

Great Organ Plays at 10 and 4.25 <small>Chimes at Noon: Malines Cathedral, Belgium, Cardinal Mercier's Church</small>	<b>WANAMAKER'S</b> Store Opens at 10	<b>WANAMAKER'S</b> Store Closes at 4.30	<b>WANAMAKER'S</b> Store Closes at 4.30	<b>WEATHER</b> Fair
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# The Cheerfulness of This Store Is One of Its Chiefest Charms

## The American Flag Is Today the Flag of All Flags

More eyes and more hearts turn to it than to any other object on the earth.

None but the Creator of all things could put it into the minds of George Washington, Thomas Jefferson, Benjamin Franklin and Betsy Ross, who worked out the first flag, destined, as it was, to be raised one hundred and fifty years later, when the last battle was to be fought against the perpetuation of slavery and its expulsion from the globe. Like Clara Barton, who founded the Red Cross; Frances Willard, who organized the Woman's Christian Temperance Union by embodying the Father Mathew spirit into the cause of temperance; simple-minded, old-fashioned, motherly Betsy Ross, seamstress, with her needle wrought her name into the first role of women's Emergency Aid when she and others stood up to the call of President Washington to design and make the original flag of the new nation rising up on the shores of the Atlantic.

Joyfully we celebrate the Liberty Loan Flag Day around the old banner of liberty, which never before was so honored at home and abroad.

That human freedom—for which no other flag on earth stands in the samefulness—may be better understood and sooner accepted the world over, we citizens of Philadelphia pledge ourselves to fight on with our boys across seas and we heartily renew our efforts to put over the fourth Liberty Loan.

[Signed] *John Wanamaker*

October 10, 1918



### Entire Dresses of Knitted Wool Are the Newest Idea From Paris

Callot created the original model—and America has been quick to adapt the idea for women on this side the Atlantic.

It is an entirely new type of dress and is in perfectly good style for town or country wear, for general or sports wear.

The material is a knitted wool, like a sweater, and the dress is made in a fetching one-piece style. There are two models, both simple, straight dresses that will be becoming to many women. Both styles are finished with a loose girdle, which ties in front. Both styles have collar or vests of contrasting color.

There is rose with white, navy blue with buff, a rich pretty taupe with purple, an Autumn brown with buff, overseas blue with white, and all black.

The dresses are on exhibition and for sale in the little Gray Salons, and the prices are \$40 and \$42.50.

And they are exclusive at Wanamaker's in Philadelphia.

(First Floor, Central)

## ON THE AISLE TOMORROW

200 New Silk Petticoats—\$3.85

Lustrous messaline and shimmering taffeta petticoats, with tucked, corded and ruffled flounces. Lovely colors—violets and green, gold shades, greens and blues in light, dark and changeable effects.

Unusual for the price, of course!

(West Aisle)

MINIATURES of the tanks that are striking terror to the Huns are here for the sole purpose of bringing joy to the hearts of little boys. 50c. (Seventh Floor, Market.)

THIS is nut season! We have a delightful array of wooden bowls and a great variety of nut crackers. (Fourth Floor, Central.)

ABRIGHT potted plant will keep your memory green in the room of a sick friend. There are lots of lovely ones at small prices on the (Fourth Floor, Market.)

IT'S almost time to start those Christmas cards to the boys on the other side. We are ready with a supply of gay ones that they are sure to like. (Main Floor, Chestnut.)

IT SURELY won't be hard to find a little lass to love in a jaunty sailor doll that has just arrived and has a very nautical tilt to his little hat. \$2. (Seventh Floor, Market.)

CANNED heat is so convenient in a sick room, especially when a little pan comes with it that makes heating liquids so easy. 65c to \$2. (Fourth Floor, Central.)

CANDLES for soldiers have a large base, stand up without any help at all, come 6 in a box, with a clever little verse, and are for the exact purpose of lighting the way to Berlin, we are sure. 70c. (Fourth Floor, Central.)

COAT HANGERS for babies are darling little-wooden, hand-painted heads of smiling children. 50c. (Second Floor, Central.)

### These Dinner Sets at \$17.50 Are Most Unusual

Sets of the same grade now sell regularly for one-third to one-half more.

In the collection are English porcelain white and gold sets of 100 pieces in green and rose medallion.

The others are American porcelain sets of 97 pieces in a narrow green border decoration.

The saving is one-third to one-half. All are at much less than factory cost.

(Fourth Floor, Chestnut)

### 400 Picked Domestic Rugs at Savings of Over a Third

Eight groups of 50 rugs each, two room sizes and six small sizes. Actual savings, if you bought one of each lot, would be \$49. Savings of over a third throughout.

- 36x66 in. Wilton rugs at \$11.75 and \$17.50.
- 27x54 in. Wilton rugs at \$4.75.
- 27x54 in. mottled Axminster rugs at \$3.85.
- 9x12 ft. Colonial rag rugs at \$11.
- 36x72 in. Colonial rag rugs at \$2.
- 36x72 in. bath rugs at \$4.25.
- 18x36 in. bath rugs at \$1.10.
- 9x12 ft. Axminster rugs, \$28.50 and \$39.50.

(Seventh Floor, Chestnut)

### Knitted Garments to Protect Rosy Babies on Frosty Days

White woolly leggings—that are really legging-drawers, because they come up so high—are in sizes from 1 to 3 years and priced from \$1.25 to \$4.50.

Mittens for wee hands come in wool or angora from 25c to \$2.50.

Jaunty little caps come in pink, white, rose, light blue and Alice blue and are priced from 75c to \$1.75.

Caps for tiny babies come in angora, some being trimmed with swansdown around the face, are priced from \$3 to \$4.

Little sacques are in pink and white and blue and white and are priced from 75c to \$3.

Dainty socks are priced from 35c to \$1.25.

(Third Floor, Chestnut)

### Black Satin Bloomers Liked by Many Women

They are practical, comfortable garments that so many women are wearing just now.

New ones of lustrous black satin, simply made and finished with narrow hemstitched ruffle are \$6.50.

They are especially comfortable, with the new fashionable narrow skirts.

(Third Floor, Central)

### Conservation Luncheon Sets Are Brand-New

They are made in imitation of a shiny white leather and are scalloped on the edges in white cotton with a thread of green. They do not have to be laundered—just wiped off with a damp cloth—and they are as fresh and clean as when new. Think what a wonderful help to the housewife!

Priced at \$1.75 a set—consisting of 13 pieces.

(First Floor, Chestnut)

### "Keep Warm," Say the Doctors—Men's Scotch Wool Jackets and Vests Will Help

Light enough for a man to wear under his coat comfortably and warm enough to protect him against the treacherous chill of early Fall.

Scotch wool is the nearest thing to Angora we know and is also very hard to get. These garments are in several colors.

Jackets, \$18 and \$25.

Vests, \$15.

(Main Floor, Market)

### Men's Irish Handkerchiefs Special at 30c

Plain hemstitched and the every-day practical sort that no man likes to be without.

30c apiece—\$3.60 a dozen.

(Main Floor, Central)

## Here, for Your Benefit and Delight, Is the Most Helpful Sale and Superb Display of Oriental Rugs Probably in All the World

The primary interest which this event holds for everybody who needs or is likely to need an Oriental rug in a long while is that it is really and absolutely the best market to buy in.

After all, that is the main thing.

We know well that the beauty of the exhibition is a glorious thing, a delight to every visitor, a vision of the mystical East, a festival of color with its reds and golds of the sunset, blue of the sky, green of the valley, soft ivory and other jewel-like shades!

But the uncolored and unvarnished fact, which makes all this beauty worth while, is that in varieties, reliabilities and low prices this is the most advantageous Oriental rug market in the country. So far as people of extensive acquaintance in the business are aware, there is no display and sale anywhere to compare with it outside of the Wanamaker New York Store.

It is probably the finest and most helpful retail rug mart this side of Constantinople.

We do not say these things out of any spirit of vanity or vainglory, but merely as a matter of guidance and information for all who may be contemplating the purchase of an Oriental rug and who naturally want to lay out their money to the best advantage.

Several hundred carpet-size rugs—Chinese, Persian and other weaves—are specially priced in this sale at \$175 for a Chinese rug, 7.8x6 feet, to \$1575 for a magnificent Saruk, 21x14 feet.

Between these are exquisite Kermanshahs, Serapis, Herez and a wonderful choice of Chinese pieces. Then there are small Chinese rugs, \$18.50 to \$125.

Irans and Dozarts, 4.6x6 feet, at \$65 to \$85.

Kermanshahs, 3x2.2 feet to 3x4.6 feet, at \$45 to \$65.

(Seventh Floor, Central)



Mosuls, 3x5 feet to 4x7 feet, \$32 to \$45.  
Beluchistans, 2x4 feet to 2x6.6 feet, \$17.75 to \$67.  
Daghestans and Shirvans, 4x4.6 feet to 4x6.7 feet, \$35 to \$50.  
Hall strips, 3x11 feet to 3x18.7 feet, \$65 to \$225.

(Seventh Floor, Central)

### Women's Newest Coats and Wraps Are Without Fur Trimmings

But they are very handsome just the same! Thanks to new styles, beautiful fabrics and lovely linings, these new wraps are particularly good looking.

One new wrap is in dolman style with separate jacket. It is in beaver color and of the fashionable zenobia cloth.

Another new coat has a big circular collar and novelty pockets—two real and three imitation. There is a round yoke, a belt to confine the fullness, and the coat is button trimmed.

Soft as velvet and of beautiful texture is a deep brown duvetyne coat with the new gathered collar. It has a new sleeve, gathered in with a cuff at the wrist, and there is a buckled belt by way of finish.

But these are just a few—there are ever so many more—of duvetyne, of zenobia, of evra and other fine wools. Some have plain, others plaid or fancy linings, and all are made with the greatest care and nicety.

\$100 to \$150.

(First Floor, Central)

### This Winter's Silk Waists Are So Attractive

—that it is small wonder that they have so many admirers.

There are new styles and new colors, pretty combinations and all fashionable silks.

Crepe Georgette blouses, of course, are in the vanguard of fashion. They are in white, the much-wanted flesh color and the fashionable suit shades.

Some are beaded, some are embroidered and there are tucks, hemstitching and buttons to make them more attractive. \$5 to \$45.

Crepe de chine blouses in many styles, in white, flesh color, navy blue, brown and black, are in tailored and more elaborate styles and range in price from \$5.50 to \$16.50.

(Third Floor, Central)

### New House Dresses Well Made and Attractive

These are trim, practical, one-piece dresses, all of sturdy cotton that will stand wear and much tubbing.

Plain percale dresses in solid color with white collar are \$4.50.

Corded gingham dresses with white collar, embroidered edge and buckled belt are \$5.

Extra size house dresses, 48 to 52 bust measure, \$4.

And some striped gingham dresses in regular sizes, but of exceptional value, are \$3.85.

(Third Floor, Central)

### Duplex Gloves for Women

We were beginning to be a little afraid there would be no more. A soft, washable fabric that wears and wears and is ever good style.

2-clasp, in white, natural and buff, at \$1.60.

Striped in white and gray at \$1.60.

### In Such Afternoon Frocks Any Girl Would Shine

The Young Women's Salons are showing for tomorrow a new shipment of afternoon dresses of the better sort. The girl who wears one may be sure she is correctly gowned and in so many styles it will be her own fault if she cannot find one that is becoming.

Velvet, tricolette, duvetyne, Georgette crepe, silk and silk and Georgette combined are the materials used. The colors are myrtle green, burgundy, blue, taupe, purple, beaver, brown and black.

There are models with long, loose lines and others in which the waist is clearly defined. They are trimmed with embroidery and beads and sometimes with chenille. A few are fur-trimmed.

Sizes 14 to 20 years.

Prices, \$35 to \$138.50.

(Second Floor, Chestnut)

### Paris Sends a Great Box of New Jet Dress Trimmings

There is no doubt whatever but that Paris approves of jets this Winter!

There are jets for gowns, for blouses, for hats. There are new designs and new ornaments—and you will see ever so many in this brand-new shipment, which has just been unpacked. There are—

Handsome jet allovers—for whole gowns. Jet appliques in new designs. Beautiful bands in many widths. Separate ornaments and garnitures of jet. New jet fringes.

And all sorts of new jet head, spangle and bugle effects to trim the fashionable gowns of the Winter.

We feel sure there are no others in Philadelphia so handsome.

(Main Floor, Central)

### Four Shoes at \$6.50 That Women Will Like

All are high-cut lace shoes and they are in the following combinations:

Tan calfskin with tan cloth tops and Cuban heels.

Black calfskin with imitation wing tips, gray cloth tops and military heels.

Dark tan calfskin with imitation wing tips, tan cloth tops and military heels.

Patent leather with gray cloth tops and Louis heels.

(First Floor, Market)

### Frames for the Bags So Many Women Are Making

Metal frames in new shapes and styles, 75c to \$5.75.

Imitation shell and combination frames in pretty two-color effects, \$2 to \$7.50.

(First Floor, Chestnut)