

Liberty Bond Booth in Center of Store

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4:30

WANAMAKER'S

WEATHER Fair.

"NO SACRIFICE WE MAKE IS BIG ENOUGH"

A PERSONAL STATEMENT BY JOHN WANAMAKER

Twelve Million Seven Hundred and Seventy-three Thousand Dollars for the Fourth Liberty Loan From the Two Wanamaker Stores

After consultation with my son, representatives of certain banks and some of the leaders of the two stores, we decided that in the present crisis every effort should be made to reach a total of ten million dollars from this business institution and store family for the Fourth Liberty Loan.

The effort thus far has resulted in raising \$12,773,000, and there may be more to come.

As this involved the co-operation of all our people, numbering more than ten thousand, it is fair to them and to the public to state just how this amount was subscribed.

Within an hour after the proposition was made the chiefs and executives of each store were assembled in groups, and quickly raised in the New York Store \$2,580,000 and in the Philadelphia Store \$2,218,000.

Later the New York Store total was raised to \$3,045,000 by the employes, and the Philadelphia Store total to \$2,728,000, and to these are added the subscriptions made by the undersigned and his son, so that the record now stands:

Philadelphia executives and buyers.....	\$2,218,000
Philadelphia employes, rank and file.....	510,000
New York executives and buyers.....	2,580,000
New York rank and file.....	465,000
Rodman Wanamaker, New York subscription.....	2,500,000
Rodman Wanamaker, Philadelphia subscription.....	1,000,000
John Wanamaker, Philadelphia.....	3,500,000
Total.....	\$12,773,000

We are all proud to stand up and say that no sacrifice we make is big enough to meet the supreme sacrifices being made by our brave Americans and allies in Europe.

Every member of our store family will be down on our records as making some sacrifice in the great cause; and we are glad to make this public acknowledgment of their unselfish co-operation in support of our country.

The savings of a lifetime are in the businesses, and so far as possible I have put them at the disposal of the Government, just as many of our people have done with their savings.

[Signed] *John Wanamaker*

October 18, 1918.

400 New and Special Dresses for Women at \$27.50 Each

They are just such attractive Winter dresses as every woman needs—but you ought to see them to fully appreciate how good they are for the price.

There are lustrous crepes meteor in styles suitable for afternoon wear. There are smart one-piece Jersey dresses; there are trim serges and good-looking serge and satin combinations; there are crepe Georgettes and satins prettily combined and dresses of the much used plain satin.

They are in ever so many new and smart styles, which are as simple or elaborate as you like, and in addition to black and dark blue they come in such fashionable colors as taupe, green, chocolate and Havana brown.

The assortment is good and there are all sizes.
(First Floor, Central)

Lovely Velvets and Ostrich Feathers Make These New \$10 and \$12 Hats Attractive

Just out of their boxes for tomorrow—new Winter hats in smart shapes and pretty colors.

Plenty of black hats, of course, but black lightened with pretty velvet facings in lighter colors, like rose pink, or French blue or soft gray or sand color.

Charming new shapes—hats with the new mushroom brims, hats with the pretty draped crowns that are so much liked; hats with narrow edges of fluffy ostrich; hats with gay velvet flowers and smartly tied ribbon bows—in short, hats in the pretty new Winter fashions and suitable for young as well as older faces.

But come and try them on!

(Second Floor, Chestnut)

When Dame Fashion Cries "Wolf," Smart Women Listen—

and then proceed to wear the soft, pretty wolf scarfs and muffs—specially when the wolf furs are as attractive as they are this Winter!

In the first place the skins are unusually fine—soft and lustrous and beautiful. Then the furriers have worked them up with great care, and the finished furs, as a result, are charming.

There are brown and gray and taupe wolf scarfs and sets. Animal scarfs are \$30 to \$60. Wolf sets \$55 to \$90.

(Second Floor, Chestnut)

800 New Silk Waists—Special at \$3.85 to \$5.50

Crepe Georgette and crepe de chine waists they are, in the delightful new Autumn styles, and pretty, light colors.

Some are beaded, some are embroidered, and the rest are in plain tailored styles.

(East and West Aisles)

Black Skirts—Special at \$5.75

They are in three good styles—one a serge with two large pockets, full gathered waist line and broad belt; another of poplin with yoke top, skirt gathered on the yoke and buttons for trimming, and the third a lustrous satin skirt with shirred top and two large pouch pockets and button trimmed belt.

(First Floor, Central)



An Important Special Sale of Suits, Dresses and Coats for Girls and Young Women

Tomorrow will be a busy day in the Young Women's Salons, as it will bring hundreds of suits and dresses for young women and coats and dresses for girls at prices much below what these grades are generally selling for.

Young Women's Suits, \$32.50

Suits of heavy all-wool burella cloth, lined and interlined. There are three models, one sports suit with pleats, pockets and belt, and two semi-fitting dress styles with large collars and button trimmed.

Colors are Havana brown, green, reindeer, plum and blue. Sizes 14 to 20 years.

Young Women's Dresses, \$25 to \$32.50

There are 300 of these in all-wool serge, Jersey, satin and crepe de chine. There are long, loose-line models and belted, surplice and Russian styles, all with the new overskirts or tunics and button or braided trim.

Girls' Serge Dresses, \$8.75 and \$10

The \$8.75 group is for girls of 6 to 14 years, and the \$10 frocks are for junior girls of 15 and 17 years.

These dresses are of all-wool blue serge and are in regulation models, trimmed with braid and having pleats and belts.

Girls' Coats, \$16.75

Heavy coats of all-wool burella and chevots, with large collars, pockets and belts.

Sizes 6 to 12 years.
(Second Floor, Chestnut)

Men Who Must Have New Suits and Overcoats

Ought to be very sure that they get the best. Very sure that they are not put off with something part cotton or something unsafe in quality.

The best safety is to buy suits and overcoats where you can be SURE of the quality.

That's at Wanamaker's.

Best time to buy is now.



(Third Floor, Market)

Men's Velour Hats—Rich in Color and Velvety in Texture

When the importation of velour hats stopped, men who had been wearing them said that American makers could never equal them. Which shows how they underrated the skill and determination of American makers.

We have some velour hats here that in texture and colors compare favorably with the finest that ever crossed the ocean. They are in browns, greens and black, and while they should cost more, we can sell them for—

\$8, \$10 and \$12.

(Main Floor, Market)

Men's Gloves of Good Style and Sound Service

Washable capeskin gloves in tan are \$2.50, \$3 and \$3.25.

Buckskin in gray only, \$3.75; a finer grade in gray, khaki and tan, \$4.25.

(Main Floor, Market and Central)

There Are 12 Different Grades of Men's Japanese Crepe Shirts

And the shirts that we call attention to now are one of the finest grades. Many of the others we would not sell.

These shirts are in beautiful solid colors and fancy stripes. They are plain negligé, of course, with soft cuffs.

The crepe is the right weight for fall and winter and will give splendid wear.

Price \$3.

(Main Floor, Market)

Men's Plain, Practical Handkerchiefs—\$3 Dozen

Sturdy Irish linen that promises good wear—and made in the plain hemstitched style that men like.

These are good for the price, too, these days.

(West Aisle)

As a Sale or an Exhibition the Oriental Rug Event Is Equally Unprecedented

It is keeping well within the bounds of accuracy to call it unprecedented. The accuracy of the statement is easy to prove.

The Chinese rugs alone are an impressive proof of it.

In all our years of rug selling we have never had such a collection of these weaves.

By which we mean that we have never had so many pieces and, above all, never so many fine pieces, including many real antique ones, in small sizes. These latter are antiques in the true sense, being old rugs that have softened and mellowed in color to a degree which gives them a unique charm and proves their unique quality.

These, together with the great carpet sizes—palace pieces, as they have been called, in sizes 15.8x10 feet to 15x20 feet—would be enough to give an incomparable

distinction to any assemblage of rugs.

But there are other groups of equal or greater beauty and value from the viewpoint of the connoisseur or lover of rare and precious things.

There is a great Khorassan of the old, old quality, with a dark blue ground covered all over with vases and floral devices in contrasting shades, notably sacred Persian green.

For softness, depth and loveliness of tone and beauty of texture this rug is a treasure piece.

Another such is an exquisite Saraband, or Serebend, as some call it.

This piece shows the characteristic Saraband device, the all-over palmette in red over a ground of deep old blue and it has seven borders rich in detail and charm of color.

It is a large piece, 19.9x7.5 feet.

(Seventh Floor, Central)

of a rare and wonderful quality, full of interest and delight for lovers of Oriental rugs who know how to appreciate the old incomparable, unappreciated mellowness, beauty, softness, call it what you may, for which the rugs of the East have been famed for centuries.

Of all other rugs the assortment is large beyond anything of the kind in this country, and the prices are surprisingly low.

Even the treasure pieces are marked at much below their usual ratings, and all the less expensive rugs are priced considerably below their regular value.

Carpet-size Chinese, Persian and Caucasian rugs are \$150 and upward.

Small rugs, including Chinese, Mosais, Irans, Dozarts, Kerman-shahs, Beluchistans, Daghestans, Shirvans and hall strips are \$18.50 and upward.

New Fiction

"Foes," by Mary Johnston, a tale of the Stuarts' uprising in Scotland; in the dashing, vivid style that is this author's own and is an unending pleasure to the lovers of her books. \$1.50.

"The Mysterious Island," by Jules Verne, whose stories of thrilling adventure are ever a source of delight. Beautifully bound with fifteen color illustrations by N. C. Wyeth. \$2.50.

"Fighting the Boche Under Ground," by Captain H. D. Trounce, E. R. C., an account of the part that engineers play in the war, by a man who knows. \$1.50.

"The Paper Cap," by Amelia E. Barr, of the laboring class and its conditions many years ago; a realistic account of the passions of human beings. \$1.50.

"Simple Souls," by John Hastings Turner, an English writer with a delightful way of picturing characters. This is a charming romance. \$1.35.

"The War in the Cradle of the World," by Eleanor Franklin Egan, of the war in Mesopotamia and the bravery of British troops. \$2.

"Unchained Russia," by Charles Edward Russell, an accurate story of the Revolution in Russia that answers all the questions we ask about this puzzling nation. \$1.50.

"The Near East from Within," Anonymous, an expose of the real conditions between Germany, Turkey and the Balkan States. \$1.50.
(Main Floor, Thirteenth)

Boys' Overcoats and Suits Finer But Not Costlier

We have no time for boys' clothing of doubtful quality, or inferior make. We look upon it as a danger. Our standard of quality calls for all-wool, expert modelling, dependable tailor work.

Our boys' overcoats and suits are somewhat finer and somewhat more dependable than any other boys' suits of which we know, but they are not any costlier than any other suits that can be compared with them. Comparatively speaking, they are the lowest-priced in Philadelphia, because their quality is so high.

Overcoats \$18 to \$35, sizes 11 to 18 years.

Suits \$13.50 to \$25, sizes 3 to 15 years.
(Second Floor, Central)

Saturday Shoe Specials for Men and Women

Knowing what a great shoe-buying day Saturday is, we call attention to the following specially priced groups of footwear:

Women's Shoes

At \$5.30, 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)

Men's Shoes

At \$4.65, 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 less than the Government pairs.

At \$5.90, soft black kidskin and dull black calfskin shoes on fashionable English lasts and conservative lasts, for men of all tastes.
(Main Floor, Market)