

Liberty Bond Booth in
Center of Store

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Fair.

Service Is the Biggest Thing—for a Store or an Individual

Jay Cooke Never Slept Day or Night While the Pressure of

the United States Government was upon him in 1861, when the Treasury required money to equip troops and meet the demands for food and war supplies.

At this particular time, under circumstances existing at this moment, no true-hearted man or woman can have peace in the soul while the peril of failure hovers over this city, of all cities, of a breakdown in selling the Fourth Liberty Bonds.

All of our old-world enemies, jealous of America and wishing to strike it with hardest blows, would take fresh heart if it could be said we would not take out our pocket-books again and empty them to aid our nation in its present extremity.

**No Excuse Can
Free Us
From Blame**

No matter what we did in the past, more is now absolutely requisite for the success of our arms on sea and land.

Robert Morris, the financier and merchant of the Revolution, poured out at a similar time in our history and "went broke" for a time.

Money handed over to the United States will give us back bonds that can be turned into cash any day or hour, if needed.

Do not say anything about what you have done.

Do not discourage others by holding back.

If you get up to do something, you will find a way, and your influence will inspire others to do likewise.

[Signed] J. J. [Signature]

Oct. 14, 1918.



Dear Mamma:

Philadelphia, Oct. 14.
It has been a long time since I wrote you, but it came very near being a still longer time. I have had a very heavy cold and was fortunate to escape that terrible influenza.

One of the things that worried me while I was ill was the fact that I was missing a wonderful sale of Oriental and domestic rugs at Wanamaker's. I did so want to get some new domestic rugs for our new home.

Imagine my delight on Saturday, when I was able to go in town, to find that there was still a large assortment of the very things I wanted. And at the most surprising prices!

During my shopping days, before we got the house, I had become quite discouraged over the advanced prices of rugs. Almost everything I wanted was two or three times what Henry and I had paid for similar rugs when we were married. I told Henry he'd have to get some paint and camouflage the bare floors.

But at Wanamaker's I found beautiful rugs in the newest patterns at prices only a little higher than they used to be.

For the living room I got an exquisite 9x12 ft. Wilton rug in Oriental design and coloring for \$87.50. And another beautiful 9x12 ft. Wilton, not quite so fine, for the dining room. That was \$69.50.

For our bedroom I got an Axminster rug because I like the soft, rich feel of it underfoot. That also was 9x12 ft. and was \$28.50.

Then I got a 3x6 ft. bath room rug for \$4.25 and two small Wilton rugs, one 27x54 in., for \$5, and the other 36x63 in., for \$12.

For \$206.75 I got all the new rugs we needed—and beauties at that. And do you know how much I saved on the lot? \$102.75! Wasn't that perfectly splendid? I went straight down to the Liberty Bond booth and subscribed to another \$100 bond.

Your loving daughter,
HENRIETTA.

P. S. If you think Philadelphia is quiet you ought to see the Liberty Loan drive here.

WOMEN'S New Scarfs Are Riotous in Color

There are solid colors and stripes in contrasting colors and Roman borders. Some of the colors are gray, purple, maize, taupe, old blue and rose, and the prices are from \$6.75 to \$22.50.
(Main Floor, Central)

THE Bar Pin Has Many Uses

New ones of sterling silver set with rhinestones are in numerous designs. In some the rhinestones predominate and the silver forms only the background, in others there are few stones, and the lace-like design is worked out in sterling silver.
\$3.50, \$4.50, \$5 and up to \$15 each.
(Jewelry Store, Chestnut and 13th)

ALL-WOOL Serge Special at \$2 a Yard

An excellent quality of light serge that is particularly good for women's one-piece dresses. It comes in two shades of navy blue and black and is 40 inches wide.
(First Floor, Chestnut)

NEW Tailored Waists Are Tubbable

A new striped madras in white with tucked front is \$3.50. A plain-tailored linen is \$3.50. A tucked linen waist, also in white, is \$3.85. The three styles have collars that may be worn either high or low.
(Third Floor, Central)

NOT Every Woman Wears Envelope Chemises

Many women still prefer the straight kind. Some pretty new ones are of soft nainsook and fine cambrics, and some are trimmed with tiny tucks, some with Valenciennes lace insertion and others with dainty scalloped edge that is so simple and pleasing
\$1.85 to \$3.50 each.
(Third Floor, Central)

Uncommon Wool Dresses for Women

In the cases of the Gray Salons you will find them, charming, unusual and new dresses that were inspired, most often, by such courtiers as Callot and Lanvin and Cheruit. They are usually but one of a kind, and though distinctive, not extremely high priced, which is an item in these economy-practicing days.

They are of wool jerseys and fine tricolette, of firm serges and soft wool velours. Mostly they are in deep blue or black, but there are soft browns and the pretty grays that are in fashion this winter.

Quite a few are heavily embroidered and some are braided. And some few are combined with satins—these last usually serges. Bodices are short and long; skirts are three tiered like the smart little Scotch plaid dress, or accordion pleated, or gathered or braided. And there is one Redingote in the collection.
\$55 to \$77.50.
(First Floor, Central)

Coats for Women Who Motor

Looking at the first coat, you'd say it was practically impossible for wind or snow or sleet to penetrate its sturdy thickness. It is of leather on one side and tweed the other—and as it is reversible, you may wear it either side out. It buttons high at the throat, the sleeves have straps and altogether it is very good looking.
\$100.

Another practical, storm-proof coat is also reversible, but of gabardine, with a fleece lining. It has military-looking shoulder straps, buttons high and is belted at the waist line. \$57.50.
(First Floor, Central)

Raincoats for Girls and Young Women

The young women's coats are in a wide range of styles, belted, pleated and loose models, with large collars to fasten high around the throat for protection against wind and rain.

Materials are rubberized canton, checked mohair, tweed, gabardine and covert cloth, in light and dark colors.
For school, college or any street wear.

Sizes 14 to 20 years.
Prices \$9.75 to \$28.50.
For girls of eight to fourteen years are loose, box models with belts and pockets, and trench models, with large collars to fasten up around the neck. All have hats to match.
Made of rubberized canton and checked mohair in tan and navy blue.
Prices \$8.75 to \$13.75.
(Second Floor, Chestnut)

We Advise Early Buying of Silk Stockings

Just now we have complete stocks of gift hosiery and other silk hosiery, but we cannot promise how long assortments will remain good or what prices will be on new lots.

The present stocks were contracted for a year ago and we are able to sell them at a small advance on old prices. They are all full-fashioned goods, which means "knit to fit."

Black silk stockings, \$2 to \$4.50; with cotton tops, \$1.35 to \$1.75.
White silk stockings, \$2 to \$3.50; with cotton tops, \$1.35 to \$1.75.

Colored silk stockings, including all the evening and shoe shades most in demand, \$2 to \$3.50; with cotton tops, \$1.35 to \$1.75.
(First Floor, Market)

Unusual Skirts for \$9.75

Several good styles—one of all-wool serge in black or blue, with pleated panels, deep girdles and two slashed pockets. Sizes up to 40-inch waist measure.

Also wool poplin skirts with silk braid trimming, two pockets and buttons for finish.

Fancy poplins of black, blue or taupe, one style with two pockets, wide girdle and jet buttons for trimming.
(First Floor, Central)

SPLENDID NEW CHINESE CARPETS ENHANCE THE EXHIBITION AND SALE OF ORIENTAL RUGS

FROM the viewpoint of sales, this has so far been the most successful Oriental rug event we have ever had at this season.

That surely speaks well for the rugs we offer and the prices marked on them.

From every other viewpoint it is certainly a success, especially from the viewpoint of beauty.

It is the richest outspreading of Oriental rugs ever seen in Philadelphia. To every pair of eyes that look upon it it is a delight, with its myriad shades of red and blue, ivory, ecru and golden brown, soft green, tawny yellow and other charming and elusive tints.

The beauty of the display is unending. It is as beautiful today as it was on the day we opened it, and it has been enhanced by new shipments.

A Magnificent Lot of Chinese Rugs Just In

These are the newest rugs in the sale and they are a fine group, comprising some pieces of beautiful texture in blue and golden tan. One lot of especially large pieces is particularly fine.

These are priced at \$825 to \$2500 each, in sizes 15.8x10 ft. to 15x20 ft.

11.7x8.6 ft., \$325.	10x6.3 ft., \$189.	12.1x9 ft., \$345.
12.3x9.2 ft., \$345.	13.5x9.9 ft., \$455.	12.4x10.6 ft., \$395.
12.3x10.6 ft., \$315.	11x8.1 ft., \$225.	11.6x8.10 ft., \$357.
12x9.6 ft., \$317.	11.10x9 ft., \$319.	11.11x9.1 ft., \$385.
10x8 ft., \$175.	11.6x8.6 ft., \$247.	4x7 ft. to 6x9 ft., \$67.50 to \$115.

Persian and Caucasian Rugs

Kermanshah, Saruk, Heraz, Serapi, Mahal and Savalan and other carpets are shown in ample and fascinating variety at remarkable prices.
(Seventh Floor, Central)



ably low prices—from \$150 for a Mahal 8.8x7.1 ft. up to \$1575 for a Saruk 21x14 ft.

Smaller rugs include—
Chinese, \$18.50 to \$65, sizes 2x3 ft. to 3x6 ft.
Irans and Dozarts, \$65 to \$85, sizes 4.6x6.6 to 7 ft.
Mosuls, \$32 to \$65, sizes 3x5 to 4x7 ft.
Beluchistans, \$17.75 to \$67, sizes 2x4 to 2.6x6 ft.
Daghistan and Shirvans, 4x4.6 ft. to 4.6x7 ft., \$35 to \$50.
Hall strips, 3x11 to 3x18.7 ft., \$65 to \$225.

New American Linen Rugs Sightly and Serviceable

These rugs are made of American-grown flax, for which there is no Government need, and save wool and cotton, for which there is need. They are made in a factory which uses waterpower and saves coal and employs 80 per cent women, releasing the men for service.

They are reversible, dust-resistant, mothproof rugs, thick and flat lying and in rich solid colors—rose, gray, blue and green.

9x12 ft., \$57	3x6 ft., \$9.50
8x10 ft., \$42.75	30x60 in., \$6.50
6x9 ft., \$28.50	18x30 in., \$1.75

(Seventh Floor, Chestnut)

Men's Heavy Duty Coats With Sheep's Wool Lining

(In the Military Shop)

Suitable for many other uses than military wear. Shipyard workers, motorists and college men will find them splendid, especially the reefer style.

All these coats have moleskin shells and linings and deep collars of sheep's wool.

Reefers, \$15.
Three-quarter length, \$22.50 and \$27.50.
Full length, \$25 and \$28.

(The Gallery, Chestnut)

Leather and Cloth Reversible Coats for Motorists

Big, handsome coats of tweeds and chevots, with tan leather on the one side, so that they may be worn either side out.
Prices, \$80 to \$90.

Where Can a Man Match This \$10 Cordovan Shoe?

Echo answers, "Nowhere." This shoe is made entirely of a fine grade of dark mahogany Cordovan that will take a beautiful polish.

It is on an English last, with a toe that is shapely without being too pointed, wide shank and low, broad, flanged heel.

A spanking fine shoe for \$10 in these days.
(Main Floor, Market)

Hallowe'en Will Be a Big Time This Year

Many will celebrate it outdoors, where we can have the best and healthiest times anyway! Masques are the fashion for the night, and it is time you selected your costume. The variety of costumes in our Toy Store really seems to have no end, but if you have set your heart on a particular one, better get it while the stock is still complete.
(Seventh Floor, Market)

A Sale of Dining Room Furniture of the Built-to-Last Kind

We were certainly fortunate in securing this \$30,000 lot of Mission furniture to sell at one-fourth less than the regular prices.

From the investment standpoint, it is probably the best furniture that one could possibly put money in, for any furniture is built to last this is.

And, of course, it is built of the staunchest materials—solid white oak, well finished in the old English brown and well put together. The drawers are dovetailed front and rear and the trimmings are in the hammered copper finish. Something in the style of this furniture reflects the spirit of the Dutch furniture of the Colonial times.

\$28 for a 48-inch buffet; wood back, large linen and silver drawers.

\$37 for a 48-inch buffet, large cupboard and drawer space.

\$45 for a 54-inch buffet, mirror back with stretcher base.

\$58 for a 64-inch buffet, large mirror with high base.

\$100 for a 64-inch buffet, curved mirror top, 2 cupboards and 5 drawers.

\$119 for a 76-inch buffet, 2 large cupboards, with a series of center drawers.

\$11 for a 38-inch serving table, with large shelf.

\$17.50 for a 36-inch serving table with large drawer and shelf.
\$24.50 for a 42-inch serving table with deep cupboard base.

\$26 for a 44-inch serving table with 2 drawers and shelf.
\$26 for a 6-foot 45-inch top extension table.

(Sixth Floor)



Gift Cushions and Covers —Many From Overseas

One corner of the Upholstery Store is given up wholly to these lovely new arrivals and any person who has such things in mind for gifts, now or later on, would be delighted with the collection.

Ever so many are from France—Paris, to be more definite. Some are labeled and others signed, in colorful fashion, with the name or initials of the maker.

And there is no monotony in shape or color when it comes to this winter's cushions! In addition to the usual round and square cushions there are oblong and oval pillows, eight-sided and six-sided cushions and ever so many more that are better seen than defined.

Some are of rich striped velvets and others are of silks. Some have velvet on one side and satin on the other—some have dark covers, with gay appliqued designs or vivid-hued medallions. And most all are finished with great golden or silken tassels.

With them are new foot warmers, silken, much-cushioned affairs of odd shapes.

And there are often handsome table runners and covers to match.

(Fifth Floor, Market)

LOVELY New Georgette Crepes

With its former success among the wardrobes of smart women well in mind, Georgette crepe returns confidently to fashion bedecked with myriads of gold dots—first with a background of black and then of delicate flesh color.

The material is 40 inches wide and priced at \$4.50 a yard.
(Main Floor, Central)

500 Women's Umbrellas at \$3 Each

Of silk-and-cotton, made over steel-tempered frames for long wear.

And for smartness equipped with bakelite and imitation amber handles—many with the convenient wrist-loop.
(Main Floor, Market)

FLUFFY New Boudoir Caps

Most of them are in dainty pinks and delicate blues, and they are usually combined with soft laces and harmonizing ribbons.

In ever so many delightful styles, and of crepe de chine and soft, lustrous silks, they are trimmed with silks and ribbon flowers and laces, and range all the way from 60c to \$2.50 apiece.
(Third Floor, Central)

QUAINT Plaid Ribbons for School Children

These are the gingham plaids that have such gay combinations of colors and are so dear to the hearts of little girls today as they were in grandmother's time. 6 1/2 inches wide and priced at 65c a yard.
(Main Floor, Central)