This Store Has Been Showing the Way for Well Over Half a Century

The United States May Still Be a Pathfinder of the World

What we have builded in America is capable of improvement.

Given-what we have in our country, in the experiments of a century and a half, is not beyond betterments.

With stronger and more skillful hands we must stretch them out to put her social and industrial life on an equitable and just basis and thereby bless the world with higher standards and opportunities.

Pioneers must not cease to be pioneers. This Store is on the witness stand for this. Let all of us be alive to future needs.



Nov. 26, 1918.

A Little Group of Young Women's Fine Afternoon and Dinner Dresses Much Reduced

\$30 to \$100 is the way the prices now read, but a little earlier in season they were considerably higher priced.

They are distinctive, lovely gowns for street and indoor wear, and they were made by a woman who specializes in dresses for girls and young women, so they are delightful.

Velvets, soft, radiant satins, in white and light colors; rich, dark silks and crepes, serges and gabardines are all in the group. The styles are charming; there is usually but one dress of each kind and the colors

They are in 14 to 20 year sizes-and any young woman who wishes to walk right into a smart little frock for some of Thursday's festivities will do well to see these.

VICTORY SALE No. 88

4000 Pairs of Women's Gloves Specially Priced

Just in time to enable you to get new gloves for the holiday-

At \$1.35 a pair are Duplex washable fabric gloves in white, buck, brown or gray, with two clasps.

At \$1.40 a pair, French glace gloves, in white or black, with self or black or white stitching, overseam-sewn, 2 clasps.

At \$1.50 a pair, fine French kid and glace gloves, in white or black, with white or black stitching; not all sizes in each style, but At \$1.75 a pair, ivory-colored washable glace gloves, with

1 clasp, half pique sewn.

At \$2.25 a pair, fine mocha suede gloves, in tan, sand and gray, 1 clasp, half pique sewn.

Find them on five counters on the (West Aisle)

All Good Kinds of Small Furs and Fur Coats for Women

Whoever plans to go to Franklin Field Thanksgiving Day will look well to her store of furs, for she will enjoy the game all the more if she is luxuriously comfortable.

Here are all the fashionable furs of the season-the fine foxes-black, brown, cross and taupe-dyed; the mink and skunk furs; the lovely gray squirrel and fisher and sable and mole furs.

And here are the coats-especially those of hardy muskrat, both natural and dyed; the racoon, civet and leopard, not forgetting the Hudson seal (dyed muskrat), and the greatest favorite of all-the natural and dyed nutria.

(Second Floor, Chestnut)

New 1919 Printed Foulards Just Unfolded

All these furs are guaranteed and you will find their true

An advance showing of very desirable weaves in new designs Very popular goods for Christmas gifts. The width is 40 inches and the price \$3 a yard.

300 Women's New Dresses Special at \$25

Fresh, new dresses of the styles and materials which Fashion most approves-tricolette, serge, Georgette crepe, satin and jersey, and combinations of these stuffs, made up in nearly as many styles as there are dresses. Among colors there are navy and black and taupe; seafoam gray, burgundy and browns and several others.

All sizes in the lot.

Early-season prices for such dresses were enough larger to make the woman who buys one of these heartily glad that she is buying late. (First Floor, Central)

Evening Slippers

Black or white satin, \$9 a pair. Aluminum cloth, which doesn't tarnish, \$10. Bronze kid. \$13.

Bronze buckles are \$4 to \$25. and rhinestone buckles \$4 to \$30. All in the Exclusive Little Boot

(Pirst Pleor, Market and Juniper)

Women's Pumps and Spats for Thursday's Festivities

Pumps of patent leather, black calfskin, dark brown calfskin and white calfskin, with Louis or low French heels and various toe shapes, from the extremely long, narrow toe to the medium point.

Price \$9 a pair. Spats to wear with these pumps are in white, fawn, tan, pearl gray and taupe and are \$2 to \$5 a pair. (First Floor, Market)

We've Been Waiting for These Women's Flannellet Pajamas-

and so have a good many women, so this will be good news that they have at last arrived.

They are made of good quality lannellet, not too heavy, and me in white, pink or blue, with white frogs.

(Third Floor, Central)

Christmas Ribbons at Special Prices

Not a bit too early to get them,

80c a piece for the narrow size, 1.20 a piece for the one-inch dth. \$1.50 a piece for the oned-a-half-inch width.

hey are woven Christmas rib-s of good quality, and this is then half the regular price.

New Designs of Challis Are Here

Especially delicate stripes and rings and dots-designs which seem peculiarly adapted to shirtwaists. And a great many women who don't like either silk or cotton waists are wearing challis this season, because it is pretty and warm and washable.

The width is 27 inches; price \$1.15 a yard. Dress patterns of this or any other fabric in the Dress Goods Salon

will be boxed if desired for gifts. (First Floor, Chestnut)

Two New, Beautiful and Special Fur Trimmed Coats for Women-

have reached us just in time for women who want to get a new coat for the holiday. They are remarkably good for their prices—and you save money on

Of a roughish coating is the first coat, which has a skirt effect all the way round, a belt, big pockets, which button through, and a big collar of fluffy natural racoon. It is lined throughout with peau de cygne, is \$67.50 and you save \$20!

Quite handsome is the other coat, which is of cashmere ve-lour in a new cut, with a novel back, which makes its wearer look fashionably slim. This has a belt in front and is finished with a huge collar of taupe wolf. This coat is \$95-and you save \$30!

Both these coats are in burgundy, taupe, tans, black and slate gray.

(First Floor, Central)

New Styles in Winter Coats for Little Folk

A dark blue broadcloth model is trimmed only with a lighter shade on the collar and buttons. It is warmly and serviceably lined. Sizes

Another brown broadcloth is trimmed with nutria and silk frogs Another brown broadcided is trimined with futric and slik frogs on the front as fastening. Sizes 1 to 3 years and priced at \$22.50.

A heavy, warm model in cheviot has a nutric collar and fastens with dark pearl buttons. Sizes 1 to 3 years and priced at \$16.50.

A little tailored model of navy blue broadcloth has a nutric collar and is fastened with dark pearl buttons. Sizes 1 to 3 years and priced

A smart little model in broadcloth that comes in either brown or blue has a collar and buttons of nutria. Sizes 2 to 6 years and priced

at \$16.50.

There is another broadcloth model, a little plainer, that comes in either brown or blue. Sizes 2 to 6 years and priced at \$25.

A serviceable little coat of chinchilla is a plain tailored model and comes in alther gray or blue. Sizes 2 to 6 years and priced at \$16.50.

(Third Fleet, Chestant)

Lingerie Blouses-New and Snowy and

All are of white voile, fine and snowy, and all are new styles that have just been lifted from

Dainty

At \$3 is a simple but effective blouse, with a new square neck and many tucks on the collar, cuffs and front.

At \$3.50 is another style with collar of crisp white embroidery and finished with Valenciennes lace and two tiny rows of lace down the front.

At \$7.50 a still finer blouse of with real filet lace, drawn work and hand embroidery on the front.

Metal Embroidered Net Flouncings at Special Prices

We were fortunate to get these just at the very moment when women are thinking the most about evening gowns.

They are as charming in design as can be imagined—and there are bands to match nearly all the flouncings-on a background of net they are embroidered in con-trasting colors in silks and metal threads. There is silver and gilt, navy, taupe, black, gray, royal blue and deep pink. In the loveliest combinations and designs that a feminine heart could desire.

Bands are priced at \$1.10 a yard and flouncings \$1.25 and \$1.65 a

(West Alale)

Gloves for Men and Children

\$1 a pair for men's warm, 1clasp fabric gloves—silk plaited and lined with fleece, in gray. 50c a pair for cloth gloves for boys and girls, tan or gray, fleece

85c a pair for leather gauntlets for boys and girls, black or tan, All specially good for their mod-

(West Aisle)

Odd Pieces of **Imitation Filet at** Special Prices

There are small pieces which are so attractive for the arms and backs of chairs. Also tray covers, doilies and centerpieces—all in a delightful variety of designs. Priced from 15c to \$1.50. (East Aisle)

The Togs and the Tackle for Basket Ball

Basket balls, indoor and out-

door kinds, \$3 to \$12. Goals, \$5 to \$6.50. Extra nets, 75c. Shoes, \$3.50 to \$6. Stockings, 75c to \$2.50. Pants, \$1.75 and \$2. Jerseys, 75c to \$3. Elbow and knee pads, \$1.50 and weaters, \$6.50 to \$10.

A NOVEL guimpe is of organ-die with an old-fashioned puffing of net and insertions of heavy real Valenciennes. The prices are \$9.50 and \$10.50; cuffs NOVEL guimpe is of organmatch, \$4.25. (Third Floor,

MANY a wee girl will have a fairy-like party dress of white net sent to her by Santa Claus. They have the most entrancing ruffles outlined with wee ribbons of pink and blue, \$10.75. (Third Floor, Chestnut.)

THE ideal holder for a little one's toys is a sizable Noah's Ark, which moves on wheels and has Dutch-looking decorations on it. \$14. (Third Floor, Chestnut.)

THE appetizing smells of popyou enter the Toy Store. Crowds stand around the popper all day long waiting for the toothsome morsels. (Seventh Floor, Central.)

THE Oriental Store is the place to go for rare and strange gifts-from sandalwood incense to ivory carvings and cucumber green porcelains. (Fourth Floor, Chestnut.)

CHILDREN'S furs are the dar-lingest things—one can just imagine how that small girl will hug her wee muff and scarf when ond Floor, Central.)

POR useful kitcheny gifts see the Housefurnishing Store. (Fourth Flage.)

"Twenty-three and a Half Hours' Leave"

By Mary Roberts Rinehart is among the new books-and a jolly little tale of adventure it

"Historic Shrines of America," by John T. Faris. All that is already, notable is covered and a surprising wealth of the little known is added. Further, the book is illustrated with many beautiful illustrations. \$3.

"Recollections of a Russian Diplomat," by Eugene de Schelking, is a book of personal ex-periences only and first-hand in-formation. The author was Secretary of the Russian Embassy in Berlin. \$2.50.

"Such Nonsense," by Carolyn Wells. An anthology of some of the best nonsense of recent years, and a book for dull days. \$2. (Main Floor, Thirteenth)



PEOPLE with eleventh-hour Thanksgiving Day needs can probably get what they want here.

2000 Yards of All-Linen Toweling 35c a Yard-Special

Clean, uniformly woven fabric that washes splendily and wears well; 17 inches wide, blue-striped border. Specially suitable for tea towels and roller towels and special at the price-35c a yard. (First Floor, Chestnut)

Arm-chairs and arm-rockers

\$7 for an arm-rocker, ivory enamel, cane seat.

Good Cowhide Suit Cases to Go Away in

The day before Thanksgiving always brings to the Luggage Store a lot of people in a hurry, asking for "a good suitcase to go away in; something not too expensive."

To those that come in on this errand tomorrow we can recommend this group of tan cowhide suitcases at \$9 to \$15.50. They are handsome, sturdy cases, some with straps all around, and the two at \$14.50 and \$15.50 are extra

(Main Floor, Chestnut)

\$8.75 for an arm-rocker, cane

Sitting on the Benches at Franklin Field and Making a Noise for

You'd Better Be Well Wrapped Up

Not in any Fall-weight overcoat. Not trusting to a sweater and a scarf. Not putting your trust in weather reports.

You'd Better Be Well Wrapped Up

What you need is something real and something big and something heavy and warm; what you need is a

"Great Big, Long, Dark, 8-Pound Coat"

Of fancy color or any kind of mixture you want, but be sure it is the big wrap-up kind.

Price \$47.50.

And be sure it is all-wool. And be sure it is sound and true. Be sure it is from Wanamaker's.

Let us especially recommend a certain kind that has a big fur collar. (Third Floor, Market)

Men's New Irish **Handkerchiefs**

One style, with hemstitched hems and tapes above, \$9 a dozen; a beautiful quality of linen (a dress handkerchief) with a hand-ruff hem, \$15 a dozen, and another quality with half or one hems, \$9 and \$12 a dozen.

All these handkerchiefs lend themselves to hand done initials, monograms or autographs, and we will do the work for you, if you wish, or mark them in ink. We do work of this sort with great care and at a moderate tariff.

(Main Floor, Central)

Two Special Lots of Men's Half Hose

Men who wear size 10 ½ can get black and natural merino socks, first grade, at 35c, three pair for \$1, which is about a third under regular price. There are 700 pair of these, samples from a large

Kenneth Durward Overcoats

Just in From London

too, they are here in time. Especially in good time to be worn to the game Thursday.

very smart in appearance. Irish friezes and cheviots are the

materials most used and the rich colorings are like no other

coats in Philadelphia. In many a faint overplaid adds interest

(London Shop, The Gallery, Chestnut)

A belated shipment, but, as the cold weather was belated

Single-breasted Aintree models with regular shoulders and

Kenneth Durward London ulsters-great, warm, belted

Black and white mixed silk-and-wool half hose at 50c a pair are half the regular price.

(Main Floor, Market)

Victory Sale No. 89

500 Women's Umbrellas at \$2.50

Their covers are of silk-and-cotton and they have attractive mission wood or bakelite top handles in good designs and new

They are full-size umbrellas (26 inches) and they have sightly outside covers of all silk.

Ordinarily such umbrellas would sell for at least a dollar more-and they are guaranteed for a year, too.

(Main Floor, Market)

TWENTY ARM CHAIRS AND ROCKERS AT \$7 TO \$24

Representative Pieces From a Large Assortment at a Reduction of One-Third

are amongst the best of house-\$9.50 for an arm-chair with hold friends, which is one good rush seat. reason why so many discrimi-\$10 for a brown oak armnating people give them as gifts. It is not often that they have such a good collection to choose from as we are now chair with curved arms and saddle seat.

\$11 for an arm-rocker finished offering at a reduction of one-third from our regular prices. in brown oak with leather seat. \$11 for an arm-chair with spring tapestry seat; William and Mary style. The twenty pieces here described are representative of our moderately priced collection. They have been chosen from amongst the group marked at prices ranging from \$7 to \$24.

seat and paneled back.

\$12 for a mahogany finished arm-chair with spring tapestry \$13.50 for a mahogany armrocker with spring seat and high back. tapestry upholstered spring \$15 for an arm-rocker with tapestry upholstered spring

\$14 for an arm-chair with

\$16 for an arm-rocker with tapestry spring seat and wing

\$17.50 for an arm-chair with spring seat, in a variety of cre-

\$18 for an arm-chair with an utomobile seat in brown

leather. \$19 for a mahogany arm-rocker, spring seat upholstered in tapestry. variety of coverings of velour. \$24 for an arm-rocker, Windsor style, in either brown chrome birch, with loose sprift

\$20.50 for a mahogany arm.

rocker with spring seat in variety of damasks.

\$21 for an arm-chair with box spring seat, upholstered in tap-

\$22 for an arm-rocker with spring upholstered seat and panel back.

\$22.50 for a mahogany and cane wing-back arm-rocker in a

\$24 for an arm-chair with figured velour spring seat an came back.