

MUSIC OF CHRISTMAS TIME 9:00—Carols by voice and organ. Noon—Brass Octet will play old carols, followed by children. 5:15—Grand Organ and vocal quartet.

Ready for a Good, Old-Fashioned, Merry, Peacetime Christmas!

Thank You, Sir, for Naming Our Store "A Big Christmas Playground"
Another smiling friend says, "We all feel like Christmas when we get in Wanamaker's."
"Me, too," her cousin from up country says, adding, "we realize there is no drawback to your intentions to have us enjoy this big, roomy place, whether we come to look or to buy. Oh, but we do like it all over."

Well Now, Good Friends,
these short, busy days give you little time to read anything. Please take it as a fact that this big, well-built house from top to bottom is "chock full" of the best goods obtainable.

Dec. 13, 1918.

A Few of the Splendid Coats of Fur for Women
One of the finest examples of the skill of Mother Nature, combined with that of the furrier, has come into the Fur Salon within a day or two. It is a coat of natural beaver, very thick and rich in texture with a sheen that reminds one of the scarce and valuable otter. It is cut absolutely simple, with broad borders and a good deal of flare, and the price for so much luxury seems surprisingly small, \$675.



Women's Furry Little Hats in Charming New Styles

When December winds blow no millinery seems more appropriate than the pretty fur hats. The new ones now in the Gray Salons represent the newest fashions for the winter.

SILK The Woman's Own Gift

If you will pardon a homely phrase, there are more reasons than you could shake a stick at why people are giving Wanamaker silks, and giving them to an extent never known before.

Fashion Favors Women's Coats of Plush and Velour

They possess all the features of fur coats—the fullness, the big collars, big pockets and belts. Some plush coats are in jacket lengths—one with a charming fancy lining has a belt, and costs \$45. Another style, long, has a collar of black dyed raccoon and a very wide belt and costs \$75.

Christmas Special
A Little Sale of Gloves for the Entire Family
Women's Gloves: At \$1.50—one-clasp doeskin, buck finished, outseam sewn. At \$1.75—one-clasp washable cape-skin, outseam sewn in pearl. At \$2—one-clasp washable cape-skin, pique sewn in tan, brown, khaki, ivory and gray.

Gifts of Magnificence Persian and Chinese Carpets in a Reduction Sale
For anybody desiring to give a gift that will become a family treasure, this sale is rich in opportunity. It provides an elaborate choice of fine Persian and Chinese carpets at reductions from prices already very moderate.

Stately Hall Clocks
They have a charm and a dignity which increase with age—and this but makes them more enduring gifts. The Wanamaker Jewelry Store has a large collection of the most famous movements—clocks known throughout the world for their dependable timekeeping.

Just From Paris—"Bouquet Triumphant" Perfume
This is the latest Claire perfume, and it is a deliciously fragrant scent. This Paris box has just been unpacked, and it was just in time.

This Gold-Filled Jewelry May Solve Some Problems
It is not expensive, the designs are in good taste, and there is a good variety from which to choose. Lingerie clasps, 50c to \$1.25. Collar pins, 50c to \$1.75. Hairpins, 50c to \$1.25.

You Can Save Money Here on Silk Stockings
WOMEN'S silk stockings have been getting steadily scarcer and higher in price. Yet despite this, we have a holiday stock practically as complete as in the days before the war, and at prices not much higher than they were then—certainly lower, on the average, than elsewhere in Philadelphia.

In the Waist Store
tables, drawers and show cases are crowded with the new Georgette crepe waists arriving. They are in white, flesh-color, bisque and suit shades; beaded, embroidered, braided and lace-trimmed.

Nice Little Rugs That Are Eminently Givable
Fine weaves of domestic rugs, some with plain centers and attractive borders, others in Oriental designs of rich colors. Wilton Rugs: 27x34 inches, \$9.75, \$11.75, \$12.50 and \$13.50.

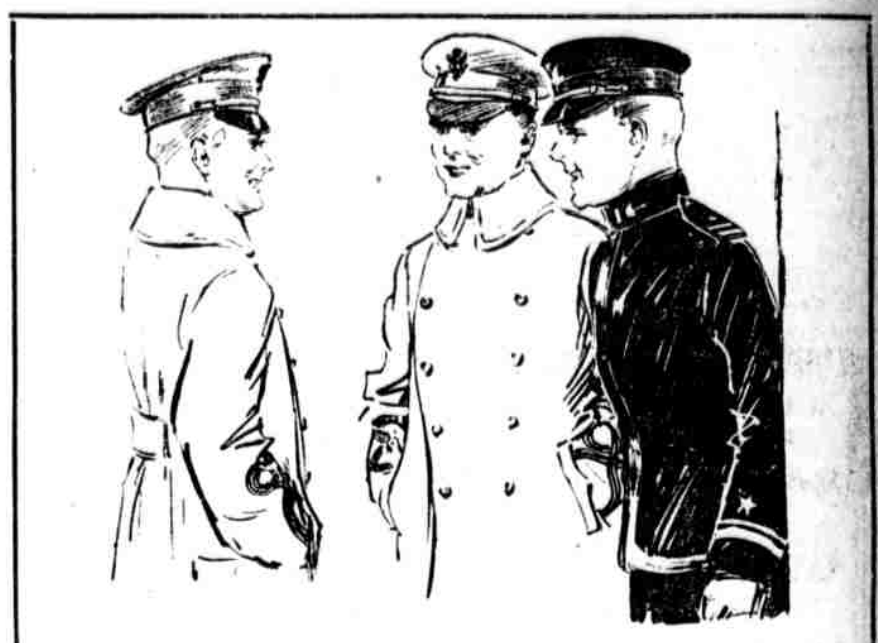
THE man who takes his ease in his hours at home has probably a better right to do so now than he ever had before. And will better appreciate a handsome, comfortable house coat or dressing gown.

That may be the reason why so many women are buying these things—though the good looks of the garments themselves doubtless contribute. House coats of double-faced cloth, \$5.50 to \$18; of velvet, \$20 to \$25; of silk, \$25 to \$50.

IN MEN'S warm caps of a clever new kind, the band, which can be rolled down over the ears, is concealed and does not get soiled by the hair, as in other caps of this type.

MEN'S initial handkerchiefs, in two particularly good kinds, are \$4.20 and \$4.75 a dozen.

A SAFE holder for a Christmas tree makes all the difference between smashed fingers, a lost temper and a spoiled Christmas Eve, and a Christmas of the right kind.



A Sale of Military Clothing at About Wholesale Price

The Military Shop will today put on sale the following articles at prices which are, with a few exceptions, what the wholesale costs would be at the present time. Officers' heavy O. D. kersey cloth overcoats, \$35.

Some Exceptional Tablecloths and Napkins

They are really the best in our possession at the prices, and we don't believe there are any similarly priced cloths and napkins in Philadelphia that quite equal them.

Why Not a Beautiful Flag? Why not, indeed?

More and More New Blankets for Gift Seekers

The newest lots opened comprise white blankets. White blankets, 70x84, with pink-and-blue or yellow borders, mixed-wool filling, at \$15 a pair.

Trust the People to Know a Real Shoe Sale When They See It

We have had some great shoe sales in this Store, but it has been many a day since the public showed as much enthusiasm as they are showing over this sale.

Chifforobes and Highboys Are Gifts for the Years

The chifforobe and the highboy are favorite gifts, and with good reason. There is something so substantial and lasting in a gift of this kind that it can well be called a gift to generations.

Fresh Flannellet Nightgowns
English Needlecases Were Scarce
and though we have not been able to get so many as in former years, we still have an excellent assortment. They are in various styles and sizes, are usually in compact and convenient leather cases, and they hold all kinds of needles a woman has use for.