Bright Christmas Things Everywhere and Minutes Seem to Count Double With the Helpful Service at Wanamaker's A Promise **Books for Boys and Girls**

"This block, put in place on June 11, 1910, by John Wanamaker, marks completion of this structure, begun April 26, 1904. Cornerstone laid June 12, 1909.

"Let those who follow me continue to build with the plumb of Honor, the level of Truth and the Square of Integrity, Education, Courtesy and Mutuality.

"JOHN WANAMAKER."

The above is the inscription carved for all time on the capstone of the Wanamaker Store.

Quilted Silk Robes and Jackets

are among the comfy and luxurious gifts that may be chosen from the French Room today.

Robes are priced \$10.75, \$15, \$18 and \$20.

Jackets, \$9 for plain and \$10.75 for embroidered

Colors are Japanese rose, purple, Copenhagen and

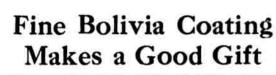
(Third Floor)

Women's and Children's Quilted Satin Slippers, \$2.25 to \$2.75

The daintiest possible kind, such | black quilted satin with silk poms could be sent to any one.

pon, \$2.75 a pair. Children's in pink, rose, cadet Women's have either leather sole or light blue satin with soft padded sole, and are in ded soles. Sizes 6 to 10½, \$2.25.

avender, pink, cadet blue, rose or | Sizes 11 to 2, \$2.50.



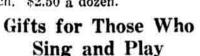
Three or four yards of it will make a beautiful

Better-than-usual quality just now at \$6 a yard. Black, navy, delft, chestnut, golden brown and tan. A rich-finish all-wool weave, 54 inches wide. Boxed

Seventy Best Songs in the Christmas Song Book

Special at 25c

Clearly printed, nicely bound Christmas song books contain seventy of the best songs, hymns and carols of Christmas, with the music and several verses of each, \$2.50 a dozen.



Well-bound volumes of various selections of Chopin. Mozart, Godard, Mendelssohn, Grieg, Dvorak and Chaminade, \$2 to \$3. Beethoven's sonatas, \$3.40 a volume.

Vocal scores of many operas, \$2.80 to \$3.25. Modern Russian piano music is bound in two volumes; paper, \$2.25 each; cloth, \$3.15 each.

Stockings, Stockings, Stockings— What a World of Gifts It Is!

Dainty things, beautiful things, ! novel things. And to a woman there's hardly a gift more welcome. Every country the whole world wer that produces good hosiery

has sent its best here. Gorgeous silk ones, fresh from the looms and abreast of fashion.

Every kind of silk hosiery is in the lot, from the most practical every-day pair to the most extreme

novelty and the prices are from Three favorites for Christmas

Silk stockings with open work and embroidery combination clocks. Different from any you have seen. Black, white and shoe shades. Price 57. (hiffon silk stockings in black, white and shoe shades. \$7.50. Unique English hose are of heavy ribbed silk. Sports stockings in two-color mixtures. \$10.

The Finest Lamps of the Whole Year

At this moment there are at least fifty different designs of the finer floor lamps-some are bridge style, by-the-way and the designs are in thirty different finishes.

The lamps are of wood, and of composition combined with metal; and every lamp has a shade to harmonize with it.

Prices \$48.50 to \$135. (Fourth Floor)



In the heart of this Book Store there is another Book Store exclusively for the youngsters. And what an amazing number of books there is! Here are a few-

"The Adventures of Diggeldy Dan," by Edwin P. Norwood. A story of circusland. Illustrated. \$1.75.

"Girls'-Nest," by Stella G. S. Perry. A sunshine story for girls. \$1.75.

"Shakespeare and the Heart of a Child," by Gertrude Slaughter. Introducing Shakespeare to the young folks. Illustrated. \$2.

"Master Skylark," by John Bennett. Holiday edition of this favorite. Illustrated. \$3.50.

"Through the Cloud Mountains," by Florence Scott Bunard A charming story of the well-known characters of the children's favorite classics. Illustrated. \$2.50.

"Bannertail, the Story of a Gray Squirrel," by Ernest Thompson Seton Illustrated. \$2.

"The Boy With the United States Miners," by Francis Rolt Wheeler. Illustrated. \$1.75.

"Lige Mounts, Tree Trapper," by Frank B, Linderman. A boy's book full of action. Illustrated. \$2.

"Stories," by Mrs. Molesworth. The best stories of this famous story teller. Illustrated. \$3.50. The Adventures of Diggeldy Dan," by Edwin Norwood. A story of Circusland. Illustrated.

For the Younger Children

"The Magle Land of Noom," by Johnny Gruelle Illustrated. \$2.
"Rabumpo in Oz," by Ruth P. Thompson. Illustrated. \$1.75.
"Validation of Noom," by Thompson. Illustrated. \$1.50.
"The Pussycat Princess," by Edward Anthony. Illustrated. \$2.50.
"The Swiss Twins," by Lucy Fitch Perkins. Illustrated. \$1.75. (Main Floor)

Christmas Silks

Many a shining yard of silk is | Could you think of a better gift? going into holiday boxes to make some woman happy on Christmas

Or a better place to choose it than the Wanamaker Silk Salon?



The Schomacker Small Grand Piano

THE most perfect of gifts!

So rich in tonal quality, so increasingly satisfying with the years that its name is everywhere synonymous with Music of the highest

So beautiful in form that it enriches any room it occupies. Its diminutive size seems to make it all the more attractive-as it certainly

If we could print one-tenth of the praise owners of Schomacker pianos write us, no other indorsement would be

In many music-loving Philadelphia families a Schomacker piano has been in use for generations, and will be in use for generations more. in the modern small grand form.

Sold only in the Wanamaker Piano Salons. Priced \$1150.

Other Schomacker pianos, \$725 to \$1250. Convenient purchase terms apply to all. (Egyptian Hall, Second Floor)

Some Magnificent New Coats Would Make Marvelous Gifts

There is only one of each, as a

A handsome silk-finished bolivia coat has a deep cape collar and cuffs of beaver. It is a new flaring model with draped sleeves ending in long tassels and the price is

rule, or possibly one in each color, cashmere duvetyn trimmed with which makes women appreciate | gray wolf at \$275. Also a beautiful corded bolivia with deep facing, collar and cuffs of squirrel at

> A number of others are in duvetyn with a lining of squirrel fur and either black fox or gray squirrel collar. \$250 and \$275. (First Floor)

Carnelian Ornaments From the Orient

delightful necklace of large round beads lovely in color, is priced \$75; and the large hoop earrings to go with it, \$38.50. A string of smaller carnelian beads, \$50; slender pendant carrings, \$17.50.

A string of ribbed oval beads, \$45; pendant

A long girdle of light toned carnelian circles on knotted cords can be worn as a necklace and costs \$150, while earrings to go with it are priced \$42.50.

A string of pale yellow carnelians, \$45. (Main Floor)



Christmas Lasts the Whole Year When Santa Brings Rugs

Cheerfulness comes into the home with a new rug-and it stays with a good rug. People by the thousand have realized this and are giving Wiltons or Axminsters for Christmas. Superior rugs they are-possessing a glory of color and magnificence of pattern that others strive for but never seem to equal. Such rugs are at their best at Wanamaker's.

Wiltons 812 ft. 891 50 8.3x10.6 ft. \$87 0x0 ft. 857 86x63 in. \$10.25 27x54 in. \$10 Axminsters

Nothing Better on Wheels Than a Serving Wagon

The mission of a serving wagon is to bear the good things of life, a jolly burden, certainly. Serving wagons are one group

in a vast crowd of furniture gifts. This one is solid mahogany, with a top 17x27 inches. It has a removable glass tray

and two shelves with beading, or moulding around the edge to prevent dishes from falling off. And it is equipped with large metal casters, rubber tired. Price,

This whole collection of gift furniture embraces thousands of other pieces, from the lowest-priced that are worthy and serviceable to those that satisfy the desire for luxury. for elegance, or for odd and un-

of appearance added to the interest of their many kinds and they are always sure to be good. Camee caramels also well deserve their fame. \$1.50 a pound.

There are so many lovely boxes -many of them French-in Camee for holiday choosing. One may order all Christmas boxes now and have them sent when and



There Never Were So Many or Such Good Clocks for Gifts

CLOCKS of every kind and every size, from tall grandfather clocks to tiny desk clocks or little folding clocks that

would go in a handbag-as a matter of fact there are clocks for every member of the family.

But one and all, every clock here is such as one would like to give as a gift, for we have carefully chosen only the best and most reliable kinds.

All have been timed and inspected at the factory.

It is a real satisfaction to many people to know that a clock has come from Wanamaker's.

Hall clocks in mahogany cases. chiming on tubular bells, every quarter hour, \$290 to \$850.

Mahogany mantel clocks, chiming quarter hours on bars, \$55 to \$100.

Mahogany mantel clocks, striking hour and half hour, \$11 to \$110.

Ship's bell mantel clocks, \$70 to \$162.

Everybody else is talking lacy.

frilly, gifty things-for Christmas.

But how about shoes? Ever

since there has been a Christmas,

they have been the gifts of wise

bed." No need to give any other

reasons why blankets so fine and

warm and serviceable are among

California wool warp and filling,

the best of home gifts.

you know, is just a little way

Hanging mirror clocks, \$20 to

Banjo hanging clocks, \$12.50

Boudoir clocks in polychrome cases, \$40 to \$45.

Mahogany desk clocks, \$4.75 to \$30.

Folding leather traveling clocks, \$18 to \$48.

And never more than now have

Of course, it is wise to select

All the shoes that all the men

them where good ones and fashionable ones are found and beyond

a doubt that means Wanamaker's.

like-and the kind it pays to wear

they been more useful.

-\$6.40 to \$16 the pair.

Can be had in plaids also.

and in plaid designs, all

At \$10 each, Cape Colony wool

blankets, of finest construction

possible, in white, in solid shades

only at Wanamaker's, and marked

at the lowest price for which they

Right Now It's a Diversion,

Sir, to Think About Shoes

"Oh, It's Nice to Get Up in the

Mornin'," but Under

These Blankets

it surely is "nicer to lie in your | ders, weight 5 lbs., double-bed size.

At \$15 a pair, blankets of pure | with satin, size 72x84 inches, sold

Silver-Fitted Suit Cases Are **Unique Gifts**

There have never been such beautiful ones before. Some are intended for women and they are in the finest black seal, cross grain morocco or walrus leather. Nearly all have small removable trays containing the fittings which are all of sterling silver. The trays may be used as overnight cases. From \$225 to \$325.

Those for men are of black walrus leather with hammered sterling silver fittings at \$275.

A New \$5000 Shipment of Splendid Irish Table Cloths and **Napkins**

A Little More Than Half Price

From the looms of Ireland's foremost manufacturer, John S. Brown, whose linens have achieved a Prices are a little more than half today's market

values, and it is unusual for linens of such quality to be offered at a large saving.

There is a choice of table cloths in a full range of sizes from 2x2 to 214x4 yards, at \$12.75 to \$40. Matching napkins, 2212x2212 and 27x27 inches,

are priced \$10.50 to \$30 a dozen. The linen is of the most beautiful texture, rich, satin-like and full of service, and there is an exquisite choice of rich floral patterns.

Gift Umbrellas for Women

will be found in the Umbrella silk, in all the popular colors be-Store at almost every price-sturdy black cottons at \$1 to \$2.50; sides black at \$5, \$7.50 and \$10. Santa Claus please take notice! silk-and-cotton at \$3 to \$5; all

in white with pink, or blue borcan be had in America. Knit Ties That Men Like So Well Are Decided Specials at \$2

The saving is close to a half on each tie. Among them are the fine crochet ties, the accordion weave, the fancy jacquard figures along with cross stripes and diagonal stripes galore.

There are a dozen color combinations in the lot and everyone heavy, well woven of all silk.

Philadelphia at Its Christmas Best Is the Wanamaker Toy Store— Gifts From A Framed "Antiques"

are among the most delightful Yourself on could send to some people

Seven rooms are filled fascinating old chairs, tables, desks, cupboards, clocks, mirrors, candlesticks, tea-caddles, pedsprends, Colonial shaving Picture Store. mirrors, and similar old things, such as many people do not yet

Not photographs only, but pic-

reasonably.

Decorated Luster Tea Sets, \$17.50

A Bright Christmas Idea Of fine imported china, with a beautiful luster body and distinctive border in a black and white check design. Complete tea sets, each com-

know they can get in a store de-voted almost wholly to new

Everything in "Antiques" has

You can buy gifts there from

(Fifth Floor)

the charm of age, and often the

added interest of a history.

\$2 to many hundreds.

prising six cups and saucers, six ten plates, sugar bowl, cream jug teapot-a handsome and acceptable gift-\$17,50; Other ten and breakfast sets in a wide range of decorations and designs, \$10 to \$100.

Mahogany Chests With Cedar Linings, \$35 to \$90

Fourth Floor

New shipment ready in the Up-Good gifts in themselves, they will keep other gifts sound and sweet, and they will keep the giver in sweet remembrance. (Fifth Floor)

Photograph of

is the most welcome gift you could give some people. A really lovely collection of standing frames is priced from \$1.75 upward, in the

Framed to order, a few days are required, and the earlier the order is left the greater surety of get-ting it on time.

tures of every kind are being framed quickly, satisfactorily and

and Old Santa Is Here Every Day

Sizes about 1.6x3 to 2x3.3 ft., priced \$9.75 and \$12. The tiniest of Oriental rugs, the cheery furnishing effect being out of all proportion to the size.

Anatolian Mats, \$9.75 and \$12

Bright reds, mahogany reds, blues, green and ivory tones.

Hardly any need to say that they are handsome and serviceable gifts. (Seventh Plant)

Big Cozy, Warm, Fur Coats

for Men (In the London Shop)

More or less a fashionable necessity with women-and certainly a comfort to men, particularly the man who motors or rollicks outdoors in Winter.

Naturally, the first in popularity are the hairy-looking raccoon coats. They are lined with tweeds or worsteds in indistinct plaids or else nutria. Price \$400 to \$525.

Fur-lined coats with fur collars have bodies of cheviot or melton in overplaids or rich plain colors. The linings are muskrat or mink and collars beaver or otter. \$185 to \$850. Then there are smart-looking coats in a score of pat-

terns, with Australian opossum or beaver collars. Price \$75 Even children can get a big, snug raccoon coat, for the sizes range as small as eight years with prices proportionately



