

Music of Christmas Time  
 9:00—Grand Organ and Carol Singing.  
 11:00—Old Carols by Brass Octet;  
 Christmas at Stroke of Noon.  
 8:15—Grand Organ and Carol Singing

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER  
Fair

# The Wanamaker Store Is Like a Great, Sparkling Christmas Tree

## Today Begins the "Homestretch" Week to Merry Christmas

This year Christmas really began on that never-to-be-forgotten Monday morning, November 11, 1918, five weeks ago, when we could not open our stores nor do anything but sing, dance and celebrate the dawn of peace.

The whole world changed that day because there were to be no more shots fired, and our boys were turning their faces homeward. How we all shouted, "Let our boys come home, wounded or sick—we want them so much!" We never thought we loved them so much.

### And Ever Since That Monday

We have been planning for their Christmas. If the ships bringing them are only on the way we shall have a place for them at the table and their Christmas presents shall be saved until they arrive, all the same!

And, oh, when they come they shall know, without anybody's telling them, how much we love them!

### "My, Oh My!" What a Lot of Things You

have taken from this store—"yours and ours"! But we are still well prepared for the

### Last-Minute Shopping

for it is our business so to be. This is our forty-second Christmas on these corners, and we have learned how to do what you expect of us. Of course, some things have been sold out, but, as you look at our full counters and high-piled shelves, you can hardly tell that anything is gone.

### Anyway, You Are Sure to Find Something

and we shall do the best we can for you, come when you will.

[Signed] *Joe Wanamaker*

Dec. 16, 1918.

## Dresses for the Parties When She Comes Home From College—

—of boarding school—and there are sure to be parties this year of all years—are crowding into the Young Women's Salons these days.

And such lovely dresses they are! Shimmery taffetas and the softest satins, cloudy nets and delicate chiffons in colors that are quite as bewitching as their new styles.

Some have those new sleeves with the slashed effect to show a pretty arm; some have the new draped skirts; quite a few are quaintly beaded; some have adorable sashes which tie in back.

There's a new color which is called moonlight, because it's such a silvery blue; a lovely turquoise shade, wonderful rose and pink hues, and ever so many more, as well as white.

\$25 to \$55—and 14 to 20 year sizes.

(Second Floor, Chestnut)



## Timely for Christmas—Women's Coats Are Reduced

Only about 850 altogether, but wearable coats that women are buying, even at everyday prices, as excellent investments.

They are chiefly in small groups, which means not every size in each style.

\$18 for all-wool serges and heavy all-wool frieze, black and navy.

\$20 for all-wool tweeds, grayish effects.

\$30 for long, dark blue navy capes and handsome burella coats.

\$35 for fine velours and broad-cloths, all good colors.

\$45 for heavy O. D. meltons, tan only.

\$50 for velours with shawl collars of pearl and natural rayon.

\$57.50 for the warmest frieze coats with natural rayon or moose collar.

(Third Floor, Central)

## Disposal of Good Second Grade Silk Stockings and Half Hose

There is a great difference between "seconds," but you can always count on Wanamaker "seconds" being first selection and plainly marked. Whatever slight flaws they may have will not affect the wear.

### Women's Stockings

75c for fashioned, dipped thread silk, black and white.  
 \$1.25 for fashioned thread silk in black, white and colors.  
 \$1.50 for fashioned thread silk, Richelieu ribbed, clocked and embroidered.  
 \$2.15 for fashioned thread silk accordion-ribbed boot.

### Men's Half Hose

50c for fashioned thread silk, black, white and colors.  
 (West Alle)

## Exquisite Waist Patterns With French Hand Embroidery

They all open in the front, according to present fashion, but with that exception women can have them made up in any style to suit their fancy.

They are of fine white mull, and besides the fronts, collars and cuffs of embroidery, most have the backs embroidered also.

From \$5.75 to \$18.  
 (Main Floor, Central)

## Eureka ("I Have Found It") Silk for a Woman

WANAMAKER silks hold the field.

The extent to which they are being given for gifts surpasses anything ever known in the silk business. They hold the field in value as well as in fineness and variety.

Actual comparison, grade for grade, price for price, has proven this to quite a few people, who tell us they "used to think our silks were high, because they are so fine."

Satin messaline is one of the standbys of a good silk store. It is a good test of any silk store.

Quite a number of stores in this part of the country have been offering satin messaline in sales as something very unusual at \$1.75 and \$1.85 a yard, yet these are our regular prices.

All along the line our silk prices are moderate, in many cases they are old unrisen prices. All along the line the qualities are the highest obtainable for the price.  
 (First Floor, Chestnut)

Varieties are profuse and every day freshens them with new arrivals.

Another new shipment of Spring foulards are ready in a choice of patterns, principally blue and white and black and white, 40 inches wide, high-grade goods, at \$3 a yard.

Also a new unfolding of soft printed radium silks in different colors for dresses and linings at \$3.50 a yard.

## A Splendid Collection of Reliable Furs

It doesn't matter which fur you buy—a lovely sable stole at \$675, or a Hudson seal (died muskrat) collar at \$20—it is the best that knowledge and care can secure. One might buy it in the dark and feel perfectly secure about it.

Our stocks are large and will continue to be up to the last moment before the holiday.

(Second Floor, Chestnut)

## First English Sports Hats for Women's Southern Wear—

THEY have just come across the broad Atlantic and been lifted from their cases. They are altogether lovely, these new hats, and women going South for golf and other sports will find them charming.

Rather generous of shape, they are broad-brimmed and comfortable on the head, as well as being most becoming to the majority of women. Of

velours, hatter's plush and chenille, they are quite simply trimmed, usually with ribbon bows.

Women will delight in their colors and combinations—henna, the new blues, emerald and jade greens, turquoise, American beauty, coral, rose, chamois and other tones. To appreciate them best, though, you must see them.  
 Prices start at \$22.  
 (Second Floor, Chestnut)

## A Snowstorm of 120,000 Fresh and Fine Handkerchiefs

It's a blizzard that has settled down over the Handkerchief Store overnight! They're brand new; every case and every corner of the Handkerchief Shop is full of newness. And all are specially priced, too.

Thousands and thousands of dozens of new plain hemstitched, taped handkerchiefs and one corner embroidered for women—the kinds most wanted—\$1.75 to \$4.20 a dozen.

Men's handkerchiefs (and this includes a brand new shipment from Ireland) in a wonderful array, at all prices that you have in mind, and a special box at \$4.50, which includes six plain handkerchiefs of unusually good quality with hand-embroidered initials.

(Main Floor, Central, and West Alle)

## Locket—New, But Old-Fashioned Looking

They are quite the fashion this Winter—those quaint, old-fashioned-looking lockets like those our grandmothers wore a good many years ago.

The new lockets are in square, oval and round shapes, and there is room for a picture and sometimes a mirror, too, inside.

Silver and gold plated lockets, \$2.75 to \$15.

Imitation shell or coral, jade, lapis lazuli or dark blue lockets, in many styles, are \$4.25 to \$10.50. All these have chains to match.

Locket of imitation shell, without chains, are 75c and \$1.  
 (Jewelry Store, Chestnut and Thirteenth)

## 17,796 Pairs of Gloves Within the Past Week

have just been unpacked and are down in the Glove Store. That number added to our already full stocks gives you a wonderful assortment from which to choose. It is without doubt the most comprehensive glove assortment in town, as many of our customers have already told us. There are gloves for all purposes and people.

For women—fine French kidskins, washable does and glaces, capeskins, mochas, suede duplex and silk gloves; also silk, fleece-lined and knit-lined gloves, fur gloves and wool gloves.

For children—kid gloves, mocha and capeskin, fur gloves, capeskin and cloth gauntlets, lined gloves and gauntlets.

For men—suede, mocha, capeskin, buckskin gloves, auto gauntlets and all sorts of lined gloves.  
 They are of first quality always, and fairly priced.  
 (Main Floor, Central)

## Chinese Embroidered Robe Patterns

They are every bit hand-embroidered in the most exquisite manner and embellished with insets of real flet lace (usually only found in French garments), and they also have hand-drawn work insets.

These robe patterns make the loveliest gowns for Southern wear or for Summer in this climate. They are of sheer white mull, worked in white, and there are five patterns: \$45 to \$65.  
 (Main Floor, Central)

## Tailored Satin Waists

First, a self-striped satin in navy only. \$5.50.  
 Second, a black and navy style at \$6.  
 Third, one in black only at \$7.50.

All three have the adjustable collars.  
 (Third Floor, Central)

## A Limited Lot of Specially Priced Rugs

These are the standard makes of domestic rugs in the following weaves:

**Wilton Rugs**  
 9x12 ft., \$58, \$67.50, \$72.50 and \$82.50.  
 8.5x10.6 ft., \$55, \$65 and \$75.

**Seamless Velvets**  
 9x12 ft., \$45.

**Tapestry Brussels Rugs**  
 9x12 ft., \$32.50.  
 50 rolls of plain color Wilton velvet carpets special at \$3.50 a yard.

Inlaid linoleum, \$1.35, \$1.55 and \$1.75 a square yard.  
 Printed linoleum, 75c a square yard.  
 (Seventh Floor, Chestnut)

## The Wanamaker Diary for 1919

People who have had this handy little reference book in the past say they would not be without one.

10c each wherever you see a pile of red books.

## A Fine Group of Gift Linens

The gift of linen should, above all things, be linen. It will be linen if you buy it in a store that has never wavered from the rule of all-linen.

This all-linen store is fairly blooming with the most desirable gift pieces, and tomorrow we spread out a very interesting reserve lot at prices carrying the advantage of a purchase made a year and a half ago.

Scarfs, tea cloths, hand-embroidered linen pillow cases and soft, bird's-eye weave hemstitched towels—what could be more appropriate for a home?

All purchases will be attractively boxed for presentation.

Scarfs and tea cloths of a good quality of pure Irish linen, neatly hemstitched and with mitered corners.

Scarfs—20x36 inches, \$1.75; 20x45 inches, \$2; 20x54 inches, \$2.50 each.

Tea cloths, 36x36 inches, \$2; 45x45 inches, \$3.75 each.

Hand-embroidered linen pillow cases, neatly hemstitched, size 22½x36 inches, \$5 and \$6 a pair.

Towels, very soft weaves, pleasant to use, in a very generous size, 24x40 inches, both in plain and figured designs, at \$1 each.  
 (First Floor, Chestnut)

## Christmas Lights

Bayberry candles are supposed to bring good luck to the house. 50c for a box of two. Liberty lights—the big, red candles in holiday candlesticks, are jolly things to burn when the soldier lads come home, and cost \$1.75.

1000 mahogany candlesticks are specially priced at 75c each. Incidentally, the much-wanted student lamps have arrived in the Lamp Store. \$15 to \$28.50.  
 (Fourth Floor, Central)

## A Subtle, Delicate Scent Is Charme d'Amour

and one that so many women have enjoyed. It will make a delightful Christmas gift.

Charme d'Amour perfume, \$1.25, \$2.50 and \$5 a bottle.  
 Toilet water, \$2.50 and \$5 a bottle.

Face powder, \$1.50 a package. All are put up in attractive fashion and very dainty.  
 (Main Floor, Chestnut)

## Men's Sheep-Wool Lined Reefers Reduced to \$12

For any outdoor wear in which a man requires freedom as well as warmth there is no coat superior to these. As Christmas gifts to men who need such garments we can think of nothing better.

At \$12 they are very much less than regular price.

(London Shop, the Gallery, Chestnut)

## Service Chevrons

The Military Shop is ready with the new silver chevrons designated for officers and men who have been on duty in this country.

Also the gold and wound chevrons.  
 Price is 35c for each stripe.  
 (The Gallery, Chestnut)

## Where Is the Man Who Doesn't Like Silk Shirts?

He isn't so easy to find as the man who likes silk shirts and doesn't care to pay the price for them, but who would mightily appreciate some silk shirts on Christmas Day.

We have what customers tell us is the finest collection of silk shirts in this city, and through advantageous buying are able to get a better quality of silk shirt than you will find almost anywhere else at the same price.

Prices range from \$4 to \$10.  
 (Main Floor, Market)

## Christmas Specials

### 504 Women's Silk and Artificial Silk Scarfs at Half Price

Some are even less than half, being a mill's clearaway.

Plain and fancy styles, all suitable for gifts.

Thread silk, \$2 and \$3.50.

Artificial silk, 75c and \$1.25.  
 (East Alle)

### Automobile Accessories at Lowered Prices

Fitted luncheon cases with knives, forks, spoons, plates, cups and napkins for four people, \$12.

Automobile bumpers, \$10.

Ford radiator covers, all models, \$3.

Quart-size vacuum carafes, to keep liquids hot or cold, \$4.50.  
 (The Gallery, Chestnut)

### 1500 Sewing Chatelaines 40c Each—Special

Chatelaines are those handy little contrivances so many women use—white rings with pink or blue ribbons run through, and on the end a needle case, emery and scissors, or darning, in place of the needle case.

Ordinarily these sell for half as much again.  
 (Main Floor, Central)

### All-Wool Velour Suiting at \$2.50 a Yard

The lowest price we have heard of for an all-wool velour of this quality for many months.

It is heavy enough for suits or coats, 54 inches wide, and comes in plain and mixed colors. There are only a few colors, but they are all the most desirable dark shades.  
 (First Floor, Chestnut)

## 217 Persian Mosul Rugs

(A New Unbaling)

\$27 to \$37.50

The sizes are 3x5 ft. to 3.5x7 ft., approximately. A new importation of excellent pieces, in lustrous shades of Persian red, blue, green, ceru, pearl and steel gray tones.

In view of the quickness with which gift buyers picked up a lot of similar pieces recently shown, there is no need to say more about these except to remind everybody that early choice is best.  
 (West Alle)

## The Chaise Longue Makes a Fine Gift to Enrich a Home

This is a piece of furniture that has come into fashion of late years. It is a finer development of the old-time lounge, more convenient and more elegant-looking for boulevard and bedroom purposes.

As a gift from a mother to a married daughter or a gift from anybody to mother herself, it is appropriate, genuine and lasting.

The variety of these pieces shown in our stock is remarkably large and attractive.

\$73.50 for a chaise longue in a brown frame, Windsor effect, in cretonne.

\$68 for a chaise longue, stippled enamel and decorated frame, in cretonne.

\$54 for an enamel and decorated chaise longue, rounded cane head and sides.

\$48 for an enamel and decorated chaise longue, close-woven cane head and seat.

\$51 for an ivory enamel chaise longue, square tapered legs, with cane head.

\$49 for a putty enamel and decorated chaise longue with all-hair cushion.

\$174 for an all-overstuffed chaise longue with loose down cushion, heavy roll head and foot.

\$60 for a mahogany curved chaise longue, with graceful curved cane head. Seat and pillow in cretonne.

\$88 for a mahogany chaise longue, Queen Anne design, upholstered in blue and gold velour.

\$151 for a mahogany chaise longue, Spanish influence, with down cushion and pillow.

\$121 for an all-down upholstered chaise longue, Louis XVI influence.

\$27.50 for a mahogany chaise longue, Queen Anne style.

\$35 for a mahogany chaise longue with winged cane back.

(Fifth Floor)