THE man who

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

That may be the reason

why so many women are buy-

ing these things—though the

good looks of the garments themselves doubtless contrib-

House coats of double-faced cloth, \$6.50 to \$18; of velvet, \$20 to \$25; of silk, \$25 to \$50.

Dressing gowns of woolens or silks,

N MEN'S warm caps of a

rolled down over the ears, is

concealed and does not get

soiled by the hair, as in

These caps are made of short lengths

of heavy overcoatings, in grays, greens and browns, and are fine for motoring

(Main Floor, Market)

MEN'S initial handker-chiefs, in two particu-

They are of sturdy Irish

flax, snowy and firm, are well

made, and finished with good.

plain and easily read letters.

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. The Housefurnishings Store has the holders. (Fourth Floor, Market.)

SAFE holder for a Christmas tree

\$4.20 and \$4.75 a dozen.

larly good kinds, are

other caps of this type.

Special at \$2.50.

clever new kind, the

band, which can be

\$15 to \$65. (Main Floor, Market)

or dressing gown.

takes his ease in his

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. They are rapidly selling because properly priced. We do not hold goods at high prices one day to mark them down the next, to then rush them off as a sale of reduced

We know that poor quality goods, highly advertised, are never cheap though they may look so at first.

We are content and happy in just doing the right thing every day to the best of our knowledge and belief.



Dec. 18, 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 bor-ders and a good deal of flare, and the price for so much luxury seems surprisingly small, \$675.

Another rather long coat of natural gray squirrel is extremely well worked. This has a shawl collar and huge patch pockets, \$650.

huge patch pockets, \$000.

A short taupe-dyed squirrel coat has the new border pockets, big shawl collar and front belt, \$450.

A short coat of dyed nutria has a shawl collar of beaver. This is belted and has the novel border pockets, \$300.

A coat of natural muskrat has border and sleeves and shawl collar

der and sleeves and shawl collar of the skins reversed so that stripes are suggested. Sleeves are bell-shape, \$300.

(Second Floor, Chestnut)



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.

Soft, gray moleskin, squirrel, the pretty nutria and brown beaver and seal are the furs used. Most often they are used alone, but sometimes two furs are effectively combined.

They are trimmed with flowers or little fur heads, or with velvet in new and

\$12 to \$40.

(Second Floor, Chestnut)

The Woman's Own Gift

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

The silks themselves are a mighty good reason, good enough in fact to leave no need for another reason—although there are plenty of other good ones also, for silk is a woman's own gift.

These assortments are surely fine, and they are fed by a running stream of new arrivals, the latest being-

New printed silks, \$4 a yard. New white Japanese wash satins, a beautiful quality, at \$2 a yard. New colored satin habutai for lamp shades and linings, \$1.25 a yard. New crepes de chine, \$2 a yard.

New satins, \$1.85 a yard. (First Floor, Chestnut)

Fashion Favors Women's Coats of Plush and Velour

They possess all the features of fur coats—the fullness, the big collars, big

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. Still another has a high belt, and a self-collar and costs \$47.50.

Among the velour coats are some long ones with self-collars and plain linings at \$67.50; and others with collars of dyed nutria or dyed raccoon at \$87.50. (First Floor, Central)

Fresh Flannellet Nightgowns

It doesn't matter what sheer and dainty nightgowns a woman chooses for habitual wear-she is certain to have a pair of flannellet nightgowns tucked away somewhere for an emergency, in case there is an unexpected cold snap

or something like that.
Regular sizes, \$2.25 to \$3.50.
Extra sizes, \$3 to \$3.50.
(Third Floor, Central)

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.

Prices start at \$1.35 and go on up

(Main Floor, Central)



Christmas **Special**

CAREFULLY chosen merchan-dise of high gift quality, in each instance marked at a price ncomparably low for the times.



A Little Sale of Gloves for the Entire Family

Women's Gloves At \$1.50-one-clasp doeskin, buck nished, outseam sewn.
At \$1.75—one-clasp washable cape-

skin, outseam sewn in pearl. At \$2-one-clasp washable cape-kin, pique sewn in tan, brown, haki, ivory and gray.

At \$2.25—tab wrist glace, pique ewn in white and white-with-black.

At \$1.25 — two-clasp, duplex (washable) fabric gloves, in white, buck, tan, brown and gray.

Stately Hall

Clocks

nity which increase with age-and this but makes them more endur-

ing gifts.
The Wanamaker Jewelry Store

has a large collection of the most

famous movements—clocks known throughout the world for their dependable timekeeping.

To place a grandfather clock in

your home is to enrich your pos-

(Jewelry Store, Chestnut and Thirteenth)

Just From Paris—

"Bouquet Triomphal"

Perfume

This is the latest Claire perfume, and it is a deliciously fragrant scent. This

Paris box has just been unpacked, and

Bouquet Triomphal extract, \$5.50 and \$7.50 a bottle.

Face powder, \$2 a package. And Bouquet Triomphal, like all the

other Claire preparations, can be found

(Main Floor, Chestnut)

This Gold-Filled

Jewelry May Solve

Some Problems

It is not expensive, the designs are in

good taste, and there is a good variety

Lingerie clasps, 50c to \$1.25.
Collar pins, 50c to \$1.75.
Hatpins, 50c to \$1.25.
Bar pins, 50c to \$4.50.
Brooches, 50c to \$2.50.
Cuff links, \$1 to \$3.50.

Soft collar pins, 25c and 50c. Tie clips, 50c, 75c and \$1.

Cameo brooches, \$2.50 to \$10. Necklaces, \$1 to \$5.25. Bracelets, 50c to \$6.75.

(Jewelry Store, Main Floor, Chestnut and Thirteenth)

THE Sweater Shop looks like a pretty good place for a Christmas

shopper to pause in—every imaginable kind of sweater and scarf.

Toilet water, \$6.50 a bottle.

in America only at Wanamaker's.

endure for generations.

it was just in time.

from which to choose.

Men's Gloves At \$1.50-one-clasp capeskin, sec-

ond selection, in tans. At \$2.25—a small lot of one-clasp mocha, second selection, in tan.

At \$1.85—a small lot of one-clasp suede, fleece lined, in gray. Children's Gloves

At 65c-cloth gauntlets in black. At \$1.15-fine glace gloves, fleece

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.

The Kermanshahs are the finest group in the collection, and it is a long time since carpets of this beautiful type have been offered in the same variety at such prices, \$575, in size 11.9x9.1 ft. up to \$989 in size 16.8x11.8 ft. In between are large carpet sizes at \$585, \$595, \$685, \$695, \$755, \$795, \$875 and \$978.

There is a large assortment of Chinese carpets in the sale ranging in price from \$275, in size 12x9 ft., up to \$495 in size 14.1x10 ft. Intermediate prices for large carpet sizes are \$287, \$290, \$297, \$325, \$335, \$350, \$385, \$397, sizes running from 11.5x8.11 ft. up to 12.2x9.3 ft.

Persian Mahal carpats of good heavy quality in soft, warm colors are now priced at \$185, in size 12.3x8.5 ft., up to 17.1x10.3 ft. at \$495.

Other Mahals at \$190, \$195, \$197, \$198, \$235, \$287, \$289 and \$390. (Seventh Floor, Central)

You Can Save Money Here on Silk Stockings

OMEN'S silk stockings have been getting steadily scarcer and higher in price. Yet de-spite 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.

Simply because we placed our contracts earlier than usual ordered larger quantities.

Wholesale prices of silk hosiery today are about the same as the prices at which we sell the goods to you.

Ingrain silk stockings in black, white and colors, \$1.35 and \$1.65 pair. Dipped silk stockings, very dur-

and colors, \$2 to \$3.50. With clocks, \$2 to \$5. Openwork clocks, \$2.50. Richelieu-ribbed, \$2 and \$2.50. Accordion-ribbed, \$6. With embroidered insteps, \$2.50 to \$12. Lace inserted, \$7 to \$25.

The above all have cotton tops

All-silk stockings in black, white

(First Floor, Market)

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. Prices, \$5.50 to \$16.50.

(Third Floor, Central)

Nice Little Rugs That Are Eminently Givable

Fine weaves of domestic rugs, some with plain centers and attractive bor-ders, others in Oriental designs of rich

Wilton Rugs 27x54 inches, \$9.75, \$11.75, \$12.50

36x63 inches, \$12.50, \$14.50, \$15.25 Axminster Rugs

27x54 inches, \$5.25 and \$5.75. 36x70 inches, \$7.25, \$9 and \$10.25. Velvet Rugs

27x54 inches, \$5.50 and \$8.50. 36x63 inches, \$8.50 and \$11.50. (Seventh Floor, Chestnut)

Regarding Baskets Only

Pretty nearly every good kind of basket that is made has a delegate at this basket convention, but we want to mention just a few.

Waste baskets of willow with ring handles, gilded, delft blue or white finish, are \$3.75. Square waste baskets of reed, 16

inches high and finished in pleasant greens and browns, are \$4. Natural willow waste baskets to hang on the wall, with ring handles

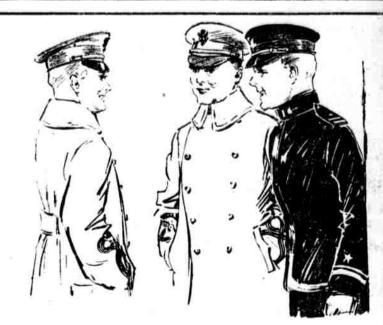
and wooden bottoms, \$1.65. Cylindrical waste baskets that can be kicked all over the field and never turn a hair are of fiber and cost \$1.50. Charming, dainty waste baskets of Philippine bamboo, split, are in browns and tans and cost \$2 and \$2.50.

Handy shopping bags are made of the rushes that grow in Sicily. These have what seems to some customers the advantage of being trimmable. Prices, \$1,25 and \$2.50.

A baby basket or folding wardrobe with four compartments is white enameled and costs \$14.50. A Moses basket for a small baby is

also of white-enameled reed and moves on rubber-tired wheels in a manner that won't annoy even the most autocratic infant. \$30.50.

(Fourth Floor, Central)



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 and men from overseas, both in the army and navy, will, many of them, need new outfittings during the period that will elapse before they don civilian garb again.

Officers' heavy O. D. kersey cloth overcoats, \$35.

Heavy O. D. whipcord and serge Medium weight serge uniforms,

Heavy O. D. woolen worsted and woolen gabardine uniforms, \$27,50. Officers' imported trench couts with oil silk and detachable wool linings, \$55.

Officers' trench coats with detachable fleece linings, \$45.

O. D. moleskin coats with sheep's

wool linings, \$12.
O. D. woolen blankets, \$7.50. Officers' O. D. flannel shirts, \$5.50. Officers' barracks caps of serge and whipcord, \$4.

Overseas caps of sorge and whip-cord, \$1.50 to \$2.50.

Field service boots and trench boots, \$16.50. Field shoes, \$12. Cordovan strap leggins, \$11.50. Big-grained cowhide leggins, \$5.50.

Field and dress boots, \$20.

Naval officers' blue-black broadcloth capes, \$40; overcoats, \$45. Chief petty officers' kersey cloth overcoats, \$35. Officers' kersey cloth uniforms,

Officers' serge uniforms, \$30. Chief petty officers' serge uni-forms, \$27.50. Naval officers' raincoats, \$16.50. Naval aviators' forestry green

Naval aviators' heavy forestry green whipcord uniforms, \$40. Medium weight whipcord uniforms, \$35.

(Military Shop, The Gallery, Chestnut)

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. They are Irish goods—heavy, full-bleached, double-damask of a fine grade, in a lustrous, satiny finish, and in a choice of four handsome circular patterns such as come only on high-grade linens.

Where is the housewife who would not appreciate a set of these as a Christmas

Table cloths, 2x3 yards, \$12 each; 2x2½ yards, \$10; 2x2 yards, \$8.75. Matching napkins, 24x24 inches, \$12 a dozen.

(First Floor, Chestnut)

Why Not a Beautiful Flag? Why not, indeed?

(Seventh Floor)

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-woeld filling, at \$15 a pair.
White blankets, 70x82, with pink or blue borders, mixed-wool filling, at

\$12 a pair.
Plaid blankets in very large size, 78x86, something unusual, pink-and-white and blue-and-white, mixed-wool filling, \$15 a pair.
Individual blankets woven to take place of camel's hair blankets, which they much resemble in their tan color and Greek borders, wool-filled, cotton-warped,

Also-for baby-crib blankets, 36x54 inches, pink or blue borders, mixed-wool

(Sixth Floor, Central)

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

The answer seems to be that the high prices of footwear have made any REAL REDUCTIONS doubly welcome. And these are real reductions, 12,000 pair of men's and women's shoes, and women's evening slippers and tongue

Savings of \$2.10 to \$6.10 a Pair

This includes shoes of all styles and for all purposes-for dress, business, Women's shoes are \$3.90, \$4.90 and \$5.90, the slippers and pumps being

flame finials.

in the first group. Men's shoes are \$4.40 and \$9 a pair. (Men's, Main Floor; Women's, First Floor, Market)

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.

\$55 for a mahogany chifforobe with wardrobe and drawer compartment. \$69 for a mahogany chifforobe. Has seven exposed drawers, a wardrobe section with sliding hanger bar and

a mirror door hat box. \$82 for a mahogany chifforobe, Chinese Chippendale influence. \$84 for a chifforobe finished in gray with decoration, Chinese Chippendale

\$90 for an Empire Colonial all-tray mahogany chifforobe.

\$100 for a mahogany chifforobe, 48 inches wide, with seven trays and a 22-inch wardrobe section. \$108 for a mahogany chifforobe, 46

inches wide, the interior being of all trays, six large ones and four small ones, with one large drawer at top. \$117 for a mahogany chifforobe with wardrobe compartment, six slid-ing trays and a steel combination safe, 9x11x13 inches.

\$125 for a mahogany chifforobe, Empire Colonial design. Has 8 sliding trays and a large mirror which slides in under the top drawer when not in use. The wardrobe section contains a sliding bar, a cane and umbrella rack, a whisk holder, etc.

\$132 for a manogany chifforobe with all trays finished in toona wood.

\$176 for a heavy Colonial chifforobe containing 7 large trays, 6 small drawers and a cupboard.

(Fifth and Sixth Floors)

\$210 for an ivory enamel chifforobe, Louis XVI style, with latticed doors. \$118 for a mahogany highboy, Queen Anne influence, \$125 for a mahogany highboy, an excellent reproduction of William and

Mary period.

\$150 for a mahogany highboy, Chip-pendale design, cabriole leg and a graceful curved top with a turned finial. \$165 for a Queen Anne highboy in dull mahogany, 7 feet high, has twelve

drawers, heavy curved top and three

\$190 for a mahogany highboy. Queen Anne design, carrying out in detail the shell knee, the spoon foot and the sunburst in the top, with exact reproduction of the original trimmings.

\$235 for a mahogany Chippendale highboy, 87 inches high, has heavy rope edge platform, ball-and-claw feet, fluted corner column and curved cabinet top.