

Music of the Christmas Time
 9:00—Carols by Voice and Organ
 9:30—Christmas Hymn with Chimes
 9:45—Grand Organ and Vocal Quartette

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER
 Fair

There Is Evidence Now That This Will Be the Most Generous Christmas

The Shipbuilders on Their Legs These Days Are Doing a Lot More for Philadelphia

than the armchair idlers who sit around 'most all day complaining about war and other taxes.

A wise old almanac-maker years ago said: "Friends, the taxes are indeed heavy, and if those laid on us by the Government were the only ones we had to pay we might discharge them, but we have many others. We are actually taxed twice as much by our idleness, three times as much by our pride, and four times as much by our foolish expenditures."

Note—In laying out time and money these days, take counsel with your reason.

[Signed] *John Wanamaker*

An Important Sale of Dress Trimmings and Garnitures—at Half Price

These are lovely new things of fashion, and they are priced just half their usual markings. For instance—

Metal braids and trimmings, 10c to \$1 yard, are in many styles and different widths and just what is wanted now for fancy work and trimmings. Beaded ornaments for bags, 15c to \$5, are in charming colors and combinations. And you can have a beaded bag for very little! Tunics and overdresses, \$5 to \$25—are beautiful things of net and chiffon in black, white

and evening colors. They are spangled and beaded in fashionable effects and will make lovely gowns. Flower trimmings, 50c, 75c to \$1.25 a yard, include rosebud and other flower trimmings, for use as lingerie, bags, fancy work and such things. Women who can use such things as these will find it well worth their while to see them.

(West Aisle)

Reduced—A Few Leather Coats for Women

Exactly fourteen—Some are of suede leather, taupe and brown in color, with beau de eye line throughout and sturdy belts. These are now \$100. A few are of mahogany-colored calfskin with collars of unplucked outer and cloth linings, \$100. The rest are of black glazed kid, with velour linings, and beaver collars and cuffs, \$150. Savings are as much as \$25 to \$50.

(First Floor, Central)

French and Other Party Frocks for Little Children

Those from France are simple frocks of sheerest white with the tiniest and daintiest of hand embroidery and the most fairy-like hand tucks. There is only one of each style, but there is something in the lot for every age from 6 months to 6 years. Prices are \$16.50 to \$45. Crepe de chine dresses made in this country are pink, white and blue, some smocked and some with real Irish lace. Sizes are 2 to 6 years. Prices, \$16.50 to \$22.50. Net dresses, with shining little edges of pink or blue satin ribbons, are in 2 to 6 year sizes; prices are \$10.75 to \$14. Silk and lingerie slips to wear under them are \$2.75 to \$5.50.

(Third Floor, Chestnut)

New Blouses of Simplicity and Charm

The first blouse is of crepe Georgette in white or flesh-pink and is \$7.50. It is simply made, with tiny tucks in front and a new collar of soft satin. Little white beads make ball buttons for the fastening down the front. Of a lustrous tub silk is the next blouse, which is also in white or pink, and is \$7.75. It is high-necked, if you wish, or may be worn with a low collar. It has a tucked front and many pearl buttons.

(Third Floor, Central)

The Swish of a Silken Petticoat—

is a pleasant sound to a woman opening a Christmas package. If you are in search of a gift that is intimate and practical and welcome you are safe in choosing one of these pretty skirts. There are skirts of taffeta, of jersey silk and of messaline, in gay or more subdued colorings and in ever so many charming styles, all the way from \$3.85 to \$15 each.

(Third Floor, Central)

A Little Lot of Fine Wool Tweeds Reduced to \$3.50 a Yard

These are fine all-wool tweeds that have sold right along for \$1 and \$1.50 more a yard, but now that they are pretty well sold out and the season is advancing we have marked the remainder down to \$3.50 a yard. They are 56 inches wide. There are blue, brown and gray mixtures—the grays usually with flecks of another color to brighten them.

(First Floor, Chestnut)

1500 New Umbrellas Special at \$2 Each

Here's a practical gift and a good umbrella at one and the same time. Good cotton covers, sturdy frames, handles of plain and carved wood—these for women have colored tops and wrist cords. They are all guaranteed for one year.

A Wonderful Silk Stock for a Wonderful Silk Season

Silk is the fabric of the hour. Sensible women are buying silks more than ever for gifts. Fashionable women are buying silks more than ever to wear on all occasions. Silk is supreme in fashion's domain. We have a stock which we believe to be superior in character.

It is practically a new stock. It is a wonderfully varied stock and uniformly fine. In more respects it is a long step in advance of other stocks. The silks that will be worn next Spring are an attractive feature in it. New foulards in Spring and Summer patterns, \$2.50 to \$4 a yard. New fancy taffetas, plaids and stripes, \$2 to \$3 a yard. New bayonette satins in steel and evening shades, \$4.50 a yard. New Shantung pongees, 75c a yard. New plain tub silks, \$2.50 a yard in light colors; \$2 a yard in dark colors. New jersey silks, new skirt-suit silks, desirable silks all.

(First Floor, Chestnut)

Special Silks
 A large and interesting selection of silks is shown on the West Aisle at special prices, some as low as \$1 a yard.

(West Aisle)

Little Silver Trinkets to Please Her

They are silver-plated and in new shapes—and just such little possessions as most girls and women enjoy owning. Powder boxes, 50c to \$1 each. Square and round lockets (and these are quite the newest fad), \$2.50 and \$2.75 each. Coin purses, \$1.75 and \$2 each. Mesh purses, \$1 to \$6. Lip salve boxes, 75c to \$1.50. And other new lockets, of imitation shell, some with gold-plated designs in novel effects, are 75c to \$1.8 each.

(Jewelry Store, Chestnut and Thirteenth)

A Treasure Trove of Delightful Gifts Is the Upholstery Store



And you will think so, too, as you walk through its spacious aisles and see the tables piled high with lovely gifts. There are new velour scarfs and table covers that will delight the home lover. They are rich and colorful and in practical sizes and shapes. New, too, are piano and table scarfs—match them up if you like. They are of French tinsel and in attractive designs and colors. Chair tidies of elany, flit and Flanders lace (real and imitation) are used to protect the back of the chair where the head rests.

(Fifth Floor, Market)

Women's Pajamas for Christmas Gifts

They are having an immense vogue and when you see how attractive they are you don't wonder. Silk, mostly flesh-color, made up in one-piece styles, are \$8.50 to \$23.50. Crepe de chine and Japanese silk, hand embroidered most beautifully in Japan, are pink, white and blue and cost \$12.50 to \$18.

(Third Floor, Central)

An Unusual Silk Stocking at \$1.35 a Pair

For this price, which is very low for silk hosiery in today, you can get full-fashioned, ingrain thread silk stockings with mercerized cotton tops and soles. Plenty for new in black, white and colors.

The Novelty Furniture Section Is a Wonderfully Happy Hunting Ground for Gifts



People looking for gifts of permanence and practical worth with an element of beauty and novelty usually find their way to the displays of furniture on the Fifth Floor.

With gift-seekers it has become a happy hunting ground. Not only are they finding here the things they want, but they are finding them at reductions of 25 to 33 1-3 from our regular prices.

Nests of Tables

\$14.50 for a nest of tables in brown fumed birch.
 \$18 for a nest of tables, enameled and decorated, oblong.
 \$19.50 for a nest of tables, enameled and decorated, oval.
 \$24 for a nest of tables, enameled and decorated, oblong.
 \$30 for a nest of tables, black enamel and decorated, oval.
 \$32 for a nest of tables, Chinese lacquer.
 \$35 for a nest of tables, black lacquer with gold decorations.

Tea Tables and Tilt-Top Tables

\$4.50 for an oak tea table with shelf and movable glass tray.
 \$7.50 for a brown oak tea table with cane panels and removable glass tray.

(Fifth Floor)

Christmas Specials

4200 Colored Handkerchiefs for Men—50c Apiece

Add half as much again—then you'll know their real worth. They are new and Irish, of white linen with colored hems, solid borders or stripes. The colors are unusually good—the handkerchiefs look much more expensive!

(West Aisle)

800 Pair of Women's Glace Gloves at \$2 a Pair

Fine glace gloves in black and white with self crocheted embroidery, in black with white embroidery, and gray with black embroidery. They have 1 pearl clasp for fastening and are pique sewn. And you save 50c on each pair!

(West Aisle)

Room Size Wilton Rugs at Less Than Factory Cost

If we were to buy these rugs today we should have to pay more for them at the mill. There are just 46 of them.

8x12 ft., \$78.50 and \$82.50.

8 1/2x10 1/2 ft., \$62.50 and \$70.50.

Little Gift Rugs Specially Priced

Wiltons—27x54 in., \$7.50 and \$8.50; 36x63 in., \$9 and \$13.50. Axminster—27x54 in., \$3.25, \$3.55 and \$4.75; 36x63 in., \$5.00; 36x70 in., \$7.25.

(Seventh Floor, Chestnut)

More Than 900 Pair of Blankets at Reduced Prices in the Christmas Sale

Whether you want blankets for gifts or for your own use or for both purposes, this is a sale in which you can buy them to the best advantage.

The blankets comprised in it are all fresh, clean goods taken from our stocks and considerably reduced in price.

There is a choice ranging from white cotton blankets, with blue borders, 70x82 inches, at \$3 a pair—a saving of \$1 a pair—to a limited lot of white all-wool blankets, with blue borders, 70x82 inches, at \$16 a pair; a saving of \$4 a pair.

All the blankets particularly desired for gifts are included.

At \$7.50 a pair, plaid blankets with mixed wool filling, a saving of \$2.50 a pair.

At \$8 each, khaki colored camp blankets, 66x84 inches, woven of wool and cotton, a saving of \$2 each.

At \$8.50 a pair, white blankets with mixed wool filling, 70x80 inches, pink and blue borders, a saving of \$1.50 a pair.

At \$9 a pair, white blankets with mixed wool filling, 60x82 inches, pink and blue borders, a saving of \$3 a pair.

At \$10 a pair, white blankets with mixed wool filling, 70x82 inches, pink and blue borders, a saving of \$3.50 a pair.

At \$10 a pair, gray blankets with mixed wool filling, 70x82 inches, pink and blue borders, a saving of \$5 a pair.

At \$10 each, camp blankets in light gray believed to be all-wool, 66x84 inches, dark colored borders, a saving of \$2 each.

We Would Like to Say Right Into the Ear of Every Man in Philadelphia

Look out what you are about when you buy your Winter clothing!

Look out when you buy your new suit! Look out when you buy an overcoat! Lots of counterfeit clothing on the market! Better be sure that you are getting the old standard all-wool, hand-tailored for your good sound money!

The best way to be sure is to come to Wanamaker's, where every suit and overcoat is as genuine as the new gold money straight from the mint.

We have some new lots just in. We are very fortunate to get them, for the market is not yet by any means free.

There is a scarcity of fine things, and some poor things have come out here and there.

Fine new suits, \$25 to \$65. Fine new overcoats, \$25 to \$100. Rich fur-collar overcoats, \$85 to \$100.

(Third Floor, Market)

Men's Custom Shirts Must Be Ordered Very Soon

If you want to make some man happy with a dozen or a half dozen on Christmas Day.

The Wanamaker Custom Shirt Shop is generally conceded to make the finest shirts in Philadelphia. A page from its books reads like a page from the Social Register. Madras, chevot, flannel, silk—whatever fabric you prefer you will find here in wonderful assortment, including many importations.

We may have the lucky man's measurements already.

(The Gallery, Chestnut)

A New Style in Men's Mufflers

New to Philadelphia, but a fixed fashion in London, and that is a muffler to match a man's tie. We took a lot of the fine Spitalfields silk squares that we imported from England and made them up into four-in-hand ties and mufflers to match.

If you are looking for something new and smart and fine, this is it.

(Main Floor, Market)

For the Man Who Smokes

Humidor in mahogany, oak and California redwood, with capacity for 50 to 600 cigars, \$6 to \$50. Pipes from 50c to \$12.50. Tobacco pouches, 50c to \$5.50. Cigar and cigarette holders, 25c to 86c. Ash receivers, lighters, pipe racks, smoking stands and so on.

(The Gallery, Juniper)

The Rarest Kinds of Men's Fur Gloves

are those of beaver and real seal. There are few places in town where you can get these fine motoring gloves at all, and we know of none where the assortment is so good.

Beaver gloves, \$25 to \$40. Real seal gloves, \$30 to \$50.

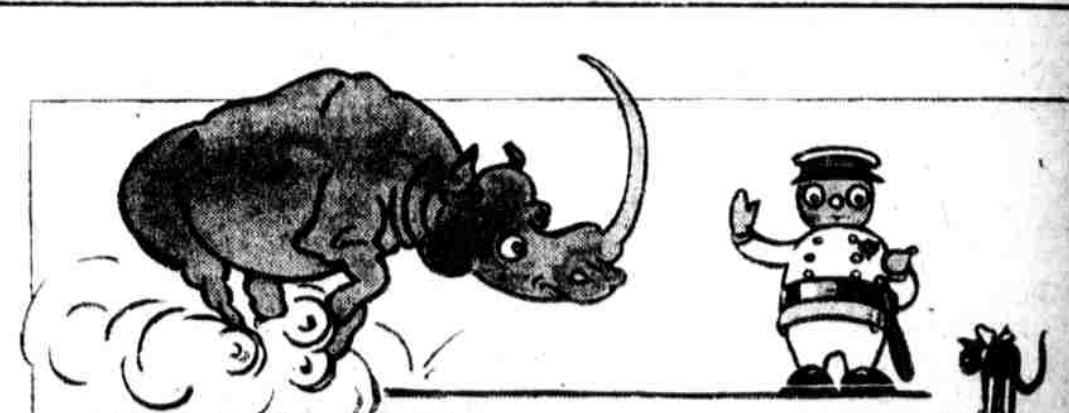
(Main Floor, Market)

A Regular Incoming of Down-Filled Quilts

This implies a regular outgoing also. They are coming in and going out with the constancy of a brook. Many are buying them for gifts—and what splendid gifts they make. Many others are buying them for their own use. We are glad to have such a large and high grade of stock to show them in coverings of sateen at \$10 each and in a rich choice of silks at various prices up to \$45 for quilts filled with real eiderdown.

Particularly good are the down-filled quilts at \$20 in coverings of plain Japanese silk and at \$22.50 in Japanese silk with figured centers and inscriptions and backs of plain Japanese silk in a choice of colors.

(Sixth Floor, Central)



WHO-O-O-A! That's no way to go through a Toy Store that's just packed and filled with good little boys and girls. Suppose you'd run over some.

Just because you're big and strong, Mr. Rhinoceros, doesn't mean that you can do as you please. Not any more it doesn't. That sort of thing was stopped once and for all on November 11, 1918.

Now that the world is safe for democracy, it is going to be safe for children, as America always has been. This country is truly the children's paradise, and the Wanamaker Toy Store is the happiest spot in it these Christmas days.

(Seventh Floor)