

Two Thousand New and Fashionable Winter Coats, Suits and Dresses for Young Women in Victory Sale No. 21

Savings of From \$5 to \$25 on Every Garment

Thanks to the backward season, when we went into the market to buy these garments we found some of our best makers not only willing, but anxious to find an outlet for their stocks and an opportunity to reduce the number of garments on their racks.

These coats and dresses and suits are in the newest of the Winter fashions. They are made of the best fabrics of the season. They were made by good makers—and so well made they will stand your keenest scrutiny.

1500 Fine Winter Coats

At \$25 there are coats of wool velour and burella and pompom cloth, some with large fur collars; all lined throughout and warmly interlined.

At \$29.75, coats of wool velour and pompom; with and without large fur collars; silk linings to match.

At \$35, coats of wool velour, pompom and burella cloth, large fur collars and rich silk linings.

At \$39.75, attractive coats of fine quality velours, duotone and silvertone; coats with generous sweep at bottom and large shawl collars of fur.

At \$49.75, unusually good coats of crystal cord and bolivia, copied from an imported model and made with large shawl collar. Coats just like these have sold in our own stock for \$12.50 more.

At \$55 each are 100 fine sample coats of duotone, silvertone, crystal cloth, bolivia, velour and evora—the most fashionable fabrics. The styles are new and smart, the coats richly lined and finished with lovely collars of wolf, skunk, racoon, taupe, nutria and Hudson seal (dye muskrat) and some also have fur-trimmed pockets. You save \$25 on each of these coats.

All the coats are warmly lined and interlined. Reindeer, taupe, seal brown, Pekin, navy blue, amethyst and black in the group.

(Second Floor, Chestnut)

Be Sure to See the Dresses

At \$25 there are 50 sample wool jersey dresses in new light and dark shades—such dresses as usually cost from \$10 to \$20 more.

At \$20 and \$25 are serge, crepe de chine and satin and velveteen dresses; suitable for school, business and better wear. New colors and styles.

Fine Winter Suits, Too

At \$25, burella sports suits; lined and interlined; good models for school or business wear.

At \$39.75, a group of fine sample suits of unusually high grade. Velour and duvet de laine are the materials, many have large fur collars, and all are beautifully made; savings of from \$10 to \$20.

All These Garments

are in 14, 16, 18 and 20 year sizes. They are so well made they will probably fit without any alterations.

The sale starts promptly at 9 o'clock, and there will be plenty of experts to help you in making selections.



This First of November Comes in With Large Hopes

Unconditional Surrender

hour arrives, yet the human heart is speaking in all the languages of the world.

Stop Further Bloodshed Speedily

The star of peace is surely in the sky and surely brightening.

In our country the epidemic is passing off. The good old-fashioned smiles are on the people's faces again.

Christmas is approaching and presents for distant places in this country or for over the seas must be soon started off.

We must try to see that things are all getting into better shape and make them better by our cheerful speech and manner.

You will find this Store surprisingly ready with seasonable things, and many pretty and good things here not to be found elsewhere in this city.

That the prices are right is proven by the quickness with which people buy, so that we are free from jockeying practices, in vogue in advertising mark-downs.

Please be reminded of the unusual sales of furniture and in certain sections noted on this page of goods lately arrived, some of them from abroad just in, specially made for us, which have been in the workshops for several months waiting for transportation.

[Signed] *John Wanamaker*

Nov. 1, 1918.

500 of the Newest and Smartest Inexpensive Hats We Could Find for Young Women

They are just such hats as younger women will be delighted to discover—and, in addition to their smartness and prettiness, they are all moderately priced, for there is

Not a Hat Over \$10—

and most of them are considerably below that sum.

Plenty of large hats, all of rich, good velvets, in black or colors, often faced with another color. And ostrich feather trimmed, too, or fur trimmed.

Brocade and fur hats—these new and smart as can be.

And small hats—saucey little turbans and close-fitting hats to pull well down over the hair.

Not a few, but hundreds from which to choose—and every one new and smart and unusual for the price.

(Second Floor, Chestnut)

Brand-New Winter Coats for Women

These new coats are of wool velours, of cashmere velours and other good fabrics. Many have the new slightly fitted back, which gives the slender silhouette most women are striving to achieve. Some are pleated, some button trimmed, some have belts in front and all have the new high collars which button up to keep out Winter winds. And one is fur trimmed and has a fur collar.

Brown, taupe, lapin, chinchilla, light and navy blue, slate, black and burgundy are the colors, all are silk lined, and prices start at \$45 and go up to \$95.

(First Floor, Central)

A Fine New Shipment of \$5 Velours

We do not know how much longer we can supply this grade of velour for \$5 a yard. To make sure of getting some, you would be wise in choosing now.

Among the colors are taupe, beaver, reindeer, brown, navy, plum and green.

54 inches wide.

(First Floor, Chestnut)

Silk and Cotton Waists at Goodly Savings—\$1 to \$6.75 Each

There is not a waist in the whole collection that doesn't represent at least a third saving, and on the majority the saving is half.

Plenty of white cotton velours, and white waists with a touch of color; also dainty crepeorgettes with the new round necks and embroidery or beading; many new crepes de chine and chiffon blouses.

All in new and good Winter styles—\$1, \$1.50, \$1.65, \$2.85, \$3.85 to \$6.75 each.

(East and West Aisles)

Cream-Covered Caramels 80c a Pound

Luscious! Creamy squares of caramel covered with fresh cream candy. Every bite is a treat! Fresh every day, too.

(Down State Store, Chestnut)

Victory Sale No. 22

Men's and Children's Underwear and Hosiery at Big Reductions

Savings of a third to a half on a lot of desirable and seasonable merchandise. In some groups sizes are incomplete, but the prices compensate.

Men's Underwear

75c for white French lisle short sleeve shirts, sizes 34 to 38 only; ankle-length drawers, sizes 28 to 50, and knee drawers, sizes 28, 30 and 46 only. Half price.

Men's Half Hose

18c, 3 pair for 50c, for cotton socks in black, white, unbleached, navy and smoke, medium weight; black, gray and tan heavy-weight cotton and black cotton with unbleached soles.

25c for black, white and colored mercerized cotton.

35c, 3 pair for \$1, for black mercerized cotton with unbleached soles.

Children's Underwear

50c for cotton union suits, cotton drawers and merino shirts and drawers. Average half price. Some sizes missing.

Children's Stockings

25c for boys' heavy, black-ribbed cotton stockings, first grade, and light-weight black cotton in second grade.

(West Aisle)

Victory Sale No. 23

Automobile Accessories at a Little Over Half-Price

50 worm gear automobile jacks, in 3 sizes, special at \$4.75.

40 one-quart vacuum carafes, special at \$5.

25 one-quart vacuum carafes with handles, special at \$7.

100 quart cans of automobile cleaner, each with a sprayer, special at 75c.

100 five-pound cans automobile grease for transmission, special at 65c.

30 automobile clocks, key wind, special at \$2.40.

(Automobile Accessories, Gallery, Chestnut)

Victory Sale No. 24

500 Hand-Embroidered Pillow Slips Specially Priced

Of sheer linen and fine French batiste they are daintily embroidered in a variety of distinctive designs. The kind that can be used so nicely for the baby, for in spite of their loveliness they will wear well and stand much laundering.

Priced from \$2.25 to \$5.

(Third Floor, Chestnut)

Victory Sale No. 25

300 Women's Leather Service Bags at \$2.75

These are the big, roomy, 13x10-inch, plain handbags, made of shoe-top leather in various colors to match tops of the fashionable fancy-top shoes.

They are well made, and \$2.75 represents a substantial reduction from the regular price.

(West Aisle)

A Group of Palatial-Looking Furniture at Half-Price in the \$200,000 Sale

The pieces in this very interesting collection are reproductions of just such furniture as one would expect to see in the halls of some of the old manor houses and castles of England.

The chairs and settees have extremely high, gracefully carved backs, some showing the plume and visor above the shield, while others carry out the shell and rococo effect. Some of the pieces have cane seats, while others have seats of mulberry and silver-toned velour.

The base of each piece is appropriately carved in keeping with the handsome back.

The tables have heavily carved aprons, supported by clusters of twisted spirals, the platforms being very massive and graceful.

The entire lot is finished in the soft shade of English brown. It is a very unusual thing to have an opportunity of buying furniture of this class at half the regular prices.

Chairs at \$19, \$32 and \$52.50.

Settees, \$42, \$60, \$93, \$118, \$145, \$162 and \$187.

Tables, \$50, \$107, \$150 and \$187.

(Fifth Floor)

Every Man Who Wants New Clothing—Let Him Safely Come to Wanamaker's

Tomorrow hundreds of Philadelphia men are going to buy new suits and new overcoats.

They will want to expend money carefully and get the very best hundred cents' worth for every dollar they lay down.

Men's clothing is higher in price than in former years and calls for a larger expenditure.

All the more reason to give the most careful study to the question of where to buy.

Tomorrow hundreds of Philadelphia men are going to buy new suits and new overcoats—and all the clothing stores want their business.

Every store will get the share that it deserves, and the greatest store, which has served the greatest number the longest, is bound to get the largest share of that business.

We are ready with new suits and overcoats by the thousands—all-wool and hand-tailored. Look and see if you can see that same statement in any other advertisement.

(Third Floor, Market)

Men's New \$1 Neckties in Rich Autumn Designs

Autumn leaf and other foliage patterns in abundance, as well as other fancy figures and stripes. Men who realize the importance of wearing fresh ties will like these.

(Main Floor, Market)

Woven Madras Shirts of Unusual Excellence for \$2.50

There is a wide range of designs and color combinations, and some of them have fiber silk stripes. All plain negligee shirts with soft cuffs.

(Main Floor, Market)

Men's Fabric Gloves That Look Like Mocha

We don't recall when we have seen fabric gloves that so closely resembled leather. These are cut on a kid glove pattern and finished like a kid glove. All are one-clasp style, outseam sewn.

Gray and buckskin color with self and black embroidery, and gray with combination self and black embroidery.

Price \$2.25 a pair.

(Main Floor, Market and Central)

A Little Study In Gold—

is what the Upholstery Store calls its showing of gold-hued cretonnes and draperies. You will find it on the Fifth Floor, near the stairs, on the Thirteenth Street side.

The draperies are lovely, and there are all shades, from pale yellow to deep, rich orange tints. But as attractive as are the colors are the new designs, which include unusual Egyptian effects, Chinese designs, pretty flower and bird patterns and ever so many more.

They are just such cretonnes as women will delight in—for there are patterns suitable for draperies, for chair and cushion covers and for the making of bags and other articles.

There are foreign and domestic cretonnes in the collection, and the prices begin at 75c a yard and go up to \$1.50.

(Fifth Floor, Market)

Bring In Your Boys Tomorrow for Their New Overcoats and Suits

These are times when fathers and mothers should be more careful than ever in the choosing of clothes for their boys.

The more careful they are the more readily will they recognize that Wanamaker boys' overcoats and suits have something about them that other overcoats and suits do not possess.

It is partly in the fabrics, it is partly in the modeling and fit, it is partly in the tailoring and partly in the trimmings and finish, but, anyhow, it is real.

The prices are no higher than one has to pay for kinds so good.

Overcoats, 11 to 18 year sizes, \$18 to \$35.

Suits, \$13.50 to \$30; sizes 8 to 18 years.

(Second Floor, Central)

Dreams Come True in the Toy Store

All the desires of little feminine hearts—doll's houses with the completest furnishings you could imagine, and dolls that have never been so lovely, with rosy, smiling faces, which surely must understand the devotion they inspire.

Instructive, mechanical toys that encourage the creative ability that is latent in every boy. And every kind of wagon or wheel that helps lively boys to work off their inexhaustible energy.

(Ninth Floor, Market)

New Books of Sunday School Lessons for 1919

Clearly written, these books will be a great help to the teacher and make the study a delight to the pupil.

"Practical Commentary S. S. Lessons—1919," edited by the Rev. David S. Warner, A. M. 65c.

"Peloubet's Select Notes on the International Lessons," edited by the Rev. F. N. Peloubet, D. D., and Amos R. Wells, Litt. D., LL.D. \$1.25.

"Tarbell's Teachers' Guide," by Martha Tarbell, Ph. D. \$1.25.

(Book Store, Main Floor, Market)