

Liberty Bond Booth in Center of Store

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER Fair

"We Shall Be Glad for Standing Up Together in the Liberty-Loan Harvesting"

Do Not Set Afloat Any Sort of Discouragements

The President knows what he is doing. He has our confidence.

Philadelphia is sensible, and will support him faithfully.

Philadelphia has sent off to the war tens of thousands of its men to the front and thousands of doctors and nurses to care for our boys.

The temporary epidemic is waning, and now the last week is on for the Fourth Liberty Bonds.

Not to take them promptly under the necessities of the hour would embarrass Washington and be a setback of incalculable mischief.

We oversubscribed the First Liberty Loan.

We oversubscribed the Second Liberty Loan.

We paid for our quota of the Third Liberty Loan.

Let us give our minds to this one thing all this week and roll up the full quota of the Fourth Liberty Loan. To do it will tell for good. It is not impossible for the Bonds to sell above the subscription price much sooner than expected a month ago. Let us fill the Treasury of the United States and strengthen the arms of

—the President
—the Secretary of War
—the Secretary of the Navy

When the war does end the ships now building, the clothes and victuals of our soldiers and sailors, the hospitals of the wounded and their self-sacrificing doctors, nurses, encampment comforts and conveniences will require the United States to lay out large amounts of ready cash every month for months to come.

All the banks testify that the security is good

by their willingness to lend on Liberty Bonds at 4 1/4 per cent.

The bond of the United States Government is the best thing for a woman or a working man to have for a safe investment.

We shall be glad for standing up together in this Liberty Loan harvesting; and not to do it will be an everlasting disgrace for the City where Liberty was born.

[Signed] *John Wanamaker*

Oct. 15, 1918.



Quietly Distinctive Are the Fine Winter Suits For Women

MORE than ever is fine tailoring a feature of the new suits. There is a tendency toward simplicity, and good lines and trimness are essential.

The new coats are all lengths, from the short-belted or fitted jacket to the quite long coat with broad bands of fur. Ever so many are braided or trimmed. And fur collars and cuffs and bands add just the rich, luxurious touch they need.

Many fabrics are fashionable—sturdy tweeds and firm, mannish weaves for the more tailored suits; velour checks and novelties for sports suits and suits for country wear; fine velours and duvetynes and sibilines and glove cloths for the suits for dress wear.

There are all the fashionable shades to the rich, new navy blue color, and the fur trimmings include nutria, Hudson seal (sheared muskrat), squirrel and the soft pretty Australian opossum. \$75 to \$300.

(First Floor, Central)

ON THE AISLE TOMORROW

Good Luggage at \$6.75 to \$18—Factory Cost or Less

For \$6.75 you can get a good black cowhide traveling bag, 16 or 18 inch size, with sewed edges and sewed corners.

Between \$10 and \$18 are many other traveling bags and suit cases in various styles, all good.

(West Aisle)

Over 5000 Player-Piano Rolls at 10c to 50c Each

These are 88-note rolls and comprise classic, semi-classic, operatic, popular and dance music. Most of the rolls are hand played and some have words on them. All were much higher priced.

An exceptional opportunity to add to your music roll library at small expense.

(Egyptian Hall, Gallery)

An Eminently Practical Dress for a Young Woman

is one of serge or wool jersey. Frocks of these materials are suitable for all manner of street wear and for traveling, and are just the thing for school and college.

We have twenty-five styles or more in these fabrics. Choose from dresses with long, loose lines; surplises, Russian blouses or jacket effects. Skirts have the new tunics and overskirts and there are various types of collars, including the round.

Braid, buttons and embroidery are most used for trimming.

Colors are beaver, plum, Pekin blue, navy blue, black and taupe.

Sizes 14 to 20 years.

Prices \$25, \$27.50 and \$35.

(Second Floor, Chestnut)

Over Fifty Patterns in Plaid Dress Goods

Ranging all the way from small checks to large plaids, in colors gay or sober. They make attractive dresses for women and children and skirts for women.

The part-wool fabrics are \$1 and \$1.50 a yard.

The all-wool fabrics are \$2.25, \$3 and \$3.50 a yard.

(First Floor, Chestnut)

New and Attractive Black Silk Waists

Quite a few are of crepe de chine, usually in simple styles, but in a good assortment, \$5.50 to \$12.

Lustrous black messaline waists are \$5.50.

And if a woman likes the firm weave of peau de soie, there are blouses of that at \$5.75.

Crepe Georgette blouses in ever so many new models, some beaded, some embroidered, \$7.50 to \$16.50.

Black blouses, made over white and some relieved by a touch of white, \$5.50 to \$18.

(Third Floor, Central)

Women Never Needed Wool Spencers More

In downright cold weather we take proper precautions, but these chilly days of early Fall are much more dangerous, especially when there is no furnace fire.

A little, light weight woolen Spencer will keep you comfortable. We have them in black, white and colors.

Sleeveless, \$2 and \$2.50.

With sleeves, \$3 to \$4.25.

(First Floor, Market)

Queen Mary Skin Creams

Cleansing cream, 50c.

Skin cream, 50c and \$1.

Youth and Beauty cream, 50c.

(Main Floor, Chestnut)

PALACE PIECES, THEY CALL THESE CHINESE WEAVES, NEWLY SHOWN IN THE GLORIOUS DISPLAY AND SALE OF ORIENTAL RUGS

No better name could be given to them, for they are worthy of a place in the most palatial scheme of home furnishing.

This applies particularly to one new group of large pieces in wonderful blue and golden tan. They are in large sizes, 15.8x10 feet to 15x20 feet, and the prices for pieces of such uncommonly fine grade are really moderate—\$825 to \$2500.

These are one group in a notable new shipment of Chinese rugs.

In the same shipment there came a very choice lot of carpets and smaller size Chinese pieces, including these:

11.7x8.6 ft., \$325.	10x6.3 ft., \$189.	12.1x9 ft., \$345.
12.3x9.2 ft., \$345.	13.5x9.9 ft., \$455.	12.4x10.6 ft., \$395.
12.3x10.6 ft., \$315.	11x8.1 ft., \$225.	11.6x8.10 ft., \$357.
12x9.6 ft., \$317.	11.10x9.1 ft., \$385.	4x7 ft. to 6x9 ft., \$67.50 to \$115.
10x8 ft., \$175.	11.6x8.6 ft., \$247.	

Persian and Caucasian Rugs

Many hundreds of these rugs are in the sale, including Kermanshah, Saruk, Herez, Serapi, Mahal and Savalan, and other carpets are shown in ample and fascinating variety at remarkably low prices—from \$150 for a Mahal 8.8x7.1 ft. up to \$1575 for a Saruk 21x14 ft.

There is a multitude of smaller rugs, including:

Chinese, \$18.50 to \$67, sizes 2x3 ft. to 4x7 ft.
Irans and Dazarts, \$65 to \$85, sizes 4.6x6.6 to 7 ft.
Mosuls, \$32 to \$65, sizes 3x5 to 4x7 ft.
Beluchistans, \$17.75 to \$67, sizes 2x4 to 2.6x6 ft.
Daghestans and Shirvans, 4x4.6 ft. to 4.6x7 ft., \$35 to \$50.
Hall strips, 3x11 to 3x18.7 ft., \$65 to \$225.

(Seventh Floor, Central)



The New Dining-Room Furniture at a Saving of One-Fourth Is Essentially Good

THE first essential of all good furniture is that it should be put together to "stay put"; in other words, put together to last. This is the most lasting furniture we know of. It is built to serve for years, and only deliberate demagoging can impair its service.

It is Mission furniture, revealing a Dutch influence.

The wood is stanch white oak, finished in the old English brown. The drawers are dovetailed front and rear and trimmings in the hammered copper finish.

As an investment there is no better furniture to be had, and you can choose at 25 per cent less than the regular prices.

In the \$30,000 Mission purchase—

\$129 for a 10-piece dining-room suit, consisting of a 45-

inch extension table, a 4-foot buffet, a 52-inch china closet, a 38-inch serving table and six substantially built chairs.

\$159.50 for a 10-piece dining-room suit consisting of a buffet with mirror back, large linen and cupboard space, a 48-inch 8-foot extension table, a 50-inch two-door china closet, a 40-inch serving table and six curved back chairs.

\$216 for a 10-piece dining-room suit, consisting of a 54-inch buffet, a 42-inch china closet, an 8-foot 48-inch table, a 34-inch serving table and five side chairs and one arm-chair, all with brown leather slip seats.

Among the odd pieces in this lot are buffets priced at \$28, \$36, \$37, \$45 and up to \$119; china closets at \$37, \$45, \$69; extension tables, \$26, \$33 and \$44; serving tables, \$11, \$17.50 and \$24.50; side chairs, \$4.50, \$6.50 and \$11; armchairs, \$11, \$11.75, \$13.50 and \$17.50.

(Sixth Floor)

Hundreds of Good Warm Quilts and Blankets at Low Prices

FIFTY QUILTS filled with lamb's wool in imported Japanese silk covers with pretty floral embroidery and in a choice of Oriental colors are priced at \$20, although they should regularly sell for half as much again.

Down-filled quilts are coming in by the hundreds from our own factory in coverings of sateen, silk and satin, all made in the best fashion and in all desired sizes. All are priced at less than quilts of this quality regularly sell for now.

Sateen-covered, down-filled quilts in five patterns, including the old Paisley design, can be had in regular sizes, both sides alike, at \$10 each.

Others made with plain sateen insertion at \$12 each.

At \$20 there are down-filled quilts in coverings of plain Japanese silk; quilts of a similar type but with figured centers and backs and borders of plain Japanese silk are \$22.50.

Even our finest eiderdown quilts in covers of plain Japanese silk at \$45 are at less than the regular value.

New Blankets Fine and Warm

The newest arrivals are California wool, plaid blankets, mixed wool filling and cotton warp, for double beds, to sell for the unusually low price of \$10 a pair, in various colors.

Others in various grades and with varying proportions of wool at \$12, \$13.50, \$15 up to \$20 a pair.

You Know the Doctor Said: "Wear Suitable Clothing"

Right now is the most critical time of the year for the catching of colds, which may be followed by serious consequences.

Some men go too long in thin summer clothing.

Some men go too long without overcoats.

Rapid weather changes make it dangerous to be unprepared.

And when you get your clothing get something worth the money. Get Wanamaker clothing—all-wool, hand-tailored and the very best in fashion.

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

Men's Sturdy Street Shoes Special at \$5.65

From a large manufacturer of Government shoes we procured, at special concessions, three styles of the kind of shoes needed by men who are much on their feet.

One is of light tan retanned leather with the smooth side out and with medium round toes.

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

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

All are Blucher lace, with heavy viscolized soles, and they are very unusual at \$5.65.

(First Floor, Market)

Double Choice of Standard New Dinner Sets at Good Savings

New from France have come two new lots to sell at savings of \$10 to \$30.

One group comprises French dinner sets of 99 pieces in a delicate rose spray decoration with clouded gold handles, all pieces in a plain shape. These sets are marked to sell at the special price of \$32.50, which means a saving of \$10 from the regular price.

The other is made up of French china dinner sets of 108 pieces in a pretty border decoration and in soft colors, to sell at \$55. The saving on these sets is at least \$20.

(Fourth Floor, Chestnut)

New Books for Long Evenings

"My Antonia," by Willa S. Cather, a love story that centers around the appealing, vigorous character of a Bohemian girl. \$1.60.

"My Chinese Days," by Guelielma F. Alsop, intimate pictures of domestic life in China, actually observed by the author. \$2.

"The Red Heart of Russia," by Bessie Beatty. This is a fascinating record of the author's adventures in Russia during the Bolshevik Revolution. \$2.

"The Valley of Democracy," by Meredith Nicholson. This author writes of the Middle West, where he spent most of his life, and makes an interesting story of the present day. \$2.

"The Silent Legion," by J. E. Buckrose. A war story of the middle class in England, who work and wait with stolid grit. \$1.50.

"The Book of American Wars," by Helen Nicolay. We all know the thrilling record of America. This book is as thrilling as fiction. \$2.

"The Education of Henry Adams," an autobiography, one of the world's greatest. \$5.

(Book Store, Main Floor, Thirteenth)

To Take Off the Chill Before Starting the Furnace Fire

You may have an open fire (Fireplace furnishings are ready in a variety that is fascinating.)

You may have an oil stove (We have some—not many—but ours are the safe and economical kind. Better choose at once.)

You may have a gas heater (We have lots of these, from bathroom size to kinds big enough to make a large room comfortable.)

You may have an electric heater (These are the most convenient of all and the safest. Several kinds, all handsome and effective.)

(Housefurnishing Store, Fourth Floor)

Another new arrival comprises California wool blankets, made with a fine cotton warp, the filling being all wool, the color tan, with a Greek border. and the price remarkably low, \$20 each.

These take the place of camel-hair blankets now unobtainable.



(Sixth Floor, Central)