

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

Tomorrow Is Children's Day and Santa Claus Is Here in the

Looking Back Over the Past Years We Believe

this business to be a worthy one, and therefore we have resolutely and unceasingly given the best in us to act and to do the things which make it of the greatest use in our day and generation.

It has had the calm earnestness of our first plans, the fire of our first youth in working out our beliefs and now it has the joy and strength of a second and finer youth full of dearly bought experiences which should make our present undertakings of greater service to our city and to the world.

It is a constant inspiration to us to be on the way to the full realization of the great ideals which once were only youthful dreams.

Achievement for ourselves always seemed to be an achievement of advantage to others as well as ourselves.

We believe the city, as a city, has become more widely known by the connections we have made throughout the world.

It is also plain to be seen that its methods and examples have affected favorably almost all the store-keeping of the last half century.

It's "a tale of two cities," as Charles Dickens called his book, for Alexander T. Stewart had his young hand in it clearly and unmistakably so far as New York is concerned as long as he lived.

[Signed]

John Wanamaker

Nov. 28, 1919.

Here's a Clearaway of Winter Coats for Young Women

\$40, \$47.50 and \$52.50

Brand-new coats that have just come to us from the makers—and coats from our best makers, too!

One of our good manufacturers had a little group of each of these coats hanging on his racks and, in order to clear them out quickly, he sold the whole collection to us at much below usual.

At \$40

the coats are smart new models, with the pretty blouse back—coats of silvertone velour in brown or Pekin blue, with collars of Hudson seal (dye muskrat). They are lined throughout with fancy silk.

At \$47.50

are two good models, one of silver-velvet Bolivia, in brown, navy blue or grape color, in a new style, and lined throughout with silk; the other model is of silvertone velour in plum, dark blue or brown, and has two pleats in the back, covered buttons and Hudson seal (dye muskrat) collar.

At \$52.50

the coats are all of silvertone velour and in brown, green, tan or navy blue, with huge collars of dyed black racoon. They have yoke back and belt in front and are lined with fancy silk. All the coats are in 14 to 20 year sizes.



The Newest Collars in Real Filet Lace

They are either square or round, or they have points or tabs, and this means that they will fit nicely on the neck of the fashionable collarless gowns or blouses.

Then, of course, there are many styles in the long straight collars, the kind one needs for waists that fit high in the back of the neck.

Prices are from \$3 to \$6.50 on collars alone and \$8.50 to \$10 on sets.

(Main Floor, Central)

To Hold Her Watch or Locket—New Ribbon Sautoirs

Many girls and women like to wear the pretty black ribbon sautoir because it adds a touch to one's costume.

Ribbon sautoirs with ornaments of imitation jade or coral are \$1.

Ribbon sautoirs with plated lockets are \$1.50.

Plain ribbon sautoirs with sterling silver or gold-plated mountings are 50c, 75c and \$1 each; others mounted with rhinestones set in sterling silver are \$2.75 to \$5.

(Jewelry Store, Chestnut and Thirteenth)

Handsome Handbags of Fine Black Seal

With some women the black seal handbag will always be a standby.

We are fortunate in having a collection of fine bags in black glazed pin seal and dull black long grain seal that we can sell at moderate prices.

They are in vanity and shopping shapes, with metal and covered frames, and are silk lined. Some have triple frames.

Prices \$6, \$7, \$8 and up to \$12.50.

(Main Floor, Chestnut)

The Manicure Sets for Christmas Are Here

In leather cases, daintily lined with silk or satin, the sets include all the implements needed to keep the hands in good condition.

Some of the sets are of imitation ivory, others are of the pretty mother-of-pearl.

And they are not expensive—you may get a set of six pieces for \$1.75, and there are ever so many more, up to the set with twelve pieces at \$10.50.

(Main Floor, Chestnut)

Automobile Pillows

Small pillows to fit into the hollow of the back or big pillows to sit on or to put one's feet on. These make very welcome gifts.

They are made of a stout imitation leather that is not affected by rain or dampness. They are filled with hair and are \$2.75 to \$4.50.

(Fifth Floor, Market)

Prices Have Tumbled on Young Women's Cloth Dresses \$20 to \$45

When you remember that they have been a third to a half higher in price than they are now marked, you will understand how unusually good they are for the prices.

They are of dark blue chiefly and of such good and fashionable fabrics as serges and tricootines. Some are embroidered, some are braided and others are variously trimmed.

There are many different models, and they are just such dresses as girls and young women find necessary for school and college, for business and for general wear.

14 to 20 year sizes.

(Second Floor, Chestnut)

Now the Winter Millinery for Girls Is Reduced in Price

These are the pretty hats for girls of 6 to 15 years—youthful, simple models, in styles best suited to girls of these years.

The hats are most attractive—soft, furry beavers, fine velours and pretty velvets in dark colors and shades to match the winter coats and dresses.

Some are simply trimmed with ribbon bands, some are in ready-to-wear styles, and some are trimmed with flowers; but all are in good condition and there is a good assortment from which to choose.

\$3.50 to \$10—which is a third to a half less than their usual prices.

(Second Floor, Chestnut)

A Georgette Crepe Blouse

is more than ever this year an acceptable gift to a woman friend, and here is an entire salon devoted to Georgette crepes of the finer sorts—in white and various shades of flesh color.

Prices start at \$10.50 for a simple model with high-low collar, pleats and hemstitching and run all the way up to \$87.50 for a pink overblouse trimmed with real filet and drawwork and put together by hand.

(Third Floor, Central)

Fine Japanese Satin Habutai

We bought it in Japan, had it dyed in the colors we picked out ourselves and then brought it to this country and are selling it at the low price of \$2.50 a yard.

But, more than all this, it is one of the best silks we know for the making of Christmas presents. It has such a brilliant satin finish that many women like it better than anything else for covering bed quilts, making lamp shades, lining bags, bassinets, work baskets and boxes and for canisoles.

It is 40 inches wide, and there are all the good light and dark colors, and white.

(First Floor, Chestnut)

CERTAIN particularly pretty underbodies or camisoles to wear inside of evening gowns are of silver lace and satin, price \$10.50; and of chiffon with shadow lace at \$5. Either may be had in pink or white.

(Third Floor, Central)

Women's Fine Imported Kid Gloves—\$2.50 a Pair

Very good gloves indeed for that price. They are in the most fashionable Winter styles and colors—all-black, black with white embroidery, gray, gunmetal, brown, tan, beaver, mode and white with black embroidery. The skins are of fine texture, soft and of excellent quality, the gloves are beautifully made and they fasten with two clasps.

Another style is in black with white embroidery or white with black, with the embroidery in three heavy rows and the hems in contrasting color.

(Main Floor, Central)

Women's Inexpensive Shoes of Unusual Style

One model has dull black calf-skin vamps with dark gray cloth lace tops, indicated wing tips and military heels. This is \$7.50 a pair.

The other has brown glazed kid-skin vamps, brown cloth lace tops, straight tips and Cuban heels. This is \$8 a pair.

Both the result of a fortunate purchase.

(First Floor, Market)

THE UNDENIABLE APPEAL OF A FINE-CHINESE CARPET

ONE of the charms of Chinese rugs is an originality and individuality of decorative conception. This is true of the colors as well as of the patterns.

In both respects they are unique and well nigh unmistakable, borrowing inspiration from nowhere.

Tawny yellows, golden browns, tans, fawns, turquoise, old blue and ultramarine are the favorite hues, while the decorative features are mainly discs, trellises or fretworks, Greek borders, floral pieces, some times animal and bird figures such as the Chinese dragon, the reindeer, the bat and the butterfly.

We have a display of Chinese rugs in a space specially set apart on the Seventh Floor.

(Seventh Floor, Central)

They are deserving of particular attention by reason of their unusual merit and attractiveness. Among them are some pieces of rare charm and beauty, notably a rug with a wonderful deep blue ground, set off by a very unusual shade of golden brown or fawn, the design showing reindeer, birds, and floral pieces in a most uncommon and appealing arrangement. It is a large piece, 12x15 feet, at \$1485.

There is a wealth of other carpet sizes down to 6x9 feet at \$275, comprising the best selected lot of these particular rugs shown in Philadelphia for many a day, every one of them a superb gift.

Women's Jersey Dresses \$25---A Late-Season Price

Such good, altogether practical and desirable dresses that when we had an earlier shipment it was not unusual for a woman to buy two or three at a time. Some have tunics, some are embroidered or trimmed with frills or moire ribbon, some are corded; and others again are of the severest and simplest order with tiny self-buttons for their only relief. The colors are good black, navy, brown and beaver.

(First Floor, Central)

Great Toy Store

Great, rosy, whiskery old Santa Claus climbing down a chimney!

You can see him yourself, come down and right out of the fireplace.

With a Christmas tree set up in his house and a monstrous big pack of toys to go in the stockings of the boys and girls everywhere.

He's right in his own house, in the Toy Store, and all around are just acres of Christmas Toys—and wonderful sorts of entertainments.

Old King Cole and his Fiddlers Three, and Ali Baba and his Forty Thieves poking their heads up and down in the huge Arabian Nights olive jars; and a clown blowing bubbles and the mysterious chimes ding-donging away.

It is a wonderful Toy Store, and there will be a wonderful Christmas.

(Seventh Floor, Market and Central)



Sporting Goods of a Giftlike Nature

Almost any boy would like these things, and some of them would be welcomed by men.

Rugby footballs, \$2.50 to \$10.
Soccer footballs, \$3.75 to \$10.
Volley balls, \$4 to \$8.50.

Basketballs, \$5 to \$15.
Striking bags, \$4 to \$16.
Boxing gloves, \$5 to \$17.
Medicine balls, \$3.25 to \$18.

Exercisers, rowing machines, dumbbells, Indian clubs, toboggans, skis, snow shoes, ice skates and many other things.

(The Gallery, Junior)

A Special Disposal of Floor Lamps and Shades

100 floor lamps at \$15 to \$40—all two-light, some with mahogany finish, some fluted, some carved.

100 floor lamp shades at \$7.50 to \$35. These are to go with the lamps and they are in lots of shapes and pretty nearly all the colors imaginable.

(Fourth Floor, Central)

Unboxing a Lot of Right Good Blankets \$10 and \$12 a Pair

Woven from a liberal percentage of wool, with borders of either pink or blue.

Double-bed size, 70x82 inches, are \$12, and single-bed size, 60x82 inches, \$10 a pair.

Our own judgment and experience tell us that these are right good blankets for the money.

(Sixth Floor, Central)

For "The Respectable Back of Man" as Carlyle Would Say

Uppermost in the mind of many a man, just now, is the question of what to put on his back; in other words, just what kind of suit or overcoat to buy. Prudence and practicality point this out to him as an immediate and personal Christmas problem.

Please take notice that this is remote from such familiar December appeals as "Why not a new pair of trousers for Christmas?" and similar clever "suggestions."

But the plain fact is that many men now need new clothes above all other things, and all men like to buy their own clothes, and hardly any man will feel as happy this Christmas as he should feel and might feel if his clothes are not tolerably good.

From the standpoint of time and convenience tomorrow is the day for such men to buy new clothes.

From the standpoint of quality, service, style and value we have endeavored to make this the best store for them to buy in, and we are as sure as we can be of almost anything that there is none better.

Suits, \$32 to \$80.

Overcoats, \$38 to \$55.

Fur-collar overcoats, \$100 and \$125.

Fur-lined overcoats, \$175 to \$375.

(Third Floor, Market)

Men's Fine Light Weight Soft Hats From Italy

These hats have rather wide, braid-bound brims that are unusually flexible. The crowns may be worn either in Alpine shape or dented in.

There is a good range of rich colors to choose from. Prices \$10 and \$15.

(Main Floor, Market)

Two Particular Good Handkerchiefs for Men

Plain hemstitched handkerchiefs at \$4.75 a dozen, which are of pure Irish linen, with narrow, well-stitched hems, and of good, sturdy weave, and

initial handkerchiefs, 75c each, \$8.50 a dozen, which are of still finer linen, of course, and have hand-done letters. They are quite attractive for the price—and we'd suggest that you choose initials early.

(West Aisle)

Men's Silk Half Hose at 50c a Pair

First grade black, navy and cordovan thread silk socks with lion tops.

They usually sell for considerably more, and as this is a limited lot we do not expect them to be here all day.

(West Aisle)

A Commode Decorated in Venetian Style

is one of the attractive pieces of furniture to be seen at this moment in the Little House. It has a marble top with painted band and the price of it is \$650.

A pair of fine, painted chairs of the Heppelwhite type have shield backs and an unusually attractive crackle. They are \$90 each.

A painted console table, old cream in color and charmingly decorated, is \$215.

Another console of Adam design has a mahogany top and painted base, decorated in gold color. This is \$310.

Among the tiny occasional tables here we note a roundish one of mahogany checkered with rosewood, price \$175, and a long, narrow one of tulip and rosewood at \$185.

(Fifth Floor, Chestnut)

The Clothes You Should Put on Your Boy

Boys' clothing of the good average kind is not good enough for our Boys' Clothing Store.

We want something better and we get it. We believe in better fabrics, better tailoring, better finish and finer detail work, and these very things are the marks of our boys' clothing.

The first Christmas problem with many a father and mother will be to put new clothes on the boys—it may be new suits or new overcoats or new mackinaws.

Whatever it is, our Boys' Clothing Store may be depended upon to have it and to have it right.

Boys' suits in 8 to 18 year sizes, \$16.50 to \$35.

Boys' overcoats in 13 to 18 year sizes, \$25 to \$40.

Boys' overcoats in 8 to 19 year sizes, \$16.50 to \$40.

Mackinaws, \$12, \$13.50 and \$15.

(Second Floor, Central)



Any Man Will Appreciate Something He Can Wear

The first Saturday after Thanksgiving always marks the beginning of the real gift-buying in the Men's Wear Store. Here a woman may buy with an easy mind, for these are the things a man would buy for himself, if he wanted to be real good to himself.

Shirts of madras, percale, rep, Japanese cotton and silk, with soft or starched cuffs, plain or pleated bosoms. Prices \$2.50 to \$18.50.

Neckties start at 65c, or \$1 for the imported, and go to \$8.50 and \$4, which includes Spitalfields and French silks.

Dressing gowns of wool, velvet and silk, both imported and domestic, at \$20 to \$85, according to material.

House coats of double-face cloth, \$7.50 to \$25; of silk, \$35.

Silk mufflers, in plain colors and stripes, at \$4 to \$20, the Redhead London scarfs starting at \$13.50.

Sweaters of many styles and of cotton-mixed goods and wool, \$5 to \$25.

(Main Floor, Market)