

Music of Christmas Time
9:00—Carols by voice and organ.
10:00—Brass Octet will play old carols,
followed by Chimes.
11:15—Grand Organ and vocal quartet.

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER
Fair

Tomorrow Will Come an Extraordinary Sale of Shoes

A Special Christmas Sale of Oriental Rugs

"When He Was at College"

a man said today, "the boys used to glory in a tale left by the class ahead of us, that Professor — fell out of the window before he got any sense into his head."

It is certainly true that many of us have to get some hard knocks before we get far, and the fact is that the nations overseas who made war upon America had to be thrown out of their war-making windows and to get some sense knocked into their heads, and are now being made to take the costly consequences of their own misguided blindness, treachery, pride and jealousy.

Most assuredly the world destroyers cannot expect to escape the responsibility for what they have done.

The shock necessary to wake them from their bad dream is not of our own desire or seeking, but the result of their own unwise.

[Signed] *John Wanamaker*

Dec. 10, 1918.

Throngs of Christmas visitors have been delighted by the great colorful exhibition of Oriental rugs on the Seventh Floor, the most superb showing of its kind probably in the world. Tomorrow it takes on an extraordinary new interest with the offering of a magnificent selection of Persian and Chinese pieces at new reductions from prices that were already notably low.

For the many people who like to give gifts of a princely kind, and who understand that Oriental rugs are princely gifts, this is a great Christmas opportunity. It is a great opportunity for everybody who has a home or an apartment worth beautifying.

The rugs in these particular groups are now marked close to present wholesale cost—some of them at less. Every piece included is a genuine weave of sound quality, and the choice of colorings and designs is varied and attractive.

The greatest fact of the sale is that nowhere, probably, in America, can you find such a large and worthy collection of Chinese and Persian pieces at anywhere near the prices quoted.

Chinese Carpets

Rich and striking in their varying shades of blue and ecru and their strange and distinctive symbols and figuration.

- 13.7x9 ft., \$385.
- 11x9 ft., \$395.
- 14.1x10 ft., \$495.
- 12.2x9.3 ft., \$397.
- 13.6x10.1 ft., \$389.
- 11.6x8.10 ft., \$297.
- 11.11x9.1 ft., \$335.
- 11.7x9.2 ft., \$325.
- 11.10x9.1 ft., \$377.
- 11.11x9.1 ft., \$296.
- 11.5x8.11 ft., \$287.
- 12x9 ft., \$275.
- 11.10x10 ft., \$350.
- 10x8.3 ft., \$297.

all-over figured patterns, soft red and ecru shades being chiefly used.

- 12.4x8.3 ft., \$197.
- 12.6x8.9 ft., \$195.
- 17.11x10.2 ft., \$287.
- 12.7x8.10 ft., \$289.
- 11.7x9 ft., \$197.
- 11.3x8.5 ft., \$185.
- 11.8x9.10 ft., \$198.
- 12.11x8.10 ft., \$390.
- 12.2x8.8 ft., \$235.
- 11.7x8.8 ft., \$190.
- 17.1x10.3 ft., \$495.

Several Hundred Smaller Rugs

Chinese pieces and Persian Mo-suls, very desirable and popular for gifts and notably low in price. Chinese rugs \$15 to \$29, sizes 2.4x4.5 ft. approximately, and Mo-suls \$29 to \$37.50, in sizes 3.6x4.6 ft. approximately.

Persian Mahal Rugs

Heavy pieces in a variety of designs, including some handsome



Women's Fine Evening Coats Reduced Now \$150 to \$275

These are the most luxurious of garments—rich, splendid affairs of velvet, satin and peau de soie; no two alike.

The velvet wraps are trimmed with Australian opossum, caracul, wolf, squirrel, skunk and mole.

The satin wraps with Hudson seal (dyed muskrat), nutria, nearsel, mole and caracul.

The peau de soie with Hudson seal (dyed muskrat) and caracul.

The new prices mean a saving of \$50 to \$100 on every garment.

(First Floor, Central)

Gifts That Motorists Will Like

- Spotlights, \$5.
- Lunch cases, \$10 to \$32.
- Vacuum bottles and pitchers, \$5 to \$12.50.
- Auto heaters, \$5 to \$7.50.
- Radiator emblems, \$1.25 to \$2.50.
- Auto clocks, \$2.40 to \$15.
- Auto mirrors, \$1.10 to \$7.50.
- Flash lights, \$1.10 to \$7.50.
- Auto cushions, \$2.50 to \$5.
- Auto jacks, \$4 to \$7.50.

(The Gallery, Chestnut)

How About a Gift That Will Keep Him Fit?

- Appliances that will enable a man to take exercise at home.
- Striking bags, \$2.50 to \$7.50.
- Boxing gloves, \$2 to \$7.
- Elastic exercisers, \$2 and \$3.50.
- Metal spring exercisers, \$3.50.
- Home gymnasium, \$8.50.
- Trapeze and swinging rings, \$6.50.
- Rowing machines, \$30.
- Chest weight machines, \$9 to \$18.
- Indian clubs and dumbbells, 40c to 75c.

(The Gallery, Juniper)

Beautiful Gold Mounted Umbrellas for Women

comprise a little collection of which we are very proud. The umbrellas themselves are of beautiful silks, and the handles are of such woods as ebony or the colorful snakewood, with gold caps or tops or hooks. They are really handsome things, these umbrellas, in very good taste, and in new fashions, of course.

Prices start at \$8.50 for a smart little affair with gold cap and go on up to \$50 for a beauty with a whole handle of the lovely Toledo work.

(Main Floor, Market)

Velour Window Draperies Specially Priced

For \$8.50 you can get a good pair of velour side curtains with 18-inch Colonial valance.

A better grade, with 72-inch over-all valance, \$12.50 a pair.

Both beautifully made and trimmed with selected edging. The colors are blue, mulberry, green, brown and rose.

If you bought the materials and had these draperies made they would cost you twice as much.

(Fifth Floor, Market)

One of the Many Charms of Pearls—

is that they are becoming to most all women. They are suitable for the debutante or her mother and look well on both.

Pearl bead necklaces (of imitation pearls of beautiful sheen) are in graduated or uniform styles and of all the fashionable lengths. 75c to \$40 a string.

(Jewelry Store, Chestnut and 18th)

Gloves for Women

They are brand new, are of fabric, in new styles and are practical, comfortable and not expensive.

Cloth gloves in oxford and khaki, 1 clasp \$1.65 a pair; strap wrist \$2 a pair.

Silk gloves, lined with chamois lisle, in black, navy, gray or tan, \$1.50 a pair.

Duplex gloves, in buck or gray, self or black embroidery, clasp, \$2 a pair; in gray, strap wrist, \$2 a pair.

Silk gloves, silk lined, \$1.25 a pair.

(Main Floor, Central)

Children's Winter Coats Specially Priced

\$10 each for gray, white or blue chinchilla coats in a practical style with belted back and pockets. If you add half as much again to the present prices you'll know their real value.

\$20 each for lovely little broad-cloth coats in light blue, tan or green. These are trimmed with nutria fur, are in most attractive styles and all coats that sell ordinarily for \$18 more.

All are in 2 to 6 year sizes.

(Third Floor, Chestnut)

Fine Seamless Carpet in Plain Colors

is a kind of floor covering for which there is a definite demand.

We have some in high grade chenille Axminster in gray, seal, blue, green and taupe.

9 ft., 12 ft. and 15 ft. wide, \$10.50 and \$13.50 a square yard—and ready for immediate delivery.

(Seventh Floor, Chestnut)

Is There Such a Thing As a Woman Who Does Not Prize a Gift of Silks?

We can't imagine one. From a woman to a woman, from a man to a woman, a gift of silk is as absolutely certain of proving welcome as any gift can be.

So you see, there is good reason why so many more people are giving gifts of silks—Wanamaker silks.

We have a stock of silks without a counterpart, we believe, in the country. It is as new as it is fine and every day brings more new shipments to it, the latest being new printed crepe de chine and new 1919 foulards, both 40 inches wide and \$3 a yard.

These have come in close upon the heels of a fine succession of new lots of the most desirable silks for winter occasions and Springtime wear, all of which are in extraordinary demand for gifts and personal use.

(First Floor, Chestnut)

Lovely Net Tunics at \$14.75

They are of black net, and are beautifully braided. Some are suitable for afternoon, others for evening, gowns.

This is the last we'll be able to get at this price, so far as we know, and in this group the maker included his samples. We doubt if this lot will last long.

Under usual conditions such tunics would sell for just as much again.

(West Aisle)

A Little Lot of Plaid Skirts at \$16.75—

are of all wool plaids of soft finished worsteds, and made in a full-pleated style.

They were made from odds and ends of materials on the maker's shelves and, consequently, are priced less than regularly.

They have two sports pockets in front and deep girdles, trimmed with buttons.

Women who want a separate skirt to wear with blouses and under coats should see these.

(First Floor, Central)

12,000 Pair of Men's and Women's Shoes and Women's Evening Slippers and Afternoon Pumps

At Savings Ranging from \$2.10 to \$6.10 a Pair

This is one of the most important shoe sales we have ever held and provides opportunities not to be overlooked.

Men's Shoes at \$4.40

(Reduced \$2.10)

- Patent leather button with dull black calfskin tops.
- Patent leather lace with dull black calfskin tops and shapely toes.
- Patent leather button with black cloth tops, for dress.
- All dull black calfskin button.
- Dull black calfskin lace on English last.
- Black grain leather bluchers with heavy soles.
- Dull black calfskin lace with wide toes.
- Medium dark tan calfskin lace on English last.
- Mahogany calfskin lace on English last.
- Heavy tan grain leather bluchers in fashionable shape.

Men's Shoes at \$9

(Reduced \$5)

Fine black Russia calfskin lace on English last. An unusually smart shoe from one of the best makers in America.

(Main Floor, Market)

Women's Shoes at \$3.90

(Reduced \$2.10 to \$6.10)

- Patent leather button with dull black kidskin tops, turn soles and Cuban heels.
- Patent kidskin button with dull kidskin tops and military heels.
- Patent leather button with plain toes, dull matt kidskin tops and Cuban heels.
- Black glazed kidskin button with patent leather tips, wide toes and low heels.
- High dull black calfskin lace with gray cloth tops and Cuban heels.
- High mahogany-color lace with tan cloth tops and Cuban heels.
- Other small lots of fine shoes in limited sizes, but excellent values for those whom they fit.

Women's Slippers and Pumps at \$3.90

(Reduced \$3.10 to \$5.10)

- White and black satin cross-strap slippers with high Louis heels.
- Black kidskin and white calfskin cross-strap slippers with high Louis heels.
- Black velvet slippers with Louis heels.
- Patent leather tongue pumps with turn soles and low French heels.
- Patent leather short tongue, one-eyelet ties with turn soles and high Louis heels.
- Black glazed kidskin slippers with high Louis heels.
- Bronze kidskin slippers with one small strap at instep, high Louis heels and small bronze ornaments on vamp.

Women's Shoes at \$4.90

(Reduced \$3.10 to \$3.60)

- High lace shoes of light brown kidskin with military heels.
- Black glazed kidskin lace with Louis or Cuban heels.

Women's Shoes at \$5.90

(Reduced \$3.10 to \$6.10)

- Patent leather lace with chamois-color castor tops and Louis heels.
- Patent leather button with black cloth tops and Cuban heels.
- High tan calfskin lace with military heels.
- Patent leather lace with black satin tops and Louis heels.
- Dull matt kidskin button with covered Louis heel.

(First Floor, Market)

CHRISTMAS SPECIAL

50 Dinner Sets—\$35 a Set

New border decorations never shown before. Ten each of five patterns. From one of the best makers in England.

Each set comprises 107 pieces, our usual liberal assortment—four sizes of plates, three platters and four vegetable dishes, together with the other necessary pieces. All pieces have gold edges and coin-gold handles.

The saving is exactly \$10 a set.

(Fourth Floor, Chestnut)

CHRISTMAS SPECIAL

Men's Silk Half Hose at \$1.50 a Pair

1200 pair of accordion ribbed, full-fashioned, fancy silk socks, all eminently desirable for gifts and all first grade goods.

Ordinarily they would be a third more to nearly twice as much.

(West Aisle)

CHRISTMAS SPECIAL

560 Pairs of Blankets Reduced

All from our own stock. Six different grades at four different prices. The savings are one-fourth to one-third.

30 Pairs of White Blankets Now \$17.50 a Pair

Size 70x90 inches, wool-filled, pink, blue and old rose borders.

50 Pairs of White Blankets Now \$10 a Pair

Size 70x82 inches, filling is of mixed wool, with blue borders.

30 Pairs of Plaid Blankets Now \$10 a Pair

Size 70x82 inches, filling is of mixed wool, pinks, blues, tans and grays.

100 Gray Blankets Now \$10 a Piece

Size 70x82 inches, filling is of mixed wool, pink and blue borders.

100 Pairs of White Blankets Now \$9 a Pair

Size 60x82 inches, filling is of mixed wool, pink and blue borders.

250 Pairs of White Blankets Now \$8 a Pair

Size 76x82 inches, mixed wool filling, pink and blue borders.

(Sixth Floor, Central)

Christmas Gossip

IF THE lucky person is to have something electrical, the chances are you will find it in the Electrical Goods part of the House Furnishings Store. Anyhow, here are percolators, chafing dishes, toasters, grills, tea kettles, milk warmers, stoves, washing machines, flatirons and even fountains.

NOTHING more restful than to snatch an hour or so from Christmas shopping and devote it to a shampoo, a scalp treatment or a facial massage in the Salon de Beauté. Merely to have one's hands manured has a restful effect.

DELICATE scarfs of silk lace are things which S. Claus looks upon with the eye of favor. Prices are \$5.50 to \$7. (Second Floor, Central.)

THE woman who loves old lace and "quality" generally in her belongings is pretty likely to love the heavy crepe scarf or shawl with white Chinese embroidery. The Art Needlework Store has a few—\$5.50 to \$33. (Second Floor, Central.)

HAND-KNITTED slippers, boudoir jackets and bed socks are all very acceptable to some people. Also in the Art Needlework Store. (Second Floor, Central.)

ONE of the charms about buying shoe buckles in the Exclusive Little Boot Shop is the

Ireland Has Contributed Some Fine Hosiery

Few stores in this country know of Irish hosiery, but by keeping in touch with old manufacturing friends abroad, we secured some fine hosiery for men and women in time for Christmas.

These goods are from the old town of Balbriggan, in Ireland, and are especially noted for their durability.

For Women

Black, white and tan lisle stockings, \$2 a pair. Black, white and tan cashmere stockings, \$3.50 a pair.

For Men

Black cotton half hose, \$2 a pair. White and tan lisle, \$2 a pair. Black and white lisle, \$2.50 a pair. Black, white and tan cashmere, \$2.50 a pair. Black and white cashmere, \$3 a pair.

(Men's, Main Floor; Women's, First Floor, Market)

fact that they are done up in such attractive boxes. Rhinestone buckles, \$2.50 to \$32; cut steel, \$3.50 to \$40; bronze cut, \$5 to \$30. (First Floor, Market and Juniper.)

CERTAIN silk stockings dyed in grain, full-fashioned and with silk clocks, are sold at the remarkably low price of \$2 because the clocks are machine made. (First Floor, Market and Juniper.)

BOXES are scarce this season, but we have some very pretty ones in which to pack stockings. They cost 50c for satin and 6c and 10c for paper. Sold only with stockings. (First Floor, Market.)

JUST received are some women's Irish wool stockings for golfing wear—very soft, light weight

and altogether delightful, with plain clocks. In white, tan and black, \$3.50. (First Floor, Market.)

FINE Irish lisle stockings from the little town of Balbriggan are made with the seams on the side of the feet. White, tan and black, \$3 a pair. (First Floor, Market.)

When You Give Somebody the Right Book You Create a New World for Him

And the beauty of it is that in this big Wanamaker Book Store there are thousands of right books—just waiting to be given.

For instance—

- "The Romance of Old Philadelphia," by John T. Faris, illustrated, \$4.50.
- "The Book of Philadelphia," by Robert Shackleton, illustrated, \$2.50.
- "My Chinese Days," by Gullielma F. Alsop, illustrated, \$2.
- "Historic Shrines of America," by John T. Faris, illustrated, \$vo., \$3.
- "America in the War," by Louis Raemaekers, illustrated, \$vo., \$5.
- "Alsace-Lorraine," by George Wharton Edwards, illustrated, \$vo., \$6.
- Henry Cabot Lodge, 4vo., \$5.
- "Jungle Peace," by William Beebe, illustrated, \$1.75.
- "Far Away and Long Ago," by W. H. Hudson, \$2.50.
- "Memories Grave and Gay," by Florence Howe Hall, \$2.50.
- "American Problems of Reconstruction," edited by Elsie M. Friedman, \$4.
- "The Pilgrims and Their History," by Roland G. Usher, illustrated, \$2.

(Book Store, Main Floor, Thirteenth)