

Grand Organ at 9 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
Fair

Whether It's Near-Peace or Near-Christmas, There is a Great Busy-ness

Columbus, the Discoverer of America

had the courage of his convictions and, as usual, was the object of envy and jealousy by the rich Spanish courtiers, who never did anything but flatter themselves and the king.

The old story of Columbus making an egg stand on its end is well worth remembering. The way Columbus actually did it is this:

Upon an occasion of a banquet, where Columbus was the guest of honor, some of the people at the table belittled the discovery, saying it was mere dumb animal persistence and a species of "did not know what to do next" that led Columbus to push his boat, the "Caraval," a few leagues farther on, and a mere matter of chance and of but little consequence.

Columbus, sitting by and hearing what was said, took an egg from the dish on the table, proposed that they should show their ingenuity by making the egg stand on its end.

The egg traveled all around the table and no one succeeded.

Columbus then took it in hand and, breaking it at one end, it stood at once.

They all shouted: "Why, I could have done that!"

"Yes," said Columbus, "if the thought struck you; and if the thought struck you and you had gone at it, you might have discovered America."

It is not uncommon for people to sit still and find fault with what others do, but the man who thinks and acts on his thought has the best chance of winning something for his labor.

(Signed) *John Wanamaker*

Nov. 9, 1918

Newer and More Handsome Fur-Trimmed Wraps

"If ever I was tempted to spend money, I have been this winter, when I looked at the new coats," said one woman who saw some of the fine things down in the Coat Salons. And surely these latest arrivals would tempt any woman to spend money!

One luxurious coat of brown duvetyne has a collar, cuffs and two side borders of soft Kolinsky. The coat is on a yoke, has new sleeves and the loveliest brown-gold lining. \$300.

A wrap in cape effect is also of duvetyne with a vest and collar and cuffs of beaver. It is in brown tones, has a fancy lining and is \$300.

Quite handsome is a blue coat with nutria trimming. It is really lovely and is \$245.

Another wrap in one of the new brown taupe shades is cut plenty full and has a great, fluffy collar of taupe fox. It is \$225.

And a taupe evora coat with a great square Kolinsky collar is another thing of beauty. It has panels of old blue velvet down the front and a shimmering, silvery lining. \$200.

(First Floor, Central)

About Silk Waists Generally

When a woman buys a waist for her winter suit the chances are ten to one it is a Georgette crepe. We have such crepes in a great number of styles, in white and flesh color at \$5 to \$45, and in dark suit shades at \$5.50 to \$37.50. They are all embroidered, beaded, braided or trimmed with real or imitation laces.

Crepe de chine waists come next in favor, and may be had in white, flesh color, black, navy or brown for \$5.75 to \$16.50.

Necks are square, V-shaped and round. In a few instances there are high collars.

(Third Floor, Central)

Beautiful New Styles in Silk and Velvet Handbags

The showing of fabric handbags was never quite so good.

There are all sizes and all shapes, from the little finger-purse, of silk or velvet, with ring handles, at \$10, up to the sumptuous bags of French velvet with heavy, ornate sterling silver frames at \$75.

Practically all of these handbags are in black or dark colors and the variety of styles is extraordinary.

A pretty handbag makes one of the nicest gifts there

(Main Floor, Chestnut)

Victory Sale

No. 46

150 Women's Dresses of Silk
Tricolette Special at \$35

Earlier in the season we had their duplicates for \$30 and \$35 more, indeed we have had to reduce a few remaining in our stocks to match these.

There are five styles, nearly all with deep fringe, and some with rich and heavy embroidery; colors are sea-foam gray, navy, brown, taupe, bronze and black.

All sizes and colors in the lot.

(First Floor, Central)



A Lovely Fur Is the Glossy Long-Haired Lynx

And particularly lovely are the new pieces now coming into the Fur Salons. Clever furriers have worked the skins into charming fashions, and there is really a surprising variety as to scarfs and capes and stoles.

One of the handsomest pieces is an unusual cape with a small collar. It is difficult to describe just how fascinatingly they have combined two lovely skins to make this cape, which reaches 'most to the waist. It is \$150.

Animal scarfs, becoming to so many types, are \$50.

Cape scarfs—one smart, new piece is finished with two great furry tassels on silken cords and is \$90.

A handsome straight scarf—a beauty is \$160.

A shaped cape with long ends and of lustrous, beautiful fur, is \$115.

Muffs to match the neckpieces, \$45 to \$115.

(Second Floor, Chestnut)

1500 Yards Wool Serge Special at \$2 a Yard

One of the best mills in the country made this serge, which is an excellent quality, fine of weave and all-wool, every thread.

Brown, green, plum, light and dark blue and black—the colors most in demand, are all in the assortment.

42 inches wide—and every woman who knows dress goods knows that this price means a substantial saving.

(West Aisle)

Men's and Women's Stockings at Today's Mill Prices

Women's Hosiery

At 25c, black, white and colored mercerized "seconds."

At 45c, black and white full-fashioned list.

At 75c, black and white thread silk.

(First Floor, Market)

Men's Half Hose

18c, 3 pair for 50c, black, tan and gray heavy cotton.

At 25c, black and colored mercerized cotton and gray and white artificial silk plated.

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

(Main Floor, Market)

Exclusive Corsets the Parisiennes

Short and topless corsets have things all their own way these days—women are absolutely not going to put up with anything less than perfect comfort, if they can help it.

A style much used for riding as well as other wear is of light-weight pink batiste with elastic top and priced \$10.

Another of the same material has a free hip, is low and medium length and pretty well boned. \$12.50.

A pink coutil, girder top with elastic inserts over the abdomen, is \$8.50.

A new pink model with very low top, broad elastic gore and long skirt is trimmed with ribbon and lace. \$16.

Two models, which are good examples of Parisiennes at their very best, are made of the prettiest figured silk batiste with Valenciennes lace and blue ribbon trimming, and the bones and steels are beautifully covered with plush. Price of either, \$35.

(Third Floor, Chestnut)

Victory Sale

No. 47

250 Pair of Blankets, \$10 a Pair
Regularly 50 Per Cent More

Without a doubt these are the best blankets for the price in Philadelphia today—and the most unusual at any price. They are in the natural-wool color, gray, some with pink, some with blue borders, every pair 5 pounds in weight and in the double-bed size. The shipment is new, but the blankets are old acquaintances—we have been selling them for twenty years on their merits.

(Sixth Floor, Central)

Victory Sale

No. 48

100 Cotton-Filled Quilts at \$5
Regularly 50 Per Cent More

They have tops of silk organdie in a small all-over spray design and plain-dotted borders. The backs are of silkoline patterned to match the top. Double-bed size. \$5.

Similar quilts in crib size covered on both sides with organdie and without borders are specially priced at \$1.75 each.

(Sixth Floor, Central)

Personal Gifts in 14 Kt. Gold Jewelry For Women and Men

These are the latest creations of the goldsmiths, and are just such personal gifts, at moderate prices, as many people are looking for at this time.

For women there are—

- Brooches, \$6 to \$50.
- Bar pins, \$3.25 to \$52.
- Circle brooches, \$2.50 to \$11.50.
- Bracelets, \$8.50 to \$68.
- Lavallieres, \$11 to \$50.
- Signet rings, \$4.25 to \$15.
- Rings with semi-precious stones, \$5 to \$65.
- Hat pins, \$2.75 to \$14.50.

(Jewelry Store, Chestnut and Thirteenth)

For men one may choose—

- Cuff links, \$7 to \$19.
- Scarf pins, \$2 to \$20.
- Studs, \$3 to \$12.
- Vest buttons, \$7.50 to \$56.
- Pocket knives, \$9 to \$22.
- Waldemar chains, \$13.50 to \$35.
- Belt buckles, \$16.50 to \$27.
- Fobs, \$7.25 to \$22.

It's Three Years Since We've Had Such Wonderful Collection of Scotch Wool Gloves as These

And nobody knows when we'll get another, when these are gone!

Real Scotch wool gloves, a great case filled with them—such gloves as you'll not find elsewhere in America this winter. The huge case that held them weighed over seven hundred pounds—and it was filled with nothing but these wool gloves. We've never had a better or bigger lot than these.

They are of a hard twisted wool, of a softer wool, of camel's hair, brushed wool and cashmere, and in styles and colors suitable for women, men and children.

You will like all the colors—a light, medium and dark Lovat (a greenish Scotch mixture), three shades of gray three of brown heather, and natural color, chamois, tan, French gray and beaver—a remarkable assortment.

Women's gloves are \$1.75, \$2.50 and \$3.75 pair. Children's gloves, \$1.15, \$1.25, \$1.40, \$1.65 and \$1.85. Men's gloves, \$1.85, \$3.50 and \$3.75.

We'd advise anybody who wants these for personal or gift use to come soon!

(Main Floor, Central)

50 American Dinner Sets \$22.50 Each

These are carefully selected sets of regular standard quality, absolutely unskimped in every respect except the price, which is exactly \$5 less than we would regularly sell sets of this kind for.

Each set consists of our full 107 piece make-up in a choice of four or five dainty border patterns, with gold edges and gold traced handles.

(Fourth Floor, Chestnut)

"Shavings"

By JOSEPH C. LINCOLN

Anybody who knows the salt humor and gaiety of Joseph C. Lincoln's other books will welcome this one. "Shavings" is the maker of windmills, whom the village folk consider queer—but who is one of the most delightful of all Mr. Lincoln's Cape Cod creations.

Price \$1.50.

(Main Floor, Thirteenth)

75 Dozen All-Linen Towels \$1.25 Each—Special

Woven of a good quality of Irish linen in huckaback and birdseye weaves, all with hemmed ends and damask borders. Grass bleached, free from dressing, generous in size, 26x42 inches and very pleasant to the face. The price, \$1.25 each, or \$15 a dozen, means a considerable saving.

(West Aisle)

300 Men's Umbrellas—Special at \$2.50

Covers of strong union taffeta (silk and cotton) with taped edges, mounted on 8-ribbed paragon frames. The handles are plain or carved mission wood, and the umbrellas are guaranteed for a year.

Size 28 inches.

(Main Floor, Market)

Women's High Tan Sports Shoes

They are of tan Russia leather with wing tips and perforations, tan buckskin tops and military heels of the fashionable height—1½ inches.

Price \$14 in the Exclusive Little Boot Shop.

(First Floor, Juniper and Market)



The Superiority of the Ampico Reproducing Piano Is Too Marked to Be Denied

There is really no basis of comparison between the Ampico Reproducing Piano and any other reproducing or player-piano, because the principles are entirely different.

You may have heard all the other player types and not realize, until you have heard the Ampico, how marvelously the human performance can be reproduced.

The reason for this is that the Ampico records are all made by vibration of the piano wires, whereas the ordinary player-piano records a note through the impression made by a punch on the roll.

In the latter case the impression ends when pressure is removed from the key. In the Ampico record the sound registers as long as the note SINGS. It reproduces what musicians term the "chemistry of tone."

In the Wanamaker Piano Store you will find five of the most celebrated pianos of America incorporated into Ampico reproducing pianos.

Chickering Ampico uprights and grands.

Schomacker Ampico uprights.

Haines Bros. Ampico uprights.

Marshall and Wendell Ampico uprights.

The celebrated Knabe Ampico uprights and grands.

You are cordially invited to hear them play. You will be under no obligation whatever, and you will hear an entertainment that will amaze you.

Any Ampico reproducing piano is purchasable on the same terms as any other piano.

(Exhibition Hall, Second Floor)

20,000 Pair of Scrim Curtains at Today's Wholesale Prices

The reason we are able to sell these seasonable curtains so much under the market is because they were contracted for 18 months ago.

They have just arrived, however, and are in the newest and most desirable patterns and fine qualities.

We should be glad to have you compare these curtains with similar goods elsewhere.

Prices are \$1.25, \$1.75, \$2 and up to \$15 a pair.

(Fifth Floor, Market)

A Running Stream of the Finer Domestic Rugs

going out and coming in—keeps our stocks in these goods somewhat fresher and cleaner than you will find elsewhere. Newest patterns are always to be found here and you run no risk of getting an undesirable piece.

We have just received a new shipment of Whittall Anglo-Persian rugs and some seamless Axminster rugs from Sanford & Son. Our stock includes some beautiful plain color Wilton rugs in grays, blues, tans and greens.

Plain color Wiltons, 9x12 ft., \$105, \$110.50 and \$132.

Seamless Axminsters, 9x12 ft., \$57.50; 8.3x10.6 ft., \$32.50, and 6x9 ft., \$44.

Special Wilton Rugs

9x12 ft., \$60 and \$86. 6x9 ft., \$34.50 and \$55.

8.3x10.6 ft., \$67.50 and \$83.50.

(Seventh Floor, Chestnut)

100 Dozen Turkish Towels 50c Each—Special

A mill clearance of full-bleached, heavy Turkish towels, with hemmed ends, size 23x45 inches.

(West Aisle)

LIBRARY AND LIVING ROOM PIECES AT REDUCTIONS OF 25 TO 50 PER CENT—A CHOICE FEATURE OF THE \$200,000 FURNITURE SALE

Of some of these pieces we have quite a number, but they are mostly single pieces.

The choice of things specially suitable for a woman's boudoir is quite attractive, and the gift-like character of these is pronounced.

The time to select is now, when the assortment at reduced prices is so interesting.

\$17.50 for a golden oak desk, one drawer, Jacobean design.

\$24 for a Circassian walnut desk, one drawer, Louis XV design.

\$16.75 for a mahogany desk, one drawer, Adam design.

\$97 for a table desk, four drawers, Jacobean design.

\$13 for a table desk, sliding top.

\$36 for a walnut boudoir desk, folding top, Chippendale design.

\$29 for a walnut table desk, two drawers, Queen Anne design.

\$38.50 for a mahogany table desk, with turned legs and spool railing.

\$46 for a mahogany table desk, William and Mary design.

\$18.50 for a maple table desk, Queen Anne design.

\$41 for an ivory table desk, 5 drawers, 2 cupboards.

\$29 for a boudoir desk, two tones enamel, folding top.

\$29 for a mahogany inlaid Sheraton desk.

\$52 for an upright Cuban mahogany hall desk.

\$38 for a walnut desk, Jacobean gate leg effect.

\$79 for a walnut secretary, Queen Anne design.

\$22 for a fumed oak table desk, heavily constructed.

\$101 for a mahogany secretary, Louis XIV design, with crotch doors.

\$25 for a fumed oak desk, large drawer, copper-finish trimmings.

\$67 for a walnut desk, Louis XIV design, with drop front.

\$30 for a fumed oak desk, large drawer, two magazine racks.

\$26 for a brown walnut boudoir desk, with drop leaves.

\$25 for a table desk in umber oak, William and Mary design.

\$43 for a mahogany spinet, 5 drawers, with sliding deck.

\$37.50 for a mahogany spinet, with 7 drawers and sliding deck.

\$45 for a teakwood table desk.

\$140 for a 3-drawer lacquered desk, with solid base and drop front.

(Fifth Floor)