

Music of the Christmas Time
9.00—Carols by Voice and Organ
9.15—Christmas Hymns, with Chimes
9.30—Grand Organ and Vocal Quartette

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER
Fair

All Over the Store You Will Find the Christmas Goods and the Christmas Spirit

When We Were Children We Loved Mystery

and we grew up with it. What would Christmas be without mystery?

Mystery is the high star that rises to shine most brilliantly during the latter part of each year, leading us on through lanes of joyous privilege, with open gates on every side, by which our better nature passes on in affectionate exercises of words and acts in one syllable of four letters.

Well said, dear old personal friend, Henry Drummond—L-O-V-E is the greatest thing in the world.

One still greater than Drummond said, in words not precisely these,

"If you will live up to the knowledge you have I will show you much more and you shall know what to do."

All hail to Christmas, the best day of the year!

[Signed] *John Wanamaker*

Dec. 3, 1918.

Women's Novelty Coats of Fur

Just received are these:

- A short affair of tiger cat with nutria border, price \$350.
- A charming Hudson seal (died muskrat) coat with a belted front and a cape which turns into sleeves, and border of sable squirrel, \$400.
- A long coat of gray squirrel with splendid sleeve borders and collar of skunk fur; the body is close fitting, the skirt full; price \$650.
- A taupe nutria with deep border and broad shawl collar of Hudson seal (died muskrat), \$450.
- Long full coat of Hudson seal (died muskrat) with deep shawl collar and belt, \$500.
- Hudson seal (died muskrat) with deep collar and cuffs of beaver, \$550.
- Another Hudson seal (died muskrat) with deep bell sleeves and standing collar of mink, \$600.

(Second Floor, Chestnut)

It May or May Not Be a "White Christmas," but It Looks Very Much Like a Silk Christmas

By a silk Christmas we mean—well, probably you know what we mean, because you must know that the giving of silks for Christmas gifts is a good habit with any amount of sensible women. In fact, it seems to be understood that for Christmas giving, silks are hard to beat. It would be hard to beat our collection of Christmas silks whether you want silks to give or to put to your own personal use.

The newness of them, the richness of them, the fineness of them, the excellence of them for the money—all these are good reasons why so many women are buying them with both objects in view.

- New foulards in Spring and Summer patterns, \$2.50 to \$3 a yard.
- New fancy taffetas in plaids and stripes, \$2 to \$3 the yard.
- New Shantung pongees, 75c and \$1.25 a yard.
- New Baronet satins in street and evening shades are \$4.50 a yard.
- New plain tub silks, in light colors, are \$2.50 the yard and the dark colors \$2 the yard.
- New jersey silks, new shirtwaist silks, a wonderful variety, and new tub silks.
- Also a lot of dress lengths and blouse lengths, considerably below the regular prices.

(First Floor, Chestnut)

Many Little Girls Would Like New White Frocks—

and would be delighted to find one among their boxes on Christmas morning.

There are all sorts of new and pretty white frocks here—frocks for school and everyday wear, frocks for afternoon wear and frocks fluffy enough for parties.

Sturdy white pique makes some, white linen makes others, sheer white voiles and dainty plaid muslins and dimities make the rest. Some have hand embroidery, some have satiny sashes, some are lace trimmed, and others are quite simple and plain as little girls' dresses should be for general wear.

\$6.75 to \$22.50 each—and 6 to 14 year sizes.

(Second Floor, Chestnut)

All-Wool Velours That Are Special at \$3.50 Yard

There are few fabrics more fashionable than the soft, lovely all-wool velour this Winter, and it is particularly good news to be able to get such a grade to sell for less than the usual price.

This is of fine quality, is all wool and full 54 inches wide. It comes in the most desirable colors of the Winter, too—navy blue, Copenhagen blue, brown and green.

(First Floor, Chestnut)

3500 Yards of Real Filet Laces Specially Priced

We got this lot from an importer who was going out of business, and we are happy to be able to offer it at this Christmas time at such little prices.

In delightful designs, the laces are nearly all narrow widths, both insertions and edgings, and priced at 55c, 75c and \$1 a yard.

(West Aisle)

December Winds and Fur Trimmed Millinery Go Together

December has come, and here are the hats—hundreds of new ones, pretty and unusual, in a

Special Collection at \$10

and some even below that moderate sum. There are Smart new hats all of fur. Becoming shapes of fur and crepe.

New velvet and fur hats.

Hats of satin and fur.

They are in the newest of the smart winter shapes, are delightfully trimmed, and are as becoming as you'd like them to be.

Perhaps just the hat you want to go with your new coat or fur is in this very collection!

(Second Floor, Chestnut)



300 Women's Frocks Special at \$35

Some are reduced out of our own stocks and some are newly brought in at late season prices. There are serges, wool jerseys, tricotines, tricolettes and Georgettes, not to mention combinations of different materials.

Colors are black and taupe, new blue, brown, metal grays, light gray and tan. They are all in good condition, and there are all sizes in the lot.

(First Floor, Central)

Lovely Christmas Gifts in This Sale of Sample Neckwear

All the pieces are hand embroidered and the prices range from \$1 to \$5, which is a generous third under the usual prices.

There are gimpes, vestees, collars, sets and jabots, of Georgette crepe, of filmy net and of crisp and snowy organdie.

There are square and shawl back collars and all the other popular styles of the season, and the assortment is varied and interesting.

And these things make the daintiest of Christmas gifts!

(Main Floor, Central)

Fine Waists

In a trio at \$25 apiece, each is of Georgette crepe and with silver and silk embroidery and steel beads; one being navy and gray, one plum and tan, and one black and white.

Another of navy with white crepe collar and real filet is \$16.50; and so is one of navy, plum, taupe or brown with cut steel beads.

Also at \$16.50 and at \$12.50 are some quite lovely pink and white Georgette crepe, of filmy net and hand embroidery.

(Third Floor, Central)



French Novelties

as well as domestic novelties and a number of things are to be found in the Art Needlework Store—beginning with knitted and other shawls for grandmas, and all kinds of little knitted things for babies; and ending with such fine objects as lamp shades at \$85 and a French cover for a chaise longue at \$125. Incidentally there is quite a wonderful collection of cushions.

(Second Floor, Central)

Embroidered Underclothes

Nainsook nightgowns and chemises embroidered by hand in the Philippines and snowy white. The first are \$2.85 to \$25. The second \$2.85 to \$3.50.

(Third Floor, Central)

Diamond and Platinum Bracelets of Unusual Beauty

They are set in flexible platinum mountings and the designs are in square box and rope effects.

One may choose diamonds and sapphires, set alternately, all diamonds or all sapphires. Full circle diamond bangles and full circle sapphire bangles are also in the collection. \$500 to \$1000 each.

(Jewelry Store, Chestnut and Thirteenth)

Fine Irish Linen Table Cloths

These are cream, or silver bleached cloths and they come from the best manufacturer of just such goods that we know of—and we know them all.

We have been selling the same grades for years and we are certain of their merits as we are of any merchandise we have ever handled.

This particular little lot of 235 have just taken out of bond. They come in three grades and in seven sizes.

Table Cloths

- 70x72 inches, \$4.75 each.
- 71x72 inches, \$6.50 each.
- 72x72 inches, \$6.75 each.
- 70x90 inches, \$6.50 each.
- 71x90 inches, \$7.75 each.
- 72x90 inches, \$8.75 each.
- 72x108 inches, \$8.75 and \$9.75 each.

Gifts of sterling worth for any home.

(First Floor, Chestnut)

A Merry Christmas Sale of Cut Glass

The merry chink of the cut glass and the sleigh bells of Santa Claus chime very well indeed.

We don't want to tell you what a good gift a piece of cut glass will be.

We do want to tell you that if you have any idea of giving a cut glass gift, this is the sale in which to buy it.

All the pieces that one particularly desires for gifts are in it and the prices are one-third less than regular.

- Between bonbon dishes at \$1, \$1.25, \$1.50, \$1.75 and \$2 and flower vases at \$2.50, \$3, \$3.50 and up to \$12.75 the variety is wide and the value exceptional, the assortment comprising berry bowls, footed nut dishes, celery trays, fern dishes, water jugs, baskets, sugar and cream sets and relish dishes.

(Fourth Floor, Chestnut)

A timely and helpful Sale of Blankets is being held on the Sixth floor, Central.

A TEACHER of knitting and demonstrator of the Columbian yarns is now on duty in the Art Needlework Store from 9:30 in the morning till 5 o'clock. (Second Floor, Central.)

A FINE collection of andirons is ready for Christmas gift seekers, and such irons have been neatly scarce of late. Some are plain and some are trimmed with or wholly of brass. Also fire screens, both iron and brass, are here. (Fourth Floor, Central.)

WHAT cheerfuller thought when the snow blows than a wood box or basket? We recommend one which doesn't let the chips through. (Fourth Floor, Central.)

NO—all the bulbs aren't gone yet, though they sell well. Hyacinths are 10c each, \$1 a dozen, \$6.50 a hundred. Tulips are 30c a dozen, \$1.75 a hundred, \$15 a thousand. (Fourth Floor, Market.)

A CHEERY little basket with a fuzzy fern in it is a pleasant thing to own. \$1.50 complete. (Fourth Floor, Market.)

EVEN silver cleaning discs nowadays are put up in Christmas wrapping. Price \$1. (Fourth Floor, Market.)

WHAT is home without a nut bowl? Bowl, cracker and six picks for only \$1.25. (Fourth Floor, Market.)

WHITE enameled tables, white kitchen cabinets, white cereal sets are all excellent for women who love housekeeping. (Fourth Floor, Market.)

THE whirlpool dish-washer is a treasure to the woman who hates the drudgery of the ordinary mop and dish pan. (Fourth Floor, Market.)

WE have a fine collection of mahogany trays. One kind in particular with little inlaid figures in center is special at \$6.25. (Fourth Floor, Market.)

A WONDERFUL variety of molds for holiday jellies includes hearts and melons, turk heads, fruit and thistles. Also here are vegetables and cake cutters of a cleverness. (Fourth Floor, Market.)

ALUMINUM tea kettles without seams are a joy to behold for their shininess and black wood handles. \$5.30 and \$6.35. (Fourth Floor, Market.)

TEA, coffee and cocoa pots with solid copper bodies covered with nickel plating are \$1.25. (Fourth Floor, Market.)

TAKE your choice of pyrex glass or pottery casseroles—they are all set in pierced nickelled holders and are moderately priced. (Fourth Floor, Market.)

WINDOW VENTILATORS are invaluable aids to health. Covered with fine cotton cloth they cost 50c to 75c, according to size. (Fourth Floor, Market.)

Women's Riding Boots

make admirable gifts to women to whom riding means a great deal. They are of the English cut, with straight legs, and of black and tan Russia leather. Price \$25.

Puttees of the same leathers, \$10.50.

In the Exclusive Little Boot Shop.

(First Floor, Market)

Cosy Bathrobes for Children

Over the seas from Japan come the first group, which are of soft quilted silks in pretty rose shades and Copenhagen blue. Some are embroidered and some are plain, and they range in price from \$9.50 to \$12.50 each. 6 to 14 year sizes.

Eiderdown bathrobes, in rose or Copenhagen blue, many satin bound, are \$4.50 to \$7 each and in 4 to 14 year sizes.

(Third Floor, Chestnut)

A Helpful List of Low-Priced Gift Furniture at Savings of 25 to 50 Per Cent

The furniture stocks abound in inexpensive gift-pieces. In the four groups listed here there is nothing higher than \$27, and there are good things for as little as \$1.

Muffin Stands

- \$11 for a terra cotta lacquered muffin stand.
- \$8.50 for an oblong lacquered muffin stand.
- \$7.50 for a gray enamel and decorated muffin stand.
- \$6.50 for an ivory enamel muffin stand.
- \$9.50 for a mahogany muffin stand with three cane shelves.
- \$8.75 for a mahogany muffin stand with twisted columns.
- \$1 for a fumed oak smoker's stand with twisted columns.
- \$1.25 for an imitation mahogany smoking stand with platform base.
- \$1.50 for a brown oak smoking stand with four legs and shelf.

- \$5.75 for a mahogany telephone stand with bracket.
- \$13.50 for a fumed oak telephone stand, Jacobean style.
- \$14.75 for a fumed birch telephone stand and chair.
- Fern Stands**
- \$5.75 for an oblong fern stand, fumed oak.
- \$7.75 for an oblong fern stand, enamel and decorated.
- \$11 for an oblong fern stand, white enamel.
- \$14.50 for a round fern stand, putty enamel and decorated.
- \$18 for a square fern stand with cane panels.
- \$18 for a fumed birch fern stand with cane panels. All of these stands have removable pans.

(Fifth Floor)

CHRISTMAS SPECIALS

14,000 Pair of Indian Moccasins at Half Price or Less

For house slippers there is nothing more comfortable or more serviceable than moccasins. This extraordinary sale could not have come at a better time.

These moccasins are made of chrome tanned leather, many with extra soles for longer wear.

With the velvet side of the leather out the colors are dark brown and light tan. With the smooth side out the colors are black, tan and pearl.

Another style in tan or pearl has four eyelets and many have designs of fancy-colored beads on the vamps.

There is a high-cut model which laces well up the ankle.

Men's sizes, \$1.75.

Women's and boys' sizes, \$1.50.

Girls' sizes, \$1.25.

Children's sizes, \$1.

Infants' sizes, 75c.

(Main and First Floors, Market)



2000 Christmas Umbrellas for Women and Men at \$2.50 to \$5

This big purchase comes to us at a third below the regular prices, and these umbrellas are unusual indeed for their moderate prices.

At \$2.50, \$3 and \$3.75 each are umbrellas of silk-and-cotton—with sturdy frames and attractive handles.

At \$4 and \$5 each are umbrellas with covers of all-silk (and good silk, too!) and fashionable handles.

There are sizes for women and men, the assortment is wide and varied—and the purchase is just in time for gift-seekers.

(Main Floor, Market)



Women's Wool Sweaters at Much Lowered Prices

350 of them, and only one or two of each kind, as they are a factory's overlot.

Not all colors or all sizes in each style, but all sizes in the assortment. Prices are \$5.75, \$6.75 and \$7.75, which means a third to a half less than regular.

(East Aisle)

Useful Indeed Are Chests of Mahogany or Cedar

They hold many things for which there seems to be no other place in the house—they will store things for you from season to season and prove themselves most practical, helpful possessions.

Red cedar chests in many sizes are \$15, \$17, \$22.50, \$23.75, \$25.50 and \$30 each.

Mahogany chests, cedar lined, are \$26, \$31.50, \$35, \$45, \$52 and \$60 each.

(Fifth Floor, Market)

The Desirable Dressing Case

always makes a welcome and extraordinary gift for man or woman.

Here are women's dressing cases of black leather in shiny auto or saffian finish or dull long grain effect, all goats-silk lined in colors and with white celluloid toilet articles. Prices are \$12.75 to \$20.

Men's dressing cases are also of black leather and have black or tan leather linings and ebony fittings. They are \$8.75 to \$18.

(Main Floor, Chestnut)

New Books Worth While

"With Those Who Wait," by Frances Wilson Huard, is a story of the service of the French buck of the fighting lines. \$1.50.

"A Writer's Recollections," by Mrs. Humphry Ward, is a book of delightful quality, dealing as it does with some of the greatest men and women of the Victorian period. Illustrated, 2 vols. \$6.

"Memories Grave and Gay," by Florence Howe Hall, is just what it implies. \$3.50.

"Heroes of Aviation," by Lawrence La T. Driggs, is an account of the dramatic careers of some of the most famous of Allied fliers. Illustrated. \$1.50.

"Samurai Trails," by Lucian Swift Kirtland, is a chronicle of wanderings on the Japanese high road, charmingly presented and charmingly printed and illustrated. \$2.50.

"The Doctor in War," by Woods Hutchinson, M. D. The Doctor spent nearly a year studying the work of the medical and sanitary service on the Western Front. \$2.50.

(Main Floor, Thirteenth)

New Oriental Rugs for Christmas Giving

Just as the quest for Christmas gifts begins in earnest we spread out two attractive new lots of Oriental rugs, every weave in the collection a good and real gift.

One group is made of favorite pieces with people looking for small rugs. Persian Mossus, size 3.6x6 to 7 feet approximately, at \$33 to \$37.50. These are reliable rugs in weave, texture and color.

The other lot brings Beluchistan, size 2 ft. to 2.6 ft. x 3 ft. to 3.6 ft., excellent, lustrous pieces in tan, red, green and blue shades, priced moderately at \$15 apiece.

(Seventh Floor, Central)

These are typical of many hundreds of the most gift-like things imaginable and their prices have been reduced 25 to 50 per cent.

Tables

- \$4.75 for an oval tuck away table, Jacobean oak.
- \$8.75 for a round mahogany tuck away table.
- \$9.50 for a hexagonal mahogany tuck away table.
- \$13 for a round, black-lacquered tuck away table.
- \$14 for an oval lacquered tuck away table.
- \$10 for an oval enamel and decorated tuck away table.

Trays

- \$3.75 for an oval mahogany tray, inlaid center.
- \$4.25 for an inlaid mahogany tray oval shape.
- \$5 for a mahogany tray, oval shape.
- \$7 for an inlaid mahogany tray, oblong shape.

- \$10 for a mahogany revolving book stand, with square column and platform base.
- \$10.50 for a fumed birch book stand with three shelves.
- \$12.50 for a fumed birch book stand with four shelves.
- \$27 for a revolving book stand, inlaid mahogany.