

Grand Organ at 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
Rain

Santa Claus Himself Will Greet the Boys and Girls in the Wanamaker Toy Store Tomorrow

Time Is on the Wing

It is an unwritten law of affection and of courtesy that the day after Christmas is a day too late and an evidence of forgetfulness.

On the other hand, one never loses anything by being a day too soon with Christmas presents.

It is like making a perfect stroke on the golf field. Happy friendships are worth cementing by timely remembrances and even small sacrifices.

True love can neither be bought nor sold, and when bestowed, it is worth the keeping.

[Signed] *John Wanamaker*

Nov. 29, 1918.

IMPORTANT TO YOUNG WOMEN AND GIRLS WHO NEED WINTER COATS, SUITS AND DRESSES

Young Women's Coats Reduced—\$25

Velour cloth and burella coats, in good styles, many with large fur collars; lined and interlined; new styles and good colors; coats for general or better wear; 14 to 20 year sizes.

Young Women's Suits \$25 and \$32.50

These are suits in such fashionable shades as reindeer, green, brown, navy and Burgundy and they are in new Winter styles. There's a good assortment and sizes are from 14 to 20 years.

(Second Floor, Chestnut)

Girls' Coats Reduced Also—Now \$15 and \$20

They are of burella and other wool cloths in navy, Burgundy and brown. Made with large convertible collars, they are finished with belts and pockets and are lined throughout. 6 to 14 year sizes.

Girls' Regulation Dresses, \$8.75

Of all-wool blue serge in box pleated style, with yoke and trimmed with white braid; finished with silk tie. For school or better wear. 6 to 14 year sizes.

Toy Store Tomorrow

Tomorrow will be a great day for the good children of Philadelphia.

Santa Claus is this minute on his way from the frozen North and bright and early tomorrow morning he will be on hand in the Wanamaker Toy Store to greet his little friends as soon as the doors open at 9 o'clock.

There never was a Christmas just like this one and there probably never will be. There never was a Christmas when there was so much cause for rejoicing by everybody, young and old.

There never was a Christmas when the Wanamaker Toy Store had so much of interest to boys and girls, nor when fathers and mothers entered into the spirit of the times so early or so heartily.

Children, don't forget to ask your parents to bring you to the Toy Store tomorrow so you can be among the first to see Santa Claus and make sure that he will not overlook you. It is going to be the busiest year he ever had and he would be just as sorry as you if he missed you because he didn't know your name.

(Seventh Floor)

225 Pieces of Fox and Wolf Furs Reduced 25 Per Cent

These are the good, dependable furs taken out of our own stocks and reduced to 25 per cent less than regular prices. People who know something about the scarcity and the high prices of furs this season will understand without further words what an important opportunity this is.

100 sets of fox furs, chiefly taupe and brown-dyed, are marked \$56.25 to \$168.75 a set.

100 separate fox scarfs are marked \$30 to \$83.25 each.

50 sets of wolf furs, dyed taupe, brown and gray, are marked \$41.25 to \$75 a set.

75 separate wolf scarfs are marked \$22.50 to \$45 each.

(Second Floor, Chestnut)

Chatterbox for 1919 Is Ready

Beloved by generations of children and just as interesting as it ever was, with hosts of pictures and all kinds of entertaining short articles. Price in board covers, \$1.25; in cloth, \$1.75.

(Main Floor, Thirteenth)

A FOOT-STOOL has more to do with the comfort of the tired business man and the little woman than anybody supposes. \$1 to \$6.50. (Fourth Floor, Market.)

NUT BOWLS of hinoki wood are timely during the long Winter evenings when a jolly family gathers round the fire. \$1 to \$1.25. (Fourth Floor, Market.)

EVERYBODY wonders where all the artificial flowers go—roses, chrysies and anemones, marigolds and so on. (Fourth Floor, Market.)

FOR \$1 there is a hand-painted shield for the front of a telephone—and it doesn't interfere with the use of the instrument. (Fourth Floor, Central.)

ALMOST everybody drinks coffee, and the best coffee is made with a percolator. Find various kinds in the section where trays, chafin dishes, tea-kettles, vacuum bottles and crum trays are cheek by jowl. (Fourth Floor, Central.)

THE best equipped modern home has electric appliances galore—griddles, toasters, tea and coffee pots, irons. (Fourth Floor, Central.)

YOU can't get old-fashioned pound-cake tins everywhere. We have them at 75c to \$1.35. (Fourth Floor, Central.)

CAPE COD fire-lighters are a New England necessity. A brass tankard holds the kerosene and a torch of porous stone absorbs it. Light the torch and start the wood fire in a twinkling. (Fourth Floor, Central.)

New Wool-Filled Quilts at \$12.50 and \$15

The quilts at \$12.50 are in sateen coverings of a new kind, showing a pattern in a slightly raised or embossed effect, in conjunction with floral all-over patterns in blue, green and rose, the borders being in plain colors.

The quilts at \$15 each are covered with the finest sateen made. These are in light blue, delft blue, rose, pink and yellow. (Sixth Floor, Central.)

Do You Want Unquestionable Quality in Your Boys' Clothes?

It is possible that there are people who don't pay much attention to the question of quality in boys' clothing. If so it is because they do not understand how much it means in the wear and fit and fashion of a garment.

The best object lesson we know of in good quality is the overcoats and suits that we are now showing.

They certainly have in them the something which means so much in the wear and fit and fashion of a garment; and they are priced as low as overcoats and suits from which this superiority is noticeably absent.

Overcoats, \$20 to \$35, sizes 11 to 18 years.
Junior overcoats, \$13.50 to \$25, sizes 3 to 10 years.
Suits, \$18 to \$30, sizes 8 to 18 years.
Serge suits, \$12 to \$25, sizes 8 to 15 years.
(Second Floor, Central)

Victory Sale No. 92

100 Floor Lamps Special at \$10.50 to \$27.50

These are all wood with fine mahogany finish, and fitted for two lights. The standards are mostly very heavy and therefore are particularly desirable for homes in which they are required to give hard service.

The prices, \$10.50 to \$27.50, are 33 1-3 per cent below regular. (Fourth Floor, Central)

New Shopping Handbags of Soft Leather

You can get one of soft black leather, moire silk lined, with nickel frame, for \$3.50.

Or in black, brown or tan morocco, also moire silk lined and with covered frame, for \$5.

Both styles pleasing to the eye and to be counted on for service. (Main Floor, Chestnut)

Warm Gloves for Boys and Girls

Tan capeskins, fleece lined, \$1.50, \$2 and \$2.25 a pair.

Fleece-lined leather gauntlets, 85c a pair.

Tan capeskins, washable, \$1.35, \$1.65 and \$1.75 a pair.

Khaki cloth gauntlets, with leather palms, fleece lined, \$1.75 a pair.

Scotch wool gloves, \$1.15 to \$1.40 a pair. (Main Floor, Central)

Victory Sale No. 93

250 Real Madeira Lunch Sets \$4.75 a Set

An importer's clearance of real Madeira hand-embroidered and hand-scalloped lunch sets, all very dainty and excellent and showing several most attractive patterns of embroidery. There is a saving of at least \$2 on each set.

Each set comprises the regular thirteen pieces and comes neatly boxed for presentation. (First Floor, Chestnut and West Alle)

Gloves to Give a Man for Christmas

Tan capeskins are always acceptable because they are so practical, \$2.50 and \$3 a pair.

Gray buckskins, famous for their good wear, \$3.50, \$3.75 and \$4.25 a pair.

Deerskins, oseteam sewn, in gray or chamois color, \$5 a pair. (Main Floor, Central)

Motor Robes Make Welcome Gifts

We have a fine showing in plain colors to match the upholstery of the car and in good-looking plaids.

Mohair plush robes, \$7.50 to \$18.50.

Modeled plush, \$18.50 to \$35.

Silk plush, \$35 to \$60.

Wool, \$10 to \$55.

Fur—raccoon, muskrat and Australian opossum—\$115 to \$150. (The Gallery, Chestnut)

Women's Velveteen Dresses Prices \$30 to \$50

They are immensely popular this year, and there is hardly a day that doesn't see little lots of them coming in from the manufacturers. There are a dozen styles or more at the present moment between these prices. A coat-dress, a long coat-dress that suggests the picturesque redingote of old days; a straight panel dress of the Lanvin type, one or two others with braid, a tunic with side lacings, and so on. The colors are taupe, brown, navy and black.



(First Floor, Central)

Silk Chemises for Gifts

Those of the envelope branch of the family are preferred, and there is a really notable variety of them here. Those of crepe de chine are \$3.75 to \$16.50 and those of wash satin \$3.85 to \$5.50. (Third Floor, Central)

Even "the White Wonder of Dear Juliet's Hand"

needed more care to keep it white and lovely. Nowadays one of the best aids to well-kept, attractive hands is a good manicure set.

All sorts of new sets are here, in compact and convenient little cases and boxes, and you may have sets with handles of imitation ivory or pearl and in leather or other cases.

Prices start at \$2 for a good set of five pieces, and go on up to \$16.75 for a fine set with 18 pieces. (Main Floor, Chestnut)

Women's Swiss Spencers Special at \$3.50

Fine, hand-knit woolen garments from Switzerland that are much below regular at tomorrow's price.

So handy to wear indoors or out on cold days. (First Floor, Market)

Christmas Cameras

There is no better gift for anybody the least bit interested in picture making than a camera. Brownies are \$2 to \$15, folding pocket Kodaks, \$7.50 to \$60. (Main Gallery, Chestnut)

Don't Forget Your Eyes

Lots of people make the mistake of neglecting them until serious discomfort compels them to seek relief. We fill oculists' prescriptions. (Main Gallery, Chestnut)

More New Colors Come to Join the Assortment of Velours—

There are any number of rich, beautiful brown and tan and sand shades, blues that begin at turquoise and go on up through French blue and Pekin blue to deep navy, fashionable greens, deep, velvety violet and purple tones, soft grays and taupes and ever so many more.

They are just the colors wanted for the fashionable Winter gowns and suits and wraps, the velour is of beautiful quality and all wool, of course, and the price is \$5 a yard.

They are 54 inches wide. (First Floor, Chestnut)

Two New Skirts for Women Both Interestingly Priced

Lustrous black poplin of good quality makes the first skirt, which has a yoke effect which gathers and has buttons for trimming. It is \$5.75, and uncommonly good for that sum, too.

Any woman who wants a practical wool serge skirt in blue or black should see the new model that is in all sizes from 24 to 40 inch waist measure. It has a plain front with two slashed pockets and a panel of pleats in the back. There is a wide girdle, too. \$9.75. (First Floor, Central)

White Cotton Waists

Several styles of white voile with tucks, laces and embroidery, \$3, \$3.50 and \$3.85.

Others of white batiste with tucked collars and cuffs, embroidery and lace, at \$6.50, \$9.75 and \$6.85. (Third Floor, Central)

The Shoe Store Calls Special Attention to—

Men's shoes at \$6.50. Fine straight lace and blucher style in various shades of tan calfskin, including mahogany. English lasts and wider toe shapes. Unusual at the price. (Main Floor, Market)

Women's shoes at \$3.75 and \$6.75. The first is brown glazed kidskin vamp with tan cloth top, while the \$6.75 shoe is all brown glazed kidskin. Both are lace shoes with narrow toes, long

vamps and medium walking heels. And both bring substantial savings. (First Floor, Market)

Children's shoes, \$2.50 and \$3.—For small boys there are black calfskin lace shoes with fiber or composition soles. Sizes 11 to 13½, price \$2.50.

For girls there are black glazed kidskin and patent leather button shoes. Sizes 11 to 2 are \$2.50, sizes 2½ to 6 are \$3. (First Floor, Market)

They Are Coming Home from the Camps and from Overseas and And They Are Asking for Wanamaker Clothing

Nothing like the Army to bring out what's in a man and to teach him what's in the other fellow.

Sometimes your most unassuming and quietest neighbor turns out a brilliant soldier; sometimes your most dignified and imposing citizen proves in the Army only a bombastic humbug.

Men who have been in the Army have learned to look below the surface of things and to ascertain real values. It is part of the training.

That is why so many, already coming home and putting off their uniforms, are turning up at Wanamaker's for clothing.

They know where the genuine goods are to be found.

Fine new Winter stocks ready now, of suits and overcoats. (Third Floor, Market)

If You Give Him Shirts and Ties You're Safe

Always providing that you get those shirts and ties at some place, like Wanamaker's, where styles are correct and you cannot go wrong.

There are few gifts a man will appreciate so much as silk shirts. And we don't know of another collection of silk shirts in town to equal these at \$4 to \$10.

Shirts of madras, percale, chevot, Japanese crepe and satin broche, \$1.65 to \$4.

A few handsome neckties to go with the shirts, or as separate gifts, will be welcomed, you may be sure. We have a remarkable assortment of ties between 50c and \$3.50. (Main Floor, Market)

Handkerchiefs—For Him

All of good Irish linen, and well made and unusual for the prices: \$3 a dozen for men's plain, practical hemstitched handkerchiefs. \$2.50 for six, for men's initial handkerchiefs. (Main Floor, Central)



"Owing to the High Price of Turkeys"

said our Hosiery Chief, "and because so many of our friends cannot buy their usual kinds of socks after paying for the Thanksgiving Dinner, we will put on sale tomorrow.

Silk-and-Wool Socks at 50c—Which Is Half Price

There is no joke about the value of these half hose. They are splendid black and white shot mixed silk-and-wool and their regular price today is even more than twice 50c a pair. (Main Floor, Market)

New Ideas in Warm Caps for Men and Boys

One is a patented muffer cap of knitted wool that can be pulled down over the ears and has a band to button close around the throat. This is \$2.

Aviation caps from France are also \$2. And cloth caps with fur bands are the same price. (Main Floor, Market)