

Liberty Bond Booth in Center of Store

WANAMAKER'S

Store Opens at 10

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Store Closes at 4.30

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WEATHER Fair

On Monday—\$54,500 Worth of Hosiery and Underwear To Sell for \$37,000

An Alert, Well-Mannered Boy Scout

yesterday afternoon came up to a gentleman who stood in front of the show windows on Chestnut street gazing at the faces of Pershing and some of the heroes of the war, and the lad in khaki uniform said to the man, who had paused in his walk to study the war pictures and battle relics:

"Sir, May I Sell You a Liberty Bond?"

Quickly the gentleman replied, "I am already in up to my neck and cannot take any more." Quick as a flash the youth replied, "Oh, yes, you can; When you are only in up to your neck;

YOU CAN GO OVER YOUR HEAD

That small boy with a wise man's head on his shoulders, and his comrades, must have been speaking yesterday all over the city and country, for everywhere people who had already given were giving again and again.

An old English friend well known in America said to the writer and others years ago

Young man, you can, you ought, you will.

And now it is only for you to say that you will.

Whatever a Philadelphian ought to do and can do he will do; and it must be done today to see the Government through with the Fourth Liberty Loan.

To the twelve million seven hundred and seventy-three thousand announced yesterday morning we have added materially, and today we expect to add more.

[Signed] *John Wanamaker*

Oct. 19, 1918.

The New Fur Coats for Women Are Delightful

NOT only are the furs lovely, and of beautiful quality, but the new styles are so attractive women are sure to find them becoming. The new coats, for instance, are in many new lengths, chiefly from thirty to forty-five inches—and this allows sufficient latitude for any woman to find the coat which just suits her.

The nutria coats are lovely this year. The fur is soft and pretty and there is a rich taupe shade as well as the natural color that is much used. One smart nutria coat, with a novel collar that buttons high, and a belt, is \$225, while another, more elaborate, with a skunk collar and border on back and a rich and colorful lining, is \$375.

The muskrat coats are quite smart, too, and there are many models, of varying lengths and different styles, from \$150 to \$375.

And still finer coats, of Hudson seal (dyed muskrat), lustrous and beautiful, some handsomely trimmed with other furs, are \$225 to \$700.

(Second Floor, Chestnut)

Crisp and Snowy New Undermuslins for Women

Among the new things in the Undermuslin Store are some dainty envelope chemises, made of fine nainsooks and prettily trimmed with laces and embroideries. \$1.50 to \$5.75.

With them are new combinations—corset covers and short skirts—of the same fabrics, and trimmed with laces and embroideries. \$1.65 to \$3.75.

(Third Floor, Central)

Two Exceptional Shoes That a Woman Can Get for \$6

Both are high cut lace shoes made on fashionable lines but practical for Fall and Winter wear.

One is of dark tan calfskin with tan cloth tops and Cuban walking heels.

The other is of dull black calfskin with gray cloth tops and Cuban heels.

(First Floor, Market)

Women's Sports Oxfords of Tan Norwegian Calfskin

These smart shoes have wing tips and perforations and 1 1/4-inch leather military heels. They are designed to be worn with spats or woolen stockings.

Find them in the exclusive Little Boot Shop at \$10 a pair.

(First Floor, Market and Juniper)

Women Who Want Flannellet Nightgowns Will Find Them Here—

in good style, well made and at reasonable prices.

White flannellet gowns, \$1.50, \$1.75, \$1.85, \$2 and \$2.50 each. Striped flannellet gowns, \$2.85 and \$2.85.

(Third Floor, Central)



Luxurious New Winter Coats For Women

WHAT with their soft, rich linings, their lovely fabrics and great furry collars, these new coats are certainly luxurious Winter wraps.

Of soft taupe velour is a handsome coat in a new semi-fitted style, with much stitching for trimming and a great collar of lustrous black fur. It is \$100.

In the new paprika color is a handsome velour coat with large collar and cuffs of Hudson seal (dyed muskrat) and

with a smart new cape effect. \$125.

There is a large cape collar on another velour coat, this one of deep brown with a shawl collar and revers of lustrous seal. \$145.

Of that lovely shade of purple known as Vatican is a fine velour coat with a great square collar of soft Australian opossum. It has new double pockets and is cut on new lines. \$150.

And in addition to these shades there are many new coats in all the fashionable colors of the Winter.

(First Floor, Central)

Fur Millinery Heralds the Approach of Winter

In the Gray Salons you will see them—the new and lovely fur hats, to wear with Winter wraps and suits.

They are of soft seal and the pretty gray moleskin, of nutria and of the rich brown beaver. The furs are fine and of beautiful quality, and the skins are cleverly combined with rich gold and silver brocades and the hats trimmed with ribbons and flowers.

They are in small and medium shapes, in quite new and delightful Winter styles, and the prices begin at \$25.

(Second Floor, Chestnut)

Here Are Pretty Blouses Which Go With New Suits

Don't spoil the effect of your new suit by not having the prettiest kind of blouse to accompany it!

A charming new crepe Georgette blouse in white or flesh color has embroidery on the collar and a touch of imitation Venise. \$7.50.

Another crepe Georgette in white or flesh color is made in simpler style, with a collar to be worn high or low and is \$7.75.

And a third blouse, of soft taffeta, is in white or flesh, with many tucks on the front and the new collar, and fastens with two buttons at the point of the collar. \$7.75.

Prilly white net makes the last blouse, which has many ruffles of narrow Valenciennes lace and tiny pearl buttons for trimming. It is most attractive and the price is \$12.50.

(Third Floor, Central)

Winter Dresses Suitable for Many Needs—A Special Group at \$47.50

MANY women come to us for dresses that are not too elaborate for general use, nor yet too simple for better wear, and it is for just such needs that we have planned this little group of dresses at \$47.50 each.

They include dresses in about seventy-five good styles—and are of the fashionable wool jersey, firm, good serges, tricotee and tricotette cloth,

satin, Georgette and crepe de chine.

The styles are as charming as they are new, and there are dresses suitable for women of many types.

Plenty of the popular deep blue, also the fashionable dark colors and lighter shades as well as black, are in the collection.

And at \$47.50 the prices represent a saving of a third.

(First Floor, Central)

Dainty Little Girls' Dresses at Special Prices

The sizes are from 2 to 6 years, and the little dresses are the kind that are so nice for wear all the year round.

They are in white lawn and voile with turn-over collars, some are short waisted and trimmed with tiny ruffles and French knots.

The colored ones are in chambray in delightful shades of pink, blue, yellow and green, trimmed with dear little pockets, collar and cuffs in white with hand embroidery in colors.

The prices are from \$3 to \$5.

(Main Floor, East Aisle)

A Smart New Velvet Handbag for \$6

There is something about this bag that at once distinguishes it from the general run of handbags around this price. It is perfectly plain, but in an exceptionally graceful oval shape and the frame is rather deeper than most.

Colors are black, navy, taupe, brown and purple and the frames are chiefly tortoise shell finish celluloid. Linings are of dainty silk and each bag has purse and mirror and is ornamented with a tassel.

(Main Floor, Chestnut)

New Loveliness in Sash Ribbons

No feminine heart dare deny the extra bit of charm that a dainty sash adds to the party dress, be she young or old. These are in pale shades of pink and blue and in white, beautifully brocaded, 7 1/2 inches wide at \$1.35 and 5 1/2 inches wide at 90c.

(Main Floor, Central)

25,900 pair of Women's Stockings
26,100 pair of Men's Half Hose
3840 pair of Children's Stockings
10,080 pieces of Women's Underwear

At an Average Saving of a Third

Excepting the most important group of all, these are practically all second-grade goods. But as everybody knows who knows anything at all about the hosiery and underwear market, "seconds" are scarcer than "firsts," because the manufacturers will not take the time to finish them.

Then again, many provident persons prefer second-grade goods to first grade because they get more service for their money.

It was only by bringing all our influence to bear

that we induced the makers to finish these goods for us.

12,000 Pair of Men's Wool-and-Cotton Half Hose at 50c a Pair

This is the important item already referred to. The value in this group may be realized when we say that men have been buying up these socks in second grade at 50c a pair as fast as we can get them. Here are first grade at the same price.

All the merchandise in this sale is reasonable and well made. The entire West Aisle is given over to it.

Men's Half Hose

At 15c—gray, blue and tan cotton.

At 25c—black and colored mercerized and colored artificial silk plated, "firsts" and "seconds."

At 30c—fashioned black cotton and mercerized, "seconds."

At 35c, 3 pair for \$1—black, white and colored artificial silk, "seconds."

At 45c—black, navy and tan silk plated.

At 50c—black, white and colored artificial silk and silk mixed, "seconds."

At 55c—black and colored thread silk, "seconds."

Women's Stockings

At 25c—black and colored mercerized, "seconds."

At 30c—fashioned black cotton and mercerized, "seconds."

At 35c, 3 pair for \$1—black, white and colored artificial silk, "seconds."

At 45c—black, navy and tan silk plated.

At 50c—black, white and colored artificial silk and silk mixed, "seconds."

At 55c—black and white silk.

"firsts," and black and white full-fashioned silk, "seconds."

At \$1—black and white fashioned, plain and fancy ingrain thread silk, "seconds."

Children's Stockings

At 30c—ribbed black cotton, "seconds."

At 35c, 3 pair for \$1—infants' ribbed white wool, "seconds."

Women's Underwear

At 25c—low-neck and sleeveless

size vests, regular and extra sizes, "seconds."

At 50c—low-neck and sleeveless like combination suits, regular and extra sizes, "seconds."

At 75c—high-neck, long-sleeve and ankle-length Fall-weight cotton combination suits, "seconds."

At \$1.15—medium-weight fine cotton combination suits with Dutch necks, elbow sleeves and ankle length, "seconds."

At \$2.50—Fall and Winter weight merino and silk-and-merino combination suits, "seconds."

(West Aisle)

The "Ounce of Prevention" May Be a Good Quilt or Pair of Blankets

You remember the old saying "an ounce of prevention is better than a pound of cure."

Common sense, to say nothing of good housekeeping, calls for plenty of good blankets and quilts.

For people of common sense who know the value of good housekeeping and good merchandise we have quilts and blankets in good supply and at as low prices as can be quoted by any store for the same unquestionable qualities.

And please bear in mind that the sooner you buy the better.

Down-filled quilts, \$10 to \$45 each.

Lamb's wool quilts, \$10 to \$45 each.

Blankets (part-wool to the finest all-wool), \$7 to \$45 a pair.

(Sixth Floor, Central)

120 Dozen Linen Huckaback Towels of Solid Merit at 65c Each

All are of clean flax yarns that will launder well and are pleasant to the touch. We bought them nearly a year ago and have just taken them out of bond to sell at a reasonable price, considering the circumstances of the time, especially the fact that the foreign field is stripped practically clean of flax yarns and the looms are working on cotton.

Size 18x35 inches, hemmed, price 65c each.

(First Floor, Chestnut)

Fine Crepe Poplin \$3 a Yard

We have sold this beautiful cloth for many years, as it has always been favored by our customers. But when the present stock is exhausted we do not expect any more until after the war.

This lot includes dark Autumn shades and black, is 42 inches wide and all wool.

(First Floor, Chestnut)

Silk-and-Wool Crepe in a Host of Colors

We have this desirable fabric in a great variety of fashionable and harmonious shades.

It is much in demand for medium weight one-piece suits and is 40 inches wide.

Price \$2 a yard.

(First Floor, Chestnut)

Pure Soaps for Skin Health

Vegetable Oil soap is especially good for very tender skins, as it protects and preserves their softness. 15c a cake, \$1.65 a dozen.

Peroxide bath soap is delightfully refreshing and priced at 15c a cake and \$1.65 a dozen.

Queen Mary bath tablets come in violet, rose, cold cream and verberna at 10c a cake and \$1.20 a dozen.

(Main Floor, Chestnut)

Beautiful Room-Size Domestic Rugs at Special Prices

All new and desirable rugs at real savings. No inferior grades among them.

High-Grade and Standard Wiltons

9x12 ft., \$69.50 and \$87.50.

8.3x10.6 ft., \$66.50 and \$85.

Axinisters

9x12 ft., \$28.50 and \$29.50.

8.3x10.6 ft., \$26.50 and \$35.

Rag Rugs

9x12 ft., \$11.

(Seventh Floor, Chestnut)

A Self-Threading Needle

Is a wonderful saver of time and patience. One downward pull of the thread and the trick is done.

These needles come for all machines, are medium size and are 10c each.

(Main Floor, Central)

A Brilliant Gathering of Cut and Engraved and Gold Decorated Glassware

CRYSTAL that is both cut and engraved is the finest and most beautiful type of what is commonly known as cut glass.

The brilliance of it is given a touch of elegance and delicacy by the engraver's hand.

In the case of gold-encrusted glassware the brilliance is made richer and more sumptuous looking.

Some of the most attractive pieces of both kinds of glassware are now being shown in the China Store at very reasonable prices, the cut and engraved pieces comprising:

Bonbon dishes, \$6.50.

Sandwich plates, \$13.50 to \$25.

Salad bowls, \$13.50 to \$20.

Sugar and cream sets, \$10 a set.

Vases, \$10 to \$60 each.

Flower bowl with screen, \$65 each.

Punch bowl with stand, \$85.

Gold Encrusted Glassware

Cracker and cheese dishes, \$5, \$6.50, \$7.50, \$12.50, \$16.50 each.

Sandwich plates, \$4, \$5 up to \$12.75 each.

Candy jars, \$5, \$6.50, \$7.50 up to \$15 each.

Covered jugs, \$6, \$6.50, \$7.50 each.

Vases, \$1.50 to \$18 each.

(Fourth Floor, Chestnut)

It Will Soon Be Hallowe'en, Says the Candy Store

For the middle of the table on which your Hallowe'en feast is spread there are great pumpkin figure Jack Horner pies, with 12 favors, complete for \$3.

Large pumpkins, to be used for holding Autumn leaves—or fill them with apples if you like—\$1.50.

Pumpkin lanterns, 20c apiece.

Black cut lanterns, 10c each.

Novelty place cards with favors, 15c each.

Black cats with shaky heads, 15c.

Assorted favors, mounted on small cakes of chocolate—witches, cats, clowns and other figures, 10c each.

Horns, 15c each.

Snapping bonbons, 75c to \$4 dozen.

Black cats, 10c, 15c, 60c each.

Cases for salted nuts, 10c each.

Mint wafers, 60c pound.

Paper hats, 15c.

Chocolate mints, \$1 pound.

Keupie dolls, \$1 to \$5.

Nut wafers, 40c pound.

Salted peanuts, 80c pound.

Cream almonds, 60c pound.

Salted almonds, walnuts and filberts, \$1.50 pound.

Peanut squares, 50c pound.

Glaze nuts, \$1.50 pound.

Jordan almonds, \$1 pound.

(Down Stairs Store, Chestnut)

Monday the Oriental Rug Sale Will Show a Connoisseur's Collection of Fine Antiques at Less Than the Prices of Three Years Ago

This surely means a rare enhancement of an exhibition already rich beyond compare.

For lovers of fine old rugs, rugs of true texture and mellowed hues, the opportunity is phenomenal, coming at such a time.

We bought these rugs from the executors of the estate of a man who loved good Oriental rugs, and who knew Oriental rugs of good quality and was fond of collecting them. The number of pieces is not large, but their quality and desirableness very real. We are able to sell them at less than the prices of three years ago.

The general selection of pieces is still abundant and beautiful, as well in Chinese as in Persian and Caucasian weaves.

The choice of Chinese carpets is particularly attractive, comprising these among many other pieces:

11.7x8.6 feet, \$325.

12.3x9.2 feet, \$345.

12.3x10.6 feet, \$315.

13.5x9.9 feet, \$455.

11x8.1 feet, \$225.