

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

Even the Bustle and Hustle of the Last Week Finds Choosing Plentiful and Comfortable at Wanamaker's

From the writings of
The Founder

Christmas Memory

The Christmas spirit is ringing the door bell of every heart, as a signal that it is the time to play the "Just be Glad" game of Pollyanna, who began to play it as a little child and played it through the years of beautiful womanhood without ever growing old.

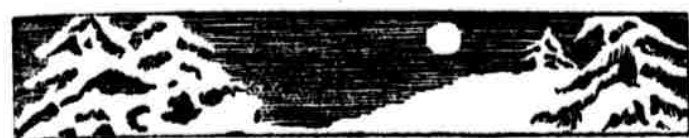
There is truly such a thing as keeping the heart unwrinkled. It is by being hopeful, cheerful, kindly, reverent and thankful.

The small boy who described memory as "the thing you forget with" was only a small boy.

A full-grown man knows how to remember and whom to remember.

[Signed]

John Wanamaker



Silks Are a Glorious Gift

AND they are so particularly lovely this Christmas. Rich velvets in evening shades—dainty new foulards and printed crepes and rapiers—and the beautiful black silk and satin crepes—these are going into gift boxes faster than any other kinds.

No better place to choose them.

(First Floor)



Boudoir Silver Suggests Good Gifts

IF the set is only just starting, the usual gifts are the brush, comb and mirror, if one doesn't want to buy the entire set at once. Later the smaller pieces may be added.

The great variety of beautiful patterns means prices that everybody likes.

Hair Brushes... \$12.50 to \$29
Combs... \$5 to \$8
Hat Brushes... \$4 to \$16
Mirrors... \$17 to \$38
Cloth Brushes... \$9.50 to \$22
(Main Floor)

A Note From the Oriental Store

Just received—
A string of oval aqua-marine beads at \$50.
Another, somewhat longer, of rose quartz with crystal roundels, \$88.50.
A string of lovely pink tourmalines at \$285.
Many other exquisite personal ornaments of jade, lapis, topaz, coral are to be seen in the cases.

(Main Floor)

DON'T forget, as the time shortens, that books are almost always a safe choice, for anybody from three years old to ninety.

(Main Floor)

Something Warm for the Baby

Baby Buntings act as both coat and cap. In soft warm eiderdown they are priced \$5. In silk, wool lined, \$6, \$7 and \$8.

Quilts for crib or bassinet, in cotton and wool, covered with silk, satin and satin, \$3.75 to \$12.75.

Cozy wrappers from Japan in quilted silk, \$4.75 to \$7.50.

(Third Floor)

Barometers

Everybody talks about the weather—wet or dry, hot or cold; and a barometer gives one some basis to go upon.

Prices in the Optical Goods Store are \$7.50 to \$50.
Thermometers, 50c to \$25.

(Main Gallery)

The Christmas Piano May Yet Be Chosen

AND you may still be sure of having it in your home for Christmas morning.

But the hours are lessening, and it is not wise to delay.

It may cost anywhere between \$385 and \$3500, according to the make and model you choose.

One thing you may be sure of. You will never regret your choice if it is one of these splendid instruments—

**The Chickering
The Schomacker
The Emerson**

**The Lindeman
The Haines Brothers
The Marshall & Wendell**

or the
Celebrated Knabe.

There are no better pianos anywhere, whether in upright, grand or player form. As for

The Marvelous Ampico

it is the acknowledged king of reproducing pianos, the preferred instrument of famous musicians.

Convenient terms and immediate delivery on all.

(Second Floor)

Candlesticks and Bridge Lamps

Candlesticks are of solid and imitation mahogany, of brass, pottery and glass, and may be had for 45c to \$60 each.

Bridge lamps are of brass, wood and composition, finished in gold, silver, black and polychrome, \$17.50 to \$200 each.

Shades, \$17.50 to \$100.

(Fourth Floor)

Music Gifts That Will Be Appreciated

The American Home Music Album is a collection of the world's best piano pieces and songs. Bound in green cloth, it is priced \$5.

The Masterpieces of piano music, cloth bound, \$2.

Heart Songs are in a red-bound volume, \$3, while another edition, in green cloth, \$2.

(Second Floor)



Fashionable Handbags to Every Woman's Taste

SMART leather handbags which best answer for shopping and women who commute every day.

Large roomy handbags that hold almost enough for an overnight visit.

Pretty duvetyne, silk and velvet bags for calling and the matinee.

They are all here in hundreds of different styles, more than ever before at Christmas, and the prices are more moderate than for many years, \$5 to \$18.

(Main Floor)

Candy Toys 40c a Pound

Clear red and yellow—all kinds of toys! Some needs must go into the stocking, and there always must be candy toys at Christmas!

Many Special Boxes for Christmas

and jars, gay red favors and interesting candy holders abound in the Candy Store.

At \$3.50 there is a three-pound box (a pretty red and white round box) of chocolates, caramels and assorted crisp candies, tied with a full rosette of ribbon.

(Down Stairs Store)

A Dinner Set Is a Real Family Gift

CHOOSE here from unsurpassed selections, including many groups of desirable sets at special prices.

106-piece sets of fine American semi-china in handsome border decorations at \$35.

Imported china dinner sets of 106 pieces in five beautiful new decorations, specially priced \$50.

Imported china dinner sets of 106 pieces in coin-gold decorations with coin-gold handles, \$75.

Finest French china dinner sets from Limoges, in two beautiful border decorations with gold edges and matt coin-gold handles, one-third less than prevailing value at \$155.

A wonderful display of fine imported service plates in hundreds of handsome and exquisite decorations at \$35 to \$350 a dozen.

(Fourth Floor)

Christmas Stockings Are Going to Be Filled With Wanamaker Stockings



The Quaintest Taffeta Frocks Come for Young Women

THERE'S something more than a hint in the Early Victorian fashions which they so plainly represent. It is a strong indication of the tendency for Spring.

Straight, tight little bodices with round necks, often finished with a bolster roll and perhaps a chemise of net or lace. The skirts are bouffant, with frillings, narrow velvet ribbon or wide puttings with cordings.

And, for they do look like a picture, there is a basket of gay fruit or flowers with long ribbon streamers. In black, Paris brown or navy taffeta for young women of 14, 16 and 18 years, \$55 and \$68.

(Second Floor)

Women's Dance Frocks Charming and Inexpensive

ONLY \$35 to \$40, but the daintiest things imaginable with lovely pastel colorings and picturesque styles.

Some are of soft satin, some of chiffon and silver cloth, others of tulle.

and Canton crepe, and they all have the most delightful fluffy skirts and bodices and flying draperies.

Lots of people are buying them for Christmas gifts.

(First Floor)

Those Who Are Going South After Christmas

will find a valuable service in the Women's Custom Tailoring and Dressmaking Bureau.

New designs for gowns, wraps and sports apparel, and the most fashionable materials for later Winter wear under southern skies, are ready for inspection and choice.

The same moderate prices prevail that have helped to make the Custom Tailoring Bureau famous. Dresses to measure, including materials and making, from \$25 upward.

(Second Floor)

Give Her a Silk Overblouse

Preferably to match her tailored suit, though many women turn a separate skirt into a gown by topping it with one of these pretty hip-length blouses.

A particularly good collection of braided and embroidered crepe de chine overblouses in suit colorings—blues, black, brown and ecru—at \$10.50 to \$18.50.

Long or short sleeves, and high or collarless necks.

(Third Floor)

Pink Satin Corsets Dainty and Gift-Like

Many women like to give them to other women because they are always so much appreciated.

In the good line, it's three models, one in each of the three main line colors at \$4 each.

(Third Floor)

Corduroy for Negligees, \$1 a Yard

Surprising how many people are giving several yards of lovely colored corduroys for negligee-making.

All the bright and delicate shades, as well as dark colors. 36 inches wide.

(First Floor)



The Daintiest Satin Boudoir Slippers, \$2.75 to \$15

QUILTED satin slippers with soft padded soles or leather soles and low heels, \$2.75. Kimono colors and black.

Quilted satin mules and d'Orsay slippers, with leather soles and satin-covered low French heels.

(First Floor)

Little Boys' Rubber Storm Boots Special at \$2.50

A well-known make of high rubber storm boot, fastening above the knee. In dull finish, like grown-up boots. Sizes 11 to 13 only at this special price.

(First Floor)



FATHER'S big strong hands, Mother's dear and gentle ones, the dimpled hands of childhood, the hands that are dearest to you in all the world, the hands that serve you best—whatever else you give them, be sure to

Give Them Gloves

Warm gloves for driving and street, fine gloves for dress wear—the best of every kind is here. Priced \$1 to \$16.50 a pair for men's or women's.

(Main Floor)

A Versatile Electric Stove Cooks Griddle Cakes or Waffles

—in fact, it will even cook a chop, poach an egg or toast a piece of bread, if properly consulted. It's the best electric stove we know about.

A great gift for bachelor girl and for all households.

Other Good Electrical Gifts:

Toasters, \$6.75 to \$8
Percolators, \$10 to \$25
Percolator sets, \$48.50 to \$47.50
Chafing dishes, \$15.50 to \$18
Stoves, \$15.50 to \$9
Grills, \$15.50 to \$16.50

(Fourth Floor)

Give Mother a Canary for Christmas

Mothers are so hard to buy for, for they always say they don't want anything. But a golden feathered songster from the Harz Mountains may be the very thing that will please most.

A wonderful assortment of bird cages, too.

(Fourth Floor)

Several Yards of Checked Suiting

makes a nice gift for the school-girl who needs a dress, or the young woman who wants a smart skirt to wear with sweaters.

Pretty plaids and checks in blues, greens, browns and other tones.

Light-weight woolen, of smooth finish, 38 inches wide, and \$150 the yard.

(First Floor)

"The More the Merrier" Applies to Bracelets

Some pretty sterling silver bracelets for girls have just come in to make most welcome gifts.

The tops are engraved and there are various sizes, \$1.25, \$1.75 and \$2 each.

(Main Floor)

BAYBERRY candles, a pair in a holly box, only 20c.

(Fourth Floor)

Plenty of Fine Umbrellas

All sorts of handles, all the popular colors and at prices running from \$7.50 to \$25.

These, of course, are the prices of the finer silks; there is a good collection of umbrellas for as little as \$5.

(Main Floor)

Thousands of New Christmas Ties Came Just in Time

Bold, colorful college stripes, regimental stripes, thinner stripes, clear down to the hairlines are side by side with all-over effects and small figures.

(Main Floor)

"Seventh Floor" said the elevator operator. "Toys!"

Exclaimed the Children

WHAT glee in their tones!

They were to see the great Wanamaker Toy Store * * * they were to talk to Santa, himself! What happiness!

The grown-ups were more concerned with the necessarily hurried last-minute selection of toys. Would the assortment be depleted, would they be able to find what they wanted?

The answer to that is that new supplies will be coming in up to the very Christmas Saturday—all Wanamaker quality, with Wanamaker service.



Everyone Who Sports Outdoors Knows the Comfort of Rubber Boots

Especially men and boys and surely they will welcome them among their Christmas boxes.

Especially the big, comfortable wearable kind that come from Wanamaker's.

Men's boots—short, \$4.25; knee, \$5.25; thigh, \$6.25. Boys' boots, \$4.25.

If not boots, surely storm arctic are a gift thought. Men's one-buckle arctic, \$2.75; four-buckle, \$4.75. Boys' four-buckle arctic, \$4.

(Main Floor)

Givable Shirts That Are Wearable, Too

Every out-and-out business man would choose woven madras shirts for day-after-day wear.

They might be striped and they might have lots of color in them, or they might be rather plain—but above all they will be of good woven madras, cut over the shoulder with full form to make them free and comfortable, and the colors will be fast.

(Main Floor)

Men's Brushed Beaver Hats Are Going Into Christmas Boxes

Much in demand as gifts, for the brushed beaver is a hat extraordinary for the man whose liking leans toward unusual things.

They are made of the undyed natural fur in three tints, obtained by taking the fur from different parts of the animal.

(Main Floor)

The Best Vacuum Cleaners Made Are Right Here

Here you can examine the best standard makes, compare them side by side and determine which is best suited to your needs.

A good vacuum cleaner not only cleans carpets and rugs, but is perfect for renovating upholstered furniture, winter draperies, sofa cushions, mattresses, pillows, etc.

Without doubt an electric vacuum cleaner is the greatest single saver of household labor that has been invented.

Royal electric vacuum cleaners, \$55.

King electric suction cleaners, \$45.

Superb Junior, \$57.50.
Cadillac Special, \$50.
Complete sets of extra attachments can be had for each at small additional cost.

(Fourth Floor)

Bureau Scarfs

Scarfs in three sizes for bureau, dressing table, side table and children.

One may have them entirely of lace or with cotton centers and lace trimmings. Prices for upwards in the White Goods Store.

(First Floor)

Gift Rugs All the Way From Hamadan

ORIENTAL rugs possess a gift-like quality peculiar to themselves. They are not mere tokens, they are things of real value, and they can be real treasures.

Of the thousands of weaves from all the rug lands of the East which combine to make this Oriental Rug Store a place of marvelous color and peculiar beauty, every one is a gift of real worth.

If you want to give somebody a magnificent Saruk or an exquisite Kermanshah the choice is truly beautiful.

But if you have in mind something of a less costly kind, there are small pieces in wonderful selection, the newest arrivals being Hamadans, good, serviceable pieces in various combinations of blue, red, ecru and soft green tones.

Sizes are approximately 2.6x4.6 to 3x5 ft., and prices are moderate, \$22, \$25 and \$29.

(Seventh Floor)



A Cape Colony Wool-Blanket With Warmest Wishes

FOR seasonableness and service, what could be a better gift for a home? Echo answers, what?

Cape Colony wool is a long, strong, warm staple, and these blankets are of pure Cape Colony wool, warp and weft.

They are constructed on the best principle known in blanket weaving, the warp thread and the weft thread being of the same weight, so that one blanket weighs almost as much as an ordinary pair, but costs much less—\$10 each. Size, 72x84 inches, sold in Philadelphia only at Wanamaker's.

In white and in several plaid designs.

(Sixth Floor)

MANY a lovely vase is turned into an electric lamp by simply using one of these cleverly contrived adapters. For a two-light vase lamp, \$4.50. For a candlestick, \$1.50.

(Fourth Floor)