

Organ plays at 9, 11, 11:55 and 5:20
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Cloudy

Ready With the Great Christmas Opening of the World's

Greatest Toy Store Tomorrow

This Page Is Not a Stained Glass Painted Window

such as you are unable to see through from outdoors.

This is only a clear, clean, white glass window, by which you may see some of the things that are going on in a warehouse built for the purpose of providing at all times the freshest and the newest of fashions and fabrics as they appear and arrive.

Our travelers know that it is their duty to be posted on everything that artisans and manufacturers have in hand, and to get it as soon as finished to display upon our aisles.

There would be no reason for this Store's existence if we could not be the first to show the new things.

The people expect it of us.

We shall not disappoint them.

(Signed) *J. H. Wanamaker*

Nov. 7, 1919.

Fox and Wolf Furs

They both come in sets, and practically the only style is the simple massive animal skin, because nothing else is quite right for these two furs. Even the muffs are usually animal skins.

Wolf sets, black, taupe and brown, are \$80 to \$150.
Fox sets, black, brown, taupe, pointed and cross, are \$135 to \$325.
(Second Floor, Chestnut)

A Disposal of Women's Dresses at \$25 and \$35 —Suits at \$38.50

There are 150 of the dresses and they are of wool jersey and tricolette. The jerseys are in various browns, taupes, grays, navy and black, some tailored and some embroidered; the tricolettes are in much the same colors and are of the ribbed and plain varieties.

The jerseys are \$25 and the tricolettes \$35, while prices are from \$10 to \$20 less than those of the early season.

The 150 sports suits are in several models and made from an excellent quality of heavy jersey cloth. The colors are oxford grays, heather browns, greens and blues; with an occasional brighter rose. The price is \$38.50, considerably less than similar qualities brought early in the season.

Women who have waited till the last minute to buy Winter things will find tomorrow that they have reason to be glad they did.

(First Floor, Central)



All-Wool Frieze Coats for Women

If a woman has to decide upon only one coat to wear for every day, she had best choose a frieze.

There is no such thing as "wearing it out," it is certain to stay in fashion for the longest possible time and it cheerfully stands any kind of weather.

Then, frieze coats are comparatively moderate in price. We have good, all-wool American frieze coats, seven styles, from \$18.75 to \$40. And there are four styles of frieze coats made of imported cloth from \$45 to \$75; these are water-proofed. All have storm collars, so that they can be worn without furs if one wishes. The colors are heather, dark blue, green and black; many are two-toned.
(First Floor, Central)

Sparkling Little Veil Pins

They are all of sterling silver, set with glistening rhinestones or in enameled and jeweled effects. The designs are quite new and attractive, and the pins look very well in the new hats.

75c to \$5.50.
(Jewelry Store, Chestnut and Thirteenth)

Philippine Nightgowns

Delicately scalloped and embroidered by hand, made by hand, too, down to the last stitch, and with uncommonly broad hems. They are all low necked and are priced from \$2.50 to \$8.50.
(Third Floor, Central)

Hand-Embroidered Waists

of a pleasing simplicity and refinement have just come in. The lovely work on the collars, cuffs and fronts was all done in the Philippines, and the waists were made up in this country.

There are four styles at \$8.50, \$8.75, \$12 and \$12.50.
(Third Floor, Central)

Black Velvet Skirts at \$9.75

Within a few dollars of being half the price this same pretty style has been selling for here in our own stock.

A tuck at each side of the front gives a panel effect and there are outstanding pockets with turned-over flaps trimmed with large jet buttons. A similar button fastens the belt. The back is gathered.
(First Floor, Central)

New Collar Laces Fit Any Shape Gown

Whether the neck is round or square, or you care to make a long shawl collar out of them. For a round neck you simply separate the points almost all the way up.

They are very pretty and fine and are chiefly in embroidered net laces. There are others in imitation Venise or imitation flit. Some have net bands to sew to the dress. From 90c to \$3.25 a yard.
(Main Floor, Central)

Christmas Ribbons

Red ribbons and ribbons with holly and Merry Christmas on them. They do add so much to the appearance of a gift. From 13c to 75c a piece.

This is decidedly the best time to get them.
(Main Floor, Central)

A SAILOR and the WEATHER MAN can sometimes tell you what the weather is going to be like; and a WISE OLD FARMER can tell you whether the WHEAT CROP is going to be good or bad.

But it takes a little child to tell you whether a Christmas is going to be a GOOD CHRISTMAS.

That is why we are so anxious about tomorrow, when we open up the GREAT, MONSTROUS TOY STORE.

We know, of course, that it is half as large again as it was last year—or as it ever was before.

And we know, of course, that the CHRISTMAS SHIPS and the CHRISTMAS TRAINS have come in safely, and that the shiploads of toys and the trainloads of toys are here and that they are wonderful, and that they are just what the children want most.

But not until we see whether the children smile and laugh and shout can we tell whether it is going to be a good Christmas.

For, of course, there could never be a good Christmas without little children laughing for joy.

And so this is to ask all the mothers and fathers

who want to know what this GREAT 1919 CHRISTMAS is going to be like to come in with their children and see for themselves.

Of course, nobody ever can tell.

The children MIGHT even turn their backs on OLD KING COLE, that Merry Old Soul, up there in the little curtained-off music loft, with his FIDDLERS THREE all playing for dear life right in the middle of the FAIRYLAND.

That is, they MIGHT, of course; but let us see if they don't laugh instead.

And, then, of course, they might not care a cent for ALI BABA and his FORTY THIEVES all poking their heads up and down in the necks of the tremendous big jars where they were shut up in the ARABIAN NIGHTS book!

And they might even be not interested in all the rest of the great thousands-of-years-ago Arabian Nights' entertaining that goes on and on while the wonderful SECRET CHIMES keep tinkling and tangling and ding-donging and answering back in the MOST

(Seventh Floor, Market and Central)

MAGIC WAY that ever was, where you can't see them or even guess where they are, all over the whole block-long Store.

But then again, you never, never can tell. It MIGHT be that the Fairyland, with its beautiful pleasures, will really be ALL RIGHT; and it may be that the ARABIAN NIGHTS, with ALI BABA and his formidable band, will be just as wonderful to see as they were to read about; and it may be that not a one of them can ever help laughing at OLD KING COLE, any more than at his FIDDLERS THREE.

And as to the TOYS, which are the main thing after the children, of course—

Well, Sir—this is a Christmas of GOOD TOYS! There have been improvements and hundreds of new inventions—such things as you never saw before that we found in ENGLAND, and FRANCE, and JAPAN and in the GREAT NEW TOY FACTORIES OF AMERICA. They are really so many as to be past counting, but you may be sure that the children will never miss one of them when they come in tomorrow to see.

A Timely Winter Sale of Young Women's Warm Coats, Lovely Dresses and Fine Suits.

Dresses are \$29.50 to \$39.50
Coats are \$36 and \$38
Suits are \$42.50

New, fresh garments in the newest, prettiest Winter styles, all at prices much under the regular selling prices, will interest every girl and young woman who wishes to be well dressed and save money at one and the same time.

Just the Weather for These Coats—

\$36 and \$38 for fine silvertone all-wool velour coats of just the weight for this time of year. They are in the most desirable shades—three shades of brown, three pretty blue shades, and catwaba. One style is half lined because the pleats will not permit it to be wholly lined; the other style is lined throughout with soft, rich silk.

New and becoming models from which to choose—and such coats as you'd expect to see at much higher prices.

The New Dresses Are Lovely

\$29.50 for fine wool serge and wool tricolette dresses in youthful and charming new styles; some are beaded, some braided and some embroidered. Plenty of dark blues.

\$38.50 for handsome new tricolette dresses in dark blue and brown shades. Three models, one with tiny sparkling blue beads and silk embroidery, and the becoming round neck edged with a lace frill; the second with a flat collar of the tricolette, a vest of softly pleated crepe Georgette in ecru and a deep tunic edged with silk fringe; and the third a straight-line dress with long tunic and narrow belt.

\$30 and \$39.50 for afternoon and street gowns of charmeuse, crepe Georgette, kittens' ear crepe and soft satins in blue, black, brown and other good colors. These are in many new Winter styles, some embroidered, some beaded, and all in charming models.

A Little Group of Tailored Suits—\$42.50

All the suits are of fine silvertone velours in brown and blue shades; they are in the new length, with collars that may be worn high or low, and finished with narrow belts at the waist line. And to make them comfortable for wear all through the winter they are warmly interlined and lined with silk also.

Not fur trimmed—so that a girl may wear her own furs with them. All these garments are in 14 to 20 year sizes.
(Second Floor, Chestnut)

44-Inch All-Wool Serge at \$2 a Yard

Such a thing has become almost unknown lately. It is a good, heavy serge for women's dresses or skirts, and many mothers will be delighted to get it for children's school frocks and small boys' suits. Also there is a nice variety of colors—brown, catwaba, taupe, green, French blue, plum, and, best of all, plenty of navy and black.
(First Floor, Chestnut)

Low-Priced Handbags of Good Styles

For as little as \$2.75 we have a large velveteen handbag in a shopping or service shape. It may be had in black, taupe, navy or brown.

For \$3.50 there are large envelope handbags of businesslike capacity, with outside pocket and double inner frame. These are in black cobra grain leather or pin grain leather, in black, navy and brown.
(West Aisle)

To Keep Little Fingers Warm

Tan capelin gloves, outseam sewn, \$1.75 and \$2 a pair.
Gray mocha-suedes, outseam sewn, \$1.85 and \$2.25 a pair.
Gray mocha gloves, pique sewn, \$2 and \$2.50; outseam sewn, \$2.50 and \$2.75 a pair.
And plenty of wool gloves, or gloves lined with wool or fleece.
(Main Floor, Central)

That Foreign Touch

which some people like about their Christmas gifts may be secured by using the odd, pretty Christmas cards which the Japanese send us. Some are mere delicate sketches, others are the colored photographs of Japan, with inscriptions on the reverse. Also there are folders. Prices are 4c to 12c in the Oriental Store.
(Fourth Floor, Chestnut)

\$12 for a Woman's Winter Dress Hat

First off, we bought the shapes at prices less than you'd expect for such fine hats. Then we had the hats trimmed in our own work-rooms, in quite the newest Winter fashions—and here are the results.

There are black velvet hats, rather large in size, with a soft fold of mulline along the edge and ostrich plumes by way of trimming.

And there are lovely hatters' plush hats, in black and the fashionable colors; in new shapes and trimmed with feathers and ribbons and flowers.

And there are other fascinating new hats with a glint of the lovely metallic brocade and a wintry touch of fur.

Any one of them for \$12, too!
(Second Floor, Chestnut)

Imitation Amber Toilet Articles

They go well with many woods and look well on the dressing table or bureau. These are of imitation amber, and all the pieces are prettily hand decorated.

Hair brushes are \$11.75 and \$13.75.

Combs, \$3.25 and \$4.

Mirrors, \$12.50 and \$16.50.

Puff boxes, \$8 and \$9.75.

Hair receivers, \$8 and \$9.75.

Cloth brushes, \$9.75 and \$11.25.

Hat brushes, \$5.75 and \$6.75.

Pin cushions, \$7.75 and \$8.25.

Trays, \$13 and \$14.50.

Nail polishers, \$4.75 and \$6.
(Main Floor, Chestnut)

Just for the Baby

Dainty new hangers for his Winter coats are covered with ribbon and are in several styles, \$1 to \$2.50.

Toilet sets of white celluloid—some of them even have tiny military brushes, \$1.75 to \$6.50.

Hot-water bags covered with satin ribbons and hand painted are \$1.25 to \$2.50; without ribbon covers, 85c to \$1.25.

Ribbon armbands, 65c to 85c a pair.

Carriage straps, \$1.75 to \$2.50.

Afghan straps, \$1.75 to \$3.

Bonnet boxes, lovely affairs of ribbon and hand painted, 80c.

Ribbon baskets, with little toilet accessories, and with rattles, \$19.50.

Babies' rattles, 50c to \$2.
(Third Floor, Chestnut)

Suits of Clothes for Men Who Want Clothes of Quality

In all that the word quality implies our men's suits are an open book. By this we mean that there is nothing about them that will not bear looking into, nothing to hide, no mystery and no evasions.

In order to be as good as we want them to be they have to be made of the best available standard wools and made with a degree of care and thoroughness beyond most suits.

We don't want to persuade any man that ours is the only good clothing in the country. What we do insist upon is that there is none finer and the kind that is as fine is scarce. Men looking for new suits tomorrow will surely be glad to see the stock we have to show them. \$32 to \$80.
(Third Floor, Market)

Velour Finished Soft Hats Are New for Men

The velour finish gives them an agreeable luster and a soft and silky texture. They are Alpine shape and the somewhat flat brim may be turned up or down. In black only, at \$8. Other soft hats, \$5 to \$12.
(Main Floor, Market)

Every Man Needs a New Pair of Gloves

And if he gets Wanamaker gloves they will fit as they should and be comfortable from the first minute he slips his hands into them.

Tan or brown capskin gloves, \$2.75 to \$3.50 a pair.

Gray mocha-suedes, that look and feel like mocha, are \$3.75.

Genuine Arabian mocha gloves, in gray, \$4.75 a pair.

And the lined gloves and gauntlets for motorcycling are ready now—starting with fleece-lined capskins at \$3.50 on up to the fine lamb's-wool lined gauntlets at \$12 a pair.
(Main Floor, Market or Central)

It's a Poor Shirt That a Man Cannot Find Here

And you can take that literally, for practically all the good kinds are on show.

Most in demand are madras, percale and silk shirts, and these we have in profusion. Most of them are in soft cuff, plain negligee style, but there are some with starched cuffs.

Prices start at \$2.15 and go to \$13.50, for as fine a ready-to-wear silk shirt as any man could wish for.

Fine Neckties, Too

We are still able to sell good four-in-hand and bat-wing neckties at 50c and English ties at \$1. The assortment is large, all the way up to the superb \$4 ties, and includes Spitalfields and French silks.

As for Sweaters—

the man who wants one for golfing, or any other purpose, may choose from a great variety, starting at \$5 for one of cotton mixed goods, and going through the wools up to \$25 for one of finest Scotch cashmere.
(Main Floor, Market)

Opportune Arrival of Good Blankets at \$7.50, \$10 and \$12 a Pair

Our stocks of blankets at these prices are conspicuously good this season, each pair representing the largest measure of value at the money.

Large, new shipments have just come in to keep the supply well replenished, and these are ready for choosing tomorrow.

At \$7.50 a pair, single-bed size blankets, part wool, with borders of either pink or blue.

Blankets of the same grade in the double-bed size, 70x82 inches, \$10 a pair.

At \$10 a pair, single-bed size blankets of wool and cotton, with pink or blue borders.

Blankets of the same grade, double-bed size, 70x82 inches, \$12 a pair.

No better blankets sold for the money anywhere.
(Sixth Floor, Central)

Bring in the Boys!

Their suits and overcoats are here, and none better at the prices anywhere.

Tomorrow is the day to find out how much there is behind that statement. Norfolk suits for boys of 8 to 15 years, \$15 to \$35.

Double-breasted, belted overcoats with convertible collars and all the other good points that boys like, \$25, \$28, \$30 and up to \$40, in sizes 11 to 18 years.

Overcoats for 3 to 10 year old lads in a large variety at \$16.50, \$18, \$20 up to \$30 each.

Also Mackinaws in good selection at \$12, \$13.50 and \$15.
(Second Floor, Central)

Electric Sewing Machines Making Friends Quickly

The Western Electric portable sewing machine has many things to recommend it.

In the first place, as its name implies, it is portable, and may be carried from room to room, out on the porch in summer or to a friend's house.

In the second place, it does splendid work—binding, tucking, hemming, ruffling, hemstitching and quilting.

In the third place, it eliminates the work of pushing treadles.

In the fourth place, its first cost is inexpensive and a penny's worth of electricity will run it for several hours.

We have this machine in three styles at \$48, \$50 and \$70.
(Fourth Floor, Central)

Plenty of Shoes at Plenty of Prices

Neither a man nor a woman is restricted here to higher-priced footwear. Selection for both starts at \$7, and while it goes to \$19 for women and \$17 for men, there is a large and satisfying variety of shoes at \$7 to \$10 for everybody.

Good styles, good leathers, good workmanship, too. Women have said some very complimentary things about our col-

lection of two-color shoes. These were never so fashionable and we never had so many.

Of spat-pumps, too, we have a large and fine assortment.

And, of course, lots of splendid black and tan calfskin shoes. A man can be equally sure of getting the shoe he wants, whether his preference is for the plain and conservative style or whether it is for the elaborately pinked and perforated wing-tipped brogue.
(Men's Shoes, Main Floor, Market)
(Women's Shoes, First Floor, Market)