

Organ at 9, 11 and 5.15
Chimes and Melody at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Rain and Warmer

Too Soon to Peep Inside, but Maybe the Boxes Give a Hint of What the Secret Is

The Wintry Woods Full of Birds' Nests Have No Birds in the Nests

The birds take their Christmas in the South with the flowers of Florida and as far away as the valleys of California with the blossoms of orange and apple and peach, fruited deep. But human folks everywhere, big and little, love best a Christmas where every home nest is full to overflowing—and Christmas candles burning and Christmas music sounding and Christmas surprises are whispered and hidden and no end of secrets to be kept until the Christmas dawn.

From the little laddie, the very picture of his father, to the least little girlie with something of the mother in her, there's just one absorbing purpose that

**"Nobody Shall Be Forgotten
This Christmas"**

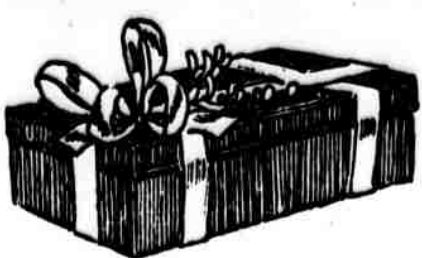
It is no small thing to be nested in a home where every one comes in through the golden gate to do good to some other one. The thought may count for more than the act.

How long those wonderful old-time Christmases have kept, spun on the golden thread of a mother's love that nothing can ever break! They did not cost much either—but, *Oh, dear!*

[Signed]

John Wanamaker

(Written December 9, 1916.)



The Little Foxes That Make the Charm

of a costume are here in a great abundance for Santa Claus to choose from. First come the eyed foxes, beginning with a little black animal at \$25, and running up through black, brown and pointed foxes to \$95. Second, the platinum gray foxes, at \$115; the blue and beige, at \$85 to \$135. Third and finest, the natural silver foxes, from \$450 to \$750—the last being dark, indeed, and the markings particularly beautiful.
(Second Floor)

More \$57.50 Bolivia Coats That Women Like

A NEW shipment of two styles has arrived. Women who have their own neckpieces or who don't care to wear fur are eager for such coats.

They are good warm coats, the bolivia is all-wool, soft and thick, and it is lined and interlined. The large collar of the material may be buttoned up close around the throat. In one model it is a double scarf collar with fringed ends.

The lines in both styles are extremely good, the paneled or stitched box-pleated back giving a slim effect.

The colors are gray, brown, black or navy.
(First Floor)

Six Narcissus Bulbs in a Bowl

—and both in a Christmas box, make a decidedly charming gift, one that will mean fragrant sweetness long after Christmas is passed.
Priced \$1.75.
(Fourth Floor)

Most Girls Would Like a Pretty New Dance Frock

LIKELY some member of the family has already thought of such a gift, for many fresh new evening frocks will be needed during the holidays.

There have just come some delightful little changeable taffeta and crepe de chine dresses in exquisite shades—tearose, blossom, jade, sunset, shell pink, maize and white. Any number of styles and every one as pretty as possible.

Best of all, the price is only \$23.50 for sizes 6 to 14 years.
(Second Floor)

Chiffon Velvet Gowns Reduced— Now \$85 to \$125

GOWNS for afternoon, dinner and evening occasions; gowns in the loveliest tones of color—cherry, browns, sapphire, wistaria, rust, green, grays, besides the dark blues and black.

A few have fur trimming; others depend on collars of real lace for interest; always the girdles are novel and fascinating.

The saving on the gowns is substantial enough to provide for stockings and slippers.
(First Floor)

New Spring Silks Are Going Into Christmas Boxes

IMAGINE the pleasure of the woman who finds in her box a gown pattern of the lovely new printed radium, as soft and shimmering as satin; or of printed crepe, or one of the other new silks already coming in for Spring! Everything is boxed, if requested.
(First Floor)

Evening Slippers of Many Effective Kinds

MANY lovely brocade slippers are made to order expressly to match certain gowns. This takes a little time.

Ready to choose at once are slippers of cloth of silver or sparkling silver brocade; cloth of gold or gold brocade; cloth of aluminum (which does not tarnish) and metal cloth with colors of the rainbow in a lovely Persian sandal effect. Priced \$12 to \$27 a pair.

High or low French heels. Low-cut opera, one-strap or sandal effects.

Rhinestone ornaments add to their sparkle, \$4 to \$50 a pair.
(First Floor)



Always Easy to Find Gifts for New Babies

EVEN though his small Majesty can't appreciate them, his mother will be glad to have some dainty little hand-made dresses for his wardrobe.

They are the finest nainsook with featherstitching, tiny tucks or French knots, all hand work, \$1.75 to \$6.50.

White petticoats of fine nainsook, \$1.50 to \$3. Flannel petticoats, mostly hand embroidered, \$3.85 to \$5.50.

Also pretty little wrappers, coats, caps, socks and sashes to keep him warm, nursery furniture for his comfort and toys for him to play with.
(Third Floor)

Carvings of Rock Crystal From the Orient

Cabinet and desk pieces of much charm for people with the collector's turn of mind.

There is one crystal ball with eagle perched atop for \$450, and other smaller ones at \$125 and \$150; and there are little figures, from a Kwannon, at \$150, down to a covey of ducklings, at \$10 apiece, and their honorable mother, done in smoked crystal and selling at \$16.50.
(Main Floor)

Whether It Is a Doll or a Sled

a rocking horse or an electric locomotive, if your object is to provide lasting pleasure for a child, then the place to find what you want is the Wanamaker Christmas Toy Store.

A Toy Store that is so thoroughly helpful and safe for children, with a whole firm, deeply bedded building

(Seventh Floor)

If I Could Have Only One Musical Instrument

I should choose a phonograph. Because in the phonograph I get

The piano
The violin
The harp
The flute
The cello
The full symphony orchestra
And best of all—
The human voice!

No other instrument in the world can give me the golden voice of Caruso, of Melba, of Schumann-Heink, of Scotti and Farrar and Homer and Challapin and Galli-Curci.

No other instrument in the world can give me at an instant's bidding the violin playing of Kreisler, or Mischa Elman, the great harmony of the Philadelphia Orchestra.

Useful as it is for dances and all the gay diversions of the youngsters, he has not fully known the worth of the phonograph until he has drawn upon it—evening after evening in the quiet of his own home—for a supply of the world's greatest and loveliest music, vocal and instrumental.

In choosing my Phonograph

I should go straight to Wanamaker's. Because I believe them to offer a choice of the best phonographs in the world.

I want a Victrola, a Cheney, a Brunswick or a Sonora. Which one I do not know. At Wanamaker's I can test them all, comfortably and at leisure. There I can buy any of them as low as elsewhere, and on the same easy terms.

Priced \$25 to \$1275—a price range that ought to meet any purchaser's figure.
(Second Floor)



The Book Store Ready for the Holiday Rush

IT IS a wonderful Book Store the year round, but just now the Section of Rare Books and Fine Bindings has more treasures than ever—treasures of a sort that will solve many Christmas problems.

Also all the worth-while new books will be found on the tables and shelves, never to mention the old reliables which never go out of favor.
(Main Floor)

More Kinds of Baskets Than You've Ever Dreamed of

BASKETS from the far corners of the earth, baskets made right here in Pennsylvania, baskets for every purpose for which baskets were ever intended! Never before such a collection of baskets.

Here are jardiniere and ferneries, fire-side baskets, darning baskets, decorated baskets from China, sewing baskets, waste baskets, hanging baskets, lunch baskets, shopping baskets. They are of all sizes and shapes and all moderately priced.

Sewing Baskets, \$1

Of willow in ivory white, tinted with pink or blue and decorated. The longer reel are intended to hold spoons.

Gift Baskets, \$1

A handy also with a colorful design showing through the glass bottom.

Waste Baskets, \$1.35

French gray with just a glint of gliding and a French garland for decoration. Strangely made, in graceful shape, and woven of willow.
(Fourth Floor)

Plaid Blankets All-Wool Splendid at \$15 a Pair

WARMTH, service and good looks are combined in them to a remarkable degree.

Choice of rose, blue, gray, tan, corn and lavender plaids, all finished with satin binding.

Size 72x84 inches, weight 5 lbs., excellent at \$15 a pair.
(Ninth Floor)



Give Embroidered Pillow Cases

to the homemaker who likes her beds to look always fresh and dainty.

Embroidered and hemstitched pillow cases of good muslin are priced \$1.35, \$1.65, \$2 and \$2.50 a pair, boxed.

Scalloped and embroidered, they are priced \$2 and \$2.50 for a box of two.

Made of tubing muslin (no seams) and scalloped and embroidered, \$2.75 the box of two.
All are standard size, 45 by 36 inches, and really wonderful value.
(First Floor)



The Pleasure of Completing a Set of Sterling Silver

CHRISTMAS is the best time in the entire year to give the missing pieces in a tea service. It is then that the collection of beautiful period patterns is at its fullest.

Any piece out of any tea service will be sold separately.

Five-piece tea services, \$245 to \$1050. Hot-water kettles, \$145 to \$460. Walters, \$150 to \$725.
(Main Floor)

Antiques Has Received Some Old Southern Furniture

IT STRIKES a new note in the seven rooms heretofore filled with New England and old Pennsylvania pieces. Among the pieces are:

A set of six antique Heppelwhite dining-room chairs of peculiarly graceful design; done in old blue hickory.

An exceptionally fine old Chinese Chippendale mahogany highboy; richly carved.

A pair of drop-leaf dining tables in mahogany, easily seating ten or twelve persons.

A rare little Queen Anne table of mahogany with mille feet, interesting carving and four drawers—one on each side.

Several large dish-rim tilt-top tea tables, in cherry and walnut.

A couple of beautiful old drop-leaf desks, one in mahogany of rich coloring and grain; the other in early maple throughout.

A fine collection of old mahogany bureaus and chests of drawers, a number with characteristic swell fronts, and some beautifully inlaid with satinwood.

A good example of large old tent-top bedstead, in mahogany with heavily turned posts.

And a number of smaller pieces, such as corner washstands, interesting clocks, mirrors, prism candlesticks, and other things equally attractive for gifts.
(Fifth Floor)

He's Too Big for Short Trousers And Too Young to Look Grown Up

IT'S LONG trouser time, no getting away from that. But there is a way of getting away from that "forgotten boyhood look" that usually goes with the first pair of long trousers.

Wanamaker Suits for Youths Look as Young as the Morning

Built for boys from 16 to 21 years and built in a way such boys like.

Tailored as well as any clothes could be—nothing extreme, nothing out of taste, but here and there is a touch of buoyant boyhood. Belts in the back, belts all around, patch pockets with button-down flaps, Norfolk pleats up and down the coats.

But above everything—a crisp, clear lightness and brightness in color.

That's the kind of a suit a youth likes and that's the kind he finds at Wanamaker's. In a special Section just for youths and priced \$25 to \$35.
(Third Floor)



Silk Shirts

With Pleated Bosoms Are Best in Plain Colors

GAY colors to be sure, but far from gaudy. In a word, that is a description of the newest silk shirts to join the Christmas company.

The bosoms are pleated because so many men like them that way; the colors are plain because it is right to be so—they are bright without being conspicuous and made richer by the luster of the radium silk.

Price \$11. With plain bosoms, \$8.50.
(Main Floor)

Just Like Dad—the Youth of Today Wears a Felt Hat

SOFT felt in the colors and shapes his older brother favors and the becoming ones are here.

Rolling and dipping brims, the full crowns. And what colors for young fellows! Sand, tan, and many, many browns.

Prices \$2.50, \$3, \$4 and \$5.
(Main Floor)

125 Windsor Chairs Have Prices Lowered One-Third—Now \$15 to \$27

Of mahogany and birch in mahogany finish.

All from the regular stock. Mostly with wood seats, but some with rush seats.

About 30 different patterns in the lot, including fiddle-backs, pierced panel backs, and all-spindle backs.
(Fifth Floor)

Windsor chairs are among the most popular of Christmas gifts.

The opportunity to choose at one-third less than regular prices is one to be taken advantage of immediately, as there are just 125 in this special lot.

Thump, Thump, Thump—150 Pounds at a Time, 815 Tons in a Day—

How Long Can a Mere Foot Stand It

WITH every step the whole weight of the body comes crashing down on just one, single foot.

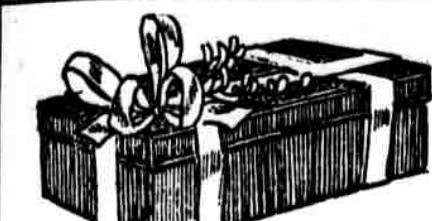
Then on the other foot. Pounds multiply into tons and all day long this tremendous force is hammering away to twist and misshape the foot, to break it down or drive it out of its normal alignment.

There's where the responsibility of a good shoe comes in. Nothing but a firm, proper base, providing support where the weight falls can keep feet forever active and strong.



do it as no other shoes possibly can. They are made to do it.

Men who walk a lot, who are on their feet for hours at a time need Anatomiks as they need nothing else. They are comfortable shoes, corrective shoes, health-building shoes, yet they are just as smart and trim as any other shoes. In black or tan, \$14.
(Main Floor)



A Luxuriously Fitted Suitcase Will Earn a Woman's Gratitude

IT MEANS the greatest convenience in traveling. Not only a special place for each toilet article where it can be quickly found, but the entire tray with the toilet articles folds into a little overnight case by itself, that is easy to carry here and there.

Beautifully made cases of black long-grain cowhide, a most durable leather, with removable tray and eight to eleven imitation shell fittings, \$25 and \$32.50. They are "specials."

Other cases, with removable folding trays and fittings of imitation amber, shell and some with gold decorations up to \$100.
(Main Floor)

Fine Millinery Reduced

FOLLOWING the after-Thanksgiving custom, the Gray Salon tomorrow lowers prices on many of the finer hats.

Many are one-third lower, and some as much as one-half.
(Second Floor)

Sport Scarfs—Special at \$3.50

Fiber silk scarfs in fancy and plain weaves, Persian designs and sports stripes and in about all the desirable sports colors, besides quiet ones. Fine to put in a Christmas box.

Other scarfs of knitted silk, soft of texture and delightful of color, each two yards long and having deep fringe. Priced \$12.
(Main Floor)



A Hand-Spun Handkerchief

An exquisite colored linen handkerchief that only Paris knows how to make. They are of vibrant fineness in the prettiest and most novel patterns and delicate colorings.

Some are hand scalloped or have hand-embroidered dots. \$5 to \$13.50 are the prices.
(Main Floor)

It Is Always Safe to Pick an Axminster Rug—If It's Good

COLORS, patterns, beauties that other rugs lack somehow, seem to glow in the gayness of Axminsters.

And what boundless choosing. Axminsters come in more colors, more patterns than other rugs and the tones seem truer.

Back of it all, a good Axminster is durable.

8 x 12 ft. \$55 and \$65
12 x 16 ft. \$107.50 and \$135
16 x 20 ft. \$187.50 and \$232.50
4 1/2 x 6 1/2 ft. \$16.50 and \$19.50
(Seventh Floor)