

Music of Christmas Time 8:00—Grand Organ and Carol Singing. 11:00—Old Carols by Brass Octet. Chimes 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 Store Closes 5:30 P. M.	WEATHER Fair
---	---	---	---	-----------------

One Week From Tomorrow Christmas Will Be Here

As No Other Business Building in Philadelphia

is used every business day of the year by so many people as the Wanamaker Building, it is of public interest to know and then set out the exact facts as to its construction.

It is built of solid granite and steel from bottom to top, upon a city block of four wide streets, with foundations on the hardpan.

There is but little wood inside of it, except its necessary fixtures and its floors, which are laid on concrete.

Its electric wires are buried in hollow tiles, surrounded by concrete.

Its roof is of heavy, cemented tile.

There are no boilers, engines or dynamos in the store building. They are installed in our private Power House on Ludlow street, between Thirteenth and Twelfth, above Chestnut.

We have no electric elevators.

Our elevators are of the Hydraulic Plunger type of the best construction.

We have 52 Passenger Elevators, and 16 Freight Elevators that can be used for Passengers also, 2 Elevators one story to Gallery, 70 in all

There are thirteen entrances and the same number of exits from the street floor to the street.

There are four entrances and the same number of exits from the Down Stairs Store directly to the street.

There are six large staircases which run from the Down Stairs Store to the twelfth story.

There are four equidistant stone and brick fire towers from the sub-basement to the roof, each fire tower containing two complete staircases, so that the fire escapes are equivalent to eight staircases.

All the passageways are level and wide and continuous, with no man traps in them nor dark corners.

High ceilings and scientific construction of pipes under the floors. Bad air is drawn out by powerful exhaust fans and fresh air is drawn in and washed before entering the building. The air in the Down Stairs Store is changed completely six times an hour, or every ten minutes.

The Grand Court of Honor is not for light and beauty alone, but it is a powerful assistant to the ventilation.

It is believed that, taken altogether, this building, in its size and completeness, holds the first place among modern business buildings.

The view of a Board of Examiners of Mechanics and Insurance Men.

No boilers or furnaces under this roof.

Safety first elevators.

Abundant entrances and exits.

Aisles.

Ventilation.

Center Court.

[Signed] *John Wanamaker*

Dec. 17, 1918.



125 Women's Serge Dresses Special at \$20

And as long as good serge dresses can seldom be bought for anything like so little, we think Santa Claus had better put these down on his shopping list.

There are a dozen styles or more, in navy and black, some braided, some with close-set rows of Hercules braid, some with tiny buttons and tiny cording, some with tunics and others straight from throat to hem. The necks are chiefly round and oval.

In a word, they are the sort of dresses that lots of women are waiting for—to wear under fur coats, to wear for traveling, for business, for everyday at home. Tomorrow's price is from \$12 to \$20 less than early season prices.

Sizes 34 to 46. (First Floor, Central)

PROBABLY it is because they are so simple, but it is a fact that there never was a season when fur coats were so becoming to so many types of women. Also there never was a season when the furs were deeper and richer—thanks to last Winter's cold, which made all the little animals grow the thickest pelts they possibly could.

Hudson seal (dyed muskrat) coats, long and plain, are \$225 to \$350.

Long and short, with massive trimmings of skunk, mink, beaver and squirrel, \$325 to \$700.

Nutria coats, natural and taupe dyed, long and plain, \$300 to \$525. Shorter nutria coats, full and very jaunty looking, some with other furs for trimming, \$225 to \$375.

Natural racoon coats—mostly for women who drive their own cars. \$250 upward.

Also, novelty coats of mole, leopard and fine beaver. (Second Floor, Chestnut)

A Dainty Little Overnight Bag

It is of auto leather, all through, and is lined with good moire silk. Light in weight and smart in shape. A small bag but large enough to carry the night dress and toilet articles necessary for a woman's overnight visit. \$12.50 a low price for it. (Main Floor, Chestnut)

FROM Far Nippon—New Silk Kimonos

More than a year ago our representative ordered them "over there," and only now have they arrived. But they are enchanting in color and texture, and altogether perfect to give to some luxury-loving woman.

Some are of charmeuse in soft blues and grays in crackle design; some of habutai with embroidery; others of china silk in rainbow colorings. Prices are \$15 to \$25.

The French Room has abundant other delightful things—quilted wrappers, quilted jackets, lovely silk wrappers. (Third Floor, Chestnut)

"UNDIES" for Useful Gifts

Such things as warm, cozy flannel nightgowns; delightful silk nightgowns—made of pink wash satin and crepe de chine; silk chemises, envelope styles, and bloomers.

It's a wonderful bloomer season—perhaps because of the slim, straight silhouettes. (Third Floor, Central)

BOUDOIR Caps of Lace and Silk

There are delicate pinks and blues as well as white, and most all are ribbon trimmed. 75c to \$2 each. (Main Floor, Chestnut)

WHEN our men come back, many new homes will spring up and that means

Sterling Silver Tableware

War weddings gave little time for thinking of all the brides' needs in this respect, and already the Wanamaker Jewelry Store is being called upon for sterling silver services or individual pieces.

In fact, we are sending out many for Christmas presents. Handsome tea or coffee sets in period patterns, or we will break the set if desired; bread trays, compotes, meat-platters and so on.

By the way, many people are remarking that there never were finer period designs than now.

Louis XVI
Louis XIV
Adam
George II

Pompeian
Vitruvian
Paul Revere
Washington

Colonial
(Jewelry Store, Chestnut, and Thirteenth)

Every Womanly Woman Loves a Sewing Table

Apart altogether from the fact that it is an appreciable piece of furniture, the sewing table represents in concrete form the womanly woman's ideal of neatness, order, convenience and efficiency.

The same applies, in a greater or less degree, to knitting stands. Whoever wants to present a woman with one of these most satisfactory gifts will find a selection here that cannot be equaled elsewhere.

100 Different Patterns of Sewing Tables and Knitting Stands

varying in price from \$7.50 to \$67.

The \$7.50 sewing stand is in mahogany with three deck-railed shelves, the top shelf being divided into four compartments. This piece is 28 inches high and has two handles for easy transportation.

The one at \$67 is a handsome satinwood inlaid Sheraton mahogany sewing table with gracefully turned reeded legs, six small and two large drawers, having drop leaves. When open the top measures 20x56 inches.

Among those in between is one at \$15 in mahogany, oblong in shape, with sliding top, fitted with three large storage compartments.

Another at \$19 is in Circassian walnut, with top drawers, sliding trays and drop leaves. (Fifth Floor)

Christmas Specials

481 Pair of Blankets Reduced

140 pair of white blankets, 72x84 inches, woven of wool and cotton, with blue borders, now \$15 a pair, a saving of \$3 a pair.

74 pair of white blankets, similar to those above, but in size 60x84 inches, now \$12.50 a pair, a saving of \$3.50 a pair.

65 pair of white blankets, 60x82 inches, with pink and blue borders, filling of mixed wool, \$9 a pair, a saving of \$3 a pair.

50 pair of plaid blankets, believed to be all-wool in gray and white, tan and white and blue and white, now \$20 a pair, a saving of \$5 a pair.

50 pair of plaid blankets, mixed wool filling, woven in block patterns in blue and white, pink and white, gray and white, and tan and white, size 70x84 inches, now \$19 a pair, a saving of \$3.50 a pair. (Sixth Floor, Central)

100 Floor Lamps

made of wood, with mahogany finish, the stem and base being extra heavy. Two light. Special price \$15. (Fourth Floor, Central)

125 Madeira Lunch Sets, \$4.75 a Set

Of pure Irish linen, hand-scalloped and elaborately hand-embroidered. Each set is made up of six tumbler doilies, six plate doilies and a centerpiece to match. A saving of \$3 on each set. All purchases neatly boxed for presentation. (First Floor, Chestnut)

You Will Find It In the China Store

This China and Glassware Store is just brimming over with good gifts of elegance, gifts of beauty, gifts of practical worth. It may be one of the remarkable Sicardo vases, the most distinguished wares, perhaps, ever shown in America; it may be a piece of rich Pickard ware, superb in its decorations of gold and fruit in natural colors; it may be an English or French service plate of surpassing richness; it may be one of the best gifts that can go into any home—a standard dinner set; it may be an individual piece of our fancy china, or a piece of our brilliant cut glass.

In each of these categories there is surprisingly diversified and satisfactory assortment of good and desirable things to select from, things to meet every reasonable requirement at prices to suit everybody. (Fourth Floor, Chestnut)

Rhinestone Jewelry

Sterling silver forms the background for the sparkling, clear stones, which are of first quality always. They are in new and lacy designs and are unusually pretty.

Bar pins, \$2.50 to \$18.

Brooches, \$6.50 to \$25.

Bow knot designs, \$5.50 to \$11.50.

Circle brooches, \$1.75 to \$5.50.

Horseshoe brooches, \$2.50 to \$15.

Bracelets, \$5 to \$20.

Rings, \$1 to \$12.

And a little group of specially priced bar pins are \$1.50 each. (Jewelry Store, Chestnut, and Thirteenth)

MANY People Think Twice and Then Buy Cottons

Favorites are brightly hued American gingham, 35c to 75c a yard; or fine Scotch gingham, 85c to \$1.25 a yard.

Madras shirtings in pretty striped effects, 35c to \$1 a yard.

Feracels in stripes, figures or checks, 32c and 40c a yard.

All of them will be boxed on request. (First Floor, Chestnut)

REAL Filet Laces Special at 55c to \$1 a Yard

For trimming underwear gifts or fancy work. Narrow widths only and both edges and insertions. (West Aisle)

GIVE a gay picture book to an eager child and you open for him new windows into this magical world; give a good story or a piece of brave adventure to a boy or girl and you help a youngster to grow up gallant and fine; give a volume of noble poetry to some youthful dreamer and you help to lay the foundation of a love of literature which will stand him in good stead all his life.

And what shall be said of the nonsense books, the war books, the books on travel and nature and science; the good fiction old and new; the devotional books and holiday books, and the lovely, lovely books such as those with the Rackham drawings? Or of the books in fine and stately bindings—the choice of which honors the giver as much as the receiver?

Nothing—except that the Book Store is crowded with them and more besides, and that book-lovers are so busy buying them that we cannot get the details about them which we should like to give our customers. (Main Floor, Book Store, Thirteenth)

COZIEST of Winter Draperies Are Surely Velours

Soft-hued, warm and rich looking velour portieres and window draperies to match. They are calculated to make almost any room attractive and livable.

Such draperies are here and many women are buying them in anticipation of the holidays.

The velour is a beautiful quality, the portieres are double faced with French seams, and \$30 and \$35 a pair.

Window curtains to match the \$30 portieres have a Colonial valance and are \$8.50 a pair.

To match the \$35 portieres, with a 72-inch French valance, \$12.50 a pair.

These prices are actually lower than you can buy the material for now. (Fifth Floor, Market)

HAND-BRAIDED Rugs Make Distinctive Gifts

These beautiful pieces are among the most individual of all American rugs, and are especially well suited to use with Colonial furnishings.

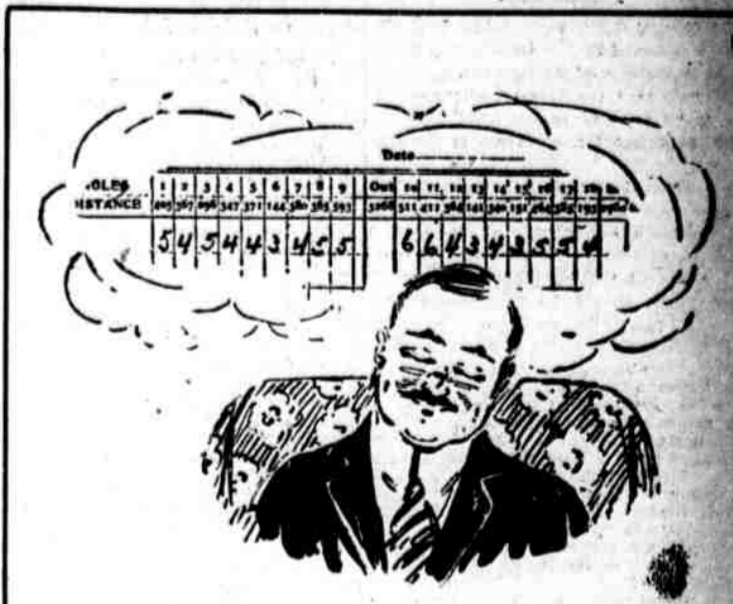
Wool Effects
39x63 in., \$18 47x77 in., \$25
50x79 in., \$27.50.

Cretonne Effects
24x36 in., \$6 37x60 in., \$14
33x55 in., \$10.50 44x79 in., \$21
(Seventh Floor, Chestnut)

A FRESH Unfoldment of Irish Linen

We have ready another lot of Irish table linen and napkins of a good, dependable grade to sell at moderate prices—\$2.75 a yard for the table linen and \$7.75 a dozen for the matching napkins, 22x22 inches.

The linen is 70 inches wide and comes in six handsome designs. Considering that it may be at least a year before there will be anything like a supply of such moderately priced goods in the market, these are a very good investment in household napsery and they are surely practical gifts. (First Floor, Chestnut)



For a Good Golfer

Whether he plays in the eighties or never broke a hundred in his life, he may be a good golfer to his family.

We are indebted to D. Harris, of San Francisco, for the following lines which appeared recently in a trade publication known as "Trumbull Cheer":

"Who's the stranger, mother dear?
Look, he knows us—ain't he queer?"
"Hush, my own, don't talk so wild;
He's your father, dearest child!"
"He's my father? No such thing!
Father died away last spring."
"Father didn't die, you dub!
Father joined a golfing club.
But they've closed the club, so he
Has no place to go, you see—
No place left for him to roam—
That is why he's coming home.
Kiss him—he won't bite you, child;
All them golfing guys look wild."

If a man plays golf, you can depend upon it that nothing will please him better than one or more of the following:

Golf balls—Silver King or Radio, \$1 each, \$12 a dozen; Red Flash, 85c each, \$10 a dozen; Blue Flash, 65c each, \$7.50 a dozen; Taplow, 50c each, \$6 a dozen.

Golf clubs—a collection that is not equalled in Philadelphia, including many fine imported clubs and kinds not seen elsewhere. Irons, \$3.50. Wood clubs, \$4.50 and \$7.

Golf bags—of canvas with leather trimmings or of soft, durable leather. \$1.50 to \$30.

Golf gloves, \$1.50 and \$2 a pair.

Golf suits of tweeds and chevots, with knickerbockers or long trousers, \$30 to \$45.

Golf sweaters, \$10 and \$12.50.

Golf jackets, with sleeves and leather lined, \$12 to \$22.50.

Golf slickers of oilskin, fine for rainy days, \$9.50.

Golf stockings, \$3.50 to \$6.50 a pair.

Golf Shoes, high and low, \$12 to \$13.50. (The Gallery, Chestnut)

For a Motorist—Fine Fur Gloves

In the Men's Hat Store, where are most of the small furs for men, are motorists' gloves of selected furs.

Racoon, blended hare, nutria, beaver, natural and blended muskrat, Hudson seal (dyed muskrat) and real seal are in the collection.

Prices, \$7 to \$50 a pair. (Main Floor, Market)

Men's Gloves for All Weathers

Lined gloves for cold days, unlined gloves for other days—also gloves for all occasions and needs.

Tan capekins, \$3 and \$3.25; gray mocha gloves, \$4 a pair.

Buckskin gloves, outseam sewn, \$3.50 and \$4.25 a pair.

Capekin gloves, outseam sewn and fleeced, \$3; gray mochas, knit lined, \$5.50 a pair; tan capekins, knit lined and with fur at the wrist, \$5.50 a pair.

Black or tan capekins, strap wrist and with separate wool lining, \$6 a pair; in black with fleece lining, \$4 a pair.

Horseshoe mittens, strap wrist, separate wool mitten in khaki color, \$5 a pair. (Main Floor, Central and Market)

Any Man Has Use for a Warm Woolen Vest

He can wear it, in place of his regular vest or in addition to it. In the latter case he can remove the wool vest when he gets to his office in the morning. On cold days it will feel mighty good.

Woolen vests are \$8.50 to \$15, the last price being for vests of fine Scotch wool.

The man who plays golf or drives a car needs a sweater at one time or another. We have a large variety of sweaters at \$5 to \$25, the top price meaning Scotch wool. (Main Floor, Market)

Men's Handkerchiefs

\$6 a dozen for men's plain Irish linen handkerchiefs, with quarter and half inch hems.

\$6 a dozen for men's linen handkerchiefs with old-fashioned tapes. These are sturdy, practical and liked by ever so many men.

\$1 each for men's colored silk handkerchiefs—white grounds with pleasing colored borders and designs. (Main Floor, Central)

Men Who Need Stout Shoes Are Wearing These at \$4.65

These shoes, all bluchers with wide toes, and heels. Two are of plump, dark brown framed leather, one with heavy and the other with medium weight soles. The other model is of plump black boarded leather with heavy soles.

At \$4.65 these shoes are less than the cost of making them today.

Other men's shoes in the sale at \$4.40 and \$6. (Main Floor, Market)