

Music of the Christmas Time
 9:00—Carols by Voice and Organ
 9:15—Christmas Hymn 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
 Cloudy

Ready for One of the Busiest Christmas Saturdays That Ever Was

My Old Friend, D. L. Moody, Who Used the Old

freight sheds here during the last days of 1875, with Mr. Sankey, for religious services, once spoke of a big Grandfather's clock at the clockmaker's waiting to be put in order.

The pendulum of the clock that had its own voice began to speak, saying, "I have ticked sixty times a minute for each twenty-four hours of three hundred and sixty-five days in the year for many years, and now that I am resting here it sets me almost crazy to think I am here to be started to begin again."

"But," the clock maker said, "you have only to do one tick at a time. You can do that, can't you?"

"Oh, yes," said the pendulum.

"Well, that's all that will be expected of you."

So the old, old pendulum swung along very cheerfully to do its one tick at a time as before. Doing one tick at a time is not hard to do.

If it be only a small service we can do through this New Year, let us do it cheerfully—yea, do it gladly.

[Signed] *John Wanamaker*

Dec. 6, 1918.



About the Really Little Furs for Women

These are the little boas, mufflers, capes and scarfs which make such a comfortable and becoming finish to the tailored suits of the day. A great many of them are of nutria, a great many more of mole, natural squirrel, Australian opossum and Hudson seal (dyed muskrat), and prices run from \$15 for a piece of nutria to \$75 for a straight scarf of gray squirrel. When buying these, as well as more important furs, it is worth while to observe that you are buying them in a Fur Salon full of honest daylight, so that you can see precisely what you are getting.

(Second Floor, Chestnut)

Silk and Cotton Foulards in Spring Designs

The colors are charming, the patterns unusually pleasing and the combinations especially good.

They are very suitable for frocks, and would make such practical and attractive Christmas gifts that any woman who is wondering what to give her daughter or her intimate friend or some other woman who would appreciate just such a gift should see these.

They are 36 inches wide and 75c a yard.
 (First Floor, Chestnut)

There's a Fad for Red Bead Necklaces

They are so effective when worn with dark frocks. Red bead necklaces are in many styles at 50c to \$5.50 each.

Other new bead necklaces, of imitation coral, jade, lapis, amethyst, sapphires and other combinations of two or more colors, in many designs, are \$1.25 to \$11.50.

(Jewelry Store, Chestnut and 13th)

1000 Flannellet Nightgowns Arrive

"There's nothing uglier than a flannellet nightgown, nothing more comfortable and nothing more wanted this minute" is the way one of our salespeople put it.

These nightgowns have the only good looks possible to flannellet things—they are well cut and well made, with nothing frivolous about them.

Prices, \$2.25 to \$3.50; extra sizes, \$3.50.
 (Third Floor, Central)

Women's Brown Shoes

These are high shoes of dark brown kid with buckskin tops, plain pointed toes and French heels.

They can be worn with the fashionable brown frocks of the season as well as with green. The price is \$17 in the Exclusive Little Boot Shop.

(First Floor, Market and Juniper)

Dainty Suede Handbags for Inexpensive Gifts

Made of a fine grade of suede in tan and gray and lined with moire silk to harmonize. In a smart dress shape with two styles of frames and each bag with a large tassel.

Unusually pretty handbags for \$3.50. One of the best styles, in fact, that we have ever had for this price.

(Main Floor, Chestnut)

200 Attractive New Coats for Girls and Young Women \$20 to \$45

Bought specially, every one of the two hundred—so here's a chance to get a new coat and save considerable money at the same time.

100 Coats for Young Women,
 \$37.50 and \$45

These are sample coats, and in several good Winter styles. Soft velours, pompon cloths and bolivias make the coats, which are finished with large shawl collars of nutria or nearseal. They are silk lined throughout, and are in such popular colors as taupe, reindeer, black, navy, brown and green. 14 to 20 year sizes.

100 Coats for Girls,
 \$20 Each

From one of our good makers who used up all his

(Second Floor, Chestnut)

coatings to make this little lot. Usually they'd cost \$3.50 more. Of wool velours, made yoke style, with nutria collars, the coats are in blue, reindeer, Pekin, green and brown. 6 to 12 year sizes.

Other new Winter coats for girls of 6 to 12 years are in heather mixtures, chevrons and burella, with large convertible collars and are reduced to \$15 each.

Girls' Regulation Dresses, \$8.75

Made of all-wool serge in two good styles, navy blue, trimmed with braid and silk ties. 6 to 14 year sizes.

FOOT-WARMERS for men or women and made of eiderdown blanket cloth or camel's hair are 50c to \$3.75, and may be found together with polishes, shining outfits and slipper-trees at the same counter in the Women's Shoe Store. (First Floor, Market.)

SLIPPER buckles for Santa to put in his pack are of many kinds, from \$1.25 for tiny ones of rhinestones to \$33 for cut steel. One favorite style is beaded. (First Floor, Market.)

THE happiest boy in town will be the one who numbers a soft woolen turban among his presents. Made of overcoating, it pulls over a fellow's ears in the proper manner, and costs \$2.50. (Main Floor, Market.)

WOMEN seem to like the best the stockings with open-work instep for evening and afternoon wear. We have them in a long list of colors for \$3.50 to \$5. Open worked clock style, \$2.50 and \$3. (First Floor, Market and Juniper.)

CHRISTMAS cards, stickers and labels are in merry array near the Book Store. (Main Floor, Central.)

CHRISTMAS ribbons—wide and narrow—some wide enough to show Santa going round in his automobile—are 14c to \$1.50 for the price of ten yards. (Main Floor, Thirteenth, and Central.)

THE Lamp Store is a perfect forest of lamps, big and little, quiet and gay; prices to suit most pocket-books. (Fourth Floor, Central.)

CANDLES enough are here to start joy-lights in thousands of homes. The biggest and most splendid are red with a sprig of holly and a knot of ribbon. Complete with Christmas candlestick and packed in a Christmas box, \$4. Besides these are bay-berry candles, antique polychrome candles, fat candles of many colors and butterfly candles. (Fourth Floor, Central.)

JAPANESE prints unframed and soberly lovely in color may be had for 50c each or all the way up to \$22.50 a set in the Oriental Store. (Fourth Floor, Chestnut.)

CANDY sets of Oriental wares in baskets or lacquered boxes are \$3.50; sets of five-color ware in round trays, \$5 and \$7. (Fourth Floor, Chestnut.)

CHINESE candles, big at the top and with red and blue dots on them, 10c and 20c each. (Fourth Floor, Chestnut.)

Good Books Are Vital Influences in a Child's Life

It is important, then, that you choose your child's book carefully. The Wanamaker Book Store, with its large selection of all the worth-while books, makes your task much lighter in selecting the book or books suitable for your children. Here are a few of this season's offerings:

"Joan of Arc," by Lucy Foster Madison, illustrated in color by Frank E. Schoonover, \$2.50.

"The Boy Scout's Year Book," edited by Franklin K. Mathews. Illustrated, \$2.

"Hans Brinker; or The Silver Skates," beautifully illustrated in color by Maginel Wright Enright, \$2.50.

"The Trail Book," by Mary Austin, illustrated in color by Milo Winter, \$2.

"The American Boys' Engineering Book," by A. Russell Bond, \$2.

"Fighters Young Americans Want to Know," by Everett T. Tompkinson, illustrated, \$1.60.

"The Boys' Life of Theodore Roosevelt," by Herman Hagedorn, illustrated, \$1.25.

"Jimmy-May in the Fighting Line," by Charles Tenny Jackson, illustrated, \$1.35.

"Girls of '64," by Emilie Benson Knipe, \$1.35.

"Captain Ted," by Louis Pendleton, illustrated, \$1.35.

"Uncle Remus Returns," by Joel Chandler Harris, illustrated, \$1.35.

"Boys' Book of Indian Warriors," by Edwin L. Sabin, \$1.50.

"The Mystery of Ram Island," by Joseph Bushnell Ames, \$1.35.

"Captain Lucy and Lieutenant Bob," by Aline Havard, illustrated, \$1.35.

"The Boy With the U. S. Naturalist," by Francis Rolt Wheeler, illustrated, \$1.35.

"The Venture Boys in Camp," by Howard R. Garis, \$1.25.

"The Fighting Mascot," by Tommy Kehoe, illustrated, \$1.25.

"On the Overland Stage," by Edwin L. Sabin, illustrated, \$1.25.

(Book Store, Main Floor, Thirteenth)

"Dear Santa, I Want Some New Gloves"

the youngsters are writing, and here is what they want Santa to bring—

Warm Scotch wool gloves, \$1.15 to \$1.85.

Fleece-lined gauntlets, \$1.75 pair.

Fur-back mitts, fleece lined, \$2.25 pair.

(Main Floor, Central)

Bright New Reinforcements in the Cut Glass Sale

Never was a sale so rich in the moderately priced pieces so popular for gifts, every piece at a saving of one-third.

Jugs, \$3.75, \$4, \$4.75, \$5, \$6 and \$6.50 each.

Celery trays, \$2.50, \$2.75, \$3.50, \$4 and \$5 each.

Mayonnaise dishes, \$3 each.

Compotes, \$1.15, \$2, \$2.50, \$3, \$3.50, \$4.75 up to \$15 each.

Berry bowls, \$3, \$3.50, \$4.50, \$5 and \$6.50 each.

Berry dishes, \$2, \$2.25, \$2.75, \$3.50, \$4.50, \$5, \$6 and \$7.50 each.

Olive dishes, \$1, \$1.25, \$1.50, \$1.75, \$2, \$2.50 and \$3.50 each.

Baskets, \$2 up to \$12 each.

Vases, \$2.50 up to \$12.75 each.

(Fourth Floor, Chestnut)

The Wonderful Field of Choice in Gift Furniture

This is a remarkable thing—that in the displays of gift-furniture if any one thing you see does not happen to be exactly the piece you wish, you have at least 999 different varieties of other pieces to choose from.

No wonder the giving of Wanamaker furniture has become so popular. The wonder would be were it otherwise, considering the myriads of novel, useful and attractive things shown here, so many of them at reduced prices, all of them at reasonable prices.

Of Gate-Legged and Drop-Leaf Tables

There are 125 kinds, starting at \$9.75 for a revolving drop-leaf one and going up to \$83 for a mahogany gate-legged table with a rounded top 48x48 inches.

A good specimen of the tables at intermediate prices is a drop-leaf one in solid mahogany, 34x40 inches, with a large drawer for silver, the price being \$29.50.

We have these gate-legged and drop-leaf tables in the regular and brown shades of mahogany in the old English oak finish in variously colored lacquers and enamels—mostly decorated, and some very attractive ones in the Sheraton style.

(Fifth Floor)



Tommy Sees The Toy Store

"Oh, my!" gasped Tommy, as he stepped from the express elevator into the wonderful Toy Store on the Seventh floor at Wanamaker's.

And "Oh, my!" exclaims many a grown-up.

Tommy stepped right into a pack of wild animals, but being a brave little boy he only gripped his mother's hand the tighter and rolled his eyes. There were lions and bears and elephants and such, and some of them could roar, let me tell you.

But it was only a step from the jungle to Twentieth Century civilization, where steel and wood structural toys were built into marvelous things. There was a great steel battleship that almost took your breath away, and a big wooden airship.

And when Tommy raised his eyes he saw dozens and dozens of Christmas trees growing up near the ceiling, with red and green lights on them. And huge, comical faces with flaming red eyes and red noses winked at Tommy to reassure him.

Near the structural toys were all sorts of little wagons and carts and Humpty Dumpty circuses and mechanical animals and clowns and other people that could walk about. And about every kind of game you ever saw.

Then Tommy came to the dolls, and for a minute—just a minute—he wished he was a girl. There were so many hundreds of dolls that it was hard to tell which was prettiest, and there were such beautiful clothes to dress them in and such nice dishes and furniture for them, and for little girls to play house with.

But only for a little while did Tommy long for a doll, for on turning he came upon the fire engines and hook-and-ladders. And as if that wasn't enough, there were the toy soldiers close by. And rifles, and swords, and cannons, and drums, and ambulances, and motortrucks.

"Huh! Glad I'm not a girl!" snorted Thomas.

Overhead an airplane was whirling and over in the corner tanks were crawling up and down hill, machine guns were spitting, trains and scenic railways were running and the advertising writers were going mad behind a partition.

Tommy's mother couldn't have dragged him away but for the fact that Santa Claus was due just then at his ice cave on the other side of the elevators. There he sat, on a throne covered with a huge Polar bear skin. And when Tommy, wide of eye and husky of voice, told his wants Santa nodded kindly and pointed to the list of good boys, where one of the names was Thomas.

So it was with an even lighter heart that Tommy visited the playground, with its swings and slides, and laughed at himself in the funny mirrors that twisted him all out of shape.

All around were sleds, and wagons, and tool cases, and toy trunks, and rocking horses, and velocipedes, and toy automobiles.

All Tommy could do was look, and look, and look—and occasionally gasp, "Oh, my!"

(Seventh Floor)

"The United States in the World War"

By John Bach McMaster
 Professor of American History, University of Pennsylvania

This is the most timely, most authoritative and generally valuable book on the subject of America's participation in the war that has yet appeared. The facts of the Great War are given as clearly and impartially as facts must be to be convincing, and the whole is written in the light of the latest evidence.

Price \$3.
 (Book Store, Main Floor, Thirteenth)

Chinese Rugs \$25 to \$45 Gifts of Beauty

We are showing a new lot of small Chinese rugs, which, for gift giving, are particularly attractive. These are handsome little pieces in soft colors, many of them antiques. They are mostly in tan and blue, with floral decorations in contrasting colors, some pieces, however, showing animal and bird designs.

The prices are moderate—\$25 in size 2x3 feet, \$30 and \$35 in size 2.6x4.4 feet and \$40 and \$45 in size 3x5 feet.

(Seventh Floor, Central)

Imitation Ivory Toilet Sets

Many women want whole sets—other women would like to have separate pieces to complete sets already started. And we have whatever you want, here.

Imitation ivory sets in gray boxes, complete and ready for giving, \$10 to \$35.

Combs, 25c to \$2.50.

Hair brushes, \$1.25 to \$7.50.

Mirrors, \$1.50 to \$9.25.

Puff boxes, 60c to \$7.25.

Hair receivers, 60c to \$3.60.

Hat brushes, \$1 to \$2.50.

Trays, 50c to \$3.25.

Button hooks, 35c and 50c.

Nail files, 35c to \$1.25.

Polishers, 60c to \$2.50.

Clothes brushes, \$1.85 to \$5.

(Main Floor, Chestnut)

Bath Room Rugs

In a good assortment of sizes, colors and designs.

24x48 in., \$2.50 and \$3.65.

30x60 in., \$3.75 and \$4.75.

27x54 in., \$4.50.

24x60 in., \$4.35 and \$5.15.

36x72 in., \$5.50 and \$5.75.

(Seventh Floor, Chestnut)



DAD

The Best Man in the World—and the Worst to Get a Present For

Man, as studied by woman, is a creature of few words at most times, and one who when asked what he wants for his Christmas present appears absolutely stricken dumb.

Says he didn't realize Christmas was so near. Says he will apply his intellect to the problem and let you know later—which he rarely does. Says anything you get is sure to be nice, which may be relatively true.

But how well we all know that the average house is already full of "nice" things that nice women have given to nice men, which have never been put to the acid test of use—because they were not useful.

Now the truth of the matter is that Dad is a deceiver. An outrageous and unblushing deceiver.

There's something that Dad wants and he's hoping for it so hard that you'd be amazed beyond words if you knew. He wants—

Some Silk Shirts! A man dearly loves silk. We have fine ones at \$4 and better ones up to \$10.

Silk Half Hose. Not many men will buy them for themselves, but all men desire them. 65c to \$6 a pair.

Silk Pajamas. It is a perfectly lovely sensation to sleep in silk. They are \$10 to \$16.50.

Silk Neckties. Ours are silk even down to 50c, and there are thousands to choose from, going up to \$3.50.

A Silk Housecoat. A beautiful collection up to \$50. A Silk Housegown. Wonderful things to select from at \$25 to \$65.

A Fur Collar to top his overcoat—\$18 to \$60.

A Fur Cap with an adjustable visor, with which he can laugh at the worst storm of the Winter—\$7 to \$60.

(Main Floor, Market)

Or, if His Gift Is Not to Be of Silk or of Fur

we can vouch for it that he wants something that is in this list, and that the best place to get it is at Wanamaker's:

- | | |
|------------------|-------------------------|
| A Golf Bag | An Electric Alarm Clock |
| A Traveling Bag | A Dress Suit |
| A Reliable Watch | A Ring |
| A Watch Chain | A Scarf Pin |
| A Fountain Pen | A Shot Gun |
| A Tool Chest | A Rifle |
| A Smoking Stand | A Fur-lined Reefer |
| A Humidor | A Wardrobe Trunk |
| A Pair of Skates | A Flash Light |
| A Razor | A Student Lamp |
| An Overcoat | |

The Boys' Clothing Store Holds Open House

Good clothes are part of a boy's Merry Christmas—or at least they should be. A good, new overcoat or suit is about as good a gift as a boy can get.

It is one of the things he must have, and the things a boy must have he should have.

We know boys will like these fine Winter overcoats for 11 to 18 year old lads at \$22.50 to \$35, and in junior sizes, 3 to 10 years, at \$13.50 to \$25. Also the fancy suits at \$18 to \$30 in 8 to 18 year sizes, and the blue serge ones at \$12 to \$28 in sizes for boys of 8 to 18 years.

(Second Floor, Central)

An Unusual Showing of \$6.50 Shoes for Men and Women

The men's shoes are mahogany and black calfskin lace in English models, black and tan calfskin bluchers with medium toes and black calfskin lace with wide toes.

The women's shoes are dark mahogany calfskin with tan cloth tops and military heels, black calfskin with gray cloth tops and military heels, tan calfskin with tan cloth tops and Cuban heels and patent leather with gray cloth tops and Louis heels. All lace styles.

(First Floor, Market)

Good Choosing in the Sale of Moccasins

As we bought 14,000 pair of these moccasins to get them for you at half price or less, there are still plenty left in spite of spilted buying.

There is a good range of styles and colors and sizes for every member of the family. And as house slippers, moccasins are hard to equal.

Prices range from 75c for infants' sizes, to \$1.75, for men's sizes.

(Main and First Floors, Market)