

Great Organ Plays at 10 and 4:25
Chimes at Noon, Matinee Cathedral, Belmont, Cardinal Mercier's Church

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4:30

WANAMAKER'S

WEATHER
Fair.

Nearly Half a Million Men Within Easy Reach of This Store Need New Clothing Right Away

What Splendid News Is Coming to Us Every Day From Across the Sea!

Who ever dreamed that the great armies of the Allies would start such a tremendous advance and keep it up and never stop?

They not only know how to fight, but they have the courage of leadership.

But it is hardly fair for the newspapers to make such great headlines on their front pages about what the American boys are doing and not to give equal credit to the French and English, who are in all the battles and are entitled to equal glory with our own lads.

Certainly the Liberty Bonds must be sold. Philadelphia is waking up to the idea that we are not giving, but that we are lending, and that the victory that has begun will make the bonds permanent investments and that they will surely get to par.

This is a 100 per cent government, our soldiers and sailors are 100 per cent men, and the bonds of the United States are 100 per cent and upward.

In the gray of the early morning the writer saw a little brown rabbit run across the road—but he didn't climb a tree!

A little chap was walking along with his dog one day in the woods and was extolling the dog's good qualities, and among other things, he said:

"You ought to see that dog chase the squirrels and the rabbits and make them climb up trees. Just yesterday he frightened a rabbit almost to death, and would have killed him if the rabbit hadn't run up a tree."

"Why, rabbits don't climb trees," said the person who was with him.

But the lad replied:

"Well, this rabbit just had to."

Now the time has come with our boys up against the battlefield—and not climbing trees—that we have got to make this Liberty Loan go over—we have just got to!

[Signed] *John Wanamaker*

October 11, 1918.

A Thousand Dainty New Blouses—\$3.85 to \$5

Crepes de chine and crepe Georgette blouses—and every one prettier and of better grade than these prices buy regularly.

Some are beaded, some effectively embroidered, while others are plainly tailored. Square, round and V necks—and some high necks, too.

Light colors chiefly.

(East and West Aisles)

ON THE AISLE TOMORROW

Women's Capeskin Gloves at \$1.65 a Pair

Of soft, washable leather and priced at a third less than originally.

1 clasp, full pique sewn, in ivory and pearl white.

(West Aisle)

With So Many Smart Jersey Frocks to Choose From—

any woman who wants one of these practical dresses for winter wear and wishes to spend from \$22.50 to \$30 for her dress ought to come to the Gray Salons.

About three hundred new frocks are here—all in those pretty colors to wear without a coat now and with a coat later on. There are taupe shades and the blues and browns as well as the

pretty grays and other colors.

Ever so many dresses are braided; quite a few are embroidered and some are combined with another color Jersey. They have silk girdles, some have pleated skirts, others the new round necks and others the long apron effect that is fashionable.

It won't be difficult to find one that is becoming.

(First Floor, Central)

Just a Handful of These Plaid Skirts for Women—\$16.75—

but that was all the maker had. He was clearing up his stock room and let us have this little lot—and we were very glad to get them at the price!

Such pretty plaids they are—you will like the quiet, rich colors and the effective combinations.

Made in a good sports model, with box pleats, button-trimmed slash pockets and deep girdles.

Dark colors form the underplaid, and there is an overplaid of violet, green, red and Copenhagen blue.

(First Floor, Central)

Silk-and-Cotton Foulard in Kimono Designs

Large yellow poppies on navy or wistaria ground, or pink poppies on blue ground give the cheerfulness that women like in kimonos. Price \$1.35 a yard.

(First Floor, Chestnut)

Wool Batiste Special at \$1.25 a Yard

An excellent quality of this desirable all-wool dress goods, 36 inches wide.

Colors are rose, blue, tan, reseda green, wistaria, terra cotta and navy.

(First Floor, Chestnut)

You Won't Find Germs on a Bicycle

One of the best ways to get to and from work is advised.

Columbia bicycles, \$50 to \$75; juvenile models, \$40.

Wanamaker Continental, \$45; junior models, \$40.

Wanamaker Coaster—men's model, \$40; women's model, \$42.50.

Wanamaker Juvenile, \$32.

America bicycles, \$45 and \$50; juvenile models, \$40.

(The Gallery, Juniper)

Witch Hazel Jelly for Chapped Skin

This delightful Queen Mary preparation is a timely aid. It will restore softness and comfort to chapped skins. Priced at 25c per jar.

(First Floor, Chestnut)

Certain Fashionable and Inexpensive Small Furs

We have excellent assortments just now. They are in the new and fashionable shapes—and there are so many attractive styles this winter!—and any woman who has in mind such furs as these would do well to see—

Natural raccoon neckpieces (and raccoon is one of the practical furs that is becoming to younger women especially) \$20 to \$30.

Stuffs to match, \$25 to \$40.

Beaver scarfs, \$50 to \$90; muff, \$50 to \$70.

Nutria scarfs, \$15 to \$35; muff, \$20 to \$30.

Wolf scarfs (animal scarfs), \$30 to \$55—muff, \$40 in gray, taupe or brown.

Wolf sets, \$55 to \$100.

(Second Floor, Chestnut)

Several Hundred Charming New Winter Hats—Each Unusual—at \$10 to \$18

Their first feature is the price—for every hat in the collection is worth more.

In the newest winter styles, they are most attractive, and are of particularly good velvets and trimmings.

Among the particularly effective hats are the new models of fur and brocade—the trim of soft fur that makes a most becoming frame for the face, the crown of gleaming, colorful brocade.

Then there are handsome all black hats for dress and better wear.

And hats of better plush, trimmed with ribbons and feathers. Many new hats with ostrich trimmings, too—and hats with fluffy feather edges.

Also hats of velvet, with fur edges, to give a wintry touch.

Several hundred, all different, each new and attractive, and in black and the fashionable winter colors.

\$10 to \$18.

(Second Floor, Chestnut)



Ready for a Great Autumn Outfitting in the Young Women's Salons

Young women's top coats and velvet dresses, little girls' and juniors' coats and little girls' wash dresses are the groups featured.

Young Women's Top Coats

Velvet and Bolivia in reindeer, Burgundy, black, brown and myrtle green, and novelty weaves in blue, green and gray mixtures.

At \$29.75 is a coat of velvet with belt, muffled collar and large pockets. Pinch tucks and box pleats make a smart back and the coat is lined with silk.

Also at \$29.75 is a wide belted coat in novelty weave, with muffled collar and lined throughout. This is a plainly tailored model.

At \$47.50 is a coat of Bolivia, with belt, lap pleats in back and gathered from waistline down.

Young Women's Dresses

At \$28.50 is a loose lined velvet frock with belt, round collar and braided-trimmed tunic.

At \$32.50 is a velvet dress with jacket effect and skirt suggesting a yoke. It is button-trimmed with wool embroidery and tailored bow in back.

Another jacket style velvet dress at \$32.50 has round neck, pretty silk sash with fringe and skirt trimmed with rows of braid.

The above three models are in black, Burgundy, brown and blue and in 14 to 20 year sizes.

Little Girls' and Junior Coats

In 6 to 14 year sizes are coats of burella and novelty weaves, gathered and belted, some with fur collars and lined throughout. Prices \$16.75 to \$25.

In 15 to 17 year sizes are loose line coats of burella and novelty weaves, some with belts and muffled collars. \$23.50 to \$42.50.

Colors in both groups are Burgundy, green, reindeer and various shades of blue and brown.

Little Girls' Wash Dresses Reduced

A little lot of white lawn frocks that only require tubbing and pressing are reduced a third to a half because they do need that. Trimmed with embroidery, lace and ribbons and in 6 to 14 year sizes. Prices \$7.75, \$10 and \$12.75.

(Second Floor, Chestnut)

A Ribbon Girdle Adds Much to a Dress

Especially if it is chosen from among this delightful new lot. The colors are in dark shades of blue, many combinations of colors and many as brilliant as a fine Autumn day.

In satin, moire or faille ribbons and trimmed with fringe or tassels. Priced from \$4 to \$9.

(Main Floor, Central)

Velveteen Knitting Bags Special at \$2.75

Large, shapely bags of a good quality of velveteen in black, taupe, navy and brown.

With fancy linings in most pleasing designs.

Very unusual bags for \$2.75.

Like a Vision of the East—This Wonderful Exhibition and Sale of Oriental Rugs

But there is nothing visionary about its advantages. It calls up pictures of turbaned heads, burdened camels and minarets glistening in the sun.

But romantic and picturesque associations are an incident of it.

Don't forget the solid background of advantage that it has.

But you can't forget it if you use your eyes and your judgment.

For your eyes will convince you that there is no such collection of Oriental rugs to be found elsewhere, and your judgment will convince you that these prices are so low that anybody needing or likely to need an Oriental rug has now a rare opportunity of buying it.

A notable thing about this collection is that it is free from the trashy and undesirable pieces that find their way into the market to make up for a scarcity of good ones.

There are none but good rugs here.

By good rugs we mean rugs of authentic weave, worthy texture and dependable colors.

We have a prodigal selection of rugs of that kind.

We have the finer weaves in unrivaled choice of Kermanshahs and Saruks of splendid texture in colors of undying charm.

The assortment of Chinese pieces, large and small, is wonderful, and the superior quality of these rugs apparent.

The contrast between them and the Kermanshahs and Saruks in color, texture and pattern, is an interesting study.

There is a multitude of small rugs—Kermanshahs, Chinese, Mosuls, Irans, Dozarts, Beluchistans, Daghestans, Shirvans and hall strips. The whole display flows over with beauty and opportunities.

(Seventh Floor, Central)

Good Cut Glass Specially Priced

Handled bonbon dishes, 6-inch size, \$1 each.

Low berry dishes, 8 inch, \$1.85.

Berry sets, 7 pieces, \$5 a set.

Cake trays, \$2.75 and \$3.

Vases, 10- and 12-inch sizes, \$2.50 each.

Orange bowls (oval shape) 11-inch size, \$3.75.

Also an attractive collection of inexpensive sets and pieces in light cuttings, including—

Water sets, 7 pieces, \$2.50, \$3.50, \$4 up to \$9.

Tea sets, 10 and 6 tumblers, \$3.75, \$4, \$5, \$7.50 a set.

Berry sets, 7 pieces, \$5 a set.

Sherry sets, 7 pieces, \$6 a set.

Cruker and cheese dishes, \$1, \$1.50, \$1.75, \$2 each.

Sugar and cream sets, 6pc, 8pc, \$1, \$1.50 and \$2 a set.

Covered jugs, \$1.50, \$1.65, \$1.75, \$2 up to \$3.50 each.

Celery trays, \$1.25 each.

Night sets, 5pc, 6pc, 7pc, \$1, \$1.25 a set.

Candy jars, \$1.25, \$1.50, \$1.75, \$2, \$2.50 up to \$4.50 each.

(Fourth Floor, Chestnut)



A large number will get their new suits and overcoats at Wanamaker's. Those who do so will have an advantage over those who get their clothing elsewhere.

This is absolute. Every man who comes into this old-established Clothing Store and makes choice here will get full and overflowing value.

In fact, the margin of value he will get at Wanamaker's just now, extra and above what he would get elsewhere, is larger than at any other time within several years. This is so because all of our new suits and most of our new overcoats have been made up from piece goods secured last Spring. We don't know of any other store that anticipated so fully as we did.

But because we did anticipate we can sell you good, all-wool, hand-tailored suits and overcoats

Usually 10 to 15 Per Cent Below Other Stores for goods of similar grade—where other stores have them at all.

Please note that we sell no trash at all. You will see some lower prices advertised elsewhere—but we don't sell the kind of goods that those lower prices can be put on. We couldn't and keep the confidence of our customers.

Better get something GOOD when you buy clothing. Nothing else will pay.

(Men's Clothing Store, Third Floor, Market)

Mocha and Buckskin Lead in Men's Fall Gloves

One-clasp mocha, in tan and gray, outseam sewn, \$1.

One-clasp gray buckskin, outseam sewn, \$3.75.

One pearl button buckskin in gray, khaki and tan, outseam sewn, \$1.25.

(Main Floor, Market and Central)

These French Lisle Half Hose Gave Us a Surprise

A short time ago a man who can pay any price for clothes said: "Get me some French lisle socks. I must have them if you have to pay \$5 a pair for them." But we couldn't get them.

Now here comes a shipment that got lost on its way from France. We thought it was down among the fishes.

Plain black, \$2.25.

Black with soft cloaks, \$2.75.

Novelty vertical stripes on changeable grounds—black with white, blue, green or heliotrope—\$2.75.

(Main Floor, Market)

New Nightgowns All With High Necks

They are of soft muslin and fine cambrie—materials that fastidious women will approve.

One style (and this is the \$2.75 gown) has a square neck, with lace and embroidery. All the others have yoke effects, with tiny tucks and unusually pretty embroideries and insertion for trimming. And all, of course, have long sleeves.

\$2.75, \$2.85, \$3 and \$3.50 each.

(Third Floor, Central)

Men's New Pleated Shirts of Fine Percale

For Fall and Winter wear a great many men like shirts with starched collars and a little stiffness in the bosom. Stiff bosom colored shirts are no longer made, but their place is admirably filled by these pleated bosom percale shirts, which have a little starch in them and which have stiff collars.

The percale is a splendid quality and the designs are narrow stripes in black, lavender and blue.

Price \$1.65.

Redleaf London Neckties, \$1

A new lot of handsome ties in stripes and small figures and in Autumn colorings.

(Main Floor, Market)

A Man Can Wear a Black Derby at Any Time

Which is one reason why every man always has at least one good black derby hat, no matter how many other hats he may have.

The newest shapes and the best English and American styles are here.

Wanamaker derbies, \$4.

Redleaf London derbies, \$5 and \$6.

St. James London derbies, \$8.

(Main Floor, Market)

The Boys Simply Must Have Good Warm Clothing and This Is Where to Find It

Here in the Boys' Clothing Store you will find a full assortment of boys' warm suits and overcoats, made up in the handsomest model and in the most careful way.

Every suit and every overcoat in the collection reaches a 100 per cent standard in soundness of wool, beauty of modeling, excellence of fit and general satisfaction.

They stand for warmth, for service, for style, for satisfaction, for everything that any boy or his mother or father can desire in a suit or an overcoat.

It can be said with absolute truth and sincerity that there has been as much quality crowded into them as it is possible for any suit or overcoat to hold at the same price.

Boys' suits, \$16.50 to \$20; 8 to 18 year sizes.

Boys' overcoats, \$18 to \$25; 11 to 18 year sizes.

Smaller boys' overcoats, \$13.50 to \$25; 3 to 10 year sizes.

(Second Floor, Central)

Special Sale of Shoes With Double Savings

Savings on the present regular price of similar footwear and still greater savings on the prices of the near future.

Men's Shoes

At \$1.65, a new lot of black veal and tan side leather Blucher lace shoes, made on good business lasts.

At \$5.75, heavy black veal Blucher lace shoes of the type used by the U. S. Marines, with broad toes and very heavy soles. Splendid for outdoor workers and priced at less than the Government pays.

At \$5.90, soft black kidskin and dull black calfskin shoes on fashionable English lasts and conservative lasts, to please men of all tastes.

(Main Floor, Market)

Women's Shoes

At \$3.50, high cut lace and button shoes of black glazed kidskin, with black cloth tops, plain and tipped toes and various styles of heels.

At \$6.75, high cut lace shoes of brown glazed kidskin, with long vamps, narrow toes and military heels.

At \$7.75, high lace shoes of gray leather, some with gray cloth tops, with long vamps, narrow toes and covered Louis heels. Extremely smart shoes.

(First Floor, Market)