

Grand Organ Victory Music
9, 12 and 5:15
Moment of Meditation and Chimes
at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER
Cloudy

Only Five Saturdays for Families to Do Their Christmas Shopping Together

We Are Walking Through the Mill of an Old Friend

It is a long square in shape, clean, light, well ventilated—all Mr. Juilliard's mill's are like that.

They have the newest machinery, the buildings are substantial, with fire-escapes, and the latest improved looms are tended by contented people, conscious of safe surroundings, with constant work and fairly and promptly paid.

Under such conditions large buyers like ourselves get advantages of perfect work at least cost, made under healthful, sanitary arrangements; and as we are regular customers for large quantities, for cash, and no expense incurred at the mill or warehouse to sell the goods, naturally the lowest possible price is fixed for us.

The costs of merchandise are cut down in the interests of our customers, and the quantities we can dispose of and terms on which we buy allow us to sell at retail, in some instances (not all), for the price, or near to it, that some stores, who do not enjoy the same advantages, have to pay for the same articles.

Have you ever thought this out and talked it over at home?

[Signed] *John Wanamaker*

Nov. 22, 1918

VICTORY SALE No. 78

100 Women's Dresses at \$25
100 Women's Suits at \$25

More of the same kind of jersey dresses that were so much liked a week ago. They are in navy, black, new blue, tan and brown, and the styles are many. Tomorrow's price is a saving of \$13.50 to \$22.50 over the early season prices of these dresses.

The suits are reduced from our own stocks, and include gabardine, burella cloths and novelty cloths. Colors are warm Winter shades. The present price means a saving as great as that on the dresses.

(First Floor, Central)

By S. S. Canopic Exceedingly Fine Red Leaf Gloves for Men and Women

This is notice of the one shipment of the celebrated Red Leaf gloves so favorably known to people who demand gloves made up with particular nicety which is required of all gloves bearing the trade-mark "Red Leaf," made in London for Wanamaker's.

The shipment brings less than a thousand pair and we will not be able to get more this season.

The gloves are in suede finish and are all lined.

Men's Gloves at \$5.50

In tan and gray, single clasp, pique sewn and angora lined.

Men's Gloves at \$6.50

These are in gray, single clasp, outseam sewn, suede sheepskin, lined with blue fur.

Women's Gloves at \$8.50

Strap wrist, soft gauntlet, suede sheepskin, otter tops, blue fur lined. They are in tan and gray.

Children's Gloves at \$2.75

Single clasp, outseam sewn, suede sheepskin, wool lined; in tan and gray.

(Main Floor, Central)

Low-Priced Little Rugs

Wiltons

27x54 in., \$7.50 and \$8.50.
36x63 in., \$9 and \$13.50.

Axminster

27x54 in., \$3.25 and \$4.75.
36x70 in., \$7.25 and \$9.

Rag Rugs

27x54 in., \$1.60.
30x60 in., \$2.
36x72 in., \$2.25.

(Seventh Floor, Chestnut)

OIL LAMPS are difficult to get these days, but here they are—lamps for bathrooms, hanging lamps, student lamps.

(Fourth Floor, Chestnut)

LITTLE French lamps with bases of hand-chased bronze and shades which harmonize perfectly. \$13.50 to \$50.

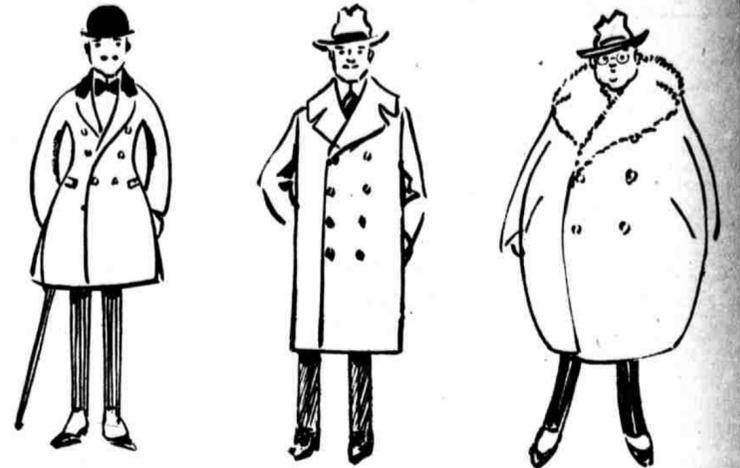
(Fourth Floor, Chestnut)

THE Salon de Beaute is a refreshing place to spend an hour in the midst of a day's shopping. Manicuring and shampooing are done; scalp and facial treatments given.

(Third Floor, Chestnut)

SATURDAY is a great day for mothers to bring their children in for a haircut. The Children's Haircutting Salon is very sunny and sanitary.

(Third Floor, Chestnut)



Twenty Years a Youth, Twenty Years a Bread Winner, Twenty Years a Philosopher

So may be fulfilled in American life the ancient Hindoo maxim that a man should be twenty years a youth, twenty years a soldier and twenty years a householder.

Men's ages in these days, when some men still go on into the eighties with the fire of youth undimmed, may somewhat be expressed in their choice of overcoats.

So at the top of this story are three pictures, hasty and a little impudent.

The young man delights to swagger in the conforming overcoat. Look back in the old-time sporting pictures at the coats worn by the Master of Hounds in some Royal English meet. The young man's swagger coat today is cut very much like it.

Next is the American business man, the greatest commercial fighter in all the world, but somewhat sober in demeanor. In his about-town business he wears the sober style, straight line Chesterfield overcoat and gains respect as a gentleman.

(Third Floor, Market)

whose clothes are so well ordered as to attract no attention.

Third, the man to whom the elder joys of life have come. The man who may luxuriate in a great fur collar and the big blanketing skirts of a magnificent ulster.

Properly speaking, these represent three favorite classifications in overcoats, and in these classifications there are many styles.

Most popular, perhaps, at the moment for men of nearly all ages is the new Town Ulster, which holds in a little at the waist, sports a big comfortable collar and in many ways resembles the Army overcoats, except that it is not so long. It is the town coat for all occasions, and young men especially are affecting it in great numbers.

But the main thing about these overcoats at Wanamaker's is that they are 100 per cent wool, and this is most important to be sure of at this particular moment, considering how many different kinds of clothes are to be found in Philadelphia.

(Main Floor, Market)

Two Good New Lots of Men's \$2 Shirts

One group is of madras, woven and printed, in plain negligee style with soft cuffs, and in stripes in many widths and in clusters.

The other group is of fine percale and is also plain negligee style with soft cuffs, but in addition there is a separate soft collar to match with each shirt. The designs are chiefly narrow stripes.

An Uncommon Lot of \$1 Ties

Four-in-hands of sturdy silk in a generous shape. Choose from stripes, plain colors and a variety of fancy figures.

(Main Floor, Market)

Men's Half Hose a Little Over Half Price

16c for second grade black, white and colored cotton.

26c for first grade white and gray artificial silk plated.

\$1.25 for second grade black and white accordion ribbed silk.

(Main Floor, Market)

Remember the Three Kinds of Pie That Were All Apple?

But when the colored waiter was asked what pies could be had he replied, "Kivered, unkivered 'n' cross-burred."

A homely little story that

Points a Moral in Men's Hats

There's many a store that professes to have a variety of men's hats, but examination proves them to be "all apple."

The Wanamaker Men's Hat Store has real variety of soft hats, derby hats, dress hats and caps. England, France, Italy and America have contributed.

(Main Floor, Market)

Men's Black Calfskin and Kidskin Shoes at \$5.90

Much finer footwear than \$5.90 would regularly buy.

Straight lace and blucher shoes of dull black calfskin and straight lace in black glazed kidskin.

Smart shapes for young men and conservative styles for other men.

(Main Floor, Market)

The Last Saturday Before Thanksgiving Brings Much Special News of Girls' and Young Women's Suits, Coats and Dresses

Scarcely a garment in the collection that does not represent a saving of from \$5 to \$10—on some the savings are even greater.

And all these are new and attractive Winter clothes such as Miss Philadelphia and her sisters are asking for now.

Young Women's Topcoats, \$25 to \$39.50

Of soft, warm velours, silvertones and pompon cloths in brown, green, taupe, navy, reindeer and burgundy. Many with large fur collars. Richly lined and interlined and well made. 14 to 20 year sizes.

Young Women's Dresses, \$20

Wool jersey, serge, velveteen and satin dresses—uncommonly good looking for \$20.

New styles, all of them, becoming colors, frocks suitable for street, business or better wear and 14 to 20 year sizes.

Junior Coats, \$20

Velour, corduroy and heather mixtures in many new and good styles, suitable for juniors of 15 and 17 years. School and dress coats in brown, green, reindeer, blue and burgundy.

(Second Floor, Chestnut)

Junior Dresses, \$15 to \$20

Serge and velveteen dresses in new models and 15 and 17 year sizes. For school or better wear.

Girls' Coats, \$15 to \$20

Velour, velveteen and corduroy coats in many styles, gathered and pleated, with large collars and belts. 6 to 14 year sizes.

Girls' Dresses, \$8.75 to \$20

Velveteen and serge dresses in many new Winter styles and colors; chiefly navy blue, brown and burgundy. 6 to 14 years.



Five New and Attractive Styles of Women's Winter Coats—\$25 to \$65

There is a particularly good coat for \$25—a model of soft wool velour, with a deep square collar of fur. It is lined throughout and finished with belt and buttons.

Another very good coat is the \$37.50 style, which is also of velour, with a deep shawl collar of lustrous beaver cloth. It has belt and pockets and is cut generously full.

Still finer velour makes the \$47.50 coat, which is a new wrap with a large collar of the cloth and two new and huge pockets in

envelope style. It is lined throughout with lustrous satin and is a well-made, good-looking coat.

Of all-wool pompon cloth is the fourth coat, at \$65, which is a belted affair, with pockets and large cloth collar.

And wool pompon cloth makes the \$67.50 coat, which is another new style, with slightly fitted back, belt in front, pockets at the sides, and satin lining.

All these coats are in the new and popular Winter colors—blue, taupe, brown, burgundy and black.

(First Floor, Central)

A Hundred Lovely New Dress Hats With Furs and Feathers—\$10 and \$12

Charming new hats they are—come and try them on!

A smart little hat with a quavertine crown of the new henna color has a brim and trimming of soft gray moleskin and a tiny French flower.

A picturesque black velvet hat with facing of blue is turned up at just the right angle and finished with a fluffy band of ostrich.

But there are more—hats of beaver, of Hudson seal (sheared muskrat), of satin-and-fur, of brocade-and-fur, and of all velvet.

The shapes are new—the styles are delightful—the hats are different and unusual—and exceptional for their prices.

\$10 and \$12 each.

(Second Floor, Chestnut)

Marabou Scarfs and Muffs—Special at \$6.75 and \$7.50

The scarfs are in cape effect, with little tails, are of fashionable size and come in black or the natural color. They are \$6.75 each.

The muffs are also in black or natural and, like the scarfs, are lined with rich satins to match. The muffs are finished with rings of imitation shell. \$7.50.

(Main Floor, Central)

Prettiest Velvet Handbags at \$4 in Town

No wonder, for they are much finer bags than \$4 will ordinarily buy.

Dainty, lightweight bags of black, taupe, brown and navy velvet in graceful shape and with different shapes of fancy frames. Finished with jaunty tassel.

(Main Floor, Chestnut)

Knitted Silk Scarfs That Will Appeal to War Workers

are those of navy blue and a rich dull red silk to match the colors of the uniforms. They are of good width and the fashionable length, and are just the right weight for this weather. They were made up especially to our order. \$12.50 each.

Other new silk scarfs are handsome affairs from England, in most attractive colors and combinations. The blue and white and brown and white scarfs are particularly effective. \$12.50.

(Main Floor, Central)

Crepe de Chine Nightgowns

Two styles just in are among the very best at \$5, being very simple indeed, and with no trimming but hemstitching. Other styles up to \$15.

(Third Floor, Central)

Charming Crepe Kimonos

recently from Japan are of a heavy white crepe with stripes or bars of color and embroidery in heavy cotton over the stripes. They are only \$8.50.

(Third Floor, Central)

Fashionable Women Now Look Through Dotted Veils

for the filmy mesh with dots is high in favor. The mesh itself may be filet or hexagon or diamond shape, but dots they are sure to be.

One may choose veils with tiny dots close together, with larger size dots not quite so close or with generous size dots quite sparsely scattered. And some have borders of dots.

Black, navy blue, taupe and brown are the fashionable colors and the prices range from 85c to \$1.75 a yard.

(Main Floor, Central)

Warm Underskirts—Knit or of Flannel

Petticoats of albatross or flannel, in white or striped effects, some with hand-scalloped ruffles, \$2.50 to \$6.75.

Knit petticoats in white, Oxford, black, blue-and-white with pink or blue stripes, 85c to \$3.50.

(Third Floor, Central)

All-Gray High Shoes for Women

Made of glace kid and laced, they have plain toes, long vamps and Louis heels, and cost \$16 in the Exclusive Little Boot Shop.

Nothing goes better with mole coats and hats.

(First Floor, Market and Juniper)

Crepe de Chine Blouses—All Quite New

All the same price, too, \$5.75 each.

Three attractive new waists, in the practical crepe de chine, and all in white or flesh pink.

The first blouse has rows of hemstitching in front and a new collar that crosses in novel fashion in front.

The next waist has hemstitched tucks down the front and a collar that may be worn high or low.

And the last waist has many small tucks, some wider tucks and a convertible collar.

(Third Floor, Central)

The Great Christmas Toy Store Will Welcome the Children Tomorrow

Bring in the little girls to see the beautiful things Santa Claus has chosen for their gifts. Bring in the little boys to see what a wonderful nation of soldiers and engineers and electricians we are becoming.

More than a hundred Christmas trees are lighted and electric trains are going full speed. Machine guns, tanks and battleships are ready for action. More than one thousand dolls are waiting for somebody to love them. Everywhere there is expectancy in the hope of the greatest and merriest Christmas that the American people have ever known.

Bring in the children and let them see it, let them be delighted.

(Seventh Floor, Market & Central)

