EVENING PUBLIC LEDGER-PHILADELPHIA, WEDNESDAY, OCTOBER 16, 1918

Liberty Bond Booth in Center of Store

WANAMAKER'S

WANAMAKER'S Store Opens at 10

Store Closes at 4.30

WANAMAKER'S

WEATHER Fair

So Much Good News Now that a Store Must Put Its Best Foot Forward

DLEASE see Page 5 for Today's Personal Word of

The Founder on the subject of the Liberty Loan.

Rich New Velveteen Dresses in Glowing Winter Colors

Women will like these new frocks, for they are in such pretty styles and such lovely colors.

They are made, most of them, with the youthful round necks and sometimes bound with silk of a contrasting hue. Depending on the richness of the fabric and smart cut, they are rather simple in style, and for the most part are trimmed with black silk braid.

There is a rich, beautiful purple, dahlia and plum shades, bottlegreen, beaver and deep brown shades. \$25 to \$38.50.

(First Floor, Central)

Rest Gowns of the Right Weight for Cool Autumn Days

A quiet, secluded little salon in the French Room has been devoted exclusively to these lovely robes d'interieur, and there the woman in search of such things will find much that is interesting and new.

From Japan come the warm, soft-quilted robes and jacketsrobes to wear indoors and warm jackets, with or without sleeves, to slip on under her coat when she goes out.

Then there are the soft, luxurious satin robes-warmly lined and sometimes padded, and daintily trimmed with laces and ribbons.

There are more practical garments, too-like the negligees and wrappers of albatross and flannels, these in soft, pretty colors, and ribbon or satin bound.

In rich, beautiful colors there are silk corduroys and in more delicate shades the gowns of domestic and imported zenana.

The woman who wears a plain or simple war uniform all day. or the woman who doesn't, but comes home just as tired, would enjoy slipping into one of these warm, restful lounging robes these chill Autumn evenings.

(Third Floor, Chestnut)

Beautiful New Styles in Women's \$8.50 Shoes

These are all smart lace shoes, with long slender lines and the appearance of much higher priced footwear.

Dark tan boarded calfskin with heavy soles and military heels. Tan calfskin with cloth tops to match and Cuban heels. Mahogany color calfskin with military or low heels. Brown glazed kidskin with Louis, Caban or military heels.

(First Floor, Market)

Cold Weather Is Nearing and

Novelties in Women's Neckwear

A new lot of loveliness has just arrived from France, little col-lars and vestees that are so dear to feminine hearts. There are hand-embroidered collars in soft flesh tints, sheer beauty in hem-stitched westees in white and col-ored handkerchief linen. And many, many others, each one as delightful as the next. The prices are from \$4 to \$14. Just as charming is a lot of new collars, "Made in America." which are hand-embroidered, of

fine net, organdie, linen and Georgette crepe. The trimmings are filet lace, hemstitching, tucks and footing. The shapes are rolled, flat, tuxedo or shawl effect. The prices are from \$1.50 (Main Floor, Central)

Close-Fitting Earrings in Bright

Colorslike imitation lapis lazuli, or glis-tening imitation pearls, are the fashion just now.

The earrings are of fair size, fit close to the ear, and are of colored stones or in novelty effects, sometimes jeweled or set with sparkling rhinestones. 50c pair up to \$10 pair for the ster-ling silver, rhinestone set car-

And two special pearl earrings are the imitation baroque pearl at 50c and the smooth pearl at 75c pair.

(Jewelry Store, Chestnut and 13th

New Muff-Beds Lend Smartness to **Old Furs**

And a clever woman can easily remake the muff of several sea-sons ago, because these muff-beds are so completely made. They are in all the new shapes. One of floss that is satine lined is \$1.

Another of floss is satin lined and finished with a ruffle and imitation shell ring for the wrist, and is priced at \$1.50.

One of down, satin lined, with wrist ring, is \$1.85. Another of down, that is satin lined, is finished with a ring for the wrist and a ruffle and priced at \$2.50.

(Main Floor, Centpal)

Large Velvet Handbags Reduced to \$6.75

A limited lot that have been selling specially at a higher price. w style, gathe the bottom and containing attached purse. Of good velvet in black, navy, taupe and brown, lined with contrasting or harmonizing silk. (Main Floor, Chestnut)



Music and Morale

In those blessed days to come, when we look back on the war and discuss it, we will get some idea of what music has done for the world in the past four years.

Even now, in what we hear from the training camps and the fighting front itself, we get an inkling of how wonderfully music has helped in keeping up the morale of the men.

We hear of pianos in the trenches and of impromptu concerts on all possible occasions. And one of the things that impressed Irvin Cobb most in his visit to a naval base was the way those "gobs" did sing.

The Piano Has Helped Maintain the Morale at Home

Only the lonely and the bereaved know the full comfort of good music, but all of us know something of its cheer.

We have all sung the songs of war and felt the thrill of them. But, oh, what an outburst is to come!

Think of the days when the boys come home! The music in our ears will be the scuff of their marching feet, but the music in their ears will be the cheers and songs of a grateful nation.

Will Yours Be One of the Silent Homes?

Or will there be music there and proper rejoicing?

Whoever has any thought of getting a piano at all should get it now. Only a moderate cash payment is required and the balance may be paid

monthly, to suit your convenience. On this basis

you may choose from eight of the greatest pianos

in America, or the player-pianos or reproducing

Knabe

These pianos need no introduction, but you

You place yourself under no obligation what-

may not know that you can find them in the

ever in asking for a demonstration. We shall be

(Egyptian Hall, Second Floor)

Wanamaker Store only in Philadelphia.

very glad to show you what they can do.

Haines Bros.

J. C. Campbell

Marshall & Wendell

pianos in which they are united.

Chickering

Schomacker

Emerson

Lindeman

6000 Suits and 5000 Overcoats That Men Need Right Now

Ready at Wanamaker's is the best stock of men's NEW winter clothing in the city.

Best because every suit and every overcoat is all-wool and hand-tailored and guaranteed.

None of your steam-power shaping and none of your "commercial" wool. which means 30 per cent cotton or more.

But clothes that are new and durable and carefully made and that will hold their shape and hold their fashion and hold their goodness.

Everything in these stocks is NEW.

Absolutely everything is high in quality, and whatever is BEST here is THE FINEST TO BE HAD IN THE WORLD.

And the prices are the LOWEST that goods of such quality can be had for anywhere.

There is SAFETY in buying merchandise that is worth every cent of the money you pay, and CONTINUES to be worth it right straight through, and that needs no price deception to clear it away.

This applies to all our Stores for men-to the great CLOTHING HOUSE on the Third Floor, Market; to the FURNISHING STORE, SHOE STORE, HAT STORE, UNDERWEAR STORE on the Main Floor, Market; to the LONDON SHOP and the LONDON TAILORING SHOP on The Gallery, Chestnut, and to the LOWER PRICE STORE in the Down Stairs Store.

Men's new Winter suits, \$25 to \$65. New overcoats, \$25 to \$70.

(Third Floor, Market)

SILK CARPETS OF REGAL SPLENDOR

Masterworks of the Weaver's Art Are the Crowning Glory of This Great Oriental Rug Sale

is in a mulberry hue with a lus-

trous brown border exclusively

tinged in a copper or golden shade. The whole surface of

the rug is covered with flowered

P^{ERSIAN} silk rugs are re-garded as masterpieces of the loom. In texture they are naturally the most exquisite

No worder they have been given as gifts for the enrich-ment of mosques of Mecca and other eastern cities. In colorpatterns in ecru and blue. Price \$3000. There is a Persian silk carpet 17.4x12.6 feet, of wonderfully soft texture with a ground of Indian red, profusely patterned with floral designs chiefly in blue and even the ground of in ing and caste they possess an in-effable quality which belongs to no other rugs. The exhibition and sale of

Oriental rugs which we are now holding has many fine features; but Persian silk carpets are its of rerain sin carpets are its crowning glory. Of these we have a brilliant group, and all are at much less than rugs of such magnificent quality usually sell for. One piece in size 16.9x9.9 feet

A Wind-Up Lot of **Table Cloths at Remarkably Low**

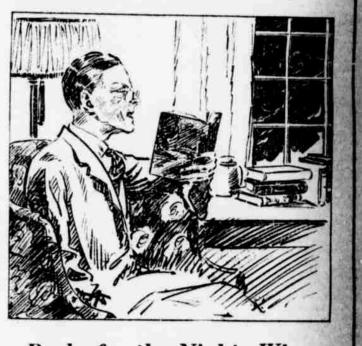
This is an opportunity to buy a double damask table cloth for the miles now haine asked for of single damask.

fiftcen, showing a marvelous lot of decorative detail, Price \$3500.

S3500, A magnificent piece also is a Royal Kashan silk rug, 13.3x 10 feet, with a large medallion center, and showing a fine com-bination of colors such as dark greens, ecrus, golden brown. The pattern consists of floral devices, scrolls in ecru and fig-ures and border ornamented in different shades of hlue. Price different shades of blue. Price

blue and ceru, the general effect being one of softened brilliance. \$1500. There is an unstinted choice of other rugs in practically all eastern weaves, in all desired sizes and at specially low prices. Price \$2900. In the same collection is a Persian silk carpet 14.10x11.7 feet, a gorgeous nicce, with a background of Persian red, lavishly patterned with foliage Carpet-size pieces from \$150 upwards, and floral designs, the borders, of which there are no less than Smaller rugs from \$18,50 to \$85.

(Seventh Floor, Chestnuf)



Prices

New Furs Are Here

The Fur Salons are full of all sorts of interesting new furs and fur fashions. There are no end of small furs-odd neckpieces to throw about the shoulders and wear over a street frock; shawl capes and little short jackets, as well as handsome fur wraps.

You will see many attractive pieces of squirrel, both natural and dyed; plenty of nutria and beaver, foxes in all the fashion-able colors and plenty of the practical and not-so-expensive furs such as wolf and racoon.

And the more luxurious furs and wraps were never more handsome than they are this winter. (Second Floor, Chestnut)

Almost Every Woman Wears Some Shirtwaists

So this story will interest 'most every woman. It has to do with some brand new blouses, in dark colors, intended for wear with new suits and separate skirts.

Gay as an Autumn woods and very pretty is a striped satin with lines of blue and green and gold over a dark surface. It has a detachable white collar and may be worn high or low. \$8.50.

Of black crepe Georgette over white and stitched with French blue is a charming blouse that is very effective. The collar, cuffs and vest are of white, and there is much hemstitching in blue. \$13.50.

Another crepe Georgette blouse over white chiffon has hand embroidery in black or blue to match the crepe and is \$15.75.

There is a white collar, white vest and cuffs and unusual white buttons, with a touch of hand embroidery on the black or blue crepe Georgette, lined with white chiffon, which is \$16.50. (Third Floor, Central)

New Bonnets and Caps to Frame **Rosy Cheeked Baby Faces**

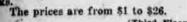
The sizes are for babies and children up to 6 years.

There are little white caps, with soft linings and dainty trimmings lace, ribbons and embroidery,

There are many small, round fur hats that are so becoming to both girls and boys.

The bonnets are plain and of colored velvets, trimmed with ribbons, nutria or ermine.

There are many, many other shapes and styles in felts, velvets or/



(Third Floor, Chestaut)

It Is Well to Buy Door and Window Draperies Now

Present prices on many of our draperies are the prices the manucturers are asking us when we re-order.

Wood wilk curtains, in solid and two-toned colors, \$12.50 to \$22.50

received curtains, solid colors, light and dark shades, \$6 to

Many Women Find Bloomers Comfort-

able for Chilly Days-

Batiste bloomers are 85c to \$1.25.

· Black or white satine bloomers, \$1.65. Silk bloomers in white or flesh

color, \$2.50 to \$4.50. Black satin bloomers, ankle length, \$6.50.

They are new and the assortment is unusually good just now. (Third Floor, Central)

siders Her Corset

If a corset is chosen care-

lessly it is apt to prove a great extravagance, for it so easily can make or mar a dress.

made with great thought for the individual figure and will give the wearer endless com-fort, and the Autumn gown its

\$8.50—a model in coutil, low bust, heavily boned, with broad front clasps, suitable for short, full figures.

\$8.50—a topless model in pink coutil, with elastic band around top, suitable for slcn-der figures. \$10—a topless model in fancy pink batiste.

style.

These new models have been

The Parisienne -For the Woman blue tag. Who Carefully Con-

ally good, being on the mortise and tenon principle, and the up-holstered pieces have deep spring seats. The design shows the William and Mary influence.

\$42 for a 5-foot mahogany settee.

tee.

There are just two sizes to select from and no napkins to match. The cloths are of an exceptionally serviceable grade, full bleached and made of pure linen. In the face of conditions they would be a good investment at one-third more than the present prices, and for any housewife needing an odd cloth they provide a real opportunity.

Size 2x21/2 yards, \$8.50, 2x3 vards, \$9.50 each?

\$22.50 for a 26x35-inch living

In the same purchase you will

find another group of living room

pieces, but these are on plain Mission lines, brown finish.

\$10 for an arm rocker, slat

811 for an arm rocker, leather

\$10 for an arm chair, with

slatted back. \$15 for an arm chair, with

leather seat. 86.75 for a side rocker, with

room table in fumed oak.

(First Floor, Chestant)

An Excellent Lot of Living Room Suits in the New Furniture Purchase at One-Fourth Less Than Regular Prices

Each piece in this interesting collection is recognizable by a

The construction is exception-

All pieces are matchable into

\$49 for a 6-foot mahogany set-

\$39 for a 5-foot brown oak settee.

\$49 for a 6-foot brown oak set-

\$11 for an armchair in brown oak, panel back. \$20,50 for an armchair in brown

oak, with cane back \$11 for a mahogany armchair. with panel back. \$11 for a mahogany rocker, with panel back.

\$13.50 for a high-back mahogany arm rocker. \$13.50 for a high-back fumed oak arm rocker.

\$20.50 for a high-back mahogany arm rocker. \$20.50 for a fumed oak arm

89 for a desk chair with saddle rocker, cane back. seat. \$22.50 for a high cane-back \$20.50 for a high-back arm fumed oak arm rocker. rocker, automobile seat. \$6.75 for a side chair with \$16.50 for a 54-inch davenport table in fumed oak.

leather seat.

saddle scat.

back.

seat.

"Keep the Home Fires Burning" and Also Keep **Enough Good Blankets and Quilts at Hand**

(Fifth Floor, Central)

The home that is without extra blankets and quilts is not well managed.

Extra blankets and quilts in a house are a safeguard, a preventive, a real investment.

\$12,50—in white coutil, very low bust, long straight hips and elastic inserts in skirt. \$13—a model in pink broche, very low top, long hips and well boned. This model also comes with a medium low top. There are other models in lk batiste and broche in ther pink or white, from \$16 At least they are a great deal better than a chill, etceteral

Is your home supplied with all the blankets and quilts you are likely to need from now until April? Are the blankets and

hard Winter with? If you are not quite satisfied that they are, you will find that the quickest and surest way to be satisfied is to come to this bed clothing store and see the ample assortments of standard blankets and quilts with which we are ready to serve you at the lowest prices for which you can buy the same grades of goods anywhere. All the worthy grades of cotton, (sixth Free, Central)

wool and cotton and all-wool blankets are here; and the best grades of lamb's wool quilts are here, and there is practically no limit to our supply of down quilts which we have made in our own factory.

Blankets, \$7.50 a pair to \$45 a pair. Lamb's wool quilts, \$10 to \$40.

Down guilts, \$10 to \$45.

Books for the Nights When There's Nowhere to Go

Now that all places of amusement are closed, a good book is more welcomed than ever.

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

"My Chinese Days," by Gulielma 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 fighting 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.

"The Room With the Tassels," by Carolyn Wells, a thrilling story that starts out with a frolic and ends in a tragedy. \$1.40.

"Maggie of Virginsburg," by Helen R. Martin. After having read her delightful story of "Tillie, the Mennonite Maid," this story of the same kind of people will charm us to the end. \$1.40.

"The Crack in the Bell," by Peter Clark MacFarlane, written in the author's usual stirring style. A story of love and politics in a big American city. \$1.40.

"The Boomerang," by David Gray, a novelization of the very popular play, and an entertaining retelling of this unhackney plot, \$1.40.

"The Valley of the Giants," by Peter B. Kyne, an exett story of a land where heroism and danger are a part of the de routine. \$1.40.

"Mam'selle Jo," by Harriet T. Comstock, a story of C self-sacrifice and joy of the reward. \$1.40.

(Book Store, Main Ficor, This

quilts in your home good enough and warm enough to face a long, hard Winter with?