

Down Stairs Store Advertisement on Page 11	WANAMAKER'S	Store Opens at 10	WANAMAKER'S	Store Closes at 4.30	WANAMAKER'S	WEATHER Fair
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These Are the Times That Prove How Wisely a Store Provides

There Is a Key for Every Lock
and the greatest key made bears the stamp

Made in Philadelphia

The nations of the entire globe are reaching out for it. It is a far cry of a suffering world for the use of the Master Key in the present crisis.

This key of power is the American flag, inspired by George Washington, Thomas Jefferson and Benjamin Franklin.

The Stars and Stripes seems to have been preordained from the beginning for this hour.

On the wooden mantel of the old working room of the Presidents, at Washington, is an inscription telling that in Lincoln's time

"On the first of January, 1863, Abraham Lincoln, President of the United States, signed the Proclamation of Emancipation, giving freedom to four millions of people."

The day now appears to be dawning when the President of the United States, by some statesmanlike suggestion, shall have placed in the White House, in letters of bronze:

"On the — day of —, 191—, the President of the United States, in conjunction with the Allies, etc., by the power of the commanding armies, all with the inspiration of the American flag, and what it alone represents, established a settled peace of victory for the benefit of the world."

The world knows that Woodrow Wilson is equal to the occasion and, associating himself with others, can be safely trusted to bring order out of confusion and permanent peace out of terrible warfare, not for any personal glory of the United States, but for the everlasting betterment of mankind.

[Signed] *John Wanamaker*

Oct. 23, 1918.

Please Take Notice

that from the first of November until Christmas Eve this Store will open at 9:30 and be closed at 6 to accommodate the Christmas shopping.

P. S.—This notice is for the information of the public, who are inquiring, but subject entirely to any order that the federal fuel administration may make at any time.

TQ frame a rosy baby face, layer upon layer of heavy white ribbon swirls itself in combination with soft ermine and calls itself a cap. Price \$14.—(Third Floor, Chestnut.)

GAY candy boxes—that are of tin to keep the candies fresh—are painted patriotically in red, white and blue with a proud Service star on the top. Price 85c.—(Second floor, Central.)

WHO would not rise with the sun, if it were to breakfast in the loveliest taffeta coat made for that very purpose? There are plain models and very frilly ones in soft shades of pink, blue, yellow or rose. Priced at \$11.50 to \$13.50.—(Third floor, Central.)

AN ironing-pad of bayberry waxy will shed a pleasant fragrance over ironing day, for 30c.—(Second floor, Central.)

LITTLE dolls whose only dress is a gay painted bathing suit and a very wavy suit of hair are so cute that we really wouldn't ask them to have a useful object in life, but they insist upon holding hairpins. In different colors at 25c.—(Main Floor, Central.)

WOMEN'S VESTS appear this season in all the charm of Autumn colors. Of heavy silks in rich figures of blue, brown, yellow and deep pink. Priced from \$6.50 to \$12.—(Main Floor, Central.)



In Silks a High Tide of Beauty, Variety and Excellence

By actual reckoning we have ninety-three miles of silks and velvets in stock at the present time—more than 165,000 yards. We know that every grade in all these scores of different kinds is of unquestionable excellence at its price.

We know also that not one of them could now be bought to sell for the price at which it is marked, and we have proved by actual comparison that many are marked considerably less than goods of the same quality can be bought for elsewhere.

In the face of these facts, we believe we can say that we have a silk stock that is unmatched in all the points that make a silk stock of helpfulness and interest to the customer, and among these points are quality, variety, value, desirableness and choice of colors.

This is especially worth remembering, because silk is today a more important dress material than it has ever been, and relatively a more economical one. No matter what your silk requirements may be—whether you need white silks, black silks, wash silks, colored silks, novelty silks—you are practically sure of finding here a better and more varied stock to select from and better value for your money than you will find anywhere else.

We say this not out of vainglory, but as a matter of public information of value to a great many people.

And, of course, we shall be glad to prove it.

Prices \$1 to \$25 a yard.
(First Floor, Chestnut)

Aquamarines

The aquamarine is more than ever the vogue. Its clear, sea-blue tints that gave the stone its name have won for it a high place in the hearts of jewel lovers.

Rings, in square and round setting, combined with pearls or diamonds, are priced from \$24 to \$62.

Brooches, combined with pearls and set in either yellow or white gold, are priced from \$12 to \$175.

Lavallieres, set with tiny pearls or plain, are priced from \$33 to \$50.

Scarf pins, either plain or set with pearls, are priced from \$8.50 to \$28.

(Main Floor, Chestnut)

Men's Redleaf House Gowns Somewhat Different

These London gowns are made of wool serge and are in the new three-quarter length. They are bound with silk braid and have silk cord and tassel and the design consists of narrow blue, brown or red stripes, alternating with black.

There are a few with black stripes of various widths on white grounds.

Price \$27.50.
(Main Floor, Market)

Fifty Rows of Stitching on These Men's Caps

Men who share this small lot of caps from Lincoln-Bennett, London, will learn from wear what fifty rows of stitching mean in terms of service.

These caps are made of Irish "oatmeal cloth," in rich Lovat colorings.

Price \$4.
(Main Floor, Market)

5000 Pair of Men's "Heavy Duty" Shoes at \$4.65

Just received from the largest maker of Army shoes in America, and made on the Munson Army last. Blue-rose lace style of retained leather, with extra heavy soles and bound to give good service.

Splendid shoes for men who work outdoors or at any occupations where stout footwear is required.

(Main Floor, Market)

Among the New Books

"The Merry Heart," by Helen Raymond Abbott, the story of Anne, her home in New England and its duties, the call to life and the fight. \$1.40.

"The Star in the Window," by Olive Higgins Prouty, an unusual love story that is interesting from cover to cover. \$1.50.

"The Human Side of Animals," by Royal Dixon, a book that will create animal lovers—the author proves with great charm that animals have all human emotions and love and hate like human beings. \$1.75.

"Face to Face with Great Musicians," by Charles D. Isaacson, intimate glimpses in the lives of old masters—that their names may mean more to us than printed words. \$1.50.

"Secretary Baker at the Front," by Ralph A. Hayes, told by the private secretary of Mr. Baker. The actual doings of our great army in France. \$1.

"By Eskimo Dog-Sled and Kayak," by Dr. S. K. Hutton, a missionary, relates in thrilling style his experiences in Labrador. \$1.50.
(Main Floor, Thirteenth)

Smart Models in Fur-Cloth Neckwear

Attractive stoles and capes in imitation seal and kerami cloth, that so satisfactorily take the place of fur for mild weather, or can be worn so comfortably indoors.

They come in black or mole, are trimmed with pockets, tassels or balls of the material, and are priced from \$13.50 to \$22.50.
(Main Floor, Central)

ON THE AISLE TOMORROW

Women's Silk Stockings With Mercerized Tops at 85c

3600 pair of black and white silk hosiery with mercerized cotton tops. First grade goods that usually sell for a higher price.
(West Aisle)

New Capeskin Gloves for Women

Soft, pliable skins that are washable.

The ever-popular strap-wrist model comes in tan and pearl white at \$4 and in tan at \$3.

The one-clasp model is either pique or outseam sewn and comes in several shades of tan, cafe creme, butter, pearl white or oyster, at \$2.50.
(Main Floor, Central)

A Special Disposal of New Style Handbags

There are both leather and fabric bags in this lot and the prices are about what such goods ordinarily cost wholesale.

At \$1.50, two styles of black leather envelope bags with moire silk linings.

At \$2.75, black pin seal dress handbags in pouch shape and black and navy silk bags.
(West Aisle)

At \$3.50, a larger style of envelope handbags in black pin seal with inner frame.

At \$3.75, black pin seal carriage bags, black and navy silk handbags and velvet "sock" bags.

At \$6.75, large velvet knitting bags in a new shape, shirred around lower part.
(West Aisle)

New Black Walking Boot for Women

The exclusive Little Boot Shop has a good looking new model in women's walking boots. It is an 8-inch lace shoe, all black, with wing tip, perforations and 1 1/4-inch military heel.

\$12 the pair.
(First Floor, Market and Juniper)

A New 4000-Yard Lot of 38c Ginghams

It is most unusual these days to get ginghams of this quality for 38c a yard, and as this is a limited lot we advise all who want to take advantage of the opportunity to make their selection early.

There are checks, stripes, plaids and plain colors in the assortment and the designs are excellent.

27 inches wide and 38c a yard.
(First Floor, Chestnut)

Toilet Comforts for Men in the Service

Hair brushes, 85c to \$10.
Combs, 25c to 75c.
Shaving brushes, 35c to \$13.
Shaving brush holders, 25c to \$1.
(Main Floor, Chestnut)

1500 Dozen Irish Linen Handkerchiefs at Most Uncommon Prices

Two years ago we bought them—and this week we've just taken them from their boxes!

Naturally we bought them at 1916 prices, so that at today's prices they are a full quarter below the present wholesale price.

Men's handkerchiefs are \$4.75 a dozen—and made with half and quarter-inch hems; pure flax, every thread, sturdy and of a quality not easy to get today at any price.

Women's handkerchiefs \$2.10 a dozen—plain, hemstitched and of good cambric weight.

Women's handkerchiefs \$1.80 a dozen—made with narrow hemstitched hems and tapes above the hem.

All are sold by the dozens and half-dozens only—and you'll not want less when you see them!
(West Aisle)

Wanamaker Bissell Carpet Sweepers

ordered long ago, are here, the shipment comprising twelve styles, the most popular being the American Queen, nickel-trimmed at \$5.75. Others priced \$4.50 to \$7.25. Early selections are advised.

Wanamaker Curtain Stretchers and Drapers

long overdue, have also arrived. The frames are supported by casels, the curtain pins are nickel-plated and the curtains cannot be twisted out of shape because the frames are true and will not warp—\$3.85.
(Fourth Floor, Market)

Scotch Wool Robes Have Many Uses

Designs of these handsome imported robes are plaids and checks on one side with plain colors on the reverse.

Prices \$15 to \$40.
(Main Floor, Market)

A New \$9000 Import of Scotch Table Cloths and Napkins

Table cloths to the number of 160 together with 800 dozens of napkins are comprised in this new shipment, which comes direct from a good Scotch weaver.

All the goods are of heavy, pure flax damask, full bleached and in a plentiful choice of patterns and grades.

In napkins there are seven different sizes, from 16 1/2 inches square at \$4.50 up to 24 inches square at \$12.75 a dozen.

All the table cloths are in circular designs and in sizes specially suitable for large round tables. They are priced at \$12.75 to \$16 each, in size 81x81 inches.
(First Floor, Chestnut)

Leather and Other Smart New Reversible Coats for the Woman Who Motors

Of leather on one side and sturdy gabardine on the other is one new coat, which is water and storm proof, and is made with belt, many pockets and intended to be worn either side out—\$85.

A little longer coat is of leather and tweed—in a smart reversible style with slash pockets and raglan shoulders. It is \$100.

Another leather coat in brown and tan is made in raglan style and is uncommonly good looking. It has a double belt and is peau de cygne lined and costs \$150.

The last coat is made of glazed black kidskin and is lined throughout with broadcated velour of velvety softness. The coat has a great square collar and cuffs of shining-brown beaver and the price is \$185.

All these coats are very new, very smart, and distinctive wraps for the woman who motors and wishes to be well protected in all weather.
(First Floor, Central)

It's Amazing How Many Ways Crepe Georgette May Be Made Into Blouses—

and here are two more new Autumn styles that use this dainty, pretty fabric.

The first is a simple style, the blouse itself of the crepe, with a long, graceful collar of gleaming satin—you may have navy blue crepe with a tan satin collar, brown with tan, all flesh color or all white. It fastens with one large pearl button and the price is \$6.75.

The other blouse is of white or flesh color with a new collar, silk bound and much braided with shining soutache and finished with a square neck and narrow vest. \$5.75.
(Third Floor, Central)

New Coats for Little "Kiddies"

A coat of ribeline is cut on rather tailored lines with large pockets and velvet collar. \$12.50.

The broadcloth coats are trimmed with collar, cuffs and buttons of fur. \$16.50.

Chinchillas, always so satisfactory, \$23 to \$35.
(Third Floor, Chestnut)

Now Many Women Prefer High Neck Nightgowns

They afford more protection than the other kind, and are certainly sensible these chilly autumn nights. At least twenty different and good styles of high necked gowns are here in the Undermuslin Shop.

Some have square, some V-necks and they are made of sturdy cambries, soft nainsooks and good muslins. Some are lace, others embroidery trimmed, and there is a pleasing variety from which to choose.

\$2.65 to \$5 each.
(Third Floor, Central)

Thousands of L. R. Corsets for Winter

First choose your corset—then your frock—is the motto of the woman who would be correctly costumed.

Here are over ten thousand L. R. corsets, suited to many types, and for all needs—

At \$1.50—a pink or white batiste, lightly-boned model; low bust, bonelless hip.

At \$2—a well-boned white batiste model, medium length skirt, low or high bust, suitable for

with long hip, elastic across the top, finished at top with touch of blue.

At \$2.50—a pink or white batiste model with low bust, long hip, for slender or average figures.

Another model with low bust, long hips and broad front steel, for the average or full figure.

At \$3—a dainty pink or white figured broche model, topsies, with elastic inserts across the top.

Another model in pink or white batiste, very low bust, short bones

and steels over abdomen and insert of elastic at bottom of back.

At \$2.50—a serviceable model of white coutil, well-boned, broad front steel, insert of elastic at bottom of back and medium low bust.

A topsies model of pink or white batiste, long hips, band of elastic across top, lightly boned.

At \$2—a dainty model of pink and white striped material, short-boned and steels over abdomen, for average or slight figures.

Another model of strong white coutil, well-boned, broad front steel and wide elastic gore at bottom of back.

At \$4.50—a white coutil model for the tall, full figure, medium high bust and long hips.

At \$6—a lightly-boned model of dainty figured material in pink or white batiste, wide band of elastic across top.

Other models ranging in price from \$1.50 to \$15.

Lace front corsets from \$3.50 to \$12.

(Ninth Floor, Central)

It Is a Majestic Picture—The Great Oriental Rug Show—and the Greatest Sale on Record

Anybody who has read the advertisements of this Oriental Rug Fete will remember that at different times we have laid emphasis upon the fact that primarily and essentially this is a sale of real opportunity and advantage.

The beauty of it is self-evident and there is no denying that it is superlatively fine.

We are glad of this. We are glad to see the eyes of our friends sparkle at the sight of all this majestic massing of color.

The people have found out the great background of real opportunity that we spoke of, and that makes all this beauty worth while, and now they are making this the

Greatest Oriental Rug Sale in Our History

Not to boast, but to make our meaning clear, we may say that we are selling more Oriental rugs than we have ever sold in any sale on record. So there you have the real proof of our statement that the incomparable beauty of this sale has a real background of advantage—for it is only because the advantage is here that the people have found it out.

Anybody who came here on the opening day of the sale and who might come in tomorrow would be likely to wonder how it is that the richness and loveliness of it all has not paled in the slightest degree.

Well, the fact is we have more rugs than we show, and more rugs are constantly coming in.



(Ninth Floor, Central)