

MUSIC OF CHRISTMAS TIME
9:15—Carols by voice and organ.
11:15—Branco Odet will play old carols.
followed by Chinese at the
stroke of noon.
8:15—Grand Organ and vocal quartet.

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER
Rain

What a Boon This Christmas Will Be to a Bruised Old World!

A Kindly Heart Was Given to Us for Everyday Wear

It is not necessary to talk about its goodness when it can speak for itself in courtesies, beginning with the breakfast table and ending at night when we turn off the light and close our eyes.

Yet, a man or a woman can be

Like an Old Grandfather's Clock

much cared for for its heirloomishness, which, so far as its old white face was concerned, with a moon creeping in on it at the upper left-hand corner, combined to make its hands tell the right time, but when it spoke it always struck the wrong hours.

A little careful regulating of ourselves to strike right at Christmas time would do wonders for many of us.

Really, there are Christmas flowers that have been known to bloom a whole year!!!

[Signed] *Joe Wanamaker*

Dec. 14, 1918.

200 Women's Gowns Reduced to \$50 Each

A little of everything taken out of our own stocks and reduced because sizes are incomplete. Here are a few light Georgette crepe gowns that can be used for luncheon dresses; satins with colored vests; plain blue and black Georgettes, tricolettes, serges, tricotines, satins trimmed with jet, duvetynes and wool velours. Also there are a few evening gowns in light shades and some black nets.

There's a wonderful variety in the lot.

(First Floor, Central)

75 Limousine Wraps—now \$75 to \$145

The lovely individual pieces of rich pile fabrics—duvet de laines, evora cloths, zenobias and cashmere velours, cut after the odd and charming manner of this season's wraps. Many of them will be wanted by women who wish for medium-weight coats to take South.

No need to add that colors are delightful!

(First Floor, Central)

New 1919 Cottons Forecasting Southern Fashions

And that means, of course, the first hint of what will be worn next Spring. Volles give every indication of being the favorite cotton fabric, and these first new ones are very lovely in designs and colorings. 50c to \$1.50 a yard. With them have arrived some exquisite printed crepes in tiny patterns and of fine cobwebby texture. They are beautiful at \$1 a yard. You will find them in the Dress Goods Salon, together with many other gift-like suggestions.

(First Floor, Chestnut)

The Loveliest Night-gowns of Silk

have just arrived in the Little Nightgown Salon—and that adjective is no exaggeration. They are of exquisite flesh-colored crepes de chine and wash satins; made with the utmost simplicity and perfectly finished, their only ornamentation being smockings, hemstitchings, tucks and folds.

Prices are \$8.50 to \$18.50.

(Third Floor, Central)

LITTLE things in the way of corset accessories make very acceptable remembrances. Dainty pink bandeaux with lace are 85c to \$2; brassieres of the same sort are 85c. Other little things are garters—old rose, lavender, pink, with roses and knots of ribbon—priced from 75c to \$2.50.

(Third Floor, Chestnut)

FASHIONS change, but one gift never goes out of fashion, never deteriorates and never lacks the power to give pleasure.

DIAMONDS

mounted in the finest of platinum settings are more sought after as Christmas gifts this year than ever before.

From \$170 to \$3800 for diamond bar pins, and every form of fashionable diamond jewelry is included between these two prices.

(Jewelry Store, Chestnut and Thirteenth Streets)

When St. Nick Goes A Fur Hunting

he may like to tuck this bit of advice in his pocket—in buying furs for the very nicest sister or young daughter or niece he is perfectly safe to choose foxes! There is literally nothing that the said young persons will like better.

The favorite colors this year are taupes and browns of various shades, and prices are \$75 to \$225 the set.

Sets of wolf are \$55 upwards. Neckpieces alone of fox are \$50 upwards; of wolf alone, \$20 upwards.

(Second Floor, Chestnut)

Did Any One Say Silks for Christmas?

Seems as though everyone was turning toward the highest and loveliest colored silks and velvets to use as gifts for those they love.

Never have we seen such an expression of feeling for the silken textures as there is this Christmas and never was there better reason.

Wanamaker silks are known as "standard silks." They are economical and practical because they are fairly priced—as low as we can safely make them.

We are utterly opposed to selling questionable silks at any price.

There are new plain colored satin habutais for only \$1.25 a yard.

Satins in many, many colors, \$1.35 a yard.

Japanese wash satins, \$2 a yard.

Crepes de chine, \$2 a yard.

Printed silks, \$4 a yard.

(First Floor, Chestnut)

Lovely Scarfs All Spangled and Beaded

Now that more women are wearing evening and party frocks again there is need for these dainty scarfs, so your gift of one, if you decide on a scarf, will be quite appropriate.

These are of filmy nets, in white and black and some pretty colors, and are spangled and beaded and embroidered in tinsel and gold in various effective designs.

There is really quite a variety and there are many styles between \$7.50 and \$30 each.

(Main Floor, Central)

Christmas Special

70 Dinner Sets Special at \$35 a Set

Some are English, some are French. The English sets are border patterns with coin-gold handles.

The French sets are spray decorations with coin-gold handles.

All are sets of 107 pieces, our full regular assortment.

There is a saving of \$10 on every set.

(Fourth Floor, Chestnut)

140 Dozen Madeira Tea Napkins \$7.50 a Dozen

Hand-scalloped and beautifully hand-embroidered in a variety of designs; all very fine examples of Madeira handwork. The size is 14x14 inches, and there is a saving of \$2.50 on every dozen.

Conveniently boxed for Christmas giving.

(First Floor, Chestnut)

50 Pair of Linen Pillow Cases \$5, \$6.75 and \$9.75 a Pair

Of a very fine quality of pure Irish linen, all excellently hand-embroidered in attractive designs. Those at \$6.75 are scalloped as well as hand-embroidered, and those at \$9.75 are real Madeira hand-embroidered pieces—elaborate and beautiful work.

(First Floor, Chestnut)

Women's Kid Gloves of the Finer Sort

Black or white kidskins, with self-stitching and 2-clasp fastening, \$2 a pair.

French kidskins, in gray, white or black, overseam sewn, \$2.25 a pair.

Or still finer gloves of black, white, with the same or contrasting stitching, and tan kidskins, \$2.50 a pair.

Reynier gloves, with three clasps and in black, white, brown or gray; or other kidskins with two clasps, in black or white, \$3 a pair.

Reynier gloves, pique sewn, in black, brown and white or black with self or contrasting stitching, 2 clasps, \$3.25 a pair.

(Main Floor, Central)

A Beautiful New Lot of Saruk Rugs in the Christmas Sale

A rich, glowing, lustrous collection of gift pieces, all priced below prevailing valuations. Saruks are in many respects the finest rugs woven, not only in colorings, but also in their heavy, substantial quality.

Not often, however, does one find such an attractive group as the new Christmas shipment to be shown in the sale Monday. These pieces fairly glow with beauty in their soft, subtle shades of pink, old rose, blue, reds and other elusive and pretty shades. These surely are gifts that will be treasured through the years.

Sizes from 2.4x3 ft. to 3x6 ft. approximately. Prices \$75 to \$255.

Three beautiful groups of large carpet sizes are also in the sale at substantial reductions from former prices. Chinese carpets, \$275 for size 12x9 ft. to \$495 for size 14.1x10 ft.

Persian Mahal carpets, \$185 for size 12.3x8.5 ft. to \$499 for size 16.6x10.9 ft.

Persian Kermanshah carpets, \$385 for size 11.7x8.10 ft. to \$978 for size 16.3x10.1 ft.

(Seventh Floor, Central)

A New \$5000 Collection of Cut Glass Ready Monday

Every piece of it bought with the thought in mind of securing a good Christmas gift for somebody.

Every piece moderately priced.

Every piece of standard quality in a desirable cutting.

Bowls, \$3 to \$25.

Sugar and cream sets, \$3.50 to \$13.50.

Jugs, \$4 to \$20.

Celery trays, \$2.50 to \$12.

Compotes, \$3.50 to \$20.

Bonbon dishes, \$1.25 to \$4.

Flower vases, \$3.50 to \$60.

Lemonade bowls, \$22.50 to \$150.

(Fourth Floor, Chestnut)

Explaining Our Low Prices on Silk Stockings

Every day or so somebody asks us how it is that we can sell silk stockings for so much less than other stores. There are two reasons:—

First, because we bought before the advance in silk.

Second, our extraordinarily large outlet makes our orders equal to those of the largest wholesalers, so that the cost to us is in proportion.

We have here what is admitted to be the most complete silk hosiery store in the world, with women's silk stockings at \$1.35 to \$25 a pair, and men's half hose at 65c to \$6 a pair.

Silk Hosiery Specials

At 75c, black and white first grade seamless silk stockings.

At \$1.25, firsts and seconds of white and colored full-fashioned thread silk stockings.

At \$2.15, seconds of accordion-ribbed boot silk stockings.

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

Handkerchiefs—and Handkerchiefs—and more Handkerchiefs

Despite the inroads made every day, there are still thousands of fresh and snowy "kerchiefs, for we freshen assortments by bringing new things down each day from the stock rooms.

There are all the kinds that women want—lovely lace edges, beautiful embroidered handkerchiefs, initials, gay colors and the plain and simple sorts galore.

Everything men like and use—plain hemstitched, initial and novelty handkerchiefs in white or colors.

And ever so many new kinds for the youngsters.

There's a new 65c handkerchief for men that's worth particular mention—it has tapes above the little plain or hemstitched hem.

P. S.—We are still taking orders for marking or machine embroidery.

(Main Floor, Central)

Irish Linen Towels Just Opened

Fine Irish pure linen huckaback towels in a large assortment of damask borders, and some medallion effects, size 22x40 inches, \$1.25 and \$1.50 each.

Good, practical gifts, welcome in every home.

(First Floor, Chestnut)

A Delightful Gathering of Tea Tables

Here is where one is reminded of the old song, "Polly, Put the Kettle On And We'll All Have Tea."

Such lovely examples of cabinet making as these tea tables are—and no less than fifty different kinds to choose from at prices running all the way from \$7.50 to \$90. They are the most gift-like things imaginable—dainty, novel, unique and practical. It will brighten the eyes of any woman to see one of these added to her home.

The table at \$7.50 has an oval-shaped top with



BECAUSE it would be a pity if Christmas this year in your home fell anything short of being the best that Christmas could be, we call your attention to the

AMPICO REPRODUCING PIANO—The Most Wonderful Musical Instrument of All Time

The Ampico reproducing piano can not be compared with any other player or reproducing piano because its principle is so radically different. It reproduces through the vibration of the piano wires as the living artist is making the roll and not through the medium of a punch.

The result is a human quality in the playing of the Ampico that no other player-piano can equal. The finest shading of the original hand-played performance is reproduced with the utmost fidelity and naturalness.

Let the Ampico Make This a Musical Christmas

Even if no one in your household can play, the Ampico will entertain you with the finest music in the world, played by the best musicians.

(Egyptian Hall, Second Floor)

As a Christmas gift we can think of nothing more superb than an Ampico reproducing piano. For years to come it will be a thing of joy and inspiration.

The Wanamaker Store is the sole distributor in Philadelphia for the

Chickering Ampico, grands and uprights.

Schomacker Ampico, uprights.

Marshall and Wendell Ampico, uprights.

Celebrated Knabe Ampico, grands and uprights.

We shall be glad to have you come in and listen to one of these marvelous instruments play. It will entail no obligation on your part to buy, but if you should wish to do so you may arrange terms to suit.

A Handsome Bed Set Is a Joy for Years

And you can just imagine with what pleasure it will be received by the bride in her new home or, in fact, any woman with the home-loving instinct.

These sets are of serim or marquise, with antique lace motives and embroidery motives for decoration, and the range of prices is sufficient to satisfy everybody.

\$7.50, \$8.50, \$10, \$12 and on up to \$45.

A few very handsome sets, with real file and Cluny laces and openwork hand embroidery, have been reduced to \$37.50 and \$42.50 from more than double.

(Fifth Floor, Market)

BABIES, Christmas trees, the family generally, returning soldiers—these are always subjects for the photographic enthusiast.

Brownie cameras, \$2 upward.

Folding pocket Kodaks, \$7.50 to \$60.

(Main Floor, Chestnut)

OPERA glasses are a very lasting kind of gift, for the lenses will give pleasure for a lifetime. Everybody who goes to the theatre should have a pair.

\$4 to \$25.

(Main Gallery, Chestnut)

5000 Pair of Men's Shoes at \$4.65 Are Added to the Great Sale

There are three styles of these shoes and at \$4.65 you are getting them for less than what it costs to make them today.

They are all stout, practical shoes, with wide toes, wide shanks and low, broad heels.

One is a blucher lace shoe of plump, black boaried leather, with heavy soles.

Another is a plump, dark brown grained-leather blucher, with heavy soles.

The third is also a plump, dark brown grained-leather blucher, but this has medium-weight soles.

A Splendid Gift of Furs For a Motorist

In the Men's Hat Store is a set of fur collar, cap and gloves that would rejoice any man's heart.

These pieces are of fine selected Alaska seal, which is deeper than other seals, and make one of the handsomest sets that you can find.

The price is \$210—\$100 for the collar, \$60 for the cap and \$50 for the gloves.

(Main Floor, Market)

Want Something New and Fine for a Man?

The Men's Wear Store has designed especially for this Christmas a set of Spitalfields silk neckties and muffler to match.

The Spitalfields silk scarfs that we import from England are of a rich, heavy fabric in distinctive patterns. They make extremely smart four-in-hand ties and we have made up a limited number into mufflers so that Philadelphia men may have mufflers to match their neckties, as do the fashionable Londoners.

(Main Floor, Market)

Imitation Ivory Pieces to Finish Out a Set

is an excellent thought for a young girl's Christmas present.

Just now the assortment is remarkably good, and there is great variety of prices.

Combs, 25c to \$2.50.

Hair brushes, \$1.35 to \$7.50.

Mirrors, \$1.50 to \$9.25.

Cloth brushes, \$2.50 to \$5.

Hat brushes, \$1 to \$2.50.

Powder boxes, 60c to \$7.

Also smaller pieces from 35c to \$2.50 and sets from \$6.25 for a three-piece set to \$35 for one of 18 pieces.

(Main Floor, Chestnut)

The Best Way to Roast Your Christmas Turkey

is to put it into a Savory roaster, and this is why:

The Savory roaster is football shape, being deep where the roast is thickest; the airtight cover keeps all the juices in and the concave bottom keeps the juices under the meat.

You do not know how delicious turkey can be until you eat one that has been cooked in a Savory roaster.

For 8 to 10 pound turkey, all steel, \$1.50; blue-enamelled steel, \$2.50; gray enameled steel, \$3; aluminum, \$5.50.

For 12 to 16 pound turkey—all steel, \$2; gray-enamelled steel, \$3.75.

For two turkeys, all steel, \$4.75.

(Fourth Floor, Market)

mahogany with drop leaves, a platform base and claw feet.

We have another in inlaid mahogany, Sheraton style, for \$35, which is of the double-deck effect.

The one at \$45 is also double-deck, of Cuban mahogany, built on plain lines with a double folding drop leaf top and shelf, giving a surface space when open of 44x52 inches, which is really the size of the average dining-room table. When the leaves are down, however, it occupies only 37x22 inches.

The tea table is a popular gift—and no wonder.

(Fifth Floor)