

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Rain

It's Not So Long With So Much to Do, But Wanamaker's Is a Place of Plenty

A Kindly Heart Was Given to Us for Everyday Wear

It is not necessary to talk about its goodness when it can speak for itself in courtesies, beginning with the breakfast table and ending at night when we turn off the light and close our eyes.

Yet, a man or a woman can be

Like an Old Grandfather's Clock

much cared for its heirloomishness, which so far as its old white face was concerned, with a moon creeping in on it at the upper left-hand corner, combined to make its hands tell the right time, but when it spoke it always struck the wrong hour.

A little careful regulating of ourselves to strike right at Christmas time would do wonders for many of us.

Really, there are Christmas flowers that have been known to bloom a whole year!!!

[Signed] *John Wanamaker*

(Written December 18, 1918.)

Mothers Who Wish Especially Lovely Frocks for Their Daughters

are finding an invaluable service in the Custom Tailoring and Dressmaking Bureau.

The most charming models are now shown for school, dress and party wear, expressly designed by a master designer for girls of eight to sixteen years, and made to measure at reasonable prices, from \$12 upward.

They are such dresses as are not to be found anywhere else, unique both in materials and styles.

Prices, \$4.50 to \$14.

(Second Floor)

Old Blanket Bathrobes for Women, \$16.50

One of the loveliest luxuries for women's winter comfort! As pretty to look at as they are warm, for they are in large block plaids of pink, lavender or blue and are liberally bound with downy satin. The plaid cords have a charm of their own, also.

(Third Floor)

Fine Silk Sports Scarfs Make Beautiful Gifts

Almost every woman, and certainly every girl, would be happy to find one among her Christmas presents.

Never was there such a wonderful assortment of lovely colors, plain colors, lengthwise and crosswise stripes, fancy borders, checks and plaids. A shade to go with any costume, it would certainly seem.

Prices, \$12 to \$18.50.

(Main Floor)

All-Wool Blue Serge of Unusual Quality at \$2

Three yards of it will make a thoughtful gift to some one who needs a cloth dress.

Fine twill, soft finish, a desirable dark blue and full 54 inches wide.

(First Floor)

As long as women like pretty clothes, they will like SILKS for CHRISTMAS

and as long as they enjoy gifts of loveliness and distinction, they will like their silks to come in a Wanamaker box.

The newest patterns, the most beautiful textures, unquestioned quality, and prices as low as anywhere else.

(First Floor)

Rock Crystal Balls From the Orient

A new importation brings several of the specimens of these crystal gazing balls—measuring at \$5, \$10, \$15, \$20 and \$25.

Silver elements to hold these balls are also here at \$5 and \$10.

(Main Floor)

Small Girls Like Raincoats

This is worth remembering by mothers and other grown-up relatives.

In red or blue rubberized satin, made full and long for greater protection, \$2.50. Sizes 3 to 6 years.

(Third Floor)

The Prettiest Silk Lingerie

may be seen in the Women's Store of Undermuslins. Each style is in pink, blue and orchid.

Nightgowns of hemstitched crepe de chine are tailored and priced \$10. Of radium with French knots and colored bindings, \$12. Of radium with cross-tucking and V-shaped necks, \$9.50. With square necks and Irish inserts, \$12.50. With V-necks and real filet, hand embroidery and hemstitched blocks, \$13.50. Of crepe de chine, hand made and embroidered and filet with real Irish and handwork, \$12.50.

(Third Floor)

A Silver Mesh Bag Always Gives Pleasure

Especially is it appreciated by the debutante or the woman with many social engagements on her hands when the everyday handbag is out of place.

Sterling silver bags in the new long shape and a fine mesh with strap handle, \$21 to \$50. With square top frames and chain handle, in fine mesh, \$25 to \$50.

(Main Floor)

Beautiful Novelty Fur Wraps for Women

Here is a long black caracul wrap with huge collar and cuffs of natural Hudson Bay sable, which would make a wonderful Christmas gift for some dark, willowy woman. The price is \$1500.

An Alaska seal wrap with low-set sleeves is absolutely simple and rich. \$950.

(Second Floor)

Many a Girl's Fancy Turns Toward a Fur-Trimmed Coat

The prettiest of all are in warm, soft bolivia, silk lined and interlined. Some girls look best in a blue and model and some in one with straight lines, so there are both kinds.

Every coat has a fur collar and a number have fur cuffs as well. The furs are squirrel, fox, civet cat and Australian opossum—all the finest quality.

In sizes 14, 15 and 17 the prices are \$45 to \$175.

(Second Floor)

Quilted Satin Boudoir Slippers \$2.75 to \$4.25 a Pair

Finely made of good materials, and dainty enough to send to the dearest lady.

Slippers with soft-padded or light leather soles, \$2.75 a pair.

(First Floor)

Who Could Begin to Tell of the Thousands of Toys

in the Toy Store—the marvelous thousands of toys and the thousands of marvelous toys!

That it is a great Toy Store, who will doubt, with the wonder-lit eyes of happy children before them, absorbed in Santa Claus' Ice Court, in the ever-moving silhouettes in the Land of Fable or in one of the many curious toys from far lands.

No toy store could be truly great without first being thoroughly safe, roomy and healthful in every way. From now on the wide aisles and fresh air of the Toy Store will be doubly appreciated.

(Seventh Floor)

A Collection of Children's Stockings Second to None in the World

A specialized section under the watchful eyes of experts.

The best the world produces is here and the stock has taken on the holiday look.

Wool three-quarter hose with fancy tops, \$1.50 to \$2.

Wool sports hose, \$1.25 to \$5.

Wool socks, fancy striped, \$1.30 and \$1.75.

Sports hose, mercerized cotton, 75c; silk and cotton, 75c and \$1.

Silk socks, plain and fancy, 65c to \$3.

Mercerized socks, 25c to 50c.

Fine French hosiery socks, \$2.

Ribbed silk hose, 90c to \$2.75.

Young women's plain silk hose, \$2.50 to \$3.50.

Ribbed cotton hose for boys and girls, 25c to \$2.

Mercerized hose, 50c to \$3c.

And a Special Lot of Silk Socks at 75c

Fine quality thread silk, white legs with fancy colored tops, just 2400 pair.

(First Floor)

Nine Tables of Christmas Gifts In the China Store

The special arrangement of nine gift tables in the China Store, presenting a choice of particularly attractive pieces in crystal, pottery and art wares, is proving wonderfully helpful.

The assortments are rich in appropriate pieces for the discriminating gift-seeker, but only a summary of what each table contains can be given.

\$20—Tea sets, Italian talence, console sets, fruit bowls, imported crystal, jugs, vases, hand-decorated china.

\$15—Engraved water sets, lunch-sets, art pottery, Italian jars, Dresden china, English pottery, crystal compotes.

\$12.50—Imported boxes, pickled china, hand-decorated fruit bowls, English vases, punch sets, Italian compotes.

\$10—Italian talence, gold-decorated crystal, sandwich trays, fruit bowls, gold and crystal boxes, art pottery, vases.

\$7.50—Sandwich sets, jars, boxes, vases, fine crystal, art pieces, compotes, china, flower and fruit bowls.

\$5—Italian and English pottery, imported crystal, jars, compotes, vases, bowls, trays, boxes.

\$3.50—Cut crystal, gold-encrusted glass, pottery, vases and bowls, fine choice of art wares, vases and compotes.

\$2.50—Imported and domestic china, glass and pottery, including vases, bowls, trays, compotes and baskets.

\$1.50—Pottery vases, candlesticks, bowls, crystal trays, compotes, flower bowls, fine china and crystal.

(Fourth Floor)

"Please Send Me a Fur Cap" Says Many a Letter to Santa

And many a mother and father would like to have added a postscript "time too."

Little children and grown-ups and everybody likes them—most comfortable things in the world for motoring or anywhere at all outdoors.

And Christmas is the easiest time to get one.

For one reason there are more than ever in the Wanamaker Hat Store. A fur hat for every one.

MEN'S—imitation seal, \$6 to \$15; muskrat, \$15; Hudson seal (sheared muskrat), \$20; Alaska seal, \$25 to \$50.

WOMEN'S—in most of the fashionable furs to match fur coats, \$13.50 to \$45.

CHILDREN'S—Different styles for boys and for girls, becoming as can be. Same furs as women's, \$9 to \$24.

(Main Floor)

Fine French Perfumes, \$1 to \$120 a Bottle

Every woman will appreciate a generous gift of one of the lovely French perfumes, priced from \$1 for a tiny flask to \$120 for a huge bottle. Every famous French make is represented.

In a dozen ways these delicate perfumes make themselves valuable. A drop or two on the hat-lining perfumes the hair. A few drops on the fan scatter fragrance at every motion. From the tip of the fur, the pocket of the cloak, every article of the apparel, just the faintest fragrance should emanate.

And to perfume one's entire environment there are charming French perfume burners at \$7 to \$50.

(Main Floor)

A New Book by May Sinclair

"Anne Severn and the Fieldings" is the story of a girl's relations with one family, father and mother and three sons. It is a drama of many psychological motives—love, honor, pity and remorse.

The price is \$2.

(Main Floor)

"Morning" and "Evening"

are the two new Maxfield Parrish pictures for gift-givers. Framed in dull gilt and blue, each is \$7.75.

(Fifth Floor)

Liberty Bell Thimbles

Sterling silver thimbles, made in the image of a tiny Liberty Bell, even to the lettering.

They are nice for a woman's stocking and they come in a number of sizes at \$1 each.

(Main Floor)

Christmas Surprise Package of Candy \$2.50

Time to think of ordering such packages sent off—on any date you wish, packed with fresh candies.

Each big white box is tied with a rosette of red and green ribbon, with a merry Santa Claus in one corner. Inside is:

A pound box, each, of chocolate marshmallows, crisp wafers, cream mint, chocolates and bonbons and old-fashioned stick candy. Also two gay, red snapping bonbons.

(China Store)

Floor and Bridge Lamps

in brass, bronze, wood and composition, finished in gold and silver, old English brass, enamel, cloisonne and polychrome; with adjustable sockets and arms, are priced from \$60 to \$200.

Shades for them are of taffeta, Georgette, China silk and brocade—all interesting and priced \$35 to \$175.

(Fourth Floor)

Small Boys Must Have New Suits for Christmas

Most mothers approve of wash suits which can be kept spick-and-span by the easy method of tub-bine.

They are real boys' suits in middle, Oliver Twist, tailored or smocked styles in chambray, linen, poplin and navy cotton. And for trimming, if there is any, ruffles or a suggestion of hand feather stitching. From \$1.85 to \$10.50.

Or there are suits of warm wool jersey or velvet with blouses of white wash satin or pongee silk, from \$7.50 to \$8.75.

All are in sizes for boys from 2 to 7 years.

(Third Floor)

An Excellent Tea Wagon at \$44

Made of mahogany, the top measuring 28x18 in.

Makes up into an oval shape with the leaves up.

Has removable glass tray on top and large drawer underneath the top.

The adjustable handle can be put out of sight when not in use.

The large wooden wheels are equipped with rubber tires and the small metal wheels with felt tires.

One of the thousands of excellent pieces which make up what is regarded as the largest and most interesting collection of gift furniture in the country.

(Fifth Floor)

Madeira Embroidered Napkins Remarkable At \$8.75 a Dozen

Of pure linen, hand scalloped and with one corner finely hand embroidered.

Ordinarily the price should be much higher, as the quality is exceptionally good and the amount of embroidery unusual.

Size 13x13 inches, \$8.75 a dozen.

(First Floor)

Tool Chests for Boys of All Ages

A source of endless amusement, every one.

These are superior chests, selected for real durability, and in each there are wonderful possibilities for the boy who likes to build.

Prices start at \$5.50 for a chest of six tools and go to \$85 for a wall cabinet of black walnut containing fifty tools.

Work benches, \$20 and \$25.

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(Main Floor)

Fitted Scissors Cases for Women Who Sew

The cases are prettily colored leather and the scissors of good reliable grade, from \$2.75 for a two-pair case up to \$20 for one with four pair.

(Main Floor)

Young Men Might as Well Start Right Now To Wear Good Clothes

Sooner or later, sound common sense will make them shut their eyes to every other kind.

And that same common sense will tell them that the best clothes are at Wanamaker's. Wise men have been learning that for three generations.

They are just as smart looking, just as up to the minute as any clothes can be. The cut and the lines are buoyant with youth.

The colors are sparkling and rich. There's everything a young man can ask in clothing and it's all in good taste.

Designing is the secret. Designing plus tailoring. Wanamaker clothes are designed by the creators of

fashion, in the fashion center. They are tailored to stay good looking as long as the cloth holds together.

And with it all they are not expensive—Suits \$35 to \$55. Overcoats \$35 to \$100.

(Third Floor)



And with it all they are not expensive—Suits \$35 to \$55. Overcoats \$35 to \$100.

(Third Floor)

The Handkerchief a Man Prefers

Usually it has his initial in one corner. It is less easily lost and has a personal touch that others lack.

For gifts, the initial should be hand embroidered. One kind in a fine Irish linen with script letter is priced \$1.75 each. Another with hand-embroidered initial in monogram form, beautiful quality linen, \$2 each.

And a sheer linen tape border handkerchief from Paris with hand-embroidered block initial, \$3.25 each.

(Main Floor)

The Good Leather Gifts That Every Man Likes

Little things, though they are, yet they do add to a man's comfort and, most important of all, every man can see an immediate and distinct use for them.

Key cases, 50c to \$11 for one gold mounted.

Collar bags, \$1 to \$5.

Pass books for railroad passes or automobile licenses, \$1.50 to \$13.50.

Wallet and hip pocket cases, \$1.50 to \$25.

Cigarette cases, \$3 to \$13.50.

Cigar cases, \$3.50 to \$15.

And there are hundreds of other useful leather gifts in domestic and imported novelties at prices to correspond to every one's Christmas list.

(Main Floor)

There's a Veritable Treasure Corner of Gifts for Men

It's the men's shoe department, filled with the most practical and sensible things imaginable.

In the first place, more people than ever are giving shoes. Fashionable shoes, sturdy ones, good ones. And they know such shoes are found in the greatest variety at Wanamaker's. Not only everything that is new, but the good, old comfortable lasts that are good year after year.

Prices, \$6.40 to \$16.

(Main Floor)

Rubber boots, too, have always had a place on most Christmas lists. Hip boots, thigh boots and short boots, all well made and priced in order, \$6.25, \$5.25 and \$4.25. Arctics for stormy days in town, \$2.75 to \$4.75.

Then there are slippers. Who ever saw so many and such different ones. Leather and felt in shapes that will surprise you. Felt, \$1.90 to \$3.50; leather, \$3.40 to \$10.

(Main Floor)

Gloves for a Man Who Deserves the Best

Anywhere from \$3 to \$16.50 you can get him a pair that will do credit to your judgment and merit his appreciation.

Unlined cape, deerskin, buck or mocha, \$5 to \$6 a pair.

Lined cape, buck, mocha or velvet.

(Main Floor)

sock suede—linings of fleece, wool or fur—\$3.25 to \$16.50 a pair.

Lined cape gauntlets, \$3.50 to \$11 a pair, including soft-cuff gauntlets that will fold in the pockets.

Wool gloves, including the best Scotch knitted kinds, \$1 to \$3.50 a pair.

(Main Floor)

Is It Possible to Get a Good Piano for \$385?

BEYOND a doubt!

But it is well to choose it where the comparative value of pianos is understood.

The home of the finest pianos is also the home of the safest lower-priced pianos. The same discrimination that elects the Chickering, the Schomacker and the celebrated Knabe to places of honor in the

Wanamaker Piano Salons

chooses as their worthy associates at lesser prices the following eminent group:

Lindeman Pianos with a history of eighty-six years. Uprights at \$385. Players at \$585. Grands at \$785.

Marshall & Wendell Pianos dating from 1836. Uprights at \$425. Players at \$625. Grands at \$860.

Haines Brothers Pianos with a reputation dating from 1851. Uprights from \$475. Players at \$675. Grands at \$950.

Emerson Pianos famous since 1849. Uprights at \$550. Players at \$775. Grands from \$975.

Brambach Pianos made only in grands, \$635 up.

Each, from the lowest-priced at \$385 up, is of the established musical excellence fitting it to belong in the famous Wanamaker group, and in your home.

Several, at a higher price than quoted, have incorporated in them the extraordinary Ampico reproducing mechanism.