

Band at 9, Organ at 11, 11:55 and 5:20

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER: Partly Cloudy

# The Test of Merchandise Now is Whether It Is Givable

## No Matter How Many the Children, the Mother

always says they are not too many. By the same holy law, let it never be said or thought that the left-alone old grandmother or grandfather, with no other place to go to but to your family or mine, has become "one too many."

In making out your Christmas list do not forget your old relations, your old school teacher or the old friend schoolmates who have grown up with you.

Even a card and a line or a ribbon will be better than nothing.

[Signed] *John Wanamaker*

Nov. 24, 1919.

## Our Special Bureau for Employments for the Christmas

is still inviting applicants at the Lincoln Building, Broad and South Penn Square, from 9 to 1 and 5 to 6. Homekeepers able to spare a quarter of the twenty-four hours, if not more, for Christmas Service can find good opportunities. Beginners or experienced; for the whole business day, or from 10:30 or 11 to 4:30 or 5.

## New Silk Velour Coats Are Here at Last!

Next to fur coats, they are easily the warmest coats one could have and they have another advantage, that is they are suitable for evening as well as day time.

The new styles are remarkably pretty, being made slightly fitted in to the figure and with large collars, in some cases of fur, strap belts and one model has the new loose straps in the back. Prices are \$75 to \$125.

(First Floor, Central)

## Hundreds of Georgette Waists

Scores of styles in white, the ever-becoming flesh color and dark suit shades. They, of course, have long sleeves, and are frequently—especially the light ones—trimmed with real filet or real Irish laces. Their necks are round, square or V shape. In a word, the waist makers have had simply no end of inspirations.

(Third Floor, Central)

## Some More of Those Beautiful Plaid Skirts

The ones that women took such a fancy to when they were here before. They are full box pleated, stitched closely at the hips and have a deep tucked belt and new and oddly shaped pockets. The ground color is dark blue with a large overplaid of gold and either a Copenhagen or green stripe, \$27.50.

(First Floor, Central)

## A Handsome Black Velveteen Does Many Things This Winter

It makes some of the most charming theatre and dinner frocks that it is possible to have. It is used for beautiful fur-trimmed wraps and capes, for tailored suits, separate skirts, overblouses and, finally, in short lengths, for millinery.

(First Floor, Chestnut)

## Silk Bloomers

are great favorites at the present moment for Christmas gifts. We have pink crepe de chine bloomers at \$4.50 to \$5.75 a pair and pink wash satins at \$3.85 to \$8.50, all of these being the usual length.

(Third Floor, Central)

## Corset Accessories for Gifts

Satin hose supporters of shirred ribbon trimmed with dainty bows in eight pretty colors, \$1.25, \$1.50, \$1.75 and \$2.50. Japanese silk corset bags in Nile green, apricot, lavender or pink, \$4. Lillian bandeaux and brassieres, 75c to \$4.00. Jewelry or vanity bags, rubber lined in pale pink or rose, 35c.

(Third Floor, Chestnut)

## Lillian Brassieres

are made by a French corsetiere in America who is familiar with all the varied lines of the figure. They are quite beautiful enough for intimate Christmas gifts. \$2—a plain brassiere of imitation linen with narrow lace trimming and ribbon straps. \$2.50—a white poplin brassiere trimmed with beading insertion and lace. \$2.50—a bandeau of serviceable mesh with medium back and elastic insertion at the waist. \$3—a dainty brassiere of dotted broche, opening in the back, with elastic insertion. An excellent model for full figures. \$3—a mesh bandeau, open in front and boned at the sides and back. \$4—a brassiere of all-over embroidery, lace trimmed and open in front.

(Third Floor, Chestnut)

## Novelty Colored Handkerchiefs for Women—75c Apiece

The linen is Irish, but the idea is French, for these handkerchiefs were cleverly copied from a Paris handkerchief. They have drawn lines of hemstitching and wide colored bands, with squares of white in the corner and a white center.

(Main Floor, Central)

## A Christmas Corner in the Notion Shop

It is piled high with many of the dainty, pretty little gifts which women often like to give each other. Pin cushions, large and small, gay of hue and simple or fancy, as you like, are 40c to \$1.75. Needle cases are \$1 to \$1.80. Chatelaines are 75c each.

(Main Floor, Central)

## The Plainer Fur Coats of Hudson Seal

These are the Hudson seal (dyed muskrat) coats without an atom of trimming. Some have flaring and rippling short jackets with huge collars, some are 40 inches or longer. Their beauty lies chiefly in their quality, and after that in their charming printed crepe linings. The price range is from \$275 to \$725.

(Second Floor, Chestnut)

## Fur With Brocade— or Brocade With Fur— is the Winter Millinery Story

Sometimes the whole hat is of the lustrous, beautiful brocade, with just a soft and furry edge. And sometimes the hat is wholly of the soft, lovely fur with just the top of the gleaming brocade. So you see both are quite fashionable!

(Second Floor, Chestnut)

## A Few Fine Chiffon Velvet Evening Gowns Have Been Reduced

and may now be had for \$150, \$175 and \$200, which means a very welcome saving of from \$25 to \$100 on each dress. There are scarcely two alike. One or two have trains and a few are in dark colors or black, but the majority are in the fashionable rose shades, a few greens and an occasional yellow.



(First Floor, Central)

## Splendid Sports Hose From London

For the golfer, man or woman, or the woman who wears heavy stockings with low shoes in winter, these will make all the more welcome gifts because of their scarcity.

(First Floor, Market)

## A Lot of Fine Blue Dresses for Young Women Are Lowered to \$45 Each

For any young woman who has need of another serge or jersey or tricot dress (and what girl is not always ready for another dress!) this disposal spells opportunity, for the dresses represent savings of many dollars.

(Second Floor, Chestnut)

## Women's Fine Overnight Bags Near a Third Less

These are those splendid folding bags that women like so much. They are made of highly glazed black auto leather and dull black long-grain cowhide. Linings are of moire silk in blue, gray, lavender and green.

(Main Floor, Chestnut)

## The Glove Shop Is Having a Little Clean-up of Women's Gloves—\$1.35 a Pair

Along about now some sizes of many good kinds are bound to be broken, and that is what has happened in this group. There are washable capeskins, glove leathers and fine suedes in desirable styles and colors.

(West Side)

## Any Motorist Will Like a New Robe

Whether you want to send a fine, richly colored robe to match the upholstery of a closed car, or a great, warm, heavy robe for an open car, here it is.

(The Gallery, Chestnut)

## Mosul Rugs of Merit \$57 to \$75

In the Oriental rug market there is as yet no considerable relief from the shortage of supplies. Mosul rugs such as these are now costing as much at wholesale, that is, any of them that can be had at all. In this particular lot we have about one hundred pieces, all of trustworthy quality, in good colors, mahogany reds, ecru, tan and rose, and in conventional figure patterns. They are appropriate and much liked as gifts. Sizes approximately 3.6x6.6 to 7 feet, prices \$57 to \$75.

(Seventh Floor, Chestnut)

## Good Domestic Rugs Moderately Priced

Tapestry Brussels rugs in 9x12 ft. size, \$32.50 and \$39.50. Axminster rugs—9x12 ft., \$53, \$56 and \$59; 6.9x12 ft., \$37.50. Velvet rugs—9x12 ft., \$63.50; 6.9x12 ft., \$62.50. Body Brussels rugs—9x12 ft., \$72.50 and \$75. Wilton rugs, 9x12 ft., \$112.50 and \$117.50.

(Seventh Floor, Chestnut)

## New Fiction

"Helena," by Mrs. Humphry Ward. This story is as clever and interesting as any that has come from Mrs. Ward's pen. Price, \$1.75. "Our Little Old Lady," by Eleanor Hoyt Brainerd. The little old lady recalls for us the plainer, more wholesome and happier days which now exist for us only in the reminiscences of such people. Price \$1.25. "All Roads Lead to Calvary," by Jerome K. Jerome. A brilliant story somewhat in the vein of the author's "Passing of the Third Floor Back." Price \$1.75.

(Main Floor, Thirteenth)

## THE PRETTIEST UMBRELLAS WE EVER HAD FOR GIRLS

And they have come at exactly the right time for Christmas presents. They are just like grown-up umbrellas, with cover of dark blue, green, red or black silk, and they have white or colored bakelite handles in rings or hooks. You may imagine the joy such a gift would bring to a small girl!

All sizes and the prices are \$5, \$6, \$7.50, \$8 and \$10.

(Main Floor, Market)

BATIK work, that delightful revival of the beautiful, primitive work of the Javanese, is being taught in the Art Needlework Store. Wax stretchers and other necessities for the work are for sale there and an expert in the matter will show purchasers precisely how the work is done.

(Second Floor, Central)

## PRESS BOARDS WILL RESTORE THE BEAUTY TO YOUR OLD VELVETS—

and they are such a great economy and a practical help more women than ever are coming to us for the boards. These press boards may be used for single or double faced velvets, and it is comparatively easy to renovate velvets with their help. \$9.50 for 6x18-inch size; \$20 for 8x24-inch size; \$34 for the 10x36-inch size. And, of course, a brush is included with each board.

(Main Floor, Central)

## ALONG WITH THE COLD WEATHER COME MORE WARM BATHROBES FOR CHILDREN

And we unpacked them just as fast as we could and hurried them down from the stockrooms for all the big and little girls who want these warm, comfortable robes. Some are of soft elderdown in plain pink or blue, and others are of blanket materials in Copenhagen blue or rose—figured effects, of course. There are several styles, and prices start at \$4.50 and go to \$7.50—and there are 2 to 16 year sizes.

(Third Floor, Chestnut)

## Speaking of Hall Clocks Have You Seen—

the new \$1050 clock that has just been acquired by the Jewelry Store? It is certainly the finest of its kind we have ever had under this roof.



The case is solid mahogany, hand carved and the movement is an English one and noted among the best in the world. There are nine tubes, chiming Westminster, Whittington and St. Michael chimes. A rather unusual feature is the mercurial pendulum which compensates for changes in temperature.

In preparation for Christmas, there is the largest collection of hall clocks here we have ever had. With strike only, \$190 to \$265. With strike and chime, \$365 to \$1050.

(Jewelry Store, Chestnut and Thirteenth)

## Men's Suits That Belie Their Looks and Men's Suits That Do Not

One of the great sources of trouble and confusion in life is the fact that so many things are not what they seem.

Certainly it would prevent a great many mistakes if the inside of things could always be truly judged from the outside. The one reason why there is so much men's clothing of an inferior kind in the market is because it can be made to carry an appearance of merit. There are thousands of men's suits in Philadelphia today that seem to look as well as any ready-to-wear suits can look, especially on a wax model—and yet they are fairly loaded with cotton and skimmed in the making.

The average man cannot on sight tell the difference between them and the genuinely fine all-wool, hand-tailored suits, but if he buys and wears one of the imitations he is bound to find out.

However, the man who knows how to lay out his money doesn't take chances with suits that he can't depend on as long as he is sure of finding suits he can depend on in this Store at the lowest fair prices, all-wool, finely tailored, correctly fashioned suits, the standard suits of the country at the prices, \$32 to \$80; overcoats, \$35 to \$80.

(Third Floor, Market)

## There's a Mystery About Men's Silk Mufflers

It is how the designers contrive to get so many more and so much more beautiful, color combinations each year. This year's gift collection is a wonder, in plain colors and stripes, marvelously blended or contrasted.

Prices \$4 to \$20, with the Redleaf London reefers starting at \$13.50.

(Main Floor, Market)

## Men's Sturdy Winter Shoes at \$6.40 a Pair

These shoes are all made of black leather, in blucher lace style. Some are on the Munson army last and others have medium round toes. They have heavy soles and are strongly built of what is known as "plump" leather. There is a world of service in them and they are especially good for men who are much outdoors.

(Main Floor, Market)

## New Wood Silk Portieres Are Somewhat Late

And, in consequence, their prices are even less than when they started out. They are \$18.50 a pair.

The colors are attractive combinations of old rose-and-brown, green-and-brown and blue-and-brown. Some are figured all over, others have a plain center and figured border.

Such a tried-out and thoroughly satisfactory kind of curtain as these of wood silk is always a good investment and they are used all the year through.

(Fifth Floor, Market)

## 1000 Children's Umbrellas Especially Nice at \$2 Each

Quite good enough for school and everyday use and many mothers are looking for just such umbrellas for Santa Claus to bring.

The covers are of stout cotton, the handles of plain mission wood and loop cords and there are styles for all ages of boys and girls.

(Main Floor, Market)

## It Will Take but a Minute to See That Chestnut Street Window of Handkerchiefs

but you'll be repaid for stopping to see it—so attractive are the handkerchiefs. And more than one person who "didn't know what to give" has come in, after seeing that same window, and decided upon gifts of handkerchiefs just like them.

There are kinds for women and for men, and there are plain white squares as well as colors and initials.

(Main Floor, Central)

## The Finer Wool-Filled Quilts in Unequaled Choice

In stating that there is no collection of fine wool-filled quilts that equals the one we are showing, we have no desire to boast of our own stock or belittle any other.

But we have reason to know that this is just the case. The only way to realize it is to come in and see these assortments—and to see any other stock one might care to look at.

Nearly all our finer wool-filled quilts are of our own making. We have a particularly beautiful lot of one hundred in coverings of plain satin and satin brocade in a wealth of colors. Any one of these quilts will be a rich acquisition to a sleeping chamber. Prices \$32.50 to \$50.

In silk coverings the choice is also most attractive at \$22. Some handsomely embroidered ones at \$25.

In making comparisons, please remember that these are wool-filled quilts and not to be confounded with those filled wholly or in large part with cotton.

(Sixth Floor, Central)