

Wanamaker Store
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WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Fair

Tomorrow We Shall Hold Our Dawn of Victory Sale No. 2— Men's Overcoats

300 of the Finest Fall Topcoats
in Philadelphia Reduced From \$5
to \$20 Each So That They Now Are

\$20—\$25—\$30

These coats are the cream of our topcoat stocks. They are all new coats in this season's fashions, and many of them are heavy enough to wear until the snow flies.

Fancy chevrons in light and dark colors are the fabrics used, and some of them are imported. The coats are skeleton lined and trimmed with plain or iridescent silk. The workmanship is beautiful.



Every overcoat in this sale is an actual reduction from the price at which it was selling up till now.

On the \$20 coats the savings are \$5, \$8 and \$10.

On the \$25 coats the savings are \$7 and \$10.

On the \$30 coats the savings are \$8, \$10, \$15 and \$20.

And you cannot find finer overcoats anywhere than are in this last group.

From the standpoints of value, timeliness and desirability of the goods, we regard this as one of the most worth-while overcoat sales we have ever held.

There is a full range of sizes.

(Third Floor, Market)

There Are Many Ways of Doing Good

A man used to go to some of the outlying Saturday night markets where the women came whose sons or husbands had received their pay Saturday nights, and who were compelled to purchase their provisions late.

He loitered about certain meat shops, it is said, and saw the women as they went out without buying, and asked the reason; and if it was because of the price asked, he would, out of his own money, hand over the difference above what she was able to pay in order that her children and family might have good meat and provisions. Bless him for his quiet, unostentatious brotherliness! It is suggestive.

While wages of men are increased greatly, all the needs of the family cost more than the increase in pay will cover. Many wives and mothers are taking in sewing, washing and housework, and some well-off people are assisting workers to do more work by their gratuitous aid.

These are heart-trying times for almost everybody who sympathizes with those who are suffering, who are trying to quietly get along until the war is finished and their mainstay is restored.

To be of the greatest use is what this Store is striving for, and all its people are doing likewise.

[Signed] *John Wanamaker*

Oct. 25, 1918.

Fur and Brocade, Soft Furs and Velvets Make the New \$10 to \$20 Hats for Women the Pretty Things They Are

Here are delightful new Winter hats—all new as can be—and pretty as clever milliners can make them.

There are new fur-and-brocade hats for better wear—and the, are in quite unusual and fetching new shapes too. New Beaver cloth hats—plenty of small and medium-size hats, close-fitting turbans and toques, in soft brown shades and black. Just a single ornament or a dashing quill finishes these.



Little hats of shining hat-ters' plush have a fluffy feather ornament, upstanding to add height and smartness. Velvet hats in new color are finished with a furry, beaver cloth edge—and topped off with a saucy velvet bow.

And then there are simple velvet hats with plain bows, new broadcloth and velvet hats, new hats of duvetyne and velvet, smart mushrooms and little pokes and dress hats with ostrich feathers. It's amazing what prettiness \$10 will buy!

(Second Floor, Chestnut)

Two Good Lots of All-Wool Poplin

One lot is 40 inches wide and \$2 a yard, and is suitable for women's dresses. The other lot is 50 inches wide and \$3 a yard, and can be used for suits as well as dresses. There is a good range of colors in each group.

(First Floor, Chestnut)

NIGHTGOWNS OF NEWNESS AND DAININESS ALL HAND MADE—

and more than that—hand embroidered, for they come from the far-off islands where Filipino workers have wrought wonders with many stitches and the needle.

They are of firm, good white stuffs, and the nightgowns are as simple or elaborate as you wish, with hand scalloping, pretty designs and quite often drawn work, too. All are ribbon run, of course. Prices begin at \$2.65 for a pretty style with blind embroidery, and go on up to \$25 for an exquisite affair of fine needlework and beauty.

(Third Floor, Central)

NEW SILVER THIMBLES FOR NIMBLE FINGERS

A nice thought for a Christmas gift—one that will be constantly used and something a woman will rarely buy for herself is a really good-looking thimble.

Many are plain ones and others are attractively chased. The prices are from 25c to 80c. Initials are engraved free of charge on those for 25c and 50c. Some are those at the other

A Record Assemblage of Washable Silks

SOME time ago wash silks were intended for men's shirts, but femininity of all ages, from the schoolgirl to the grandmother, has found out that they are most economical goods for everyday wear.

They are sanitary and, compared with other materials, they are decidedly low priced. For this reason we are glad to feel that we have the largest assortment to be found anywhere, among the more notable groups being Japanese striped habutai at \$1.50 a yard.

A beautiful selection of American heavy crepe shirtings in colored stripes at \$1.75 a yard.

American striped broadcloth—an immense variety at \$2 a yard, and some later selections in American broadcloths at \$2.10 a yard.

We are showing a new shipment of Japanese jacquard in rare colors and satin stripes to sell for \$2 a yard. It takes 3 1/2 yards of this material to make a man's shirt. We invite comparison of the goods either made into shirts, shirtwaists or dresses or just as they are in the web.

(First Floor, Chestnut)

The Chinese Weaves in the Oriental Rug Sale

THEY are the finest we have ever shown and the collection is the largest we have ever had.

It takes in a variety of sizes from mats up to enormous carpets, and a notable feature of the assortment is a group of beautiful antique pieces in mellowed blue and terra shades.

Among the large carpets are a number of the very rich ones, known as palace pieces, particularly fine in texture and shade. These are in sizes 15.8x10 ft. up to 15x20 ft. and priced on a moderate scale, based on their square-foot value, at \$825 to \$2500.

Small Chinese pieces are \$18.50 to \$125. Other carpet-size Chinese pieces begin at \$150.

Kermanshahs, Saruks, Herez, Serapis, Mahals and Savalans are priced at \$150 for a Mahal 8.8x7.1 ft. up to \$175 for a Saruk 21x14 ft. Hundreds of small rugs—Mosuls, Irans, Dozarts, Kermanshahs, Beluchistans, Daghestans, Shirvans and hall strips are priced from \$18.50 to \$225.

(Seventh Floor, Central)

Women's Fine Wool Dresses—Specially Priced at \$45

Just the dresses women want at this time of year, to wear indoors and out, and for morning, afternoon and better wear.

There are smart one-piece wool jersey dresses in new models—quite a few embroidered, some braided, and all new of line and most attractive.

There are fine wool serge dresses in distinctive, well-made styles. There are some fine silk tricolette dresses in charming models, sometimes silk embroidered; also a group of tricolette and serge dresses—the two materials effectively combined.

In the whole collection there are all the fashionable colors of the winter—deep blue, brown, beaver and taupe shades, lighter blue and black.

And \$45 is an unusual price for such dresses.

(First Floor, Central)

1500 Pretty New Shirtwaists \$2.85, \$3.85 and \$5

Special, of course, every one of the 1500.

Of lustrous crepes de chine and of crepe Georgette, in white or flesh color, usually, and made in new fall styles, with beads and embroideries to make them prettier. Some, however, are in simpler, more tailored styles.

But all are uncommonly good for the prices.

(East and West Aisles)

A Good Day to Put Good Overcoats on the Boys

There is hardly any need to tell fathers and mothers with common sense in their heads that just as surely as a boy must have an overcoat he should have a good one.

Good overcoats in this store cost no more than the not-so-good kinds cost in other places.

We have good overcoats in full assortment, by which we mean that we have every style and wool fabric that anybody can desire, in brown, gray and greenish mixed fabrics at \$18 to \$35 in 11 to 18 year sizes, and at \$13.50 to \$25 in 3 to 10 year sizes.

Plenty of fine, excellently modeled and carefully tailored winter suits also at \$13.50 to \$25, in sizes for boys of 3 to 15 years.

(Second Floor, Central)

Five Points of Interest in Fashion and Saving for Young Women and Girls

All fine, new style garments and some specially priced.

100 Young Women's Velvet Dresses Special at \$25

There are several styles in this lot, some with long, loose lines, others with waistline defined and some Russian models. Skirts have the new tunics and overskirts and the dresses are trimmed with buttons, braid or embroidery.

Colors are black, brown, blue and Burgundy. Sizes 14 to 20 years.

Young Women's New Top Coats, \$32.50 and \$39.75

All are of soft wool velour, well tailored and well lined, and in the most desirable Autumn colors.

The \$32.50 coats are plain and girls can wear their small furs with them.

The \$39.75 coats have fur collars. Sizes 14 to 20 years.

Children's Coats, \$16.75 to \$23.50

Of burella, velour, velveteen and corduroy, pleated and gathered and prettily lined. Some have large collars to fasten high around the neck, others have fur collars.

Colors are Havana brown, Burgundy, Pekin blue, navy blue and beaver.

Children's Serge Dresses, \$8.75

Regulation dresses of all-wool serge in navy blue. Pleated models, trimmed with braid and suitable for school and everyday wear.

Sizes 6 to 14 years.



Juniors' Coats, \$23.50 to \$37.50

Various models of burella and velour in Burgundy, blue, beaver and green. Pleated and gathered styles with belts and large collars, some fur collars.

For girls of 15 and 17 years.

(Second Floor, Chestnut)

ON THE AISLE TOMORROW

450 Dozen Handkerchiefs at Unusual Prices

150 dozen men's handkerchiefs, \$3.50 a dozen—quarter and half-inch hems. Yes, this is a little price for a good, all-linen handkerchief!

300 dozen women's handkerchiefs, \$1.50 a dozen—cambrie weight, plain hemstitched practical kind.

(West Aisle)

IMITATION LAPIS LAZULI JEWELRY IN NEW DESIGNS

One of the reasons why this pretty lapis jewelry is so much liked is that it goes so well with all the blue frocks and suits women are wearing this Autumn.

New necklaces—and they are in particularly effective designs—\$3.50 to \$9.50.

Hat pins are 50c pair.

Bar pins are 50c and \$1.25 each.

Earrings are 50c, 75c and \$1 pair.

(Jewelry Store, Chestnut and 13th)

A NEW SPORTS SHOE FOR WOMEN OF FASHION

Lace, of course, with light tan buckskin top, tan Russia calfskin foxing, wing tip, perforations and 1 1/2-inch military heel. A long vamp adds grace.

In the Little Boot Shop at \$14 a pair.

(First Floor, Market and Juniper)

CUT GLASS AT ONE-THIRD LESS THAN REGULAR

In a lot of about one hundred pieces of good cut crystal will be found:

Whipped cream dish, with plate, 55c set.

Low berry dishes, 7-inch size, \$1.75 each.

Berry bowls, 8-inch size, \$3.25 each.

Biscuit trays, \$1.25 and \$1.50 each.

Sliced lemon dishes, \$1 and \$1.25 each.

Butter plates, 7-inch size, \$1.25 each.

Vases, 12-inch size, \$5 each.

(Fourth Floor, Chestnut)

TOY MOTOR LORRIES

bring as full a load of joy to the hearts of young Americans as do those provision-laden ones to the lads that fight in France.

These lorries are painted in a battle gray and have khaki tops that may be either up or down. Price \$2.

(Toy Store, Seventh Floor, Market)

Warm and Sturdy Gloves for Men and Boys

A good kind is of woven wool cloth, one-clasp style, out-seam sewn, in gray and khaki, at \$1.75, or with strap wrist and leather forchettes, in khaki only, at \$2.

Tan capeskin gloves with fleece or knitted wool lining, \$3.75, \$4 and \$4.50.

(Main Floor, Market and Central)

Men's Wallets Better Than the Prices Indicate

An unusually good assortment of hip pocket and letter cases at \$1.85, \$2.25 to \$3.50.

All in black seal or other good leathers and all well made and in good style. Practically all are the desirable 3-fold type, and prices are much less than such goods usually sell for.

(Main Floor, Chestnut)

Men's and Boys' Good Caps Unusual at \$1.50

These caps are made of short lengths of fine suitings, or we could not sell them for so little.

The variety of designs and colorings is large and pleasing and, coming from what is probably the best cap factory in the country, the workmanship is excellent.

(Main Floor, Market)

FITTING FURNITURE FOR THE NURSERY

Shown in lovely white array in big, sunny rooms—and not a piece in all its daintiness that is too dainty for the room in which the sweetest baby in the world lives.

Cribs are priced from \$30 to \$38 and bassinets from \$12.75 to \$25, and can be had trimmed at \$40 to \$500.

Little clothes trees come from \$2.50 to \$7.50.

Baby baskets are priced from \$2.50 to \$20, both plain and trimmed.

Hampers are priced from \$7.50 to \$18.

Wardrobes come from \$14 to \$50.

Play-yards are priced from \$4.50 to \$12.

(Third Floor, Chestnut)

NUTS AND SWEETS AND OTHER REMINDERS

Hallow'en favors, 5c to \$1 apiece.

Snapping bonbons, 60c to \$3 a dozen.

Salted nuts, \$1.50 a pound.

Crisp nut bars, \$1 a pound.

Walnut pillows, 60c a pound.

Nut caramels, 80c a pound.

It's time to be thinking of these if you are planning a Hallow'en party or festivity of any sort.

(Candy Store, Second Floor, Market)

Kabo Corsets for Smart Lines

And this is the corset with rustproof guarantee! It may be depended on for long wear, for graceful comfort and the correct silhouette.

At \$2.50—a white coutil model, well boned, low bust, long hips for average figures.

At \$3—a model of strong white coutil, with low bust, long hips, trimmed with embroidery.

At \$3.50—another for slight or average figures is of pink-striped material with a band of elastic at the top.

At \$3.50—a model of white coutil, very low bust, with band of elastic at bottom of back is suitable for average figures.

At \$3.50—another of white coutil is well boned, with medium bust, long hips and insert of elastic at bottom of back.

At \$4—a model of white coutil, with medium-high bust and long hips is suitable for tall figures.

At \$4.50—of pink and white striped material, a topless model has a band of elastic across the top.

At \$5—a dainty model of pink and white figured material has a low bust, long hips and is for slight or average figures.

At \$5.50—a model of pink-figured broche with short bones over abdomen, inserts of elastic at top for slender figures.

At \$5—a model of white coutil, very low bust, broad front steel, suitable for full figures.

At \$6.50—a model of pink broche, lightly boned, topless, with elastic band across the top and three pairs of garters.

At \$8—a model of dainty pink broche, with low bust and long hips is well boned.

At \$8—another of pink broche is well boned, very low bust, long hips, broad front steel and long bones over abdomen.

(Third Floor, Chestnut)

That the Hallow'en Table May Gleam With Silver

We have selected in our Jewelry Store a number of inexpensive articles in both sterling and plated silver that would be charming for the dinner table and give to it that air of refined loveliness that all hostesses strive to obtain.

- Nut bowls
- Nut crackers
- Nut picks
- Nut spoons
- Almond dishes
- Fruit bowls
- Candy jars
- Bonbon dishes
- Bonbon spoons
- Cheese plates
- Cheese knives
- Cheese and cracker dishes
- Flower cases
- Sandwich plates
- Candlesticks
- Salt cellars
- Pepper shakers
- French dressing bottles
- Mayonnaise bowls
- Mayonnaise ladles
- Sugar tongs
- Individual salad forks

(Main Floor, Chestnut)