

Down Stairs Store  
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WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4:30

WANAMAKER'S

WEATHER  
Rain.

# Monday Will Be an Important Day at Wanamaker's

## To Our Former Employes or Their Families:

Since the war began 1358 of our young men and some women who wanted to be nurses or do Red Cross work have given up their places to be in the army and navy.

Many more of our trained people, with a patriotic spirit, have left us for places where the pressure for work of hurried war supplies offered desirable places and direct service for their country.

This condition leaves us far below our standard of numbers.

Under no circumstances will we exceed our usual roll of employes.

As many of our former employes who worked in the store are without their men, who have gone to the war, we will be glad to arrange for a half day's service or a few hours early or late in the day, if they can spare the time, and care to help us for the next two months, or longer.

Not one of the boys and girls who have come to the age of fourteen should miss getting a full school education, but if the changes that the war has made in their families compel them to earn wages, we have good opportunities for them in almost every one of our clerical offices and in learning the business connected with the merchandise.

Applicants will please ask for Mr. Atkinson, who will receive personal callers or letters for any information desired, at his desk on the Street Floor at his office next below the Postoffice on the West Aisle along Juniper Street.

[Signed]

*Joe Brannan*

October 26, 1918.

## About Many New Blouses and Three in Particular

It keeps the advertising pencil busy writing up the news of the shirtwaists that arrive daily in the Shirtwaist Shop.

One of the latest to come is a crepe Georgette in white, or flesh color, with embroidered dots and lace edged collar. \$6.75.

Quite smart is a crepe Georgette in navy or black, with considerable embroidery on its pretty front, and white collar and cuffs. \$13.50.

And copied from a French blouse is one of crepe de chine with many pleats in effective fashion. It is in white, flesh or navy blue and is \$16.50.

New crepe de chine blouses to wear with the Winter suits, in blue or black, \$5.50 to \$16.50; and crepes Georgette in suit colors and more elaborate styles, \$7.50 to \$37.50.

(Third Floor, Central)

## Women Should See the Shoes They Can Get Here for \$6.50

They may choose from a variety of styles in high cut lace shoes with long vamps and slender toes.

Tan calfskin with cloth tops to match and Cuban heels.

Mahogany color calfskin with tan cloth tops, indicated wing tips and low military heels.

Dull black calfskin with gray cloth tops, indicated wing tips and low military heels.

Patent leather with gray cloth tops and Louis heels.

Price \$6.50 a pair.

(First Floor, Market)

## New French Kidskin Gloves for Women

\$2.25—2-clasp model that is over-seam sewn and comes in tan, grays, black, white and champagne.

\$2.50—2-clasp model, over-seam sewn and comes in tan, black and black with white.

\$3—3-clasp model, over-seam sewn and comes in white, black, tan, grays and champagne.

\$3.25—3-clasp model, pique sewn and comes in black, white, tan, gray, brown and pastel.

(Main Floor, Central)

## Feminine Pajamas Silken and New

Some—and these are the two-piece style—we brought all the way from Japan. They are of glistening tub silks of fine crepes de chine and are prettily embroidered. Some have V and others square neck. \$12.50, \$15 and \$18.

Other silk pajamas, one-piece style, \$8.50 to \$23.50.

(Third Floor, Central)

## Men's Initial Handkerchiefs \$6 a Dozen

When he sees the good looking initial that is hand done, and feels the softness of the linen, any man who knows anything about handkerchiefs will be glad to pay for this price. They have

## Beautiful Pickard Ware for Bridal or Christmas Gifts

WE HAVE just received our Fall and holiday shipment of this richly decorated china from the "Pickard" Studios. These are really exquisite creations of the pottery decorators' art, being rich in colored and gold effects. The decorators derived their inspiration chiefly from fruits and flowers.

(Fourth Floor, Chestnut)

A characteristic feature of the ware is the application of solid coin gold applied after the surface of the china has been acid-etched in various designs.

For wedding and Christmas gifts this is a much-favored and very appropriate ware.

Prices from \$3 for a small bonbon dish to \$100 for a punch set.

## Dawn of Victory Sale No. 6

### 2300 Yards Fine Silks at \$1.25

1800 yards of beautiful 36-inch taffeta silks. They are in black, white and all wanted colors. A delightful silk for dresses as well as for linings. They have not sold below \$1.65.

500 yards of Georgette crepes, 40 inches wide, mostly in black, but some colors.

(West Aisle)

## A Disposal of Pretty Curtains at Lowered Prices

All these pretty draperies are of unusual quality and remarkable value for their prices. And they are just such curtains as people are coming in every day to buy.

Plain velour curtains, \$26.50 pair—made with French edges and in all the wanted colors. This is about the present cost to manufacture such curtains.

Wood silk curtains, \$12.50 to \$22.50 pair—solid and two-toned colors; many are our own patterns.

Mercerized curtains, \$6 to \$10.50 pair—solid colors and such good ones as rose, red, brown, green and blue. These are curtains that usually sell for half as much again.

(Fifth Floor, Market)

## After All, There Is Nothing Better Than Broadcloth

As a fabric for women's suits and dresses it has held a high place for years. If it is a good quality it will give excellent service and it may be worn anywhere.

We have some fine broadcloth in a high finish and in a good range of dark colors and black. It is 54 inches wide and \$5 a yard.

(First Floor, Chestnut)

## A Fine Supply of Down and Lamb's Wool Quilts Against a Hard Winter

It is a larger stock than we have perhaps ever had, and, from what people tell us, it is distinctly better from the standpoint of value than any other stock in Philadelphia. This we have heard from customers who left here to go and see other stocks and who came back again to buy. In some cases wholesalers are asking as much for down quilts as we are selling them

for at retail. We have these in unusual assortment and all of them are the product of our own factory.

The selection of lamb's wool quilts is extraordinary. Prices for down-filled and lamb's wool quilts are from \$10 to \$45.

The down quilts, at \$45, are filled with the rare down of the eiderduck.

(Sixth Floor, Central)

## Do You Know the Merits of a Boston Bag?

As a handbag for the business woman or the shopper, the Boston bag is unexcelled, yet it is seldom seen in Philadelphia. These bags are made for service and accessibility and have wide mouths and double handles.

We have a good assortment in soft, hand-boarded black cowhide at \$7 to \$9, and some smaller and lighter models in black goatskin at \$3.50 and \$4.75.

(Main Floor, Chestnut)

## Dainty Baby Creepers New in Design

In chambray, cotton crepe, linens, poplin, striped muslin, ginghams and percale, in delightful shades of pink, blue and yellow. Many white ones charmingly combined with colors.

Trimmed with smocking in colors, hemstitching, embroidery edgings and many different kinds of hand embroidery.

The prices are from \$2 to \$3.75.

(Third Floor, Chestnut)

WHEN the sink or the washstand or the bathtub stops up, a rubber suction cup will soon clean the passage. 35c to 75c.—(Fourth Floor, Central)

A SANITARY cream and egg whip that does its work quickly is 50c or \$1, according to size.—(Fourth Floor, Market)

EVEN the mashed potatoes that mother used to make were not as smooth as these can be made with a 35c

## Imitation Ivory Toilet Articles Are Serviceable Delights

They are so easily washed and certainly nothing is daintier to go with the light color schemes of bedroom or boudoir.

Hair brushes, \$2.15 to \$7.

Combs, 25c to 55c.

Mirrors, \$1.50 to \$5.50.

Powder boxes, 75c to \$3.60.

Hair receivers, 75c to \$3.60.

Cloth brushes, \$2.50 to \$5.

Hat brushes, \$1.25 to \$2.10.

Manicure pieces, 35c to 50c.

Nail polishers, 60c to \$1.65.

Pin cushions, \$1.50 to \$1.80.

Talcum boxes, 80c to \$1.25.

Pin boxes, \$1.65 to \$3.

Trays, 50c to \$2.35.

(Main Floor, Chestnut)

## A Special Jack Horner Pie for the Hallowe'en Table

is wheatless enough to satisfy Mr. Hoover, but holds twelve favors for the guests. \$1 complete.

And all sorts of favors for the children are 5c each.

Nut bars, 10c each—\$1 pound.

Chewy nut candies, \$1 pound.

Assorted caramels, 80c pound.

Peanut squares, 50c pound.

Salted peanuts, 80c pound.

(Down Stairs Store, Chestnut)

## Soft Two-Toned Ribbons for Girdles

In both satin and moire they come in the loveliest shades imaginable, among them pinks and blues combined, blue and lavender

and many in two tones of the same color.

3 inches wide and

## Bringing Four Large Special Sales and New Showings of Much Beautiful Merchandise

### Dawn of Victory Sale No. 3

## 1,000 Fresh, New and Fashionable Dresses, Suits and Skirts for Women All Priced Much Below Regular

Five of the best manufacturers in the country made these clothes, so you may be sure the fashions are quite new and correct—authoritative Winter modes. You may be sure, too, that they are well made.

To give you some idea of the remarkable values there are silk tricolette dresses in the sale at \$35. Silk tricolette is one of the most fashionable weaves of the moment. A grade like that used in these dresses sells all over the country for \$6.50 a yard—and it takes six yards to make a dress!

The serge used in the other dresses is a grade the Government is requisitioning because of its wearing qualities—yet here are whole serge frocks for \$20.

### Silk Tricolette Dresses, \$35

This shimmering, supple, clinging silk is a weave as fashionable in Paris as it is here. It is made up in two distinctive styles, both with long, heavy silk cord fringe. Dresses just like them sold in our own stocks for \$27.50 more than the price these are marked. There are all sizes and navy blue, black, brown, taupe and silver gray for colors.

### Other Silk Dresses, \$35

These are Georgette and satin combinations in charming styles, including a number handsomely embroidered with hollow jet. All the fashionable Winter colors are included.

### Satin Dresses, \$20

Of rich and heavy black or navy blue satin, embroidered with silk; chiefly in straight effects. These dresses would ordinarily sell for half as much again.

### Fine Wool Serge Dresses, \$20

You'll know how good these are the minute you feel the firm, good blue serge! A score of smart styles, becoming and new and uncommonly well made. Some braid, others button trimmed. Many have the new round necks.

### Winter Suits, \$35

The season's best styles are represented in this group. There is scarcely a suit that couldn't fairly have from \$10 to

(First Floor, Central)



\$15 added to its price. Soft wool velours, burella, broadcloth, gabardine and oxford are the materials. Many are fur-trimmed, others are plain tailored. Colors are navy blue, burgundy, taupe, green and brown.

### Separate Skirts, \$5 to \$18.75

100 serge and poplin skirts are \$5 each and in two styles; other serge skirts are \$7.50, and there are plaid and black and white striped skirts at \$14.75 and \$18.75 in rich colors and new well-tailored styles.

(First Floor, Central)

### Dawn of Victory Sale No. 4

## Women's Hosiery and Underwear at Actual Wholesale Prices

Almost all second-grade goods, but none the less important on that account.

### Women's Stockings

At 25c, black, white and colored seamless mercerized and black cotton and mercerized full-fashioned stockings, "seconds."

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

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

At 75c, black and white silk, fashioned and seamless, "firsts" and "seconds."

### Women's Underwear

At 25c, ribbed low-neck cotton vests, "seconds."

At 50c, lisle low-necked combination suits, "seconds."

At 75c, winter weight, high-necked cotton combination suits, "seconds." Sizes 34 and 36 only.

At \$1, glove-silk-top combination suits, "firsts."

At \$1.15, winter weight, Dutch-neck cotton combination suits, "seconds."

At \$2.50, winter weight merino and silk-and-merino combination suits, "seconds."

(West Aisle)

### Dawn of Victory Sale No. 5

## \$10,000 Worth of New Wilton Rugs and Other Domestic Rugs at Big Reductions

These new Wiltons include some of the most beautiful patterns we have shown this season.

And the hundreds of other rugs that we have taken out of regular stock and reduced are all clean, fresh goods, with no old styles or odds and ends among them. Savings are from a fourth to a half.

### High-Grade Wiltons

9x12 ft., \$98.50 8.3 x 10.6 ft., \$95

### Standard Wiltons

9x12 ft., \$75 8.3x10.6 ft., \$73.50

6x9 ft., \$34.50 and \$49.50 4.6x7.6 ft., \$26

### Axminsters

9x12 ft., \$28 and \$39 8.3x10.6 ft., \$26 and \$34.50

### Rag Rugs

9x12 ft., \$11

### Small Wilton Rugs

27x54 in., \$7.50 and \$8.50 36x63 in., \$9.50 and \$13.50

### Fine Carpets

Wilton carpet with 2/4 borders to match, \$2.75 a yard.

Wilton velvet carpet, \$3.50 a yard.

(Seventh Floor, Chestnut)

## Chinese Rugs Are in High Favor and Here Is an Unmatched Collection

There could hardly be a contrast more marked than that between the rugs of China and those of other lands. It is a contrast chiefly of color and design.

In the Chinese weaves these are more pronounced and individual than in almost any other rugs, and with certain schemes of interior furnishing and decoration they fit in most effectively. Indeed, the decorative potentialities of these rugs are coming in for more than usual recognition, as is proven by the exceptional demand for them which we are experiencing in this great sale.

Undoubtedly the exceptional quality and low prices of the rugs have much to do with this.

(Seventh Floor, Central)