

8:00—Grand Organ and Carol Singing.
11:00—Old Carols by Brass Orchest.
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
Cloudy

Fine New Fashions or Saving Sales—Whichever Interests You Most

The Lady Sitting by Who Is Knitting Furiously

says: "I have lost a stitch or two on this sweater for my soldier boy, but I guess no one will notice it."

The lady has gone her way and so has the sweater she so patriotically made, but who knows what will come of hasty words or imperfect labor?

The mechanic who hammered hard on the anchor chains of the huge ocean steamship, which dashed through the rough sea at the landing port of Jaffa and let go her anchor, left one link of the heavy chain unfinished, and from the flaw in it the safety of the ship and its passengers was imperiled when it drifted out again into the raging, stormy sea. As a matter of fact, it cost thousands of dollars to recover that chain and repair that one bad link, which on its surface looked right, but was really all wrong by reason of neglect or incompetency of the chainsmith.

The usual time for the New Year's new resolutions is at hand, and so many of us are in the habit of dropping stitches or worse!

But please do not stop knitting for the boys over there.

[Signed] *John Wanamaker*

Dec. 28, 1918.

Evening Scarfs of Much Beauty and Many Kinds

Loveliest of all, of course, are the scarfs of real lace—exquisite pieces to treasure and wear. There is quite a variety of these, from the fine Duchess and Point lace scarfs, the filmy Chantilly and Spanish pieces up to the heavier laces like Limerick and Carrickmacross. Prices begin at \$35 and go on up to \$225.

Beaded and spangled scarfs, also some with tinsel embroidery and designs, are \$4.50 to \$35 each.

Pluffy scarfs of airy silk net, in white, black or delicate colors, finished with beaded tassels, \$4 each.

(Main Floor, Central)

New Handsome Black Skirts Will Appeal to Many Women

Women dressing in all black or those wearing mourning will choose either one of the two good-looking models in silk poplin. One is \$15 and the other is \$27.75. The latter has a plain front and tiny pleats at either side.

Then there is a new fine black Duchess satin in 26 to 30 inch waist band, beautifully designed with stitched pleats above and flaring below. This is \$22.50 and is really a very pretty skirt for any woman to wear for afternoons.

(First Floor, Central)

New "Baronet Satins" Ready to Go South

Just as soon as they can be made up into suits and skirts to wear with filmy blouses.

Nothing has or seems likely to take the place of this wonderfully lustrous fabric, and now is the time for women to make their choice of colors while the assortment is new and unbroken.

Both light and dark shades in great variety and also white. \$4.50 a yard.

(First Floor, Chestnut)

At the Tip of Her Ear a Pretty Earring

That is the present fad. And the most fashionable earring is the one which fits quite close to the ear—and usually it is round or oval in shape.

Earrings of imitation jade, lapis lazuli or other colored effects, in pleasing designs, 75c and \$1 a pair.

Novelty earrings in many designs, 75c and \$1 a pair.

Imitation pearl earrings, 75c to \$10.50 a pair.

(Jewelry Store, Chestnut and Thirteenth)

2500 Yards Outing Flannel Special at 25c a Yard

Also such a good value that we don't believe there has been any to equal it for some time. And this is just when people want outing flannels.

Both light and dark shades in a good variety of stripes and checks, suitable for nightgowns, pajamas, negligees, petticoats and children's garments.

It is 26 inches wide.

(First Floor, Chestnut)

Two Large Special Lots of Women's High Lace Shoes

At \$5.75 are 1000 pair of high lace shoes of soft brown kidskin with tan cloth tops and low walking heels.

At \$6.75 are 1500 pair of high lace shoes of all-brown kidskin with Cuban heels.

Both styles have long vamp and narrow toes and there is a good saving on every pair.

(First Floor, Market)

Women's New Pajamas

The Little Nightgown Salon has just received a big shipment of some particularly good ones. Quite unlike anything we have yet had and very finely made.

Prices are \$2.75 to \$10.50.

(Third Floor, Central)

The Finest Fur-Trimmed Coats for Women Are Every One Reduced

Such luxurious coats that no woman could ask for anything handsomer.

There are duvetynes, bolivias, zenobias and evoras with collars and often other trimmings of beaver, lynx, mole, Australian opossum, wolf, nutria, Hudson seal (dyed muskrat) and squirrel.

The new cape-like wraps are among them, but it must be remembered that there are scarcely two alike of these finest of all Winter coats.

Monday's new prices read \$100 to \$300, and this means very substantial reductions.

(First Floor, Central)

Your Car Isn't Complete Without a Limousine Case

For a woman these cases contain a clock, a mirror, a receptacle for hairpins (or to put a perfume bottle in) and a tiny box for powder. The price complete is \$42.

For a man there is an electric cigar lighter and a container for ashes. This case is only \$18.

(Jewelry Store, Chestnut and Thirteenth)

Fine Fur Caps for Men Women and Children

All made of carefully selected furs, true to name and trustworthy.

The men's caps include Hudson seal (dyed muskrat), sheared coney, sealine, real seal and other furs, and are \$7 to \$60.

The women's caps include unplucked coney, sealine, Hudson seal (dyed muskrat), racoon and muskrat, and some beautiful combinations of Hudson seal with tops of chipmunk, kolinsky, ermine, krimmer and summer ermine. Prices are \$8.50 to \$30.

The children's caps are of coney, sealine, natural and taupes nutria, and are \$8 to \$16.50.

(Main Floor, Market)



Why Not Make 1919 the Year When You Got the Piano?

And have it forever stand out in your memory as one of the happiest years of your life, and one which brought music into your life to stay.

For music always comes to stay. No one who admits music to his home will ever be without its comfort and inspiration.

The Ampico Reproducing Piano

represents the ultimate, to date, in musical instrument construction. By a method radically different from that used by any other player or reproducing piano, it duplicates hand playing with almost unbelievable fidelity.

We have had concerts in Egyptian Hall when Godowsky played a selection by hand and an Ampico piano repeated it, and no person in the audience could detect any difference.

1919 will be a great year. It deserves a great reception. Welcome it in your home, on New Year's Day, with an Ampico piano.

Chickering-Ampico

Knabe-Ampico

Schomacker-Ampico

Marshall and Wendell-Ampico

These famous instruments are to be found at Wanamaker's only in Philadelphia and each may be bought on convenient terms.

(Egyptian Hall, Second Floor)

New White Waists

They are coming in constantly, for some women wear them quite as much in the Winter as in Summer weather.

This time the consignment includes—

Voile with long, scalloped pleats—round the neck, \$2.75.

Severely tailored linenes with adjustable collars, \$2.

Lawn with cross-bar tucks and colored linene collars, \$2.25.

Linene with detachable collars, severely tailored, \$2.25.

Self-striped madras, \$3.50.

(Third Floor, Central)

New and Lovely Blouses for Girls

Designed specially for girls, these blouses are that combination of simplicity and daintiness which best suits youth.

Usually they are of crepe Georgette in white or the soft flesh pink, and they have tiny tucks, the new round or oval necks and many frills or pleats to make them prettier. Some are in slip-over style, some fasten at the side and some, of course, down the front.

They're all fresh and pretty as posies, all are in 32 to 36 inch bust measure, and prices begin at \$5 and go up to \$10.50.

(Third Floor, Chestnut)

"Is It Possible That You Have All Those Fresh Handkerchiefs?"

asked somebody who had watched the holiday visitors thronging the Handkerchief Shop and was amazed at the good supply of fresh handkerchiefs still here. These are new ones we've just brought down from the stock rooms—and this is to say we have plenty of all the kinds that everybody wants and uses.

Men's plain hemstitched handkerchiefs, \$5, \$4.20 and up to \$12 a dozen. And still better ones if you want them.

Women's handkerchiefs, plain hemstitched, \$1.75 and up to \$9 a dozen.

(Main Floor, Central)

When People Come Back for a Certain Perfume

you can be well assured that it is good.

"Charme d'Amour" is one of the most popular odors we know and certainly one of the best perfumes made in this country.

Extract, \$1.25 to \$2.50.

Toilet water, \$2.50 and \$5.

Talcum powder, 75c.

(Main Floor, Chestnut)

Men's Lined Gloves

Small chance of cold hands when a man wears any of these:

Stout horsehide gloves, in a good khaki shade, lined with lambs' wool, \$5.75 a pair.

Black or tan capeskins, with strap wrists, with separate wool lining, \$6 a pair.

Tan capeskins, fleece lined, \$3 a pair; knit lined, \$4 a pair.

Gray mocha gloves, knit lined, \$5.50 a pair; in gray or tan with fur at the wrists, \$6.50 a pair.

Sturdy buckskins, \$3.50 up to \$4.75 a pair.

Washable mochas, in beaver color, \$4 a pair.

(Main Floor, Central)

HUNDREDS of people in Philadelphia buy their Wanamaker diaries as regularly as the new year comes round. Find them wherever you see a pile of little red books. Price 10c.



Golfers Are Getting Ready for the South

Each year more men take their vacations in the Winter, for the pleasure of playing the Southern golf courses while their friends are hard at work at home.

Already the vanguard of this expeditionary force has come into the Sporting Goods Store for supplies.

Here is a collection of imported clubs that has no equal in the city. Wood clubs and irons from a half dozen of the most noted makers in Great Britain and some kinds not seen elsewhere.

Wood clubs, \$4.50 and \$7.

Irons, \$3.50.

Silver King or Radio balls, \$12 a dozen; Yellow Flash, \$10 a dozen; Blue Flash, \$7.50 a dozen; Taplow, \$6 a dozen.

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

(The Gallery, Chestnut)

Disposal of Daybeds

Scarcely a feature of our furniture stock is more notable than our large variety of daybeds. It will be good news to many people to know that we have lowered the prices of a number of these pieces one-third.

An ivory enamel and cane daybed, Louis XVI style, no spring included, is now \$20.

A Windsor head and foot daybed, including cretonne-covered spring and cushion, is now \$50.

A daybed that is a reproduction of an old trundle bed is now \$52.

A brown birch daybed with cretonne-covered spring is now \$56.

A quaint-looking daybed with an enameled frame is now \$70.

A daybed with curved head and foot and an all-steel spring covered in cretonne is now \$87.

(Fifth Floor)

Some Excellent Serapi Rugs in Very Unusual Sizes

Small carpet sizes, about 6.7x4.7 ft. Serapis in these dimensions are rare and distinctive. These are in soft Persian red and blue shades and in designs showing the usual liveliness and figure of Serapi patterns.

Along with these we have a group of Irans, size 4.6x6.6 ft. approximately, in Saraband designs, very attractive pieces, priced similarly to the Serapis—\$85 to \$135.

(Seventh Floor, Central)

NEW YEAR'S cards in plenty at 5c to 25c; 1919 calendars, 5c to 25c. And there is none too much time left to choose either.

(Main Floor, Central)

Some People Wear Bathing Suits in the Snow

And some people wear Summer underwear in the Winter.

But there are a good many thousands of other people who still like warm underwear in cold weather and expect to dress that way for the rest of their lives.

We are ready for these last with a fine assortment of Winter underwear of cotton, merino, wool, linen, silk and silk mixtures. And the weather for such things is here.

Men's underwear from \$1 a garment to \$15 for a union suit.

Women's underwear from 75c a garment to \$15 for a combination suit.

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

The Word Blankets Has Now Such an Agreeable Sound

One of the first things primitive man tried to make, or to annex, was probably a blanket. This is the time of year when all of us can appreciate his predicament.

Naturally, he must have envied the fleeced and feathered species in their coats of wool and down, and the next step was to transfer the fleece to his own naked back.

The process of transfer has been very much refined and improved in the meantime, but the necessity remains as real as ever.

People simply must have blankets.

The wonder is that so many are satisfied with blankets that are not as good as they should be for the money they cost.

We can say we have an ample supply of blankets that are as good as they can be for the money they cost.

We have all the reliable grades of blankets that anyone can desire, and they are priced as low as blankets of the kind can be marked.

We have some interesting groups of blankets at reduced prices, including some of the best kinds now made in this country.

There is no place as good as this in Philadelphia to buy blankets in; that is, for anyone who wishes to be absolutely sure of the reliability of the goods and the fairness of the prices.



(Sixth Floor, Central)