

Organ and Christmas Carols at 9 and 5:15

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER Fair

Bright Christmas Things Everywhere and Minutes Seem to Count Double With the Helpful Service at Wanamaker's

A Promise

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

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 styles.

Third Floor

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

The daintiest possible kind, such as could be sent to any one. Children's in pink, rose, cadet or light blue satin with soft padded soles.

First Floor

Fine Bolivia Coating Makes a Good Gift

Three or four yards of it will make a beautiful wrap or coat. Better-than-usual quality just now at \$6 a yard. Black, navy, delit, chestnut, golden brown and tan.

First Floor

Seventy Best Songs in the Christmas Song Book

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.

Gifts for Those Who Sing and Play

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

Second Floor

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 over that produces good hosiery has sent its best here.

First Floor

The Finest Lamps of the Whole Year

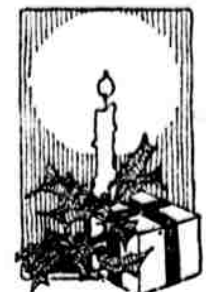
At this moment there are at least fifty different designs of the finer floor lamps—some are bridge style, by-the-way—and the designs are in thirty different finishes.

Fourth Floor

Books for Boys and Girls

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 Biggleswade Pan," by Edwin P. Norwood. A story of Circuland. Illustrated. \$1.75. "Glebe-Nest," by Stella G. S. Perry. A sunshine story for girls. \$1.75.



For the Younger Children "The Magic Land of Noom," by Johnny Grucille. Illustrated. \$2. "Kabamp in Oz," by Ruth P. Thompson. Illustrated. \$1.75.

Christmas Silks

Many a shining yard of silk is going into holiday boxes to make some woman happy on Christmas morning.

First Floor



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 type.

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 makes it more available for general use.

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

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 rule, or possibly one in each color, which makes women appreciate them all the more. A handsome silk-finished bolivia coat has a deep cape collar and cuffs of beaver. It is a new fashion model with draped sleeves ending in long tassels and the price is \$300.

First Floor

Carnelian Ornaments From the Orient

A 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 earrings, \$17.50.



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.

Table listing rug types and prices: Wiltons (8x10 ft \$87, 8x12 ft \$97, 9x12 ft \$107, 10x12 ft \$117, 11x14 ft \$127), Axminsters (8x12 ft \$95, 9x12 ft \$105, 10x12 ft \$115, 11x14 ft \$125, 12x16 ft \$135)

Seventh Floor

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 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 uncommon charms.

Fifth Floor



Camee chocolates have a charm 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.

Main Floor

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.

- Hanging mirror clocks, \$20 to \$90. Banjo hanging clocks, \$12.50 to \$110. Boudoir clocks in polychrome cases, \$40 to \$45. Mahogany desk clocks, \$4.75 to \$30. Folding leather traveling clocks, \$18 to \$48.

Main Floor

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.

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

Main Floor

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 world-wide reputation.

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 24x4 yards, at \$12.75 to \$40.

First Floor

Gift Umbrellas for Women

will be found in the Umbrella Store at almost every price—sturdy black cottons at \$1 to \$2.50; silk-and-cotton at \$3 to \$5; all silk, in all the popular colors besides black at \$5, \$7.50 and \$10.

Main Floor

Philadelphia at Its Christmas Best Is the Wanamaker Toy Store—and Old Santa Is Here Every Day

Gifts From "Antiques" are among the most delightful you could send to some people. Seven rooms are filled with fascinating old chairs, tables, desks, cupboards, clocks, mirrors, candlesticks, tea-caddies, bed-stands, Colonial shaving mirrors, and similar old things.

Everything in "Antiques" has the charm of age, and often the added interest of a history. You can buy gifts there from \$2 to many hundreds.

A Framed Photograph of Yourself 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 Picture Store.

Framed to order, a few days are required, and the earlier the order is left the greater the chance of getting it on time. Not photographs only, but pictures of every kind are being framed quickly, satisfactorily and 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.

Other tea and breakfast sets in a wide range of decorations and designs, \$10 to \$100.

Mahogany Chests With Cedar Linings, \$35 to \$90 New shipment ready in the Upholstery Store.

Good gifts in themselves, they will keep other gifts sound and sweet, and they will keep the giver in sweet remembrance.

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.



The Gallery