

Music of the Christmas Time  
 8:30—Carols by Voice and Organ  
 9:00—Christmas Hymn with Chorus  
 9:15—Grand Organ and Vocal Quartette

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER  
 Fair

# On Monday a Bright and Sparkling Christmas Sale of Cut Glass —\$15,000 Worth for \$10,000

## "Uncle Sam Lifts the Ban He Placed on Christmas Shopping"

Under the above headline the newspapers have published the following official dispatch from Washington a week ago:

"The following statement was issued by Grosvenor B. Clarkson, acting director of the Council of National Defense:

"Before the armistice the Council of National Defense, composed of the Secretaries of War, Navy, Interior, Agriculture, Commerce and Labor, entered into an agreement with representatives of leading industries and retail interests to the effect that the sale of Christmas goods should undergo certain restrictions with regard to the employment of labor during the Christmas season and the conservation of transportation and delivery facilities. Certain other agreements were likewise entered into.

"The Council of National Defense now believes that as one of the steps essential to the rapid establishment of normal after-the-war conditions it should, and hereby does, lift its ban in connection with holiday buying, in a desire to give a natural impetus to the re-employment of those normally engaged in the production of holiday material and in the holiday trade. The council is further impelled to the decision by reason of the necessity now confronting us to get our military forces and munition factory workers back to the ordinary pursuits of life with the least possible shock in making the change."

### Information for the Public

It is important that this information should be given full publicity, in view of peculiar advertisements appearing that seek to hurry up and huddle the Christmas shoppers and deprive them of full and fair service by hinting at Government restrictions.

Loyally supporting every war measure of the Government, sending in nearly 1200 of our own people, raising \$15,000,000 in the Fourth Liberty Loan alone, and being the first to shorten hours and make other wartime curtailments of our business, this old Service Store of Philadelphia rejoices now to feel free to render full and abundant service toward the joy of the greatest Christmas ever known.

### Shop at Your Own Convenience

Great numbers of people will be here buying, but the Store is large, its aisles are wide, its stocks are abundant.

And if there is some convenience or service we have not thought of, please let us know.

We can now take back some of those who went out of the Store into war industries, and who have part or whole time to give us during the next few weeks.

*(Signed) Joe Wanamaker*

Nov. 30, 1918.

## Ever Hear of a Silk Stockingless Christmas List?

Neither did we. Nor did we ever hear of a woman who had more silk stockings than she wanted. Or as many.

Merely as a fair warning, we want to state that a careful canvass of the silk hosiery market shows a great scarcity and high prices at the mills.

Our Christmas supplies were ordered over eight months ago, so we can sell them without charging you the big advance in wholesale prices that has taken place since then.

A wonderful showing at \$1 to \$25 a pair.

(First Floor, Market)

## 200 Girls' Dresses Reduced to \$20 and \$25

Some are of serge, some of satin, some of velveteen, others of wool jersey. All are in good Winter styles and attractive colors.

Some are braided, some embroidered, others are bead trimmed, and they have all sorts of pretty little touches in the old and new colors.

14 to 20 year sizes.

(Second Floor, Chestnut)

## CHEERY, Pretty Gingham for Christmas

An especially good gingham, in many different patterns, is 35c a yard and 32 inches wide.

But there are many more, of domestic and Scotch weave, in many new plaid and checked and striped effects, all the way from 50c, 65c, 75c up to \$1.15 and \$1.25 a yard.

(First Floor, Chestnut)

## 3000 WAISTS IN A SPECIAL SALE PRICES \$1.65 to \$8.50

Fresh new waists of the kinds most wanted for the Winter season—plenty of the dark colors to be worn with suits being included.

At \$8.50, Georgette crepes, charming affairs, some hand-embroidered, some with ruffles, others with hand-drawn work. Mostly light colors.

At \$5, chiefly samples, materials being Georgette crepes and crepes de chine, with

(East and West Aisles)

embroidery and other prettifying. A few have filet lace.

At \$3.85 more Georgette crepes, embroidered and beaded, fringed and ornamented with wooden balls.

At \$1.65 white cotton waists, mostly samples, lingerie and tailored styles.

## Women's Inexpensive Evening Dresses

Between \$35 and \$62.50 we have scores of pretty, rather simple frocks—some of Georgette crepe, some of radium satin. They have transparent sleeves, and there are varied pretty touches given by narrow silver ribbons and beading, tiny sprays of metal flowers and so on.

Colors are apricot, flesh color, orchid, turquoise and maize.

A few black nets are included in the lot.

(First Floor, Central)

## New Fur-Trimmed Coats for Women

\* They're ready for cold days and wintry weather—and they are in new styles and uncommonly attractive, too.

\$55 for a new velour coat with nearseal collar, novel pockets, many buttons and a lining of rich peau de cygne.

\$67.50 for a heavy frieze coat, a sturdy wintry affair with a big collar of natural racoon. It has a skirt effect in front, which forms the buttons, and there are buttons for trimming, too.

\$75 for a fine wool velour coat with a big collar of lustrous Hudson seal (dyed muskrat), a full skirt and belt and pockets.

\$95 for a handsome coat of cashmere velour with a collar of fluffy, dark wolf. This coat has a new straight back, with belt in the front.

\$100 for a distinctive new model of velour with nearseal collar, cuffs and border. This coat has a blouse effect in back, a belt in front and is unusually good looking.

All these coats are in the new Winter colors and are beautifully made and lined.

(First Floor, Central)

## Military Coats Are Now the Fashion for Girls

and here is a smart new military coat of soft wool cloth in navy blue with a velvet collar and a detachable cape that is lined with scarlet.

There are patch pockets, just the right belt, and the coat is most becoming for girls who wear 8 to 14 year sizes. \$23.50.

(Second Floor, Chestnut)

## FINE Negligees and Other Things

may be found in the French Room, just waiting to be chosen for Christmas gifts.

Wrappers of colored corduroy, \$14.50.

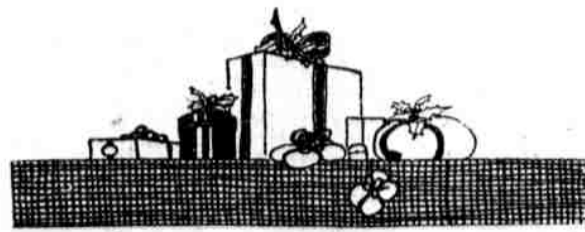
Wrappers of Zenana silk are \$35 upwards.

Wrappers of quilted satin, \$47.50 and \$49.50.

Nightgowns of heavy pink crepe de chine are \$13.50, and envelope chemises to match are the same.

Velvet negligees, \$95.

(Third Floor, Chestnut)



## A Special Gift Purchase of Beaded Handbags

From one of the best makers of beaded handbags in America we procured a limited lot of bags to sell at something like their regular wholesale prices. This was because they represent a clean up of his overlots.

They are all beautiful pieces, well made and in new styles, and nothing could be more desirable for gifts.

Prices are \$8.75, \$10, \$12.75, \$13.50, \$16.75 and \$18.

P. S.—We have a wonderful showing of French beaded handbags at \$25 to \$100.

(Main Floor, Chestnut)



## Toys! Toys!

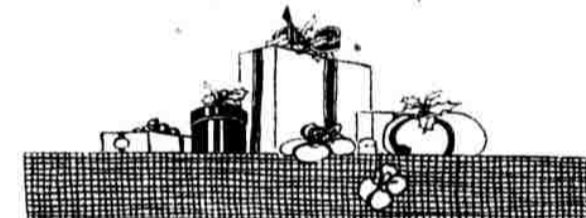
A Most Amazing Lot of Toys

(Seventh Floor)

BUNGALOW aprons of plaid or striped chambray are useful enough and pretty enough to tempt one to build a bungalow to wear them in—\$2.50. (Third Floor, Central.)

SILK petticoats that are really wonderful for \$6 have Jersey tops and flounces of changeable silk with tiny Persian pleatings in Vandykes. (Third Floor, Central.)

OPERA GLASSES are always good for Christmas gifts to theatre-loving folk. A pair with good lenses is capable of giving pleasure for a lifetime. \$4 to \$25—and please note that the supply is limited. Tourist field glasses are \$10 to \$20. (Main Gallery, Chestnut.)



## WANAMAKER Watches All Dependable

The business man of today wants a watch which looks like a high grade timepiece as well as runs like one.

The Waltham, Elgin and Howard watches perfectly combine these ideals in time-keeping qualities.

(Jewelry Store, Chestnut and Thirteenth)

## New Books

"The Great Adventure," by Theodore Roosevelt. This volume, dedicated to all who have paid with their bodies for their souls' desire, contains Colonel Roosevelt's most recent expressions on the Great War. \$1.

"The Reckoning," by James M. Beck, late Assistant Attorney General of the United States. A discussion of the "peace problem" and retributive justice as an indispensable element. \$1.50.

"Self and Self Management," by Arnold Bennett, deals with such subjects as war work, the diary habit and other topics of the time. \$1.

"Soldiers of the Sea: The Story of the U. S. Marine Corps," by Willis J. Abbott. The story of our crack fighting corps from the time of Decatur down. \$1.50.

"America in France," by Frederick Palmer. This is the book on a subject by the man best fitted to write. \$1.75.

"The Sacred Beetle and Others," by J. Henri Fabre, translated by A. Teixeira de Mattos. This is the eighth volume in the series of this famous scientist's works. \$1.60.

(Main Floor, Thirteenth)

## RUGS Make Good Gifts for a Nation Learning Thrift

The lesson taught by the Liberty Bond and War Saving Stamp drives will make people think more of useful Christmas gifts than ever before.

Axminster Rugs

9x12 ft., \$39.50, \$49.50 and \$54.50.  
 8.3x10.6 ft., \$29.50, \$49.50 and \$52.50.

Wilton Rugs

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

Body Brussels Rugs

9x12 ft., \$49.50. 8.3x10.6 ft., \$47.

Good, new inlaid linoleum special at \$1.35 and \$1.55 a square yard.

(Seventh Floor, Chestnut)

## FINE Gift Towels

Pure linen towels of excellent appearance with huck-aback centers—some in medallion effects—all hem-stitched and with damask borders.

20x36 inches, \$1 each; 24x40 inches, \$1.50 each; 22x38 inches, \$1.75 each.

(First Floor, Chestnut)

Apart from the fineness of the quality and the lowness of the prices, the most notable feature of this sale is the remarkably good showing of the popular moderately priced pieces, so desirable for gifts.

In fact it is probably as well-chosen a gift collection as any one could wish for.

Between bon-bon dishes at \$1 and flower vases at \$12.75 there are some thousands of pieces at dozens of different in-between prices. Every desired piece for practical or decorative table purposes will be found in the assortment, and on every piece there is a saving of one-third.

These are some of the pieces included:

Berry bowls, \$3, \$4, \$5, \$6.50 up to \$12 each.

Berry dishes, \$2, \$2.25, \$2.75, \$3 up to \$10 each.

Orange bowls, \$3.75 each.

Footed nut dishes, \$2.25 and \$3.25 each.

(Fourth Floor, Chestnut)



Bon-bon dishes, \$1, \$1.25, \$1.50, \$1.75 and \$2 each.

Celery trays, \$2.50, \$2.75, \$3.75 up to \$7.50 each.

Fern dishes, \$3.50 each.

Water jugs, \$3.75, \$4, \$5, \$6 and \$6.50 each.

Baskets, \$2, \$3, \$3.75, \$5, \$7.50, \$10, \$12 and \$12.75 each.

Sugar and cream sets, \$2.50, \$3, \$4, \$5 and \$6 a set.

Relish dishes, \$3.75, \$4.75 and \$6 each.

Flower vases, \$2.50, \$3, \$3.50, \$4.75, \$5.75, \$6.75 up to \$12.75 each

## 1704 Blankets in a Special Christmas Sale at Reduced Prices

Twelve distinct groups of blankets, including individual blankets, as well as blankets by the pair, are represented in this very remarkable reduction sale.

All are from our own stocks, the reductions are from our own regular prices, and our own regular prices are the lowest for the same qualities.

### 1264 Pair of Blankets and 440 Individual Blankets All at Large Reductions

The blankets by the pair are now \$3 to \$16.

The individual blankets are \$8, \$10 and \$15 each. All are fresh, clean, perfect goods, of sound quality, splendid for gifts and desirable in every sense.

200 Pair of Blankets at \$3 a Pair

200 pair of white cotton blankets, 70x82 inches, blue borders. Saving of \$1 a pair.

70 Pair of Blankets at \$7.50 a Pair

Plaid blankets, mixed wool filling—saving of \$2.50 a pair.

200 Blankets at \$8 Each

Khaki-colored camp blankets, 66x84 inches, woven of wool with a small proportion of cotton, \$8 each. Saving of \$2 each.

350 Pair of Blankets at \$8.50 a Pair

White blankets, mixed wool filling, 70x80 inches, pink and blue borders. Saving of \$1.50 a pair.

131 Pair of Blankets at \$9 a Pair

White blankets, mixed wool filling, 60x82 inches, with pink and blue borders. Saving of \$3 a pair.

(Sixth Floor, Central)

## The Psychology of the House Slipper

(And its appropriateness as a gift)

"Psychology" is a word that has been so much abused that people are fighting shy of it, but it has no adequate substitute.

The house slipper will tame the most restless husband. Even on lodge nights, if he thoughtlessly puts on his slippers, the chances are he'll stay at home.

Of course, all wives love their homes (except those that do not), but it is so much easier to be happy and contented at home with one's feet in a dainty, restful pair of Juliets or "Comfys."

All children like house slippers because when they wear them they feel grown up. And if they get used to wearing them they are more apt to like the things that house slippers stand for. And now we are coming to it:

House slippers stand for comfort and domesticity. And after all the hectic and more or less costly amusement that a big city offers, there is no place like a pleasant home.

What expresses the Christmas sentiment better than the homelike house slipper?

Men's house slippers, \$1 to \$6.

Women's house slippers, 80c to \$8.

Children's house slippers, \$1.15 to \$2.

(Main and First Floors, Market)



## NEXT Time You Go Motoring Look at His Gloves

Strap wrist capeskin gloves, fleece lined, in black, with reinforced palm, \$5 pair; with full separate wool mitten, \$6 pair.

Strap wrist capeskin gloves with lamb's wool lining, in black, \$7 pair.

Short cuff capeskin gauntlets, strap wrist, fleece lined, \$7.50; other capeskin gauntlets, strap wrist, seamless knit wool lined, \$8.50.

Capeskin gauntlets, and full mittens, lined with lamb's wool, in black, \$9 pair.

Black capeskin gloves, knit lined, 1 clasp, \$4.50 pair.

(Main Floor, Central and Market)

## NEW Novelty Net Curtains

These are the kind of curtains that are useful all over the house—in the living room, the dining room, the library, the bedrooms. They are of pretty all-over patterns in block or spider web figures and are in ivory or ecru.

\$6, \$7, \$7.50 and \$8 pair—and if we were to buy the same curtains today they'd cost about 40 per cent more!

(Fifth Floor, Market)