaves are the materials and colors are green, brown, blue and black.

Some of the skirts are in plain colors, while others are in stripes, plaids or checks.

(Second Floor, Chestnut)

All are in the new styles, with box or accordion pleats or gathers and have the new belts and pockets.

33 to 37-inch lengths.

Prices \$10, \$15 and \$19.75.

New Suits for Little Boys

Pique, poplin, linen, chambray and line, in blues, greens, yellows, pink and white. Trimmed with ruffled collar and cuffs, belts,

pockets and some hand embroidery.

There are sailor suits and mid-dy blouses in white and blue. Prices are \$3.25 to \$12.

(Third Floor, Chestnut)

The Oldest Continuing Nation—China—Contributes Handsomely to the Great Display and Sale of Oriental Rugs

The Chinese have long been masters of the art of rug weaving. Their rugs are unique, individual and unmistakable.

But at least one characteristic of Chinese art is lacking in them—the grotesque figures which occur in so many other Chinese productions. Most people do not regret this.

The trellis or fret is frequently used as a ground for decorative devices.

Bats, butterflies, animal designs, all of them symbolic, are typical of Chinese designs, together with the lotus and other floral decorations.

Yellows of a varying cast, tawny golden or fawn, golden brown, pink, salmon pink, taupe, blue are the colors most frequently used.

This Chinese collection of ours is the largest we have ever had, and we can say with confidence that the rugs are of good reliable quality and at remarkably low prices.

No more interesting study in contrasts can be imagined than to compare them with the Persian and Caucasian pieces which are here in such wonderful choice.

Chinese Rugs—Carpet Sizes

12x12 ft., \$157	7.8x6 ft., \$125
10x8 ft., \$175	10x6.3 ft., \$189
11.6x8.5 ft., \$245	10.11x8.1 ft., \$225
11.10x9 ft., \$345	12.2x9 ft., \$341
13.6x9.7 ft., \$475	10x9 ft., \$360
12x9 ft., \$365	10x8 ft., \$215
	15.6x10.4 ft., \$875

Smaller Chinese Rugs

2x3 ft., \$18.50 to \$25	3x6 ft., \$55 to \$75
3x5 ft., \$45 to \$55	4x7 ft., \$67 to \$125

(Seventh Floor, Central)



4000 Yards of Linen Huckaback to Make Good Towels

With this new arrival of Scotch huckaback a fine opportunity comes to the housewife of Philadelphia to secure the making of excellent linen towels at a moderate cost.

There is a choice in figured, plain and striped designs, all ready for either hemstitching or hemming.

Not all designs, however, can be had in all widths, but the variety as a whole is remarkably good and prices very attractive.

- 18 inches wide, figured designs, 90c a yard.
- 20 inches wide, plain, \$1.35 a yard.
- 22 inches wide, striped, \$1.65 a yard.
- 24 inches wide, plain and striped, \$1.25 and \$1.50 a yard.
- 26 inches wide, figured, \$1.25 a yard.
- 27 inches wide, plain and striped, \$2 a yard.

(First Floor, Chestnut)

Madras Window Panels \$2.25 and \$3 Each

They are Scotch and we gave the order for them just eighteen months ago. They've been a long time coming—but the price is last year's, so you'll be willing to overlook the delay!

They are of madras and are 45 and 60 inches wide.

(Fifth Floor, Market)

Men's Handsome Hats of Rich Velour

There is something very distinctive about a velour hat, but there is a wide range of quality in this material. These velour hats which we have just unboxed are very fine and excellently made.

Colors are browns, greens and black. Prices \$8, \$10 and \$12.

(Main Floor, Market)

It's Hallowe'en Already in the Toy Store!

Because we like to be prepared always, and so we are ready now for this delightful, spooky celebration. There is the most wonderful array of costumes you could imagine—just think what fun to be transformed for a night into that gay character you have always wished to be.

There are also false faces, hands, feet and wigs—you can be absolutely terrible looking.

And that you may make terrible sounds, too, there are trumpets, horns and whistles of many kinds.

And that the party may be charmingly decorated there are many varieties of favors.

(Seventh Floor, Market)

Some of the Finely Decorated Furniture You Can Buy for Half-Price

We believe we can safely say that this \$25,000 purchase of lacquered and decorated furniture which we are selling for half price comprises the finest furniture of this particular type that we have ever had.

The lacquering, carving and decorating on a number of these pieces were done by Oriental artists.

These are some of the interesting pieces of which we have not told you before:

- A black enamel and decorated chaise longue, \$40.
- A chaise longue with a curved back, with cane and fretwork done in black enamel, and artistically decorated, \$70.
- A black enamel and decorated daybed, the ends of which are of fretwork and cane, while the base is finely woven cane, making it usable as it is or still more comfy with a down pad, \$98.
- A two-drawer drop-leaf sewing table, black lacquered and decorated, \$35.
- A drop-leaf sewing table in Queen Anne design, finished in black with Chinese decoration, \$42.
- A lacquered and decorated sewing stand with 10 compartments and pedestal base is \$43.
- A black enamel and decorated sewing stand, \$19.
- An American walnut and black lined sewing stand, \$19.

The following pieces are all in lacquer and decorated—
 A narrow denim seat, high-back hall chair is \$31.50.
 A high-back Queen Anne chair with black and gold damask seat, \$80.
 A red and gold lacquer hall chair, with black and gold hair cloth seat, \$36.
 A cane seat and paneled back hall chair with Queen Anne influence, \$29.
 An arm chair, with cane seat and back, Queen Anne influence, \$32.
 A blue enamel and rush seat hall chair. The decorations are typical of the Egyptian period. \$25.

(Fifth Floor, Chestnut)