

Grand Organ at 9, 12 and 5.10
Moment of Meditation and Chimes
at Noon

WANAMAKER'S

"Store closed all day tomorrow"

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WEATHER
Fair

A Golconda of Christmas Gifts

Jewelers' and Silversmiths' Hall at Wanamaker's

READY for everybody, including King Christmas—

With the holiday goods sparkling in its cases, the holiday spirit shining in the faces of its salespeople, and the holiday lights twinkling their welcome as they mingle with the splendor of its crystal chandeliers—

Jewelers' and Silversmiths' Hall has put on its finest and newest jewels and is worth coming twice twenty miles to see.

Folks who have come from many times that distance have declared that there is nothing anywhere that compares with the Hall itself, irrespective of its splendid contents.

**Tall Clocks—
Hall Clocks—
Wall Clocks—
All Clocks—**

this is the place to find them.

Automobile clocks, \$5 to \$25; ship's clocks, \$55 to \$114; dainty boudoir clocks, \$2.50 to \$90. There's a wide variety.

One-day clocks, eight-day clocks, thirty-day clocks. Take your choice.

Clocks for the mantel, \$10 to \$78, and clocks for the wall, \$6.50 to \$100; crystal clocks, \$19 to \$70; mahogany clocks, a wide range of prices; folding clocks for travelers, \$12 to \$50; even simple nickel clocks, \$4.

We have a large collection of clocks of the famous Waltham movement, as well as the works of other makers celebrated throughout the world for the dependability of their timepieces. See that

A Good Time

often depends upon a minute's margin in catching a train; and that—

A Good Deal

in business often enough depends on the degree of punctuality kept in the appointment for putting it through; and also that

A Good Meal

can be ruined any day by an unreliable clock in the kitchen or anywhere else, it seems as if no better gift for maid, bride, matron or man of business could be picked out, than

A Wanamaker Clock!

LOOKING above them and around them as they enter the Store from Chestnut Street, they see a magnificent hall, lofty-ceilinged and marble-flagged; on this wall hung with rich tapestries, on that one framed in with fine balconies and stairways of glistening marble.

Under the soft brilliance shed by myriads of lights clustered beneath chandeliers of cut crystal, prism-fringed, rich treasures are lavishly outspread in handsome cases

framed in East India mahogany. The larger cases, the ones which hold the silver, are handsomely carved and were planned by a world-famous architect.

Old Benvenuto Cellini would have felt at home in these sumptuous surroundings, and would frankly have admired to the bottom of his artistic heart, even if he envied, the examples of the skill of brother craftsmen in the exquisite arts of metal-working and jewel-setting.

There is indeed an atmosphere about this place that descends from days when great kings gave great commissions to great goldsmiths.

With this difference:

"The King business," as ex-Ambassador Gerard terms it, is not what it was, but the jewelry and silverware business is on the up-grade, owing to the fact that the great mass of people can have (and, unlike some of those old kings, can pay for!) fine furnishings of silver for their table, and can wear sparkling gems, unharassed by sumptuary laws, and happier in the blessings of personal liberty and prosperity than any people ever were before.

HUNDREDS of thousands of dollars' worth of the market's finest yield of precious and semi-precious stones, in artistic and infinitely varied settings which display the utmost skill and the newest ideas of the modern goldsmith, sparkle in handsome cases and, in the language of jewels, speak their invitation to purchase, if you wish, to admire because you must.

You will be told the exact truth, as we know it, concerning the value and standing of any bit of jewelry you may purchase, whether the object of your selection be a flashing emerald, deep sapphire, charming amethyst or blazing-hearted diamond, a plain signet ring, or one of the thousand-and-one attractive trinkets to be had at the counters devoted to the sale of inexpensive jewelry.

But this is a Store in which no one is driven to purchase, in order to have questions answered courteously.

Without feeling the customary battery of reproachful glances "shelling" the back of his or her head, the "looker-on in Venice" may pass freely from aisle to aisle, case to case, in quiet appreciation of the beauties there displayed.

TO the diamond, acknowledged empress of the world of jewels, is accorded the distinction of a case all to itself.

And few pass that case without a glance.

A superb exhibit it is, of the endless artistry and imagination which are employed in giving this wondrous stone its most effective combinations and settings in the form of rings, bracelets, brooches, pendants, bar-pins, necklaces and other dazzling pieces destined to make fair women look fairer.

There's no passing or discounting the fascination of the radiant diamond.

From the day when the famous mines of Golconda gave up to the light their first glittering stone, to yesterday, when admiring groups stood entranced around the beautiful display at Wanamaker's, the prismatic-hued signals which have flashed from its heart of white fire have been accepted by all beholders as meaning "Unconditional surrender."

It stands solitary among precious stones in its composition as it is supreme in its beauty, being the only one which is made of pure carbon. The old Greeks, impressed beyond all things with its hardness, called it "adamas," "the unconquerable stone." To matter-of-fact twentieth-century Americans, it is still "the irresistible stone."

The ancient and renowned mines of Golconda, which gave up the Kohinoor and other renowned jewels, are now outworked and deserted, but neither the dark earth's gift of diamonds, nor the atmosphere of romance that attends them have thereby died out. The great South African diamond mines, which produce the high-quality blue-white stones sold in this Jewelry Store, are said to have owed their discovery to children.

The first diamond found, tradition states, attracted mild attention as a pretty pebble—possibly a topaz—but not as worth the expense of first-class postage on its travels

to an expert, who pronounced the "blinke klippe" (bright stone) which came to him through the mails as worth \$2500!

BUT the Wanamaker Store is the home of all the jewels, not merely of the diamond.

Here you will find "the radiant pearl, which crested fortune wears"; the ruby, sapphire, emerald; corals white and corals red; the brilliant turquoise; and that whimsical, captivating gem, of which one of its admirers wrote, as long ago as 500 B. C.:

"The delicate color and tenderness of the opal remind me of a loving and beautiful child."

Also the warm, translucent topaz, which as the birthstone for November must not miss its mention, especially as there's an exceptionally good display of it in the cases just now, in the form of attractive brooches, pendants, scarf-pins, and rings for both men and women, in a suggestion for birthday or other gifts.

They are here—these precious and semi-precious stones—in the finest of modern cuttings, and not only framed in the finest of modern settings but surrounded by all the glamour of history or legend, if you like it.

Representatives of all of the famous jewels which have been fought for, plotted for, revered as talismans; which have won hearts, lost kingdoms, ransomed princes, provoked wars, or sparkled in the eyes of idols or the helmets of heroes!

After all, romance and tragedy have their practical inconveniences, and it's very much nicer that these beautiful gems may be purchased comfortably and quietly across a Wanamaker counter, and at fixed and fair prices, by Mr. or Mrs. Average Citizen.

The variety as well as the excellence of the merchandise to be selected from cannot of course be even briefly indicated here, but it is the occasion of frequent comment.

"Not in the whole world would I have believed that so many styles of scarf-pins could be collected as you have here in this case," said a lady to a salesman the other day.

The answer was: "Oh, there's another case of them over there in the diamond section!"

Whether it's a shoe buckle that's wanted, or a thimble; whether an engagement ring or a pin or button of one of the prominent orders or secret societies; whether the string of amber beads supposed to assist Baby's teething process, or a rich necklace of Oriental pearls—

It's here.

The precious metals used cover the complete range, including the four colors of gold—the green gold, the yellow gold, the red gold and the white.

The collection of the highly fashionable bar pins, made up in all kinds of flashing stones in rich pierced settings, which make such splendid gifts, as practically matching any gown, is unsurpassed anywhere, we believe, in assortment and in beauty and variety and originality of design.

Extremely fine, and more worthy of a page than of this passing mention, are the mesh bags, in which the gleam of



SANTA SUGGESTS

out of an experience covering some centuries, that if the man or woman lives to whom the right piece of jewelry, rightly selected by the right person, doesn't give pleasure at Christmas time, he hasn't yet met that person.

The Wanamaker Jewelry Store contains a particularly good collection of 14-karat gold jewelry, representing the latest creations of the goldsmith's art, and moderately priced, that is highly suitable for holiday gifts. It includes—

For Women

- 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.
- Hatpins, \$2.75 to \$14.50.

For Men

- Cuff Links, \$7 to \$19.
- Scarfpins, \$2 to \$20.
- Studs, \$3 to \$12.
- Vest Buttons, \$7.50 to \$56.
- Pocket Knives, \$9 to \$22.
- Waldemar Chains, \$12.50 to \$35.
- Fobs, \$7.25 to \$22.

silver and the glitter of gold appear to such artistic effect.

Some of them are indescribably rich, with their clasps or frames studded with sparkling sapphires or diamonds, or their golden fringes or tassels finished daintily with seed-pearls, and all of them are lovely.

A number are executed in the fashionable green gold. Shapes and sizes show a pleasing variety.

Watches that don't need watching that nobody is afraid to buy that nobody is afraid to trust

are the only kind we sell in this Jewelry Store and are the kind that have helped to build up its reputation. They are the only kind anybody should buy.

Dependability is the backbone of service in a time-piece. Many of those famous "over the top" raids were timed to the trustworthy tick of an Elgin, a Howard or a Waltham movement, and were successful because they were on time to a second.

The majority of our large and fine collection of watches consist of these same precise, well-tested and reliable Elgin and other fine American movements that

have thus played their part on the fighting lines of France, that are used by the thousands in the United States Navy and its Signal Corps, and that are daily the trusty companions of scientists, explorers and men prominent in public life whose time is priceless.

They are also handsome watches. The business man—and woman, too—wants a watch which looks like a high-grade timepiece as well as acts like one. Cases are gold, gold-filled and sterling silver. A large and interesting variety of styles, particularly in the wrist watch now so high in favor.

John Wanamaker