

Music of Christmas Time
8:00—Grand Organ and Carol Singing
11:15—Old Carols by Brass Orchestral
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

WEATHER
Fair

No Wonder We Are Happier at Christmas Time; We Grow by Giving

The Erection of Such a Building as This Pledges Us

to maintain it in perfect order and use it properly to protect and serve the public.

This We Are Doing Daily

- First:** By keeping the building clean and dustless.
- Second:** By gathering within it, at all seasons of the year, many of the best articles made from every part of our own country and the world at large.
- Third:** By forming assortments, full and large, of every class of merchandise, creating in each sectional store a full assortment equal and often superior to those in the excellent and worthy specialty shops.
- Fourth:** Positively excluding all classes of merchandise made by the manufacturer as cheaply as possible, solely in the interest of the storekeeper, to give the seller the largest profit.
- Fifth:** We create a standard of values by pricing the goods in plain figures, the same price to all, with no discounts except to full furnishing of apartment houses, hotels and contracts for unusual quantities.
- Sixth:** We hold it to be our duty to the public to keep our travelers up to the top notch of efficiency, in seeing that Philadelphia has, represented in this Store, the best and newest fabrics and fashions as rapidly as they appear.

No city shall have a better store than this.

[Signed] *John Wanamaker*

Dec. 18, 1918.

Fashion Says Silk and So Do Gift Buyers

The whole silk stock is a gift stock and a rich, beautiful, colorful stock it surely is.

Newness, constant newness is one of the marks of it.

Among the new groups jersey silks in satin stripes are particularly notable—the light-colored stripes at \$2.50 a yard and the dark at \$2.60 a yard.

These are goods of all-round adaptability, suitable for all kinds of dress requirements, as well as for men's shirts.

For gifts they are at once rich, practical, economical and fashionable.

(First Floor, Chestnut)



Exquisite French Handkerchiefs for Women

HERE words cannot tell you their real beauty—the fineness of the texture, the exquisite needlework, the lovely colors which characterize these beautiful handkerchiefs. And, thanks to the foresightedness of the Handkerchief Shop, we have kinds now that it is doubtful if you could duplicate this side of Paris.

Tape handkerchiefs, with tiny hand-run hems, are \$12 a dozen, and plaids are \$18 a dozen. These in white. Hand-spun handkerchiefs, with that wonderful sheen which only the human touch imparts, are \$30 a dozen, and plaids are \$36 a dozen. Revere hem handkerchiefs are \$21 a dozen. And others, with embroidered designs all the way 'round the hem, are \$33 a dozen.

(Main Floor, Central)

Every fur in the Fur Salon is marked with its true name, and the expert salespeople there will be glad to give you any additional information they can about it. It may be worth mentioning that there is hardly one woman in a thousand who would not be pleased with a gift of furs.

(Second Floor, Chestnut)

"My Book and Heart Must Never Part"

THAT saying from the New England Primer of olden times applies to Christmas books chosen with proper regard for the people who are going to own them. And "various" as those people may be there is, we make bold to say, scarcely a doubt in the world that the Wanamaker Book Store has something for every one of them. Spend just five minutes in that beehive and your eyes will fall upon a score of utterly dissimilar works—possibly "The Winged Sword of France" to begin with. The "Sword" was Guyonmer, the Ace of Aces, and many a lover of splendid deeds would be glad enough of his history.

"The Laughing Willow," some of Oliver Herford's nonsense, is utterly different—and likely to be as great a favorite. Here is Dickens' "Christmas Carol"—most beloved of all Christmas tales, made still more lovable by Rackham's inimitable illustrations; here is an edition of "Hans Brinker," that childhood's classic.

(Main Floor, Thirteenth)

with bright decorated pictures that would make many an elder buy it for himself; here is "A House of Pomegranates," by Oscar Wilde, with Ben Kitcher's pictures.

Here are thin and serious books dealing with the betterment of life—for example, "Great Thoughts," from F. G. Wells, to mention two out of dozens. "Jerusalem, Past and Present" has been interesting for whoever follows the great movements of this most wonderful epoch, and "23½ Hours' Leave," by Mary Roberts Rinehart, an excellent bit of entertainment, as is "The Best Short Stories of 1917."

Those handy little "Ariels" must never be left out—for "books you can carry to the fire and read readily in your hand are most useful after all." And the booklover who writes this almost holds his breath when she remembers the beauty and stateliness of the volumes in the fine book corner—a pleasure to the touch, a delight to the eye and a lasting joy to the mind.

Come in and make acquaintance with the thousands of other books which our five minutes didn't permit us to gloat over.

Since Fashionable Coiffures Show Combs Again—

it is quite appropriate to send some of the stunning new rhinestone-set combs that are so much in vogue at present.

The combs are in charming designs and many sizes, from the small comb to tuck in the back of the coiffure up to the great, wide-spreading Spanish combs, \$1.50 to \$33 each.

Hair pins may be given and worn, singly or in pairs, \$1.50 to \$4 each. Barrettes in many styles, \$2 to \$8 each.

(Main Floor, Chestnut)

The Beauty of a Beaded Handbag

lies not only in its color and general charm but in its serviceability and many gift-like qualities.

We have just unpacked some new beaded bags that are well worth seeing. They are in both frame and drawing style, mostly the former, and are in various shapes and colors suitable for street and afternoon wear.

Unusually fine bags for \$15, \$20, \$25 and \$28.50.

(Main Floor, Chestnut)

What Woman Doesn't Love a Fine Perfume?

Queen Mary toilet water is such a favorite with many women that it is a pretty safe choice for a gift.

In the exquisite odors of rose, violet, jasmine, heliotrope and mignonette, large and most attractive looking bottles, \$2.50.

(Main Floor, Chestnut)

A Before-Christmas Reduction of a Few Handsome Coats

Some of the very finest and loveliest we have, in fact, and the sort of coats that women are willing to wait a long time for if there is a chance of the prices coming down.

Furs such as beaver, kolinsky, Hudson seal (died muskrat) and skunk are used in great profusion. Some of the coats even have facings of the fur and most of them have deep borders around the hem.

As to cloths—there are duvetynes, evoras, zenobia and bolivias—all of the finest qualities and scarcely two coats are alike.

New prices are \$150 to \$300—a very sizable reduction from formerly.

(First Floor, Central)



Practical Gifts

Fine nightgowns—some hand embroidered for large women. Pink silk nightgowns and chemises in regular sizes.

Clean, fresh flannel nightgowns, sturdy and comfortable. Bloomers of cotton and silk, made full and ample length. And many other things in the Underclothes Store.

(Third Floor, Central)

Navy Blue Serge

It is hard to think of any dress goods more popular for gifts. Good, all-wool blue serges are here, from a special at \$1.75 a yard (40 inches wide) to \$5 a yard for the finest quality. Any number of prices come in between.

(Third Floor, Chestnut)

For Boys—It's Hard to Beat These

Wanamaker overcoats, \$22.50 to \$35, sizes 11 to 18 years. Wanamaker overcoats, \$13.50 to \$25, sizes 3 to 10 years. Wanamaker suits, \$18 to \$30, sizes 8 to 18 years.

(Second Floor, Central)

Christmas Ribbons

Ribbons of all sorts—red and green, some with holly and some with Merry Christmas, and others in such delicate shades as pale pink or blue or lilac or maize. 10c to 55c a piece—10 yards in each piece.

(Main Floor, Central)

Motor Lap Robes Make Splendid Gifts

Lap robes are so easily lost or stolen that every motorist can always find use for another. Especially for one of these fine ones.

Mohair plush, some with rubber interlining, \$9 to \$35. Silk plush, \$40 to \$65. Wool plush, \$8.50 to \$55. Fur robes, \$27.50 to \$150.

(The Gallery, Chestnut)

Children's Dress Hats of Lustrous Velour

There is no hat quite so becoming for a child's dress wear as one of soft, velvety, lustrous velour.

We have some in a quality not to be matched elsewhere at \$6.

(Main Floor, Market)

School Gloves and Best Gloves for Children

Sturdy gray capeskins, \$1.35; tan, \$1.75 a pair. Silk-lined gray mocha gloves are warm and comfortable, \$2.50 a pair.

Tan lace gloves, fleece lined, \$2 and \$2.25 a pair. Gray fleece-lined mochas, \$2 a pair.

Wool-lined tan capeskins, with strap wrist, \$4 a pair. Wool gloves, \$1.15 to \$1.85 a pair.

(Main Floor, Central)



Meet the American Orphan, Mr. Kind Citizen

(Picked Up in the Toy Store)

IN THE line of round-eyed youngsters that fled by Santa Claus the other day in the Wanamaker Toy Store was one that was different from the rest.

He was a little boy, thin and wan and feverish of eye. For a cold day his clothes were pitifully inadequate and his shoes were riddled with holes.

"And what is your name, little man?" asked Santa kindly. The boy turned his solemn eyes on the Toy King and answered, "I am an American orphan."

"Not a war orphan, or somebody might notice me. Just an orphan."

"Not a French orphan, or a Belgian orphan, or an Armenian orphan, or a Polish orphan."

(Seventh Floor)

Grandmother Will Tell You What Antimacassars Are

She will also tell you that these are no more like the antimacassars she knew than her gown of fifty years ago is like the gown of today.

We bought the hand-made laces and embroideries some time ago in France and Belgium, and had these pieces made up in our own workrooms.

They are in different shapes and there are any number of uses to which they may be put—from the cover for a sewing stand or small table to a top for a lingerie pillow.

Many women would greatly appreciate such an unusual gift—\$3 to \$5 each.

(Fifth Floor, Market)



Gifts for the Home

What More Fitting Than Chimes on Christmas Day?

In other words, hall clocks with their musical Westminster or Whittington chimes ringing out on the quarter hour.

Such a gift tends to make every day Christmas for years to come.

Handsome mahogany cases, fitted with the best American movements, from \$150 to \$555.

(Jewelry Store, Chestnut and Thirteenth)

MERELY as a reminder—in the Picture Store you will find large and fine oil paintings, water colors, colored facsimiles of many kinds, carbon photographs—a whole roomful of these last—and lots of inexpensive novelty pictures. Also mirrors, big and little.

(Fifth Floor, Market)

Navajo Rugs Add Cheer to a Room

These gaily colored pieces, made by hand by the Navajo Indians, surely brighten up the fireplace or den where they are used. Also attractive in front of a davenport, or used as a couch cover. They make unusual gifts.

- 5.5 x 5 ft., \$21.50.
- 3.9 x 6 ft., \$25.
- 3.11 x 5.4 ft., \$23.
- 4.2 x 6.10 ft., \$34.50.
- 4.4 x 6.5 ft., \$33.
- 4 x 7.1 ft., \$33.
- 3.3 x 6.1 ft., \$27.50.
- 4.10 x 7.6 ft., \$48.50.

(Seventh Floor, Chestnut)

The Furniture Gift Practical Is a Davenport Table

It is one of those interesting furniture gifts which appeal to the sense of utility and convenience, and if it is wisely chosen it is almost sure to be a satisfactory gift.

Davenport Tables

\$15 for a mahogany davenport table, 54 inches long, Queen Anne style.

\$27 for a 56-inch walnut davenport table, Colonial turned legs.

\$37.50 for a mahogany davenport table, 66 inches long, Queen Anne style.

\$51 for a 66-inch walnut davenport table, with platform base and four turned column legs.

\$36 for a 60-inch mahogany davenport table with Colonial stretcher base.

\$28 for a 54-inch mahogany davenport table. Chippendale with rope edge.

\$54 for a 72-inch walnut davenport table, with drop leaves, William and Mary design.

\$75 for a 60-inch mahogany davenport table, an excellent Georgian reproduction.

\$79 for a 78-inch mahogany davenport table, Georgian style.

\$110 for a 72-inch mahogany davenport table, excellent example of ball and claw Chippendale.

\$130 for a 72-inch mahogany davenport table, with large drawer and pedestal base, each containing large cupboards.

End Tables

\$7.50 for a brown birch table with turned legs.

\$13 for a mahogany table, Queen Anne style.

\$14 for a brown birch end table.

\$16 for a mahogany table, Georgian style.

\$20 for walnut table with teakwood ornamentation.

\$24 for a mahogany table, Spanish influence.

\$30 for a mahogany table, Spanish influence.

\$31 for a mahogany table, fluted leg and ball foot.

\$40 for a mahogany table, Louis XV style.

\$40 for a mahogany table, with rope edge, ball and claw feet.

\$76 for a mahogany table, with folding top.

(Fifth Floor)

All Good Sleepers and All Other Sleepers Appreciate Good Blankets and Quilts

On a cold, shivery night the practical thought which dictated the choice of a pair of good blankets or a good down quilt will surely be appreciated. Blankets and quilts are a human sort of gift, because they are things of the kind which the haughtiest of folk can't very well turn up their noses at and which all sensible folk are glad to get.

There is no substitute for the thing known as solid comfort, and the gift that ministers to the desire for it is almost bound to hit the mark.

Blankets and quilts chosen here can't help being of the right kind. Some hundreds of pairs of blankets are now selling for reduced prices, \$10, \$12.50, \$15 and \$20 a pair.

Down-filled quilts made in our own workrooms—\$10 upwards.

(Sixth Floor, Central)

Christmas Notes

You don't have to love children individually to enjoy the crowds of them in the Toy Store and the Playground—you only have to enjoy Childhood! There are perfect garlands of children, big and little, rich and poor, laughing, shouting, crying, dancing; solemn or elfish or demure; but every one of them fairly charged with the joy of life and of Christmas.

(Seventh Floor, Market)

One look at the latest boarded bags from Paris and you know they couldn't have come from any other spot on the globe. Subtle in color, so refined, so original in design—only a people with a fine color sense and long training could produce them.

(Main Floor, Chestnut)

Silk petticoats aren't selling so much as they are rushing out—and the styles seem limitless. We box the petticoats, if desired. Prices, \$5 upwards.

(Third Floor, Central)

Relish or bonbon sets of Japanese five-color porcelains are reduced to \$3 and \$5. The little compartments can be used separately if desired.

(Fourth Floor, Chestnut)

Pussy cats of white porcelain to serve as paperweights, doorstops or fireside ornaments are \$1.50, \$2.50, \$3.50, in the Oriental Store.

(Fourth Floor, Chestnut)



Christmas Specials

100 New Chinese Rugs \$17.50 to \$22.50

Approximately three feet square. Fine pieces, in tans, blues, pinks and ecrus. All newly opened up and on sale now for the first time.

One of the most desirable groups of gift pieces we have had in some years. Saving of \$5 to \$8 on each rug.

(Seventh Floor, Central)

2000 Solid Mahogany Candlesticks at \$1.25

Six different styles of extra large, 12-inch candlesticks; very suggestive of gifts.

(Fourth Floor, Central)

180 Sample Dresses for Little Girls—\$3 to \$4

They are made of unusually good gingham in solid colors, pretty checks and equally pretty plaids.

They are smocked and attractively made and all are in three-year sizes. Ordinarily they'd sell for double the price.

(Third Floor, Chestnut)



English Woolen Hosiery Comes as a Surprise

We have had many calls for these fine goods but had about given this shipment up. When lo, it arrives just in time for Christmas! And fine gifts these British stockings are.

Women's Stockings

Plain black cashmere, \$2 a pair. Ribbed black, white and tan cashmere, \$3; with embroidered clocks, white, tan and green, \$3.50. Fancy vertical striped black cashmere, \$6.

Men's Half Hose

Fancy striped and clocked cashmere, \$2 and \$2.50. Clerical cashmere, \$2. Fancy figured cashmere, \$2.50.

Children's Stockings

White merino long stockings, \$1.15 to \$1.35, according to size. White cashmere long stockings, \$1.40 to \$1.60. Derby ribbed black cotton stockings, sizes 9 1/2 and 10, \$1.50. Boys' fancy turnover top wool golf stockings, \$3.50.

Men's Woolen Underwear

Medium weight gray full-fashioned all-wool shirts and drawers, \$8 a garment.

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

How About a Pretty Blouse?

The Waist Store has at this moment a very large collection oforgette crepes and crepes de chine. The first are in white and flesh-color and suit shades and cost \$6 to \$16.50; the crepes de chine are tailored and semi-tailored, white, flesh, navy and black, at \$5.75 to \$16.50.

We put them in boxes if desired for gifts.

(Third Floor, Chestnut)