

**Music of the Christmas Time**  
8:00—Carols by Voice and Organ  
9:00—Christmas Hymn with Chimes  
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

**What a Joyous Throng of Gift-Buyers Greeted the Christmas Month!**

**"Take Home One of Satan's Relatives and the Whole Family will swarm in upon you before you know it"**

is either an old proverb or something some one said that was sure to be remembered. Anyway, the quaint statement is true.

That good-looking lad whose good father sent him to a store in Philadelphia for a suit of clothes found what he wanted and asked for a button on the coat to be changed and a bill sent to his father for \$35 instead of \$25, the actual price, saying he would call and take his clothes when the bill was paid and take the \$10. Thus had he planned to cheat his own father.

Once start along the lanes of dishonesty and deception and there's no telling what the next step will be, but the end is certain to be such as of that man in jail in New York who, by wearing the dress of a British army officer and making false representations, swindled a dozen storekeepers.

It is the straight road and a straight store that are surest and safest.

*[Signed] John Wanamaker*

Dec. 2, 1918.

**Christmas Notes**

**A**N entire room is devoted to the Wallace Nutting photographs in the Picture Galleries. They are all tinted and all framed in mahogany, prices 65c to \$20.

**O**ther galleries are full of other pictures—facsimiles in color and photographs from old masters, 75c to \$5. (Fifth Floor, Market.)

**N**EVER were brighter, sunnier, quieter places to choose the baby's first clothes in than the Little Gray Salons of the Children's Store, Bassinets and cribs are here as well as layettes. (Third Floor, Chestnut.)

**C**HARMING gifts are the various bedroom slippers to be found in the Exclusive Little Boot Shop. Mules and D'Orsay's of satin, brocade and painted leather, \$7 to \$14. (First Floor, Market and Juniper.)

**F**OR the enthusiastic woman golfer choose a pair of wool hose from England or Scotland—there are even white ones with colored plaids to wear with white buckskin shoes. Domestic golf stockings, too. (First Floor, Market and Juniper.)

**There's the Charm of Newness About All These Fine Hats for Women**

for they are just out of the workrooms and just off the needle. There are hats of lustrous velvets and of fine hatter's plush, glossy and rich, as well as hats of the furry, wintry beaver cloth.

All these are in quite new shapes and show certain new ideas in trimming, carried out by fluffy ostrich feathers, by burnt feathers and by vivid-hued flowers.

New, too, and in the same group, are small hats and turbans of beaver cloth and duvetyne. This latter fabric is one of the most fashionable weaves of the Winter for the making of smart little day hats. These are extremely attractive and quite new in style.

Prices start at \$15:

(Second Floor, Chestnut)



**A Wonderful Collection of Christmas Silks in the Silk Salon**

It is a collection of silks that you will look far and wide to match—a collection of the best domestic and foreign weaves that we could get for you. Such fine silks are not easy to get—or duplicate. And such things as these make not only sensible, but delightful Christmas gifts.

New foulards in patterns for Spring and Summer, \$2.50, \$2.75 and \$3 the yard.

New fancy taffetas in plaids and stripes, \$2 to \$3 the yard. New Shantung pongees are 75c and \$1.25 a yard.

Gleaming new Baronet satins in street and evening shades are \$4.50 the yard.

New plain tub silks, in light colors, are \$2.50 the yard and \$2 a yard for dark colors.

The fashionable tricottes in black, blue, brown, taupe and the new blueberry are \$5.50 a yard.

There are also new jersey silks, new shirtwaist silks in wonderful variety and new tub silks.

Also a collection of dress lengths and blouse lengths, considerably under the regular price, is of particular interest.

(First Floor, Chestnut)

**Hand-Braided Rugs Make Charming Gifts**

These beautiful pieces are among the most distinguished of all American rugs, and are especially well suited with Colonial furnishings.

**Wool Effects**

39 x 63 in., \$18 43 x 67 in., \$20.50

**Cretonne Effects**

35 x 56 in., \$11.75 37 x 61 in., \$14

33 x 58 in., \$12 41 x 79 in., \$21

(Seventh Floor, Chestnut)

**Guest Towels for Christmas Giving**

Guest towels are much favored as practical gifts and we have a good assortment, all new, of pure linen and in excellent designs.

At 50c each, guest towels, 15x 22 inches, in both the fine huckaback and birdseye weave, all neatly hemstitched.

At 75c each, guest towels of a fine quality diaper weave, 15x24 inches, hemstitched in three good designs, with medallion border.

At \$1.75 and \$2 each, guest towels in new and handsome designs of real Madeira work, with hand-scalloped ends and plenty of hand embroidery. Size 15x24 inches. The amount of embroidery makes the difference in price.

(First Floor, Chestnut)

**Flannellet Nightgowns**

Plenty of them, amply cut and neatly finished, for a flannellet nightgown which is not both a very disappointing thing.

Regular sizes in colored stripes are \$2.25 and \$2.65; in white, \$2.75.

Extra sizes are \$3 for striped and \$3.50 for white.

(Third Floor, Central)

**About 250 Women's Coats Are Reduced—Now \$30 to \$50**

They are all the practical street coats in such colors as purple, black, navy, green and browns, and the styles run like this:

At \$30. Two styles of burella cloth—one with hanging pockets and belt, the other with straight back, pleats and belt.

At \$40. Three styles of velour—one with envelope pockets, one with straight back and another straight and belted. They all have large collars.

At \$47.50. Three others—one velour with plush collar and pockets, another with round yoke and full collar and a velour delaine with big buttons.

Nearly all are lined throughout with satin or peau de cygne; a few are only half lined.

(First Floor, Central)

**Black Furs Are Among the Most Distinguished**

Not to mention the most becoming of furs—to blonde and brunette alike, young and old and in between.

The rich, black fox comes first—usually the neckpieces consist simply of a single animal skin, and muffs the same. Prices of neckpieces are \$50 to \$115, and of muffs \$50 to \$125.

Black lynx neckpieces, including muffler collars and animal skins, are \$60 to \$100; muffs, \$60 to \$125.

For those who wish a short-haired black fur there is Hudson seal (dye muskrat), and there are nearly fifty styles of neckpieces among these, from small muffler scarfs to coats, prices \$30 to \$300; muffs are \$18 to \$60.

(Second Floor, Chestnut)



**1500 Waists—ALL SPECIAL at \$3.85**

All new and mostly of the Georgette crepe which is such an unlimited favorite. Colors are white and flesh color besides some dark colors to go with suits.

A few crepe de chine waists in the lot are white and flesh color.

(West and East Aisles)

**Fluffy New Party Frocks for Junior Girls and Their Sisters**

It will soon be time for Christmas dances and holiday parties—and then these dresses will be wanted!

They are charming little affairs of crepe de chine and filmy, airy chiffons in such dainty colors as baby blue, maize, pink, rose, Nile green and white.

They have frills and sashes and ruffles and laces to make them prettier, some are accented with tiny puff sleeves and all, of course, are as low-necked as they should be for girls who wear 10 to 17 year sizes.

\$20, \$25 and \$32.40 each.

(Second Floor, Chestnut)

**Clocked Silk Stockings Are Scarce**

The nimble fingers that formerly made clocks have been busy on other work. But—whether you want to call it good fortune or admit that it is foresight—we have a fine supply of clocked stockings, both embroidered and open-worked.

Black, white and colors, \$2 to \$5.

(First Floor, Market)

**Women's Pretty Pumps and Spats to Go With Them**

Pumps of patent leather, black calfskin, dark brown calfskin and white calfskin, with Louis or low French heels and various toe shapes, from the extremely long, narrow toe to the medium point.

Price \$9 a pair.

(First Floor, Market)

**Rhinestone Jewelry**

In the new designs, all of sparkling stones, set in silver.

New bar pins, in many designs, \$2.50 to \$23.

Bowknots, \$6.50 to \$11.50.

Rings, \$1 to \$12.

Circle brooches, \$1.25 to \$3.

Harvest moons, \$1.75 to \$3.50.

Earrings, \$4.50 to \$14 a pair.

Bracelets, \$5 to \$27.

(Jewelry Store, Chestnut and 13th)

**Two New Styles in Door-Top Handbags**

Both of velvet, in black, taupe, brown and navy, daintily lined with silk and having tassel at the bottom.

One style has round top and the other a semi-oval top, and both have mirrors inside the lids.

Price \$3.50 each.

(Main Floor, Chestnut)

**Christmas Specials**

**1,000 Yards of Fine Blue Serge, \$2 a Yard**

As this is all-wool serge of exceptional quality it is notably good for \$2 a yard.

It is in a good shade of navy blue, is all wool, every thread, and comes in two good weights for dresses and skirts and whatever a woman wants to use a good blue serge for.

42 and 44 inches wide.

(West Aisle)

**Women's Silk Stockings, 75c**

2400 pair of women's black and white silk stockings with cotton tops, all first grade.

Ordinarily a third more.

(West Aisle)

**Hand-Embroidered Blouse Patterns**

New from France and daintily hand embroidered on fine white stuffs, \$7.75 to \$18 each.

(Main Floor, Central)

Also new and suitable for gifts are the hand-embroidered corset covers, partially made, at \$2.25 to \$4.25, and the nightgown tops at \$3 to \$4 each.

Dresses for little children (in 2 to 6 year sizes), are of fine French lawn and hand-embroidered as well as semi-made, \$3.25 to \$4.25 each.

(First Floor, Chestnut)

**Gloves to Keep Little Hands Warm**

Warm Scotch wool gloves, \$1.15 to \$1.40 a pair.

Cloth back gauntlets, fleecelined and with leather palms, \$1.75 a pair.

Glace gloves, 1 clasp, tan, fleecelined, \$1.50 to \$2.00 a pair. Tan capeskin gloves, seam sewn, 1 clasp, \$1.35 to \$1.50 a pair.

Mocha gloves, 1 clasp, seam sewn, in gray with black embroidery, \$1.65 a pair.

(Main Floor, Central)



**There Will Surely Be Singing This Christmas Day**

The boys will be home. Or they will soon be home. Or if only because it is now fairly certain that they will finally get home, safe and sound.

This will be a musical Christmas if ever there was one. We civilians have been doing some singing ourselves in the past year or two, but we have no conception of the wonderful part music has played in the war—of its marvelous influence on morale.

**Make This the Christmas You Get the Piano**

and you will have a double reason for remembering it as the outstanding Christmas of your life.

You will want music in your home this year as you never wanted it before. If any of the boys is coming there you can scarcely do without it.

**Chickering Knabe**  
**Schomacker Haines Bros.**  
**Emerson Marshall and Wendell**  
**Lindeman J. C. Campbell**

Here are eight of the most noted pianos in America. Any of them is worthy of a share in the great rejoicing, which cannot be said of all pianos.

There are over fifty styles of pianos, player-pianos and reproducing pianos, at a wide range of prices, and any one is purchasable on convenient terms, if you prefer.

(Egyptian Hall, Second Floor)

**All the Desirable Gift Pieces Are in the Cut Glass Sale**

And on every piece there is a saving of one-third. The whole collection looks as if it were specially chosen to meet the requirements of people desiring moderately-priced pieces of excellent grade for gift-giving.

There are hundreds and hundreds of such, commencing with bonbon dishes at \$1 and going up through an infinite variety of pieces to flower vases at \$12.75.

Speaking of flower vases, could anything be more desirable for gift-giving than one of these at \$2.50, \$3, \$3.50, \$4.75, \$5.75 and \$6.75.

Of berry dishes there is a choice at \$2, \$2.25, \$2.75, \$3 up to \$10 each. Also berry bowls at \$2.75, \$3 up to \$10.

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

Bonbon 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.

(Fourth Floor, Chestnut)

**Some Specially Givable Things in Furniture at Reduced Prices**

Four-and-twenty items—twelve for men and twelve for women—picked out casually from a very large assemblage of gift pieces. Prices are 25 to 50 per cent less than regular.

**For a Woman**

- \$12 for a golden oak toilet table with oval mirror.
- \$15 for a golden oak toilet table; plain lines.
- \$21 for a mahogany toilet table; Colonial design.
- \$28 for a gray enamel and decorated dressing table; Sheraton design; with cane panel.
- \$38 for a walnut toilet table with triple mirror.
- \$42 for a walnut dressing table with triple mirror.
- \$43 for a birdseye maple toilet table; Queen Anne style.
- \$45 for a mahogany toilet table; Empire Colonial style.
- \$52 for a mahogany toilet table with triple mirror; Queen Anne style.

- table with triplicate mirror; Queen Anne style.
- \$66 for a mahogany bureau with triplicate mirror.
- \$113 for a robin's-egg blue dressing table, with large mirror and two separate hand mirrors.
- \$150 for a stippled enamel and decorated vanity case; Louis XVI.

**For a Man**

- \$35 for a gray enamel storage chest.
- \$37.50 for an enameled chest of drawers with decorations.
- \$44 for a roomy chest of drawers; ivory enamel decorations.
- \$47 for a chiffonier in American walnut; Queen Anne style.

- \$47 for a maple chiffonier; Queen Anne style.
- \$59 for a mahogany chiffonier; Queen Anne style.
- \$65 for a Louis XVI chest of drawers with separate toilet mirror; ivory enamel finish.
- \$68 for a chiffonier; black enamel and decorated finish.
- \$88 for an oak chiffonier with eight sliding trays.
- \$112 for a black lacquered storage chest; Queen Anne style.
- \$210 for an antique enamel chiffonier with large lattice doors.
- \$312 for a highboy in William and Mary design; Chinese lacquer finish.

(Fifth and Sixth Floors)