

Liberty Bond Booth in Center of Store

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER Fair

Only Two More Days to Save Philadelphia From Disgrace!

Two Policemen Unexpectedly

each of them got a thousand dollar Liberty Bond subscribed yesterday by a little tact, good nature, a smile, and no arguments.

Mr. Mayor and Director of Public Safety, considering the urgency of the Liberty Loan sales, could not the good-looking policemen on the streets be free

Today, Tomorrow and Next Day

and do more than lift and lower the "go" and "stop" signs at the crossings by allowing them the chance to hold subscription blanks for Liberty Bond subscriptions?

They could take care to regulate the congestions of travel, and help out on account of the President to have the loan all taken at this particular moment.

Mr. Postmaster of the City and the letter carriers, Mr. Motor Car Conductor, Mr. Clergyman and Priest, while the churches are closed, could not you take on an extra duty for the three days left of the Liberty Bond campaign?

Thousands of short-hour employes all over the city have early time and afternoon hours of daylight in which they could draw up neighbors and friends who often do good things at the last moment.

None of us is willing to leave

the President of the United States in the Lurch When He Has Requested Red-Hot Service for the Fourth Liberty Loan

The tremendous courage of our sons and brothers, driving on to victory, in the face of extra revengefulness of disappointed expectations, and extra perilous warfare, may well inspire the home-sheltered, the aged, and even the youngest, to enlist with all their time, strength and influence for these last three days, to win a home victory.

Sick people and nurses are excusable.

Respectfully submitted,

(Signed) *Joe Pennington*

Oct. 17, 1918.

New Dress Trimmings—Largely of Chenille

With a background of soft, fine net and the design in raised effect and of the lustrous chenille the new Winter dress trimmings are amazingly effective.

There are wide and narrow bands, and sometimes there is a bit of lacey braid, of a glistening design of soutache worked in with the chenille.

They will make charming gown trimmings, and as they come in two fashionable shades of blue, a soft, rich taupe and black, they will be admirable for use with the new Winter gowns and blouses.

(Main Floor, Central)

Women's Washable Mocha Gloves of Velvety Softness

They are all of the soft, velvet-textured mocha, which is a delight to the touch and the eye. All have the smart one-clasp fastening.

There is light tan or sand color, pique sewn, with flat stitching; or natural and light sand color with self or black embroidery, also pique sewn.

And sand color or light tan gloves, cutseam sewn, with flat needle point.

All \$3.25 pair.

(Main Floor, Central)

Satin Neckwear of Smart Simplicity

Soft, lustrous, white satin—the charm of plain design on collar and cuffs and an old dress made new or a new dress more lovely.

In shawl shapes, sailors and cowl shapes, trimmed only with folds, fringe, pleating, hemstitching or buttons.

Collars are priced from \$1 to \$5 and sets from \$1.50 to \$4.50.

(Main Floor, Central)

Dark Silk Blouses to Accompany the New Suits

The new Georgette crepe blouses are lovely—and as simple or elaborate as you wish. Some are embroidered, some beaded and some of most attractive simplicity.

\$5.50 to \$97.50 each.

Crepe de chine, in simple, tailored styles, \$5.50 to \$12.

Striped or plaid silk waists—some of satin, some of taffeta, \$5.50 to \$12.

(Third Floor, Central)

Crepe de Chine Makes Ever So Many New Nightgowns

It is such a practical silk, being firm of weave and stout enough to stand washing, that it is admirable for lingerie purposes.

The new nightgowns are usually in the pretty flesh color, though some are in white, and are made in all sorts of dainty ways, and as simple or elaborate as a woman wishes.

Prices begin at \$5.50 for an attractive gown, with square neck and hemstitching for trimming, and go on up to \$25 for a lovely affair of crepe de chine, lace and ribbon.

(Third Floor, Central)

A New Tan Boot for Smart Women

The Exclusive Little Boot Shop is showing a tan cloth top lace shoe with tan Russia calf-skin foxing, imitation wing tip and perforations and a 1 1/4-inch military heel.

This extremely good-looking boot is \$10 a pair.

(First Floor, Market and Juniper)

Hand Initialed Handkerchiefs for Women \$3 Dozen

They are of sheer and snowy linen with tiny hems, a tape above the hem and a daintily embroidered initial in one corner.

Yes, they are special!

(West Aisle)

Inexpensive Envelope Handbags

Three styles, all long, narrow shapes and different sizes.

Made of black morocco and patent leather, with a few seals, and all made much more carefully than most books at their small prices. Linings are good silk and they have attractive clasps.

Prices, \$1.50, \$2 and \$2.85.

(Main Floor, Chestnut)

Charming Moire Ribbons

They come in black or white and many soft shades of pinks and blues and grays, they are 5 1/2 inches wide and priced at 55c a yard.

(Main Floor, Central)

ON THE AISLE TOMORROW

Women's Lambskin Gloves at \$1.50
Doe Suede at \$1.65

The lambskin gloves are one clasp, full pique sewn and come in white and white with black embroidery.

The doe suede are one-half pique sewn and come in gray.

(West Aisle)

Just Now—A Choice of Five Lots of Dinner Sets at Special Prices

Most of these are sets that have arrived recently. Some are small surplus lots.

There are English sets of 100 pieces at \$27.50 a set—a saving of \$7.50. Others at \$17.50, which means half the regular prices.

On a group of French sets at \$32.50 the saving is \$10; on another group, now \$55, there is also a \$10 saving; while a small lot of fine French sets now selling for \$55 are \$20 less than they regularly sell for.

All sets in this collection are full standard sets in all essentials.

(Fourth Floor, Chestnut)

From the Best Mill "Down East" Come Warm Blankets at Notably Low Prices

White blankets these are, woven of wool and cotton in varying proportions, prices varying accordingly.

Three sizes, single, double, and extra large.

Borders of pink and blue.

We bought them nearly a year ago and now they come newly in to sell for as little as blankets of the same grades are costing at wholesale.

Single-bed size, \$7 and \$12 a pair.

Double-bed size, \$8.50 and \$13.50 a pair.

Extra large, \$10 and \$15 a pair.

(Sixth Floor, Central)



Imagine an Almost Block-Long - Avenue Inundated With Color—The Fine Colors of Oriental Rugs

Picture to yourself a sea of color spreading out at your feet, rising high on either side and flooding a great area with richness, warmth and picturesque charm.

This will give you an idea of the remarkable exhibition and sale of Oriental rugs on the seventh floor in the central section of this building.

It is a gigantic picture, full of antique association and eloquently symbolic of the ancient supremacy of the Eastern peoples in the coloring and weaving arts.

Do you want to see this great picture, significant as it is of the art of four thousand years? We hope you will like it. Everybody who has seen it has been very much pleased with it, to say the least, and the feeling of most visitors is one of delight, real delight, for it is indeed a somewhat thrilling sight.

And yet the most remarkable feature of this exhibition and sale is not the beauty of it, but the fact that at a time of this kind it provides an abundance of authentic and dependable Oriental rugs of practically all weaves at considerably less than their acknowledged market value today. There is truth in that statement, but no poetry.

Nearly 1000 carpet-size rugs are here at \$150 to \$3500, according to size, color, weave and texture.

At least 1500 small and medium sized rugs are shown at \$18.50 to \$85.

It is a wonderful show and a wonderful opportunity.

(Seventh Floor, Central)

Baby Coats Are Lovelier Than Ever

A new Winter model is of warm, brown broadcloth, and fur-trimmed for protection from wintry blasts. Priced at \$16.50.

A regulation coat is of heavy navy blue cheviot, is lined with brilliant red flannel and trimmed with brass buttons and chevrons. Priced at \$15.

A corduroy that comes in dark blue is made with smart little lines and is adorned only with dark pearl buttons on the front. Priced at \$12.

There are many, many others in broadcloth, velvet, chin-chillas, velveteens and cheviot. Priced from \$8.50 to \$100.

(Third Floor, Chestnut)

A CIGARETTE case of khaki is waterproof and holds thirty cigarettes. It's very thin, too, and could easily be slipped into a soldier's Christmas box. 50c. (London Shop, the Gallery.)

WHAT fun to have a doll's range that you can really cook on! There is apparatus to attach it to the electric light. \$8. (Seventh Floor, Market.)

HAVE you read "Seaman Si," cartoons of the funniest "gob" that ever was—get it and pass it on to a man in the Service. 50c. (Main Floor, Thirteenth.)

APPROPRIATE writing paper for a man in the Navy is heavy white with a very seagoing little anchor engraved in dark blue, \$1.25 a quire. (Main Floor, Chestnut.)

IF YOU want the dinner cards at your Halloween party to be original you should see our gay array, more weird and spookier than ever. (Main Floor, Chestnut.)

A Star - Spangled Banner and a Service Flag stand proudly by each other on a little gilded stand. 75c. (Seventh Floor, Market.)

FUTURE truck drivers for Uncle Sam will greet with delight toy motor lorries that are perfect in detail. \$1.50 and \$2. (Seventh Floor, Market.)

A New Sweater of a Most Ingenious Kind

The soft roll collar is in reality a helmet, which can be drawn up to cover the entire head, leaving only the face exposed.

The turn-up at the wrist has a thumbhole in it, so that it can be turned down and protect the whole hand, except the finger tips, the thumb keeping it in place.

This is a pull-over sweater of fine worsted in army khaki and navy gray. For men in the Service, motorists, golfers or other men who work or play outdoors.

Price, \$12.

(Main Floor, Market)



Men's Golf and Motor Caps Unusual at \$1.50

These caps are made of short lengths of fine suitings, or we could not sell them for so little.

The variety of designs and colorings is large and pleasing and, coming from what is probably the best cap factory in the country, the workmanship is excellent.

(Main Floor, Market)

New Shipment of Men's Warm Merino Underwear

We have just received some men's shirts and drawers of the heavy weight merino that some are looking for now. They have long sleeves and long legs and the wool in them feels mighty good on chilly nights and mornings.

Price, \$2 a garment.

(Main Floor, Market)

Men's Shoes at \$6.50 Exceptionally Good

One is of dark tan calfskin and the other of dull black calfskin.

Both are straight lace styles made on that good English last with wide shank and low, broad heel that is so well liked by men of good taste.

They are a medium weight, for wear now and all Winter, and are most unusual shoes for \$6.50.

(Main Floor, Market)

Crisp, Clean Bed Muslins for a Healthy Sleep

New sheets and pillow cases, fresh from their boxes, are best to use at this time. Here are some of good standard muslin:

Pillow Cases	
42 x 38 1/2 in., 50c.	45 x 36 in., 58c.
Sheets	
63 x 90 in., \$1.55	81 x 90 in., \$1.95
63 x 99 in., \$1.70	81 x 99 in., \$2.10
72 x 90 in., \$1.60	

(First Floor, Chestnut)

A New Silver Cigarette Case at \$12

A gift among gifts for a man! And this particular one is very thin, so as to fit snugly in a pocket. It comes in six designs that are unusually attractive and holds ten cigarettes.

(Main Floor, Chestnut)

Rag Rugs Are Used All Winter Now

Because of their good looks, durability and low prices rag rugs are used the year 'round by many people.

We have just opened a new shipment in hit-and-miss patterns and plain centers with fancy borders.

30 x 60 in., \$2	6 x 9 ft., \$8.25 and \$9.50.
36 x 72 in., \$2.75	7.6 x 10.6 ft., \$11.50 and \$13.
4 x 7 ft., \$4.15 and \$4.75.	12 x 15 ft., \$31.50.
	9x12 ft., \$13.50, \$15.50 and \$17.50

Specially Priced Rag Rugs

9 x 12 ft., \$11 and \$17.

(Seventh Floor, Chestnut)

Get the Ford Ready for Winter

Extra heavy radiator covers, \$3.50.
30x3 1/2 Ford non-skid tires, guaranteed for 5000 miles, \$19.20.

(The Gallery, Chestnut)

Furniture to Make a Good Comfortable Living-room at a Good Saving

For the long Winter nights the living-room needs to be made as comfortable and inviting as possible. This is one of the trite things which everybody knows, but not everybody lives up to it.

Our latest purchase of furniture brought us a lot of very desirable and well-constructed

pieces for living-rooms, all of them matchable into suits and all of them marked to sell for 25 per cent less than they should now regularly command on our own floors.

It possesses the first essential of good living-room furniture, that is, it is lastingly con-

structed, being made on the mortise and tenon principle.

The style follows no set type, but the influence of the William and Mary period is manifest in it.

A small number of pieces in this particular lot, however, are made on Mission lines.

(Fifth Floor, Central)