

8:00—Grand Organ and Carol Singing.  
11:15—Old Carols by Brass Detach.  
Chimes at Stroke of Noon.  
5:15—Grand Organ and Carol Singing.

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER  
Colder

# Tomorrow Comes a Timely Sale of Men's Overcoats

## This Store in One Sense Is a Multiplication Table

It does not have to be proved, but when actually learned it can be depended on in its results. The methods governing this business are exact when properly understood and equally worked out.

Under its system a new vision and a new individuality have come into storekeeping throughout the United States within the past few years.

We are neither cranks nor fanatics in firmly claiming that pitfalls in merchandising and misrepresentation are not only dishonorable, but degrading to the mercantile profession.

We never thought of pulling anybody down, but by the publicity of our methods and the urgency of their universal adoption have sought to push others up, but the ways and sways of long-established customs are not easily changed or moved.

We have got to absorb a truth before we can be a pioneer.

There was a time when every store in this city opposed this one, with its entirely new power of merchandising and methods.

People at first despised the Marconi system of telegraphing, but last week we kept track of the President solely by the wireless messages.

Light comes often from unexpected quarters.

False sensationalism is not a builder of a permanent business of any kind.

[Signed] *John Wanamaker*

Dec. 26, 1918.

## 150 Women's New Serge Dresses—Special at \$20

These are the other half of a big purchase which was eagerly welcomed when we put it on sale a few days ago—serges at anything like this price being remarkably scarce this season.

They are nearly all navy and black, and there are nearly a score of styles, mostly of the straight-lined and belted sorts. Braid, buttons and satin are usually the trimmings.

All sizes in the lot—34 to 44.

(First Floor, Central)

**NOW that Christmas is over, lots of women who have been too busy to think of clothes are going to consider them very seriously—furs in particular. All the winter cold is yet to come, and the Fur Salon is full of beautiful neckpieces, muffs and fur coats, of both fine and hardy furs.**

(Second Floor, Chestnut)

## Japanese Wash Satin Silk Just Out of Bond

White only, for that is the favorite color for this very popular silk.

It is used for dresses, skirts, petticoats, linings, blouses and underwear, and there is only one trouble about it—we can hardly get enough to please all the women who want it.

We believe this silk to be the best value of any under this roof. The price is the same as always, \$2 a yard, and it is 36 inches wide.

(First Floor, Chestnut)

## 200 Fine Winter Coats for Women—Now \$45 to \$75

Three groups of unusually attractive winter coats—\$45, \$57.50 and \$75 each—coats that have been from \$12.50 to \$20 higher in price.

They are coats of fine velours and silvertones and of the soft, lovely bolivia cloth. Well made, inside and out, they are in new winter styles and richly lined throughout with peau de cygne.

Some are finished with nutria, others with natural racoon, near seal, Hudson seal or wolf collars. Some have fur cuffs, too, and fur bands.

There are belted and straight backs, large collars and novelty pockets—quite a number of models from which to choose, and all the fashionable colors of the winter.

(First Floor, Central)

## Fur Coats and Other Coats Ask for Velvetene Skirts

And we are glad to be able to say that a new shipment of these skirts has just come.

The two most fashionable colors, black and a lovely shade of brown, in a very pretty model made with a full gathered waist and a deep pointed girde, silk piped buttonholes and slashed pockets. \$17.75.

(First Floor, Central)

## Christmas Taught Some People How Flat New Year's Would Be Without Music

No matter how merry your Christmas was, unless there was music in your home it was not so merry as it might have been.

No matter how happy your New Year's Day will be, unless there is music in your home it will not be so happy as it might.

## The Ampico Reproducing Piano

is the piano of the day—a fitting instrument to greet the year which is expected to be such a blessed one for all mankind.

The Ampico reproducing piano is a piano that reproduces as no other can the very life and humanness of hand playing. If you own an Ampico, the great pianists will play for you in your home as faithfully as if they were actually present.

The Wanamaker Store will gladly demonstrate for you the wonders of the Ampico when associated with such famous pianos as the Chickering, Schomacker, Marshall and Wendell and the celebrated Knabe.

(Egyptian Hall, Second Floor)

## All Signs Point Toward Spring in the Millinery Salons

Palm Beach sojourners and Southern travelers will be tempted to fill their hat boxes straightway when they see the lovely new Spring millinery ready in the Gray Salons.

There are Leghorn hats, floppy of brim and quite frequently veiled with maline. They are usually flower trimmed, too; and often they have satin underfacings and soft, drooping edges of maline.

There are other hats of fine straws in new, rich colors, hats of dyed Leghorn in sports styles and smaller hats for traveling and tailored wear.

New and smart are the hats in the new shape, with upturned brim and deep crowns. Usually they are trimmed with unusual feather novelties and satin bound.

But come see all the hats in the Gray Salons!

(Second Floor, Chestnut)

## White Sports Shoes for Women Going South

High white buckskin lace shoes with military heels and composition soles, \$10; with rubber soles and spring heels, \$8 and \$9.

High white canvas lace shoes with rubber soles and spring heels, \$4.50.

White buckskin oxfords with military heels and composition soles, \$10; with rubber soles and spring heels, \$9.

White canvas oxfords with rubber soles and spring heels, \$5.25.

(First Floor, Market)

## The New 1919 Patterns in Fine American Gingham

You might well think they are the Scotch variety of the best quality, so fine is the weave, so beautiful the combination of colors.

They are "zephyr" weight and come in the prettiest of medium-sized and large plaids; just the ones most in demand for women's and children's frocks; 32 inches wide and 75c a yard.

(First Floor, Chestnut)

## New Letitia Corsets

Nearly all of them are pink—for the very good reason that pink is so becoming and so pretty with either white or pink lingerie.

One model of coutil has a low bust, a long skirt and elastic inserts, \$9.

Another is broche, medium high, with long skirt and slender waist, \$7.

A topless elastic broche model is \$7.

One for full figures—made with medium bust, cleared hip and light boning, \$5.50.

(Third Floor, Chestnut)

## A Silk Waist Special

The waists are of messaline of much better than usual quality, made up in good tailored fashion. Colors are plum, green and Copenhagen and the price \$5.75.

(Third Floor, Central)

## A New Mocha Glove for Women

is a strap-wrist affair in a soft gray, a rich, pretty butternut tone and a beaver shade. It is of velvety mocha of beautiful quality and finish and the glove is pique sewn.

\$4.50 a pair.

(Main Floor, Central)

## A WOMAN'S union suit with glove silk top comes in pink or white for \$1.50.

A HEAVY buttonless silk sweater with collar and sash is \$16.50.

ARTIFICIAL silk bath shawls, copied from a Paris model, are going to be worn pretty freely at the Southern resorts. \$12.50.

CHILDREN'S sleeping suits—the kind so many people have been waiting for—have just arrived. 95c to \$2—according to size.

(First Floor, Market)

## Silk Hosiery Specials Women's Silk Stockings

\$1.25 for black, white and colored thread silk; "firsts" and "seconds."

\$1.50 for white and colored all thread silk; "seconds."

\$3 for first grade accordion ribbed boot silk.

(First Floor, Market)

## Men's Silk Half Hose

\$1.50 for first grade accordion ribbed full fashioned silk.

(Main Floor, Market)

## A Silk Hat Is Essential to a Man's Good Style

For correct evening dress or formal afternoon wear there is no adequate substitute for the top hat. It has a distinction of its own.

These London silk hats have the lines that other makers copy, and are to be had in Philadelphia at Wanamaker's only.

Prices \$8, \$10 and \$12.

(Main Floor, Market)

## An Exceptional Lot of Kermanshah Rugs at \$45

These pieces are approximately 3x5 feet. Their excellence at the price—\$45 each—will be apparent to anybody acquainted with the square-foot value of Kermanshah rugs. They are rugs of merit, in attractive colors—soft blues and old rose, some in medallion and some in all-over designs.

(Seventh Floor, Chestnut)

## New French China Dinner Sets \$40—Special

New shipment from one of the best Limoges factories.

In fancy shapes, border patterns with coin-gold handles—106 pieces to a set.

French china sets in a border pattern are very exceptional at this price.

(Fourth Floor, Chestnut)

## To the New Owners of Cameras

we would suggest that the Camera Store will develop and print their films if they do not wish to be bothered; also that it makes admirable enlargements.

Fresh films of all sizes are always on hand; also outfits for developing in the daylight or the dark room.

(Main Floor, Chestnut)

## If He Didn't Get the Handkerchiefs He Wanted—

this is to say that we have a fresh supply of the plain, everyday kinds he likes and uses.

They are of sturdy Irish linen, these handkerchiefs, plainly hemstitched, with narrow hems, and are \$3 and \$4.20 a dozen.

We'll mark them carefully and well—and at quite moderate tariff, too—if you wish.

(Main Floor, Central)

## New Pillow Tops From Liberty's, of London

So it goes almost without saying that they are unusual and very good looking.

The backgrounds are black or a dark blue chiefly, with Oriental designs worked out in gold or silver.

Made up with a black or dark colored backing and a bit of gold cord or braid they would be lovely indeed. Many women will see possibilities in them for table centers.

The price is \$2.75, which is very reasonable, indeed.

(Fifth Floor, Market)

## Lace-Trimmed Scarfs Are More Appreciated Now

than at any other time of the year, seeing that Santa Claus has been busy bringing gifts of dressing tables, bureaus and toilet sets to many women.

There is an excellent assortment of pretty imitation filet, of plain centers or checked centers, both with filet edges and of plain cotton centers with imitation Cluny lace edges.

From \$1.65 for 36-inch length up to \$3.75 for 54-inch length.

(First Floor, Chestnut)

## Though Holiday Wrinkles Are Happy Wrinkles—

they are wrinkles just the same—and no woman wishes to encourage them.

The Queen Mary Creams are excellent for the skin.

Queen Mary Cleansing Cream, 50c a jar.

Queen Mary Skin Food, for massaging, 50c a jar.

Youth and Beauty Cream, for nourishing the tissues, 50c a jar.

Delicate Skin Cream, will not injure the most tender skin, 75c a jar.

(Main Floor, Chestnut)

## 405 of Them, Fine and Dependable, at \$25 and \$30 Each



This is a straight-out sale from our own stocks, and every overcoat is reduced now for the first time.

No coats bought in a "job" to make a sale.

No rejects or odd lots.

But a genuine reduction sale of the sort that really means something when it is held at Wanamaker's.

The coats are all single-breasted style, of good Winter weight, and they are in both staple and fancy styles.

Every one is brand new this season, and every one is 100 per cent wool and hand tailored.

An after-Christmas windfall, for the snowfall.

(Third Floor, Market)

## The Boys Must Have Suits of Warmth and Worth for Winter's Worst

Many a hard, cold Winter day ahead for the boys!

So there is no getting away from the fact that they must have warm clothing.

Neither is there any getting away from the fact that we have a collection of warm Winter overcoats and suits that are certainly unsurpassed, and, so far as we can discover, unequalled at the price.

They have everything in them that boys' Winter clothing should have, especially the warmth of good wool, the service, the fit and the style of expert tailoring.

Why should you put an inferior overcoat or suit on your boy when the superior kind can be had for as little?

Overcoats \$12.50 to \$25, sizes 3 to 10 years; and \$22.50 to \$35 in sizes 11 to 18 years.

Suits \$18 to \$30 in sizes 8 to 10 years.

(Second Floor, Central)

## Take a Suit Case in Case the Trunk Is Delayed

Nobody—more particularly, no woman—wants to spend several days at a fashionable southern hotel living out of a small traveling bag. As sometimes happens when the trunks are late.

We have a splendid lot of leather suit cases, handsome enough for anywhere. They are of fine black and tan cowhide and black and brown walrus.

You can get an excellent tan cowhide case for \$12.75. Or a woman's black cowhide case for \$24. The big divided suit cases start at \$38, and the capacious bellows cases, that hold as much as a steamer trunk, start at \$42.50. The top price of the whole collection is \$65.

(Main Floor, Chestnut)

## Good Warm Blankets to Face the Winter With—And at Special Prices

Now we are all going to find ourselves face to face with real Winter.

That is why blankets are among the most seasonable of all goods today.

We have an amplitude of the best grades of blankets for the hardest Winter that can come along.

We have a notably large choice of blankets at special prices—\$8, \$10, \$12, \$15, \$16 and up to \$45 a pair; all in double-bed sizes. Those at \$16 a pair are all-wool, and the blankets at \$45 a pair are regarded as the finest in the United States.

All these blankets are here in single-bed sizes, also at prices in proportion. The time to buy them is before real Winter strikes in real earnest.

(Sixth Floor, Central)

## Enameled Beds Reduced One-Third

Enameled, remember, not painted.

Moreover, these are beds of standard make from a reliable manufacturer. The reductions of one-third are from our own regular prices, which were moderate in the first place.

Springs go with some of these beds. These springs are of steel, and they can be had in the woven wire or the well-known link construction.

A full-size bed with brass top rail, spring included, is \$10.75. No spring included.

A full-size bed with brass knobs, spring included, is now \$8.75.

A full-size bed and spring can be had for \$9.75.

A full-size bed with brass top rail, spring included, is \$10.75.

A full-size bed with square column, spring included, is \$12.75.

A full-size bed with square pillars and spring is \$15.

A full-size bed, square tubing, Adam design, no spring, is marked \$17.

A full-size bed with square tubing and brass caps, no spring, can be had for \$19.50.

(Sixth Floor, Chestnut)