

Down Stairs Store
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WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Fair

An Unprecedented Stock of Silks

More Than 165,000 Yards of the Finest Goods Marked at \$250,000,
or \$75,000 Less Than if They Were Priced
on Today's Cost



Fifteen Million Dollars

Making good the suggestion contained in our Liberty Loan announcement of Friday morning that there would be further subscriptions in addition to the \$12,773,000 then noted, we have already turned in to the banks subscriptions for our Philadelphia and New York Stores to the amount of

\$15,000,000

being an additional \$2,227,000; and certain sums are still to be tabulated and reported.

[Signed] *Joe Wanamaker*

Oct. 21, 1918.

AFTER months of careful preparation we are able to present a stock of silks and velvets which we believe to be unprecedented in variety, quality, assortment of color and actual value. It is undoubtedly the largest stock we have had in many years.

Most of the goods were purchased six to twelve months ago when the markets were much better stocked than they are today, and wholesale costs much lower.

We have marked them at our regular fair profit and we offer them on their merits at prices considerably less than goods purchased in today's market could be sold for.

The range of choice is wonderful. Translated into merchandise and figures this is what it means:—

Colored Silks

Satins, \$1.75, \$2, \$2.50, \$3, \$3.50, \$4, \$5.50, \$7.50 a yard.
Taffetas, \$1.50, \$1.75, \$2 a yard.
Crepes de chine, \$1.50, \$1.65, \$2.50, \$3, \$3.25 a yard.
Crepes meteor, \$2.25, \$2.50, \$3, \$3.50 a yard.
Georgette crepes and voiles, \$2, \$2.25, \$2.50 and \$3 a yard.
Baronette satin, \$4.50 a yard.
Tricolette, \$5.50 a yard.
Broche crepes, \$5.50 a yard.
Printed radiums, \$3.50 a yard.
Printed pussy willow taffetas, \$4 a yard.
Printed satins, \$2 a yard.
Failles, \$2.50 a yard.

Black Silks

Crepes meteor, \$2, \$2.50, \$2.75, \$3, \$3.25, \$3.50 a yard.
Taffetas, \$1.50, \$1.75, \$2, \$3.50 a yard.
Japanese habutai, \$1.10, \$1.25, \$1.50, \$1.65, \$2, \$2.50, \$2.75 a yard.
Georgettes and voiles, \$1.50, \$2, \$2.25, \$2.50, \$3, \$3.50 a yard.
Failles, \$3, \$3.50 a yard.

White Silks

Failles, \$2.50, \$3.50 a yard.
Japanese habutai, \$1, \$1.65, \$1.75, \$2, \$2.25 a yard.
All-silk broadcloth, \$2 a yard.
Taffetas, \$1.25, \$1.50, \$1.65, \$1.75, \$2, \$2.25, \$3.50 a yard.
Radiums, \$2, \$2.25 a yard.
Domestic satins, \$1.50, \$1.75, \$2, \$2.50, \$3, \$3.50, \$4, \$5 a yard.
Italian satins, \$3.50 a yard.
Charmeuse, \$3.25, \$4.50, \$5 a yard.
Crepes meteor, \$2.25, \$2.50, \$3, \$3.50, \$4.50 a yard.
Crepes de chine, \$1.50, \$3, \$3.25, \$3.50, \$4, \$4.0 a yard.
Georgette crepes, voiles and chiffons, \$1.50, \$2, \$2.25, \$2.50, \$3 a yard.
Broche crepes and radium satins, \$3.50, \$5, \$5.50 a yard.
Moires, \$1.75, \$2 a yard.

Wash Silks

Domestic and Japanese, \$1.50, \$1.75, \$2, \$2.10 a yard.

Colored Habutai

\$1 and \$1.10 a yard.

French Novelties

\$6, \$15, \$17.50, \$18, \$25 a yard.

White Silks

Failles, \$2.50, \$3.50 a yard.
Japanese habutai, \$1, \$1.65, \$1.75, \$2, \$2.25 a yard.
All-silk broadcloth, \$2 a yard.
Taffetas, \$1.25, \$1.50, \$1.65, \$1.75, \$2, \$2.25, \$3.50 a yard.
Radiums, \$2, \$2.25 a yard.
Domestic satins, \$1.50, \$1.75, \$2, \$2.50, \$3, \$3.50, \$4, \$5 a yard.
Italian satins, \$3.50 a yard.
Charmeuse, \$3.25, \$4.50, \$5 a yard.
Crepes meteor, \$2.25, \$2.50, \$3, \$3.50, \$4.50 a yard.
Crepes de chine, \$1.50, \$3, \$3.25, \$3.50, \$4, \$4.0 a yard.
Georgette crepes, voiles and chiffons, \$1.50, \$2, \$2.25, \$2.50, \$3 a yard.
Broche crepes and radium satins, \$3.50, \$5, \$5.50 a yard.
Moires, \$1.75, \$2 a yard.

As a collection we believe this stock is unequalled, and this statement is made after a careful checking up of facts and figures and critical and extensive comparison of merchandise and prices.

If you need silks you are practically certain to find here the finer kinds in greatest selection at the lowest prices.

(First Floor, Chestnut)

THESE SPECIALLY PRICED SILKS ON THE AISLE TOMORROW

500 yards of white washable American satin, \$1.50 a yard; one yard wide. Saving of 50c a yard.

500 yards of American twilled habutai, \$1.25 a yard, 40 inches wide; white, black and some colors. Saving of 75c a yard.

800 yards of striped washable American shirting silk, suitable for waists, \$1 a yard, 32 inches wide. Saving of 50c a yard.

700 yards of striped washable satin, recommended for waists, dresses and skirts, \$1 yard. Saving of 50c a yard.

(West Aisle)

You Will Look Far to Find Handsomer Lamp Shades

than we have to show you in the Lamp Store. There are at least two hundred new shades—new in shape and color and style, that we have recently unpacked.

They are for floor lamps, and there is an amazing variety of shapes and combinations. Sometimes they are of two or three colors, sometimes lined with a contrasting color. And their trimmings are more varied than we've ever seen them. Some are handsomely braided, others have Oriental ornaments and tassels.

Lovely amber and brown shades, soft rose hues and pretty blues, subdued purples and other colors are all in the collection.

\$19.50 to \$57.50 each—and it is doubtful if you will find any others in Philadelphia like them.

(Fourth Floor, Central)

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 real leather.

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

(Main Floor, Market)

Arabian Lace Curtains—All Specially Priced

Some are a third, others a whole half less than today's prices!

The saah curtains are \$4 to \$15 a pair.

Long curtains are \$7.25 to \$22.50 a pair.

There are two to six pair of a kind, so that matching them up will not be difficult.

(Fifth Floor, Market)

Sweater Sets for Babies

Sweaters, leggings, mittens and cap, in a lovely shade of old blue and in rose, priced at \$7.50 the set.

(Third Floor, Chestnut)

One-Third Saving on Seasonable Hosiery and Underwear

Stockings for men, women and children and underwear for women are included in this sale, at prices which make it well worth while to lay in good supplies.

The great majority of the merchandise is second grade, but at present "seconds" are very scarce and more in demand by some people than "firsts."

The Merino Army Socks at 50c

are the feature of the sale. We procured 12,000 pair of these splendid wool-and-cotton socks, in first grade, to sell at this price. Heretofore the "seconds" of these goods have been selling at 50c as fast as we could get them.

Here are some of the prices in the sale:

Men's half-hose at 15c, 25c, 50c, 55c, 65c and 85c.

(Main Floor, Market)

Women's hosiery at 20c, 30c, 35c, 3 pair for \$1; 45c, 50c, 85c and \$1.

Children's stockings at 25c and 35c, 3 pair for \$1.

Women's underwear at 25c, 50c, 75c, \$1.15 and \$2.50.

(First Floor, West Aisle)

Hallow'en Is a Merry Time

So have your bonfire prepared to light at nightfall, and don't forget to come to the Toy Store for your masques and costumes, and be ready for a gay, mad frolic with the fairies and goblins—who are unusually active on that night, you know.

(Seventh Floor, Market)

Ammunition for the War Against the Germs

Wanamaker chlorides, a general disinfectant, 30c.
Formaldehyde, 75c a pint.
Septola, 25c and 50c.
Hayes disinfectant powder, 25c a can.
Rajah disinfectant, 50c to \$2.50 a can.
Sulphur fumigators, 10c each.
Tin sprayers, 50c each.

(Fourth Floor, Market)

For Sharp Nights Ahead Good Quilts and Blankets

Plenty of good, warm bed clothing is an absolute necessity in every home.

This is neither new nor original. It is just one of those unquestionable facts which are sometimes overlooked just because they are unquestioned.

If you have not so far looked to your winter supplies of bed clothing it is high time for you to do so.

Also you should keep in mind that in quilts and blankets the good kinds are the only kinds worth while.

Our stocks are exclusively confined to worth-while kinds.

They are ample in quantity and trustworthy in quality, and they are as low-priced as it is practically possible to have them.

Be ready before winter strikes in earnest.

Down-filled quilts of our own good make are in very fine assortment at \$10 to \$45.

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

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

(Sixth Floor, Central)

The Kermanshahs Are a Lovely Feature of the Great Exhibition and Sale of Oriental Rugs

The Kermanshah is something of a queen among rugs.

For fineness and delicacy of texture and coloring it is unrivaled.

Without Kermanshahs there could be no such thing as a completely beautiful exhibition of Oriental rugs.

The collection of Kermanshahs in this sale is in itself a sight worth coming to see.

All the beautiful characteristics for which Kermanshahs are noted are pronounced in them.

The wool is of a choice quality, the texture fine and soft, the colors exquisite. Pink and old rose, blue and ivory and green and ecru are the prevailing shades. Medallions are noticeable among the patterns, occasionally on a plain ground, but more often surrounded with an elaborate decoration of small figures, the theme being set in a framework of several borders liberally enriched with floral and other figures.

For such true specimens the prices quoted in this sale are remarkably low.

(Seventh Floor, Central)

Persian Kermanshah Rugs Carpet Sizes

11.4x7.11 ft., \$275.	11.3x7.1 ft., \$475.
13.6x9.6 ft., \$565.	10.2x7.10 ft., \$500.
11.4x8.11 ft., \$595.	12x8.1 ft., \$569.
12.10x8.11 ft., \$715.	11.11x9.7 ft., \$684.
11.5x9.1 ft., \$655.	11.5x8.6 ft., \$587.
13x9 ft., \$385.	

Small Kermanshahs

from 3x2.2 ft. to 3x4.6 ft. at \$47.50 to \$65.

Other Persian, Caucasian and Chinese rugs in the sale at special prices, ranging in carpet sizes from Saruk, 21x14 feet.

\$150 for a Mahal, 8.8x7.1 ft., to \$1575 for a Royal smaller sizes from Mosuls at \$32 to hall strips at \$225.

All the Furs Now in Fashion—

from the close, soft moleskin to the luxurious sables and rich silver foxes are now here in the Fur Salons.

Plenty of small furs and any number of new styles in neckpieces—little one and two skin scarfs, smart chokers, shawl and cape collars, long stoles and great, beautiful scarfs are here. And there is any skin approved by Dame Fashion.

The new fur coats are handsome. Quite a number are in the new short length—there are smart little fur blouses and jaunty short coats, as well as the much longer and more luxurious models.

And you may be sure that the prices are fair and the skins of the finest quality.

(Second Floor, Chestnut)

Jaunty New Suits for Junior Girls

Styles suitable for school wear; styles suitable for sports wear; styles suitable for dress wear.

Smart-pleated models, some with yokes and large muffler collars. Skirts are gathered and have belts and pockets.

These suits are carefully tailored and have charmingly youthful lines.

Materials are burella, cheviot and velveteen and colors are burgundy, taupe, Havana brown, myrtle green, blue, black and reindeer.

Sizes, 15 and 17 years.

Prices, \$28.50, \$32.50 and \$38.50.

(Second Floor, Chestnut)

Light Loveliness in Marabou Neckwear

Attractive stoles and capes come in mole, natural or black, trimmed with tassels, ostrich, feathery balls and tails.

The stoles are priced from \$5 to \$27.50 and the capes, from \$6 to \$25.

(Main Floor, Central)

Silk Slips and Dainty Camisoles in New Styles

Women who wear the dainty little camisoles will find ever so many new and pleasing styles in the Undermuslin Store. Some are trimmed with laces, some with ribbons and some with both. \$1 to \$13.50.

To wear under thin blouses there are black or white silk slips at \$2.25 to \$2.75 each.

(Third Floor, Central)

A Dainty New Dress Boot for Fastidious Women

A high lace shoe of fawn kidskin with dark brown kidskin foxing, turn sole and Louis heel.

The exclusive Little Boot Shop has this model for \$16 a pair.

(First Floor, Market and Juniper)

Fine Velveteens From England and America

These beautiful fabrics are much in demand just now for coats, skirts and dresses. They look especially well with furs.

The wide range of colors includes black, navy, Napoleon, spark blue, African brown, Madura brown, Havana brown, laurel, bronze, damson, walrus, peacock, beaver, iron gray and silver gray.

In various widths from 27 to 44 inches.

Price \$2.50 to \$5 a yard.

(First Floor, Chestnut)

AROUND gold ball that looks as if it had no object in life, surprises Milady by opening in the middle and revealing that its lifework is to carry her nickels.

(Main Floor, Chestnut)

ANEW cowl collar is of soft crepe de chine with a pleating around, and comes in white or a delicate shade of pink at \$2.

(Main Floor, Central)

OUR Christmas cards are displayed early this year, especially for those who would remember their friends in the Service who are across the water. There are stickers, cards and calendars in gay array.

(Main Floor, Central)

KNITTING NEEDLES may be appropriately protected with a little Service flag of celluloid if "HE" is in the Service. 25c.

(Second Floor, Central)

CAPE COD lighters are great savers of kindling if you love an open fire—and they are so decorative for the hearth, too! In brass, at \$1.50.

(Fourth Floor, Market)

IF THERE'S a cool corner in the house a \$10 electric heater will warm it up.

(Fourth Floor, Market)

TO TAKE the chill off a room, get one of these oil heaters with center draught burners. \$7.75 to \$10.75.

(Fourth Floor, Market)

OUT in the open air, on a good pair of roller skates, a child can get its lungs full of fresh and pure ozone.

Skates, \$1.75 to \$4 a pair.

(Fourth Floor, Central)

ADINGY radiator sticks out like a sore thumb. Gold finish, to brighten it up, 40c to \$1.25 a can; silver finish, 40c to \$1.10. Brushes to apply them, 25c to 45c.

(Fourth Floor, Central)

3633 Yards of Real Filet Laces at Less Than Wholesale Prices

And they are so scarce now, because there has been an embargo on these lovely laces for nearly a year. We were fortunate enough to get this lot from an importer who has lately gone out of business.

About one-third of the laces are in the embroidered filet, which is so beautiful and so rare, and there are also many attractive designs. Mostly in narrow widths, there are edgings and insertions priced at 55c, 75c and \$1 a yard.

(Main Floor, West Aisle)

Waists in Simpler Styles for War Workers

These are the simple, practical waists that women who are doing the various war activities will find best suited to their needs.

White lawn waists, with collars that may be worn high or low, \$1.85.

Or white linene, with high, detachable collars, and in simple, tailored style, with pocket, \$2.25.

Blue satin blouses, with two pockets and new collars, to be worn high or low, \$6.75, and a similar style in heavy blue crepe de chine, with smoked pearl buttons, \$7.50.

(Third Floor, Central)

Black Silk Handbags Unusual for \$2.85

Medium size bags in a good, new shape and made of a good grade of silk. With dark silk linings, mostly purple and gray.

We have a limited number of these bags to sell at \$2.85, which is a very low price for them.

(Main Floor, Chestnut)