

Grand Organ Victory Music
8, 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
Rain

Tomorrow a Domestic Rug Sale That Gives Extra Cause for Jubilation

A Little Gray Fox Seen Some Days Ago
has disappeared from the neighborhood where the writer was staying. It is probable, however, that wherever he is now, he will finally turn up at the furriers.

You can almost always tell the fortunes or misfortunes of animals from their nature and habits.

This is also true of men and women, and particularly so if they are commercializing.

To be just natural is not customary.

It is so easy to make merchandise seem what it is not, and so easy to lead purchasers to look into the salespersons' looking-glass, which magnifies values to the great majority of innocent buyers, ignorant of actual value.

The wheel that moves this Store and its actions, moves by the one handle of accuracy in all its transactions.

Genuine fox and genuine everything else is the idea and practice of any store striving to be an ideal store.

[Signed] *John Wanamaker*

Nov. 18, 1918.

Victory Sale No. 64

Men's Gift Pieces From the Leather Goods Store

This special sale is of interest to all men needing wallets, dressing cases and the like, but of even more interest to women looking for gifts for men. The savings are a third or more.

Black leather pass cases, two- or three-fold, 85c.

Fine leather wallets, some of black seal, \$1.75, \$2.75 and \$3.75.

Collar bags of black and brown leather, 85c.

Brief cases of solid cowhide, 10x15 inches, \$4.

Pair of natural ebony military brushes in russet leather case, \$4.

Cigarette cases of khaki fabric with waterproof back, 75c.

Money belts of khaki, 75c.

Dressing cases of khaki with black fittings, \$3.75 and \$4.75.

(West Aisle)

In recognition of the fact that people's thoughts are now turning to their own home needs, we have prepared an important sale of domestic rugs.

The need for such an event was apparent from the number of women who have recently told us that since their husbands are not to be drafted, they are ready to get the floor coverings that they had planned to do without.

Several Thousand Fine Rugs at Savings Averaging a Third

The sale is made up of several lots of rugs purchased early in the season and which just arrived, and goods taken from our regular stocks and reduced. All the rugs are standard makes and in this season's patterns.

High-Grade Wilton Rugs

6x9 ft., \$33
36x63 ins., \$9.50
27x54 ins., \$7.50

Body Brussels Rugs

7.6x10.6 ft., \$12
6x9 ft., \$5.50 and \$8

Axminster Rugs

9x12 ft., \$32.50 and \$42.50
8.3x10.6 ft., \$29.50 and \$40
6.9x9 ft., \$32.50
6x9 ft., \$19
4.6x6.6 ft., \$12

Wool-Fiber Rugs

9x12 ft., \$12
8.3x10.6 ft., \$9.50 and \$15
6x9 ft., \$7 and \$10

Wool Wilton Rugs

9x12 ft., \$67.50
8.3x10.6 ft., \$65

Colonial Rag Rugs

9x12 ft., \$11 and \$17

Several hundred bath rugs are included in the sale and marked at less than half price because they are slightly soiled from handling.

Also several thousand yards of inlaid linoleum, all new goods, specially priced at \$1.35 and \$1.55 a square yard.

(Seventh Floor, Chestnut)

Women's Fine Evening Gowns and Dancing Frocks

Scores of quite enchanting things are hidden away behind the Gray Salon doors—gowns with tiny trains and low necks and the most picturesque sleeves imaginable; and gowns which are high in the back and have no train, but are simply delightful dancing frocks. And their colors and materials are so lovely one simply revels in them.



One gown with gold metal cloth body and blue chiffon velvet skirt has a train that is a mere strap.

A dark blue chiffon with jet is a good example of the present fondness for blue evening gowns.

A gown of black chiffon velvet is cut in a single piece and is enriched with jet.

A little gown of flowered silk is quaint and suggestive of Pompadour days.

A turquoise chiffon velvet is a copy of a Lanvin model.

In the entire collection no two are alike. Prices are \$95 to \$185.

(First Floor, Central)

Silver Slippers

Fairlylike affairs of aluminum cloth, which don't tarnish like those of silver cloth and which do harmonize with almost any evening gown. They have narrow toes, long vamps and very high heels, and they cost \$10.

(First Floor, Market and Juniper)

Filmy Crepe Waists for \$5.

They are white and flesh color—one with deep-pleated frills and black bow; one with square neck and finely pleated lace-edged frill, and one with a great deal of fine tucking.

These are the waists which women are most eager to buy; because they are so inexpensive and so generally becoming.

(Third Floor, Central)

This Pretty Jewelry

—though not "From India's Coral Strand"—is nevertheless a good imitation of the pretty rose coral. The colored stones are set in French gray finish metal and the pieces are most attractive.

There are necklaces in new designs and many styles, at \$2.50 to \$11.

Earrings, 50c to \$2.50 pair.

Bar pins are 50c and \$1.25 each

and brooches are the same price.

Hat pins are 25c and 35c each.

(Jewelry Store, Chestnut and 13th)

Two Smart Gloves for Women \$2.25 a Pair—and Special

Both styles are in that fashionable length which falls in soft folds over the wrist and looks so well on the hand.

There is a fine white kidskin glove, with tab wrist; a dress glove or a glove for afternoon wear—white with black stitching or with white. There is a pearl clasp to fasten the tab.

For general wear, a woman will like the strap wrist capeskin glove, in the much-used tan shade. It is outseam sewn, well made and good looking.

(West Aisle)

Fifteen Styles of Large Nightgowns

"Large" meaning anything above a 40-inch bust measure. They are made of fine, firm nainsook and muslin, with most excellent embroideries, and necks are V-shaped and low.

Prices \$1.75 to \$4.75.

(Third Floor, Central)

Victory Sale No. 65

100 Handsome Silk Dress Skirts for Women—\$12.75 Each

Almost every skirt represents a saving of at least as much as you pay—and quite a good many are skirts which would ordinarily sell for three times the present price!

They are the finest skirts of their kind we have ever had for anything like this price. They are the original samples of one of the best New York makers.

Handsome black duchess satins, lovely embroidered crepes de chine, glistening charmeuse satins and fine novelty silks are the materials you will find. They are usually in black, though there are a few dark colors. The styles are new, distinctive and charming. There are draped skirts, tier effects, tunics and fringe-trimmed skirts, as well as accordion and box pleated models.

(First Floor, Central)

Victory Sale No. 66

Women's Fine Shoes at \$7.75—Save \$4.25 to \$6.25

About 300 pair of high grade shoes that cannot be reordered so we marked them very low to clear them quickly. Sizes incomplete.

Colored buckskin and kidskin tops, mostly with tan calfskin vamps and mostly lace styles. Cuban and military heels predominate.

(First Floor, Market)

Victory Sale No. 67

500 Women's Sweaters at \$3.50 Average Less Than Half Price

Tumbled and incomplete lots of wool and artificial silk sweaters and sleeveless slippers.

(First Floor, Market)

First Showing of Fine Fur Caps for Men

The maker of these caps uses only selected pelts and does not skimp in any way. We are his only distributor in Philadelphia.

The caps are round with adjustable visor and band and are all fresh and new this season. Coney, muskrat, Hudson seal (dyed muskrat) and real seal are the furs used.

Prices \$7 to \$60.

(Main Floor, Market)

A Special Lot of Coats for Chauffeurs

We were fortunate in securing a little group of big, warm overcoats of dark gray kersey that we can sell at \$35 each. They are double breasted and have deep collars and half belts. Splendid coats for chauffeurs.

Chauffeurs' uniforms of gray and tan whipcords and worsteds, \$25 to \$40.

Chauffeurs' caps, \$3.

Chauffeurs' gloves, \$2.75 to \$8.50.

(Gallery, Chestnut)

About the Store

THE muffler cap for men and boys covers the ears and muffles the throat at the same time. In gray, brown and khaki. \$2.

(Main Floor, Market)

AS cold weather approaches we start to sell night-caps for bald-headed men—and others who suffer from cold heads, just as some people suffer from cold feet. In the Men's Hat Store.

(Main Floor, Market)

BAYBERRY CANDLES for Christmas are on hand—you remember "A Bayberry Candle Burned to the Socket, Brings Luck to the House, Food to the Larder and Gold to the Pocket."

Two in a box for 50c. (Fourth Floor, Central)

ODD pieces of the new Copeland china show relief borders in gray and white and central decoration of pink roses.

(Fourth Floor, Chestnut)

"DESERTED GARDENS" is the name of a favorite design in the Pickard china which has come for Christmas. Other Pickard pieces are entirely in gold finish.

(Fourth Floor, Chestnut)

WE suggest Japanese lacquered handkerchief boxes and trinket cabinets for some Christmas lists. (Fourth Floor, Chestnut)

A DINNER GONG with an extraordinarily lovely tone is priced at \$5. Military tunes can be played on it—a little book of them goes with each gong.

(Fourth Floor, Chestnut)

400 Dinner Sets at Savings of 25 to 50 Per Cent in a Thanksgiving China Sale

Much might be written about what this sale means to the homekeeper making preparations for the greatest Thanksgiving Day in American history; but the sum and substance of it all is in the headline—

400 dinner sets at reductions of 25 to 50 per cent.

We merely ask you to keep in mind that these are Wanamaker standard dinner sets; unskimped and complete; comprising 106,

107 and 108 pieces, in a choice of scores of good patterns.

In the variety of sets presented and the savings offered it is a sale worthy of the day, and that is saying much.

It is certainly the greatest china event we have ever had at this season.

There is a good choice of sets at half price, a better choice at reductions of one-third and a remarkably fine collection at reductions of 25 per cent.

(Fourth Floor, Chestnut)

French china dinner sets are now \$32.50, \$40, \$45, \$50, \$85 and \$135 a set.

English porcelain dinner sets, \$17.50, \$25, \$30, \$35, \$37.50, \$45 and \$50 a set.

American porcelain dinner sets, \$13.50, \$15, \$17.50, \$20, \$22.50, \$25, \$27.50, \$30, \$32.50 and \$35 a set.

Fine cut glass in interesting choice at reductions of one-third. Light cut glassware in large selection at very moderate prices.



Pianos—

For the Greatest Thanksgiving the World Has Ever Known

If ever a Thanksgiving Day called for jubilation, this one does. Before it all the other Thanksgivings of the past are dwarfed.

We in America have especial cause for rejoicing. Our losses in men were heavy enough, goodness knows, but small compared with those of our Allies. And the glory won by American arms is out of all proportion to their brief participation in the war.

More Than Ever This Will Be a Thanksgiving of Music

Cheering is the first spontaneous expression of enthusiasm. But singing is cheering set to melody and made coherent.

And how America will sing, Thanksgiving Day! Will your home do its part in the rejoicing or will it be silent?

Does Thanksgiving mean any more to you this year than a turkey dinner and an afternoon nap?

If You Ever Needed a Piano You Need One Now

And you need a good piano. 'Twould be a pity to bring a stenciled rattletrap into this jubilee.

The Wanamaker Store has eight of the most famous pianos in America for you to choose from. None of them may be found in any other store in this city.

Chickering
Schmucker
Emerson
Lindeman

Knabe
Haines Bros.
Marshall and Wendell
J. C. Campbell

There are over fifty styles, including pianos, player-pianos and reproducing pianos. Each instrument is marked at its one price, which is the same whether you pay cash or buy on our deferred-payment plan.

(Egyptian Hall, Second Floor)

The Furniture Sale Is a Treasure House of Good Home-Gifts

For living-rooms, libraries and halls there is a bountiful assortment priced as low as \$4.75 for a little table and going up to several hundred dollars. The tables in this division alone are a notable group in themselves. Savings average a third.

\$4.75 for an oval tuck-away table, Jacobean.

\$5 for a brown oak davenport end table, William and Mary.

\$19 for a drop-leaf table, oval top, Charles II design.

\$20 for a mahogany William and Mary table with drawer, 22x34-inch top.

\$25 for an amber oak library table, William and Mary design.

\$26 for an amber oak davenport table.

\$27 for a chrome birch console table.

\$28 for a brown oak console table, carved apron and cane shelf.

\$29.50 for a chrome birch library table, 26x48-inch top.

\$32 for a mahogany library table, 24x54-inch top.

\$33 for a mahogany console table, folding top.

\$34 for a walnut library table, cane panel ends.

\$36 for a walnut console table, folding top.

\$38 for a brown oak library table, William and Mary design, 28x54-inch top.

\$42 for a figured walnut console table.

\$45 for a mahogany davenport table with shelf.

\$45 for a mahogany table, 44-inch round top, carved base and claw feet.

\$45 for a mahogany library table, 32x66-inch top.

\$52 for a walnut hall table, English, 24x72-inch top.

\$55 for a walnut console table, folding top.

\$61 for a mahogany console table, Adam design.

\$63 for a mahogany library table, Louis XIV design.

\$70 for a mahogany hall table with drop leaves.

\$75 for a figured walnut library table, 26x54-inch top.

\$97 for a figured walnut davenport table, Chippendale style.

\$110 for a Queen Anne library table, black and gold lacquer.

\$135 for a walnut library table, Spanish influence.

(Fifth Floor)