

9:00—Grand Organ and Carol Singing.
11:15—Old Carol by Brass Octet;
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
Cloudy

Ready With the Goods That Winter Winds Now Are Whistling For

We Have Opened All the Doors and Let In the Winter winds, washed by the rain and snow.

We have raised the 1800 windows and not hindered the sun from coming in.

The after-Christmas throngs of yesterday looked as if they had been on the peaks of light and joy, and many a merry laugh seemed to add to the sunshine indoors.

To have something worth while to do for such appreciative people stimulate us to be at our best, and to be ready with something worth having.

That's-this-kind-of-Store.

[Signed] *John Wanamaker*

Dec. 27, 1918.

Women's Fur Collar Coats Special at \$30, \$39.50 and \$47.50

Unusual prices in these days for such coats—and especially for ones with fur collars.

You may have a pretty two-toned wool frieze with a long shawl collar of cone at \$30.

Or two styles in a soft wool velour with a long collar of Hudson seal (dyed muskrat) at \$39.50, or with a collar of nutria or near seal at \$47.50.

Every coat is silk lined throughout.

(First Floor, Central)

Special Silks 75c to \$2.50 in Oddly Assorted Colors

But if anybody should want these particular colors they will be able to get one of the best values in silks we know of today.

For example there are Georgette crepes, 40 inches wide, with a Shantung filling, for only 75c a yard. Usually nearly three times this. Only in green, sand, heliotrope, gray and black.

Taffetas, 36 inches wide, for only 75c a yard in one or two colors.

Crepes de chine, 36 inches wide, \$1.50 a yard. (These are brand new and special.)

Brocades at \$2.50 a yard.

(West Aisle)

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)

Five Hundred Uncommonly Good Winter Coats for Girls and Young Women—Much Reduced

They are all from our own good and regular stocks and are coats that wore much higher price tags a little earlier in the season.

Young women's coats, \$20 to \$35—in 14 to 20 year sizes.

Junior coats, \$18.50 to \$25, in 15 and 17 year sizes.

Girls' coats, \$12.75 and up to \$25 are in 6 to 14-year sizes.

All the coats are attractively made and warmly lined. Many are fur trimmed, and all are in pretty Winter styles.

They are in all the fashionable Winter colors, too.

(Second Floor, Chestnut)

Afternoon Skirts Come as Specials at \$9.75

A lovely blue and green plaid changeable silk.

A black or dark blue self-colored plaid poplin.

A satin striped black poplin.

A black or blue satin, with a fringed mesh.

They all have the gathered waistline, deep girdle and fancy pockets and are remarkably good for such an inexpensive price.

(First Floor, Central)

New Appliqued Voiles Surprisingly Priced at 65c

For they seem much prettier than that, and, although there are several dark colors, the majority are light tints and lovely for afternoon and evening frocks.

The figures and flowers are mostly white and applied on. Many are in checked patterns.

(First Floor, Chestnut)



Two Hundred Charming New Spring Hats—\$10 and \$12 Each

About this time of year a woman's hats are apt to lose their first freshness and charm, and she is ready for a new one. And these are just the hats she will like to choose from, for they are late-Winter and early-Spring styles suitable for wear now.

Some are of rough straws combined with crepe, others are entirely of the fuzzy straw braid that is so fashionable, and still others are of satin and straw.

Usually they are in the new small shapes—many with upturned brims, some four-cornered effects and some new and unusual shapes, though there are quite a number of larger hats as well.

Plenty of tans and browns and the new blue shades.

(Second Floor, Chestnut)

PLENTY of good everyday furs now in the Fur Salon—wolf in grays and browns; foxes of all the fashionable shades; nutria; gray and dyed squirrel and Hudson seal (dyed muskrat). All of these may be had in sets, but a good many are made up in separate scarfs also to meet the requirements of people who do not wish for muffs. Every fur is guaranteed.

(Second Floor, Chestnut)

There Is a Fashion for Jet Trimmings in Straight Rows—

and we have the trimmings—ever so many of them—in all the fashionable widths, from 1 to 100 lines or rows of the gleaming spangles.

Most as fashionable as the spangled jet trimmings are the jet bands, with beads, bugles and spangles of jet in intricate and charming designs. And there are jet ornaments and garnitures, too, in new designs.

The new allovers are lovely, and there are jet fringes, tassels, pendants, girdles and flouncings that are very handsome indeed.

All these trimmings come to us direct from France.

(Main Floor, Central)

\$2000 Worth of Bright Sparkling Cut Glass Newly Uncasked

High-grade crystal in a variety of attractive cuttings, every liberally priced, the range being from \$1 for a bonbon dish to a lemonade bowl.

Practically everything you can think of in cut glass is embraced in the assortment, flower vases in a great variety, celery trays, mayonnaise dishes, vinegar cruets, sugar and cream sets, compotes, berry dishes, salad bowls, ice cream trays, bread plates, sandwich trays, relish dishes, biscuit trays, loaf sugar trays, candlesticks, fern dishes, baskets—in fact, a brilliant and beautiful new collection to fill up the gaps left by the great Christmas selling.

(Fourth Floor, Chestnut)

Imitation Fur Neckwear Now Much Reduced

These delightful and greatly admired stoles and cape effects in imitation seal plush and black and mole-colored kerami. They are now \$9 to \$27.50.

Also muffs of the new and pretty shapes to match nearly all the neckpieces. These are \$10.

Many women find these imitation fur pieces just right for certain costumes and for evening wear.

(Main Floor, Central)

Lingerie Waists

Three new styles—a voile, with deep collar, square front and imitation flit, at \$3.85; another voile, with tucks and much Valenciennes, at \$6.85, and a batiste with fine embroidery at \$6.75.

(Third Floor, Central)

L. R. Corsets at \$2 to \$5

Within that modest range of prices there are L.R.'s for practically all figures. They are made of coutil and batiste and broche; are both pink and white, and we know of no other corsets so altogether satisfactory for the same amount of money.

(Third Floor, Chestnut)

Women's Pajamas Handkerchiefs, \$1.75 a Dozen

Of sturdy Irish linen, in two weights, and the plain hemstitched style that most folks like best for general use.

Specially good for the price.

(Main Floor, Central)

One Gift of Table Silver Often Leads to Another

The second being the gift a woman makes to herself in order to complete a dozen or two of something or to make her collection more complete.

With the many patterns of small table silver at its command, the Wanamaker Jewelry Store is a good place to do one's buying.

Sterling silver, 925/1000 fine, of the highest character only, being marked as such and priced as moderately as possible.

(Jewelry Store, Chestnut and Thirteenth)

Rich Velvet Handbags With Gold or Silver Frames

The 14-karat gold frames might more properly be termed gold mountings, as they are partially covered.

The sterling silver frames are heavy, elaborate filigree work and are very effective.

The bags are of fine French black velvet in beautiful designs.

Prices, \$50 to \$100.

(Main Floor, Chestnut)

Pearl Bead Necklaces With a Soft, Rich Luster—

which is an excellent imitation of the real pearl sheen—are those which the Jewelry Store has to show you.

They are of graduated or uniform beads, many have gold snaps, and there are many styles from which to choose.

75c to \$35 a string.

(Jewelry Store, Chestnut and Thirteenth)

White Footwear to Take South

is shown in the Exclusive Little Boot Shop and includes—White kid slippers.

White reign skin pumps with French heels.

White buckskin sports shoes—high and low.

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An Unusual Disposal of Quilts

Just as real Winter is due to begin, we are able to present several groups of fine quilts at new price reductions.

The timeliness and seasonableness of these offerings are so apparent that there is no need to emphasize them.

About 50 quilts in coverings of silks, satins, taffetas and brocades, all rich materials in beautiful colors and patterns, stripes, self-figured designs and floral effects are now reduced at \$18.50, \$20, \$22.50 and \$25.

These are guaranteed by the maker to be filled with wool.

A small group of beautiful down-filled quilts covered with Japanese silks and hand-embroidered in floral effects are now reduced to \$20.

Other down-filled quilts of a finer grade in figured satin coverings are reduced to \$18.

34 quilts with a filling largely of wool in coverings of satin, with figured centers and borders of plain satin and backs of sateen are now \$15.

Three dozen quilts guaranteed by the maker to be filled with wool are newly reduced to \$15 each, silk centers with plain Japanese borders and paisiounk backs. All-over floral patterns. Throughout the collection there is a liberal choice of colors—delft, rose, pink and yellow.

(Sixth Floor, Central)

Oriental Hall Strips Newly Shown

Persian Hamadans in Fereghan, Saraband and palm patterns and in combinations of Persian red and blue shades. Each a reliable, authentic weave of the kind that really enhances the comforts and beauty of a home.

Sizes, approximately, are 3x12 to 3.6x18 feet.

Prices, \$100 to \$235—moderate figures for such good strips as market values are today.

(Seventh Floor, Central)

Navajo Rugs for Fireplace and Den

A bright and cheery floor covering as you can find.

These gaily colored pieces, made by hand by the Navajo Indians, are also attractive in front of a davenport or used as a couch cover.

3.5x5 ft., \$21.50 3.9x6.3 ft., \$33
3.8x4.11 ft., \$20 4x7.1 ft., \$33
3.11x5.4 ft., \$23 4.2x5.10 ft., \$27.50
4x6.2 ft., \$36.50 4.5x6.9 ft., \$41

(Seventh Floor, Chestnut)

Pine Needles Off the Christmas Tree

won't be swept up clean by a broom nor even by a carpet sweeper, but

A Vacuum Cleaner will get every one of them—and the cotton lint—and the "snow" and even the millions of bothersome fragments of velvet.

We have the very best kinds of vacuum cleaners ready now, and they are not expensive.

(Fourth Floor, Central)

New Overcoats Ready for the Boys

Fine, warm, excellently tailored garments in a choice of green, brown and gray-toned overcoatings. All have convertible button-up collars and belted backs—in fact, they are just the coats that boys must have right now when real Winter weather is due.

Prices, \$22.50, \$25, \$28, \$30 and \$35 for sizes 11 to 18 years.

Other warm Winter overcoats in ample choice for smaller boys—3 to 10 years—ad \$13.50 to \$25.

Macknaws are ready in full selection. These are the garments that keep a fellow warm and at the same time allow him use of his limbs. Double-breasted with shawl collars, belt add buckle. Fancy plaids, plain colors, greens, browns and grays. Sizes 8 to 18 years at \$13.50 and \$15.

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(Second Floor, Central)



More Than Anything Else a Man Needs Right Now

A big sound, warm, durable overcoat. The time has come for it.

The overcoats are here. This is the best place for them.

They are better grades than are found elsewhere—100 per cent wool and hand tailored.

They wear longer. They hold their shapeliness and form better. And they are not more expensive than inferior kinds that are elsewhere in such numbers.

Some excellent selections now at reduced prices—\$25 and \$30.

(Third Floor, Market)

\$10 Now for a Man's Sheep Wool Lined Reefer

For the motorist, the driver, the student, the workman—for any man who wants to keep warm and dry outdoors and not be encumbered, these short overcoats are ideal.

They are of sturdy moleskin with lining of sheep's wool and are splendid garments for snowy, sleety or any cold weather.

Reduced to \$10 each.

(The Gallery, Chestnut)

A Remarkable Showing of Men's Velour Hats

When we say you can get a good velour hat here for as little as \$6, or you can get one that is well worth its price of \$18, you will have some idea of the variety. In between are hats at \$8, \$10, \$12 and \$15.

All of them are of soft, lustrous velour in jaunty shapes and beautifully made. Nothing like them at their prices elsewhere in Philadelphia.

If you want to see a fine piece of velour, have a look at the \$18 hat.

(Main Floor, Market)

Men's Fine Wool Underwear From England

This shipment arrived only a few days ago and comprises shirts and drawers of medium-weight natural-color wool that is 100 per cent pure.

Price \$8 a garment. 25c extra for shirts above size 46 and drawers over 44.

(Main Floor, Market)

Good Specially Priced Shoes for Men and Women

The men's shoes cost you less than they would cost the manufacturer to make them today.

The women's shoes are mostly half price.

Men's Shoes at \$4.65

Several thousand pair of sturdy blucher lace shoes with full toes, wide shanks, low heels and heavy soles. Made of black-boarded and brown pump leather, some with soles and tops viscolized.

(Main Floor, Market)

Women's Shoes at \$3.90

About 1000 pair in the following styles:

Patent leather button, dull kidskin tops, plain toes and Cuban heels.

Patent kidskin button, dull kidskin tops, tipped toes and military heels.

Patent leather button, dull kidskin tops, plain toes, turn soles and Cuban heels.

Also some dull black and dark tan calfskin lace shoes with colored cloth tops and Cuban heels.

(First Floor, Market)