

Organ and Christmas Carols
at 9 and 5:15
Chimes and Brass Quartette at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Increasing Cloudiness

Happy Faces Everywhere Hunting Things to Make Others Glad--and Wanamaker's the Heart of It All

From the Writings of
The Founder

Some Day Not So Far Distant My Little Pencil

will have written its last piece and be laid aside.

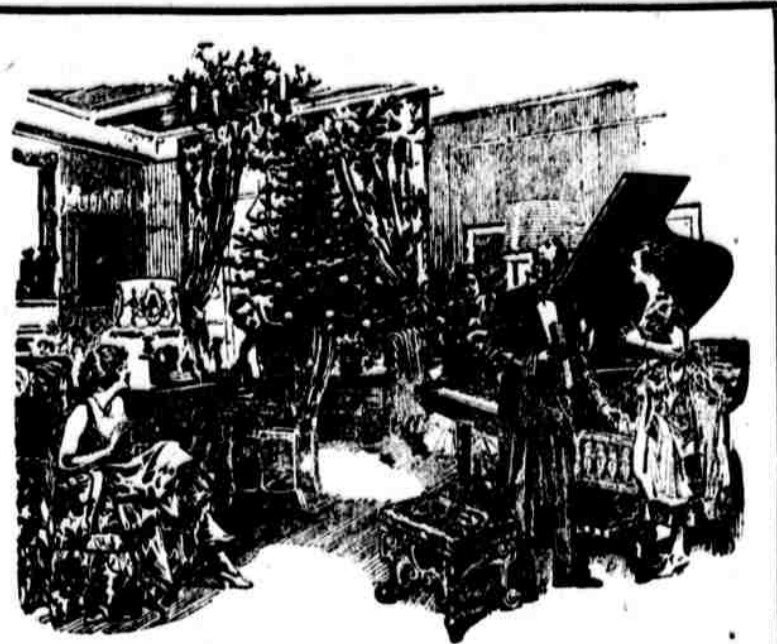
With simple, heartfelt gratitude to the many who have written me encouraging letters, and others who have personally sought me with thankful words, I write these heartfelt lines to say that what at first seemed a task became a pleasure, because I felt in my own soul almost everything I wrote, and desired, as I put it down in words, to be helpful to those fellow-pilgrims on the way with me.

Much that I have said came out of my experience and observation; and much that I quoted was said by people that I had personally known in this country and across the sea. I refer to Henry Drummond, Professor Blackie, Charles H. Spurgeon, Newman Hall, Lord Shaftesbury, Martin Tupper, President Grant, President Garfield, President Harrison, President McKinley, James G. Blaine, President Taft, George H. Stuart, A. T. Stewart, Horace Greeley, D. L. Moody, Bishop Simpson, Albert Barnes, John Chambers, Judge George B. Orlady, Theodore Roosevelt, Anthony J. Drexel, Jay Cooke, John H. Converse, Henry Ward Beecher, John B. Gough, Sir George Williams, J. Russell Miller, George F. Pentecost, Horace B. Claffin, Marshall Field, John V. Farwell and others.

I have read and searched and listened to wise men and made the best use I could in the little scraps I have written of everything that I thought might be useful to others, struggling like myself to make the best of life.

The only wish I have is that I could have done all my work better.

[Signed] *John Wanamaker*



A Christmas Suggestion

Replace the Silent Piano in Your Home With

The AMPICO

the marvelous re-enacting piano, and thus bring into your daily life the hearing of all the music you love best, perfectly played by the greatest pianists in the world.

Obtainable in Chickering, Knabe, Marshall & Wendell and Haines Brothers pianos, all famed for beauty of tone and all sold only at Wanamaker's.

Your old piano may serve as part payment. The balance on convenient terms.

The beauty of the Ampico's playing cannot be described. It must be heard to be appreciated.

(Egyptian Hall, Second Floor)

WHETHER you think of it first or last for a gift, a book is always tremendously satisfactory. Not merely is it a delight at the moment but it is a joy for years to come.

All worth-while books are at Wanamaker's, from Mother Goose to classic poets.

(Main Floor)

New Spring Silks for Holiday Giving

Imagine the delight of the woman who opens a Christmas box to find in it a dress pattern of one of the dainty new foulard silks for Spring, lovely printed rapiers, crepes de chine or tafetas!

The Silk Store is full of beautiful suggestions for gifts, starting at \$2 a yard, or less. All boxed, if desired.

(First Floor)

An Ash Receiver That Clamps to a Chair-Arm

is a comfortable thing for the smoker who reads or quietly meditates.

A match-box holder and cigar rest are combined with this ash receiver. The whole arrangement is priced \$3.50.

(Fourth Floor)

Going to Send Off That Christmas Surprise Package? \$2.50

That big white box holds all sorts of goodies—five pound-boxes of these delicious candies; chocolate-covered marshmallows; crisp wafers, old-fashioned cream mint, chocolates and bon-bons, and old-fashioned stick candy.

Two bright red snapping bon-bons are there, too, for merry Christmas and all is topped with a red rosette.

(Down Stairs Store)

Silk-and-Wool Novelty Overblouses Now \$7.85

They were considerably more. Made of a fibre-silk and wool fabric in smart knitted effect.

A navy, crimson and tan mixture, the round neck, short sleeves and lower edge bound with navy blue satin.

At \$12.75 are effective duvetyn overblouses in black, blue, gray or brown, the long sleeves of heavy silk crepe in gay Persian pattern.

Just the blouse to accompany tailored suits to luncheon and matinee.

(Third Floor)

Intimate Gifts for a Woman Friend

Brassieres in pink silk, satin or white linen, lace trimmed, \$2.50 to \$10.

Fancy garters of satin. Various colors, some in black, lace trimmed, \$1 and \$1.50.

Waist bags to hold jewelry or money. Pink, blue or orchid satin, \$3.

(Third Floor)

"I want to give something that will keep me in good and lasting remembrance, so I am giving a piece of furniture—

Wanamaker Furniture"

Such is the feeling of people whose gifts have about them a quality of genuineness and lasting worth. The number of people of that kind is large, and growing larger.

All seem to be delighted with the Wanamaker Christmas furniture displays, which are believed to be unequalled in every way for better things.

Everything in the Wanamaker furniture stock is a worthy home gift, but the selections on the fifth floor, especially those in the Chestnut street section, are of such a superb character that nobody looking for a gift of distinction can fail to see them without being at a disadvantage.

(Fifth and Sixth Floors)

Cozy Knit Gifts for the Children

Quite necessary, too, when Jack Frost gets around and starts to nip fingers, ears and toes.

Brushed wool sets of sweater, cap, leggings and mittens, in tan, brown or white, \$7.50 to \$10. Sizes 1 to 4 years.

Knit caps, 85c to \$6. For new babies and up to 6 years.

Knit and stockinette leggings, \$1.25 to \$6.50. 1 to 8 years.

Sweaters, for boys and girls, \$1.75 to \$8. From baby sizes to 14 year olds.

(Third Floor)

A Pair of Foot Comforts Costs \$1

Comfy little things to wear so bed on cold nights and mighty nice as Christmas reminders. Some people prefer to call them bed stockings.

Of double-faced sides-down in blue, pink or gray and in sizes for men or women.

(Main Floor)

Furs Among the Most Welcome Gifts

Comfort, luxury, fashion, beauty—all are included in the gift of furs, whether it take the form of a long wrap or a short coat; a tiny animal skin to finish the tailored suit or gown, or a magnificent piece of fox.

The Fur Salon has a wonderful assortment just now for

Saint Nicholas to look at—prices on neckpieces running from \$13.50 for a little squirrel skin to \$750 for a silver fox or Russian sable; and prices on wraps running from \$125, for a little muskrat, to \$1500 for a sumptuous wrap of natural mink.

(Second Floor)

Slipper Buckles, \$1.75 to \$100 a Pair

Something every woman uses and delights in. So many kinds, their variety is almost bewildering. From oval buckles of brown metal at \$1.75 a pair, that will look well on bronze slippers, to beautiful French buckles of gold and rhinestones at \$100 a pair, patterned after old heirlooms.

buckles start at \$5 a pair; French cut bronze at \$6. Good-looking pressed steel at \$5 a pair. Extremely effective black and silver enamel at \$9.

Unusual values are some gorgeous tongue-shaped buckles of platinum thickly studded with tiny rhinestones. Special at \$40 a pair.

(First Floor)

BAYBERRY candles may be had, two in a box, for only 20c; and mahogany candlesticks to put them in are here at 15c each.

(Fourth Floor)

Fine French Twill Blue Serge Special at \$1.50

Midnight and navy blue, in a soft-finish French-twill weave, admirable for tailored dresses. 42 inches wide, all-wool, of course, and a special value.

(First Floor)

When Glove Silk Underthings Tumble From a Christmas Box

What girl isn't delighted? Flimsy, dainty, glorious gifts that find appreciation the whole world over.

And what a bewildering variety there is to choose from. Mountainous quantities, yet in it all there isn't a single extreme—not one ugly combination. Just daintiness through and through.

Plain bloomers, knee length, \$4 to \$10.
Lace-trimmed bloomers, knee length, \$6 and \$7.50.
Sport bloomers, \$4 to \$6.
Panties, \$2.85 to \$10.
Step-in drawers, \$6 and \$7.
Plain envelope suits, \$4.50 to \$6.50.
Lace-trimmed envelope suits, \$6 to \$12.
Regulation union suits, \$5 to \$7.50.
Dress slips, \$6.50 to \$12.
Nightgowns, \$11.50 to \$15.
Camisoles, \$2.50 to \$3.50.

(First Floor)

Women's Velvet Gowns in Fine Reds, Are Glories to See

Brocaded chiffon and chiffon velvet are beautiful fabrics in themselves, but when one sees them in these fine tones of red one realizes how more than beautiful they are.

The gowns are in cardinals and dahlias; in rusty reds and pale scarlets and rose shades.

As a rule they have nothing more than a simple girdle or an edge of fur for trimming, and nothing more is required.

The fact that some have no sleeves at all, others little caps, and others again have flowing sleeves of chiffon, makes it possible to find something here for afternoon, for dinner and for evening.

Prices \$72.50 to \$100.

(First Floor)

New—A Boudoir Mule With Instep Strap

Finely hand-fashioned of rich black satin lined with flesh-color.

Soft padded insole, light leather sole, satin-covered low French heel, plain toe.

The added novelty of a satin instep strap not only makes it prettier, but holds the heel more firmly in place.

Priced \$12 the pair.

(First Floor)

Carving Sets for the Christmas Bird, \$6

Knife, fork and steel of goodly size made of stainless steel and finished with carving handles.

Other good carving sets, \$4.50 to \$24.50.

Game carvers, \$8.75.

Poultry shears, \$2.

(Fourth Floor)

Gifts in the Nightgown Shop

Dainty two-toned pajamas of hemstitched crepe de chine. Orchid and blue, pink and blue, orchid and canary, pink and orchid.

Priced \$12.75.

Lace-trimmed pajamas in pink or blue crepe de chine, some with hand-embroidery, \$12.50.

(Third Floor)



Little Things That Help in Business

Wallets, \$1.50 to \$16.50.
Brief cases, \$3.75 to \$18.
Traveling bags, cowhide, seal, walrus, pigskin, \$22 to \$62.50.

Desk sets, bronze, \$13.50 to \$49.
Desk sets, leather, \$13 to \$35.
Silver pencils, \$2.50 to \$5.
Fountain pens, \$2.50 to \$50.
Portfolios, leather, \$5 to \$25.

A High Hat Lends a Different Touch

for the man who likes different things, and it's in high favor as a gift. The London high silk hats, with the latest fads of Piccadilly are priced—REDLEAF, \$10; Lincoln-Bennett, \$20.

Fur caps, too, are a good gift thought. In most all furs and several styles, \$6 to \$60. Fur collars for coats, the detachable kind, \$15 to \$38.

Cases to carry high hats in, of good leather, splendidly finished, \$17 to \$37.

(Main Floor and the Gallery)

That Man!

Sphinx-like about his likes and his dislikes, big in his heart, but close with his words and never seeming to care much about anything.

It's a question what to give him, and a hard one, except if you know him as another man do.

Knowing men gives rise to these few suggestions that are sure to win pleasure on Christmas.

Something Handsome for His Attire

Silk shirts, plain colors or stripes, \$7.50 to \$12.
Neckties, knitted or woven silk, 65 cents to \$3.50.

Mufflers in wool or silk, \$5 to \$12.
Handkerchiefs, linen either plain or fancy, 50 cents to \$4 each; handsome silk ones, \$2.75 to \$5 each.

Gloves, lined or unlined, \$3 to \$16.50.
Fancy or plain half hose, or wool, silk or cotton, 35 cents to \$8.50 the pair.

If He Likes Outdoor Sports
Sports half hose, \$1.50 to \$8.50 pair.
Golf hose, \$2.50 to \$12.
Tweed caps from London, \$3.
Sports oxfords, the two-tone kind with crepe rubber soles, \$7.

Lined auto gauntlets, \$4.50 to \$10.
Golf jackets, mostly the soft cashmere wool, \$12 to \$30.

Sweaters, \$6 to \$16.50.
Golf bags, \$1.50 to \$30.
Golf balls, \$6 to \$12 the dozen.

Some Men Like to Lounge Around at Home
Felt slippers, \$1.90 to \$3.25.
Leather slippers, in surprising variety, \$1.50 to \$10.

Cloth house coats, \$5 to \$20.
Velvet coats, \$25 and \$35.
Redleaf wool lounging gowns, \$25 to \$65.
Silk lounging gowns, \$20 to \$100.
English flannel gowns, \$16.50.

Nearly Every Man Smokes Now and Then

Cigar or cigarette humidors, \$5 to \$85.
Pipes, all shapes and woods, 75 cents to \$12.
Pipe sets, in cases, \$3.50 to \$40.
Cigar holders, 75 cents to \$16.
Cigarette holders, 50 cents to \$40.
Tobacco pouches, in leather, rubber, pigskin and silk, 75 cents to \$12.

(Main Floor and the Gallery)

A Camera Is Really the Thing to Give

From the boy to the girl, or just the reverse, it is the one not too personal gift that still eloquently tells the esteem that goes with it.

And how it will immortalize all the little jaunts together!

Cameras are not expensive, but at Wanamaker's they are surprisingly good and in remarkable variety.

(The Gallery)

Give a Quilt

No home can have too many. Give a good quilt whether it be wool-filled or down-filled or cotton-filled.

People haven't waited until now to learn that Wanamaker quilts are good quilts, they found that out long ago.

But they seem to appreciate it more now than ever, so we are sending out gift quilts in all directions.

The favorite kinds are priced anywhere from \$7 to \$25.

(Sixth Floor)

Have the Hearth Swept and Garnished for Santa Claus

New andirons and a shining fender are a fitting reception for His Jollity!

In fact, the whole Chimney Corner is filled with delightful things for the fireplace.

Shining brass andirons.
Andirons of black iron.
Fenders of every size.

(Fourth Floor)

A Glorious Choice of Small Oriental Rugs

Woven into the warp and woof of every Oriental rug there is something that imparts to it a gift quality of a unique kind, something sentimental, something almost romantic.

This is partly owing to the distinctive colorings and strange designs in which the Eastern peoples express their ideas of decorative beauty.

Another reason is the mystic glamour which seems to envelop the Oriental in all his activities.

To those who are thinking of

(Seventh Floor)

The Debutante Likes Feather Fans

Long curling ostrich feathers of the most gorgeous hues to go with her various dance frocks.

Some of the fans are one large feather mounted on a single stick, others are folding fans. A number are tipped with peacock feathers.

Priced, \$2.75 to \$36.

(Main Floor)

Sparkling Cut Glass at Special Prices

Related shipment just in time for quick Christmas choosing and offered at one-third less than regular.

Fine crystal in deep, brilliant-cuttings.

7-piece water sets of six tumblers and a half-pullon jug—\$10.
14-inch vases, choice of three handsome shapes, \$7.50.
Sugar and cream sets, beautiful cutting, \$4 a set.

(Fourth Floor)

Fruit bowls, deep shape, new cuttings, \$4.50.
6-inch nappies, and bon bons, four styles, \$2.

Imported China Sets Good Gifts at \$5

There are 7-piece cake sets, 14-piece chocolate sets, 15-piece tea sets, and 7-piece fruit sets, all of fine china in hand-painted decorations.

(Main Floor)

When a Man Wants an Umbrella

he wants it badly and likely as not it isn't in the place he expected. An extra umbrella is a good practical gift that any man will approve.

(Main Floor)

Men's silk umbrellas, full size, 28 inches, many kinds of handles, malacca and other hard wood, plain or trimmed, at \$5, \$7.50, \$10, \$12 and \$15.

Good Linen Gifts

Huckaback towels, fine, pure flax weaves with damask borders, hemstitched, 20x36 inches, \$1.75.

Madeira hand-embroidered, hand-scalloped tea napkins, a new lot, woven of fine Irish linen,

(First Floor)

dainty and gift-like, \$8.75 a dozen.
Fine hemstitched, satin-damask tea napkins of a beautiful quality Irish linen, \$7.50 a dozen.
All will be boxed acceptably for Christmas presentation.



Toys!

What magic in the word! How many must still be bought to fill the stocking and fill up that space under the tree!

What joy they bring on Christmas day—and if they are Wanamaker toys the joy lasts, for even hurried last-minute shoppers cannot buy poor quality toys at Wanamaker's.

New toys coming in every day keep the assortment fresh and varied. Everything to delight the heart of childhood!

(Seventh Floor)