


Everything Points to a Brighter New Week in Philadelphia

Today's Personal Word
of the Founder
 is devoted to the **Liberty Loan, and will be found on Page 5.**

Beautiful Beaded Handbags Just in From Paris
 There is something about these French beaded bags that no other people seem able to achieve. Whether it is the way the beads are sewed on or the blending of the colors, they are inimitable.
 This new shipment brings some unusually fine bags in both frame and draw string styles, and colors range from the radiant to the subdued.
 Prices \$18 to \$65.
 (Main Floor, Chestnut)

As the Winter Advances Women's Coats Grow Finer
 No woman need limit herself to a prosaic coat this winter! Certainly not when she may select her cold weather wrap from such fine things as these.
 A green cape with sleeves and vest of the duvetyne which makes the cape, and a deep collar and bands of soft moleskins, with a silvery gray lining.
 Or a handsome French blue duvetyne with a novel cape collar and deep collar and cuffs of Kolinsky.
 One of the stunning black coats is of duvetyne with folds of the cloth which are gracefully looped at the sides. It has great furry collar and cuffs of Australian opossum.
 Quite unusual is a deep, rich purple cape in new shape, with a fold in the back and a big collar of taupe squirrel.
 And of that soft, darker brown that is so fashionable is a wrap of velvety texture with collar and wide bands of moleskin.
 They are all beautiful wraps, from the soft, lovely wools which make them to the soft furs and rich linings which finish them.
 \$100 to \$350.
 (First Floor, Central)



A Notable Showing of the Finer Woolen Dress Goods
 Especially noteworthy because of the scarcity of all woolen fabrics and the limiting of designs. These splendid materials are in a wide range of colors and include many distinctive patterns. They are greatly in demand just now for tailored suits and coats.
 Broadcloths, \$5 a yard. Serges, \$2 to \$5. Tweeds, \$4.50 to \$5.50. All-wool plaids, \$2.25 to \$4.50 a yard.
 (First Floor, Chestnut)

Certain New Fashions in Crepe Georgette Blouses
 Shadow stripe crepe Georgette is new for blouses, and it makes an attractive waist lined with flesh-colored chiffon and finished with snowy crepe collar, cuffs and vest. \$5.50.
 Quiet and in good taste is a plain blue or brown waist, with tucked vest, square neck and hand embroidery in silk on the collar and cuffs. \$6.85.
 More elaborate is a dark crepe blouse that will make a charming combination with a suit. It comes in black, blue, black, blue, brown or taupe, an dhas lighter colored vest and collar and much embroidery in silk, metal thread and steel beads. \$16.50.
 And a very handsome blouse of navy blue crepe is bound with biscuit color and trimmed with many vertical rows of steel beads. \$22.50.
 (Third Floor, Central)

Women's New High Lace Shoes Rather Remarkable for \$9
 Fall and Winter footwear fine in fashion and unusual for the price.
 Dull black calfskin vamps with neutral gray buckskin tops and walking heels.
 Dark brown calfskin with military heels.
 Dull black calfskin with walking heels.
 Bronze kidskin with turn soles and high Louis heels.
 Tan calfskin with long wing tips, lots of perforations and military heels.
 Price \$9 a pair.
 (First Floor, Market)

AMERICAN LADY CORSETS—AUTUMN MODELS AT MODERATE PRICES
 The American Lady corset is an excellent combination of good style and durability, at a moderate price. Here are some new models—
 \$1.50—a model for slender figures, with low bust and long hips.
 \$2.50—a long-hip model, well boned, with medium bust.
 \$3.50—for average figures there is a model with low bust, long skirt and elastic insert on hips.
 \$3.50—a model for slender figures is of dainty pink and white broche, with a low bust and medium-length skirt.
 \$5—a model for full figures is of dotted pink broche, is well boned and has a low bust.
 \$7.50—a Madame Lyra model is of pink and white broche, medium bust, long skirt and elastic insert over hips.
 (Third Floor, Chestnut)

SPECIALS FROM THE LACE STORE
 Handsome bands of black Venise lace to complete the ever-popular black evening gown are in a variety of charming designs and priced from 75c to \$3.50 a yard.
 Soft, lustrous silk crepe and crepe chiffon in many pretty shades is 39 inches wide and priced from 85c to \$1.15 a yard.
 Many designs in Cluny and Venise lace bands and edgings, priced from 18c to 35c a yard.
 (West Aisle)

SHEER WHITE LOVELINESS IN WOMEN'S HANDKERCHIEFS
 Just six little linen squares neatly packed in a pretty box, but what a world of pleasure and comfort they would bring if they were to be chosen as a gift.
 Every one with a dainty initial in the corner, and the price of the box \$1.10.
 (Main Floor, Central)

Every Day Brings Chic New Suits for Young Women
 Monday's newcomers are in three groups, at \$39.75, \$47.50 and \$49.75. All are plain-tailored models that girls can wear their own furs with.
 At \$39.75 are suits of velour with slot pleats and gathers in back of coat, belt and pockets and button trimmed. The collar may be worn high or be rolled back.
 At \$47.50 are mannish suits of velour in semi-fitting style, with pleated effect in back and skirted coat with velvet collar and tailored revers.
 At \$49.75 are suits of silvertone velour with pleated coat and pinch tucks ending in crow's foot embroidery. Collar is of the muffle style and the suit has belt and tailored pockets.
 Skirts of all these suits are in the same styles, gathered, with belt and pockets.
 Colors are burgundy, taupe, oxford, brown and blue. Sizes 14 to 20 years.
 Many other suits at \$32.50 to \$50.
 (Second Floor, Chestnut)

Little Girls' Dresses of Smart Simplicity
 One lovely model is of white rep, with collar, cuffs, belt and little pockets of pink chambray. With ingenious touches of embroidery in pink and green. Priced at \$5.
 Especially good looking is a model of sturdy pique, in white, with smocking and embroidery in attractive design on the yoke, pockets, cuffs and collar—it is finished with a tiny belt in the back. Priced at \$6.50.
 Another in white rep has little set-in pockets, is smocked and embroidered in blue and finished at the neck with a wee bow of black velvet. Priced at \$6.
 A little white pique skirt has decided to go through life attached to a dainty waist of dimity that has bits of embroidery in pink and green to adorn it. Priced at \$6.
 All these dresses come in pink or blue and some in a delightful shade of yellow.
 (Third Floor, Chestnut)

Three Little Baby Coats
 They are for little people of 2 to 4 years.
 The first one is of a lovely shade of brown, tan or blue broadcloth; a soft collar of nutria and three silk frogs on the front. The price is \$22.50.
 The second is of brown broadcloth, too, with a touch of a lighter shade of brown on the collar and buttons on the front. The price is \$12.75.
 The third is in a rich, imported brown corduroy; dark pearl buttons are the fastenings and a smart little belt adorns the back. The price is \$12.
 (Third Floor, Chestnut)



Hold Fast to Good Music
 Whatever else may fail you, music will not. And it may be questioned if the world wholly realized that it until it went mad.
 Of course, we all appreciated music in a mild way. A few generations ago the ability to play the piano was regarded as a mark of culture, and a few years ago we got a gentle pleasure out of our player-pianos.
 But it took a cataclysm to show us what music really is.
 Mars has trampled many of the arts underfoot, but music has been glorified by him. It took all the horror and misery and cruelty of war to bring out all the sweetness and solace and HOPE that lies in music.
A Piano Now Is a Real Necessity
 Piano, player-piano or reproducing piano—we must have one of them. We need one if we are lonely and we need one if we are glad.
 We need one for the victory that is surely coming, and coming soon.
 Chickering Schomaker Emerson Lindeman
 Knabe Haines Bros. Marshall and Wendell J. C. Campbell
 These famous instruments can be found in Philadelphia in the Wanamaker Store only. Every musician knows their worth and their names are household words in musical America.
 There are over fifty styles at prices ranging from \$275 to \$2700, and any instrument may be bought on convenient terms if preferred.
 (Egyptian Hall, Second Floor)

EVER CONSIDER YOUR RUGS FROM THE STANDPOINT OF HEALTH?
 Did it ever occur to you that an old rug might have some dangerous inhabitants?
 Or that a good, warm new rug under foot helped keep the feet warm?
 The Domestic Rug Sale recommends these excellent values:
 Wilton Rugs
 6x9 ft., \$34.50 and \$55.
 8.3x10.6 ft., \$85 and \$96.50.
 9x12 ft., \$69.50 and \$87.50.
 Axminster Rugs
 9x12 ft., \$28.50 and \$39.50.
 8.3x10.6 ft., \$26.50 and \$35.
 Tapestry Brussels Rugs
 7x9 ft., \$17.50.
 8.3x10.6 ft., \$25.
 9x12 ft., \$31.50.
 (Seventh Floor, Chestnut)

DAINTY PIN CUSHIONS OF FLOWERED RIBBONS
 They are in a fresh, lovely array in a large variety of shapes—among them heart shapes, tri-cornered hats and fat ones built around a tiny baby face.
 A lingerie set consists of cards of pink and blue braid and a bodkin snugly set in a little house of ribbon.
 A manicure set of file, rosewood stick and sandpaper is suspended from gay ribbons.
 There are also sewing and darning sets and shoe sets.
 Priced from 30c to \$1.15.
 (Main Floor, Central)

The Tide of Beauty and Advantage Runs High in This Wonderland of Oriental Rugs

IT IS hardly possible for any one to appreciate the beauty, the symbolism, the unique place held by Oriental rugs among woven products without seeing a display such as this.
 Here the poetry of color becomes one grand epic, celebrating thousands of years of art and handicraft in unique shades and curious symbols, the very origin of which is lost in antiquity.
 But there is a deep significance attached to these devices. The latchhook so common in Oriental rugs is thought to be a variation of the swastika, and the swastika dates back to the mythology of the Aryan peoples.
 The Greek border found on so many Chinese pieces seemingly came from the same source. The palm and palmette, emblematic of immortality; the jewel-like lotus and other flowers and blossoms represent natural life. The fish design and sometimes even birds and butterflies are used to symbolize the mysterious ideals and beliefs of the East.
 There is only one way to appreciate what it all means and that is to come in and see the display as it stands and let its colors and rich symbolism speak to your own sense of beauty and antiquity. Also, you can let the prices speak to your own sense of economy. They are undoubtedly the lowest prices for which rugs of authentic caste can be had anywhere, and it is hardly necessary to say that the assortment is such as cannot be duplicated anywhere.
 (Seventh Floor, Chestnut and Juniper)

1728 PURE LINEN TOWELS, THE ONLY ONES OF THE KIND AT 50c EACH
 Sixteen months ago we secured these towels from a good Scotch manufacturer at a decided advantage over prices now prevailing.
 We have just taken them out of bond and offer them for sale Monday morning.
 They are of pure linen—a soft-finish huckaback—in size 20x39 inches, and we don't know of any other all-linen towels in the same size that can be had for the same price—50c each.
 It may be a long time before we shall again be able to get towels of the same size and excellence to sell for as little.
 (First Floor, Chestnut)

A Lot of French China Dinner Sets at \$35 a Set. The Saving Is a Real \$10
 They are part of an old order, placed when the market was much lower than it is now, and they are only just being opened up in the stock room as this is being written.
 Each set comprises 114 pieces, which means four sizes of plates, four platters and four vegetable dishes, all in attractive shapes and in a decoration of dainty pink roses and foliage with coin gold handles.
 These sets are so exceptional that early selection is advised.
 (Fourth Floor, Chestnut)

New Velour Door and Window Draperies at the Old Prices
 When we order more of these very same draperies this month we shall have to pay the manufacturer more than the present retail price!
 The window draperies are of fine velour, lustrous and of unusual quality. There are two styles, one at \$8.50 a set of three pieces, with Colonial valance; the other \$12.50 a set, of better velour and with a long French valance.
 Door draperies to match, \$26.50 pair.
 These draperies are suitable for dining rooms, living rooms and libraries and are in such desirable shades as mulberry, brown, green, gold and French blue.
 Surely the wise thing to do is to buy what you need now!
 (Fifth Floor, Market)

"Sing a Song of Christmas, Counters Full of Toys!"
 The doll family is dressed in its best for the occasion. You may notice that several of the boys have enlisted in the Army and Navy and are looking very smart in their new uniforms.
 There are tanks, motortrucks and guns galore—what fun to smash a Hindenburg Line, even though only in play!
 Every thought, every dream of toys is here in the reality and we want every one to come and see them.
 (Toy Store, Seventh Floor, Market)

\$30,000 Worth of New and Excellent Dining-Room Furniture at a Saving of One-Fourth

This is Mission style furniture of an uncommonly good type, built of solid white oak, finished in the old English brown. The drawers are dovetailed both front and rear and the trimmings are in the hammered copper finish.
 The style is on the order of the Dutch furniture of Colonial days. For hard, practical service it is unrivaled, being both substantial in material and put together to last.
 We secured this lot to sell for 25 per cent less than today's regular prices.
 \$28 for a 48-inch buffet; wood back, large linen and silver drawers.
 \$37 for a 48-inch buffet, large cupboard and drawer space.
 \$45 for a 54-inch buffet, mirror back with stretcher base.
 \$58 for 64-inch buffet, large mirror with high base.
 \$100 for a 64-inch buffet, curved mirror top, 2 cupboards and 5 drawers.
 \$119 for a 76-inch buffet, 2 large cupboards, with a series of center drawers.
 \$11 for a 36-inch serving table, with large shelf.
 \$17.50 for a 36-inch serving table with large drawer and shelf.
 \$24.50 for a 42-inch serving table with deep cupboard base.
 \$26 for a 44-inch serving table with 2 drawers and shelf.
 \$26 for a 6-foot, 45-inch top extension table.
 \$33 for an 8-foot, 48-inch extension table with spread leg base.
 \$36 for an 8-foot extension table with heavily braced base.
 \$44 for a 48-inch extension table with heavily braced pedestal base.
 \$54 for a 54-inch top extension table, 8-foot extension.
 \$36 for a 46-inch china closet with double doors.
 \$37 for a 45-inch double-door china closet with square ends.
 \$69 for a 52-inch china closet with curved plate rail top.
 \$4.50 for a side chair with curved back and heavily braced base.
 \$6.50 for a side chair with panel back and saddle seat.
 \$11 for an arm chair with slatted back and leather seat.
 \$13.50 for an arm chair with curved back and slip leather seat.
 (Sixth Floor)