

J. W. C. I. Band at 8:45; Organ at 11, 11:55 and 5:30

WANAMAKER'S

Store Opens at 8:45

WANAMAKER'S

Store Closes at 5:45

WANAMAKER'S

WEATHER Fair

Full Speed Ahead for the Greatest of All Christmas Months

"Blowing Alone Will Not Play"

the flute. You must also use your fingers."

So said an old philosopher.

How wise some of our fathers were, though some of us do not always think so!

To play the flute you have got to use not only your mouth, but your fingers also.

If you have a blue pencil, bracket some of the above words. They are worth keeping in mind.

Carelessness in taking time from your watch misses the train, and a "miss is often more than a mile" when it puts you in wrong for the whole day.

The blacksmith near an army camp, talking at his work, drove a crooked nail into the shoe of the cavalry soldier's horse, causing it to stumble and fall, and lose its place in the ranks at a critical moment.

All the power and gifts we have are requisite to do our best work.

This promises to be our greatest Christmas month. We never do anything by halves here, except by accident, and we are very careful, even though we do sometimes make a slip.



[Signed]

Joe Wanamaker

Dec. 1, 1919.

Opportunities for Christmas Workers

There are many women and business children in Philadelphia who would be glad to have good places, some for the Christmas season and some permanently.

We can offer good employment to them now.

Mr. Atkinson will be glad to receive applicants at the Lincoln Building, Broad and South Penn Square, from 9 to 1 or 5 to 6.

Women's Velveteen Dresses \$30 to \$47.50

These are late season pieces, as any one might guess who knows merchandise; and the dresses are most excellent for skating, to wear with furs or to put on when ever their owner would like a little extra richness in life. Some have high tailored collars and some are coat-styles. Colors are reindeer, burgundy, taupe, brown, navy, black and hunter's green.

All sizes in the lot.

(First Floor, Central)

Entrancing New Dance Frocks of Airy Net for Debutantes

or for girls not yet "out"—or older girls, too! They are the loveliest things imaginable, these new frocks, all of airy, fluffy net, in delightful new styles.

Watermelon or rose pink, delicate blue shades, apricot, canary, Nile green and American Beauty are the colors, and there are also some lovely white nets and some stunning black net frocks.

Some have that frilly Paoliacci trimming that is the fad this Winter; some dresses have tulle tops and sleeves, some glisten with sequins, some are spangled and others are finished with fluffy ostrich feathers in bright colors. Not two alike—so that the choosing is fascinating. \$47.50 to \$95—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Winter Suits for Junior Girls Are Lowered in Price

Now \$30 to \$70—which is several dollars below the prices at which they have been marked.

Smart little suits in sizes and styles suitable for girls of 15 and 17 years, these models are extremely attractive suits of velour, broadcloth, silvertone and burella cloth, as well as a few fine suits of velvet. They are in the fashionable colors and mixtures of the season.

Carefully made, they are warmly lined and interlined for cold-weather wear.

(Second Floor, Chestnut)

Charming Negligees

The French Room has scores of them priced all the way from \$12 for a simple corduroy wrapper to \$85 for a chiffon velvet negligee. In between are kimonos and sacques of soft embroidered silk; Japanese quilted sacques and robes; hand-made quilted satin robes; lovely velvet and silk negligees; and various little bed sacques.

(Third Floor, Chestnut)

Albatross Wrappers

Scarce and greatly liked for gifts to the people who like a little extra warmth. Simple ones of dark blue and lavender are \$8.50 and better ones in pink, blues, lavender and white—many of them lined with some thin silk or cotton fabric—are \$16.50 to \$35. One style at \$18 is particularly good for the money.

(Third Floor, Central)

Silk "Undies" for Gifts

The Undermuslin Store is full of lovely things—silk gowns, silk camisoles, silk chemises, even silk bloomers. Nearly all of them—by the way—are pink. Prices from \$1 for a camisole to \$28.50 for a night gown.

(Third Floor, Central)

For the Bride's Christmas A Chest of Silver

Sterling silver it should be, of course, as the starting point for the collection, and the small silver, being so important, is usually the first to be given.

These handsome mahogany chests, fitted out with the necessary pieces of silver, may be as small or as large as one wishes, and there are any number of patterns to select from. A chest of dignified Washington silver, 54 pieces, is \$230, and from there the number of pieces increases until one reaches the finest chest of all, containing 178 pieces of Daniel Marot silver, one of the most beautiful and ornamental of all, at \$1165.

(Jewelry Store, Chestnut and Thirteenth)

Novelty Wraps and Coats of Mole

One splendid cape coat of mole appears at first sight to be composed of ruffles, yet it is slender and graceful on the woman who knows how to wear it. It has a huge muffler collar, fastened by a long cord at the neck, and is lined with rose veiled with brown. Price \$950.

Another mole coat has massive collar and cuffs of lynx and a front girdle which ties and ends in little mole balls. This is \$750.

A little wrap which is mostly collar and sleeves is \$550.

A long, luxurious coat, with the sleeve springing from the waistline, is \$800.

Other coats may be had combined with gray squirrel.

(Second Floor, Chestnut)

Of Tulle and Gold or Brocade Are the New Dinner Hats

They are such hats as smart women will like for restaurant wear, for afternoon teas, for receptions or dinner use, and they are charming models which will add just that finish which a fashionable costume needs for its completion.

The shapes are rather toward smallness and the close-fitting hat is often seen; though some hats with the tulle are large, and others of jet and tulle are quite large. Some are of gold, some are of colorful brocades veiled with tulle and others are of tulle and jet.

They are quite handsome, quite new in shape—quite new in every way, in fact, for they are just out of the workroom.

Prices begin at \$25.

(Second Floor, Chestnut)

Women's Suede Cloth Coats Come Again at \$47.50

They are certainly among the most popular sports coats that have been here this year, not only for motor-ing, but for everyday wear as well.

So many women say that they like the "feel" of the suede cloth, and they are not as heavy as a leather coat. There is any amount of service in them, however, and plenty of warmth, for they are lined with chamois skin.

Just the one style in a pretty fawn color. It is hip length, somewhat flaring toward the hem and it has an inverted pleat in the back and a belt all around.

(First Floor, Central)

Silk Stockings—Better Gifts Than Ever

Silk stockings always were among the most desirable of all gifts and this year they are even more so. Almost everybody wears silk hose now, at one time or another, if not at all times, and good silk stockings are scarcer than ever and will soon be scarcer still.

Women's Silk Stockings

Plain black and white, \$1, \$1.25, \$2, \$2.50, \$3, \$3.25, \$3.50, \$4, \$5 and \$6.
Colored, \$2, \$2.50, \$3, \$3.25 and \$3.50.
Clothed, \$2.50, \$3.50, \$4 and \$10.
Fancy, \$3 to \$18.

(First Floor, Market)

Men's Silk Half Hose

Black, 65c, \$1, \$1.50, \$2, \$2.75 and \$3.25.
Colored, 65c, \$1, \$1.50, \$2, \$2.75 and \$3.25.
Fancy, \$1 to \$6.

(Main Floor, Market)

Kabo Corsets

At \$3 is a model of batiste for slender women. It has elastic all around the top and is comfortable and desirable.

At \$3.50 is another of strong coutil with low bust and long skirt, having elastic inserts.

Also a junior corset, designed as a guide to the developing figures of young girls. It is low in the bust, with elastic band across top. Short skirted and made of pink broche.

At \$5. Pink coutil with long skirt, low bust and heavy boning. The front steel is graduated.

At \$4. A pink coutil model, topless, front and back, with elastic all around. It has long hips, but is short in front.

(Third Floor, Chestnut)

A Most Exquisite Lot of French Beaded Handbags

These are the very finest of beaded bags—the kind known as "antiques."

They are wonderful. The designs are delicate and beautiful and the colorings are so marvelously blended, so mellow, that you can scarcely credit that it is beaded work. The effect is rather that of some rich fabric, and even to the touch the illusion is maintained, so soft and pliable are the bags.

Some are draw-string style, others have silver frames, and there are various shapes and sizes.

Prices \$75 to \$400.

(Main Floor, Chestnut)

Paris Prefers Net Scarfs for Evening Gowns

In proof of which she has sent some exquisite ones of white net, decorated with iridescent or bronze spangles or white beads. Others are of black net with sapphire or bronze spangles. They would be lovely with a black dress. Both black and white scarfs are priced \$27.50 to \$50.

From Paris also have arrived some very pretty spangled white chiffon scarfs, printed with pink, blue and lavender flowers. They are only \$1.50 each.

One thing you may be sure of—in these days no woman ever has too many scarfs, when they are as pretty as these are.

(Main Floor, Central)

Camees

The reindeers have arrived in the Camee Shop! You'll find them (antlers and all) on cakes of chocolate, in shining silver paper. Ribbon tied and most attractive they are, \$1.25 and \$3 each.

French gift boxes, lace and silk trimmed, filled with Camee sweets, are \$4 to \$15.

Camee caramels are \$1 a pound.

Assorted chocolates are \$1.50 a pound.

(Main Floor, Chestnut)

A New Bolivia Coating With a Frosted Appearance

Due to a mixture of white in the weave. It is unusually pretty and an unusually fine quality at \$8.50 a yard. The texture is very soft and silky and all wool.

In four shades—beaver, darker brown, Copenhagen and dark blue, all 54 inches wide.

(First Floor, Chestnut)

Printed Georgette Reduced to \$3 a Yard

Many people will say it is a foolish thing to do. Raw silk being higher than it has ever been before and finished silks, in consequence, going up by leaps and bounds.

But, rather than attempt to fill in the gaps in the assortment, we are taking these printed Georgette crepes directly out of our own splendid stock and marking them at \$3 a yard.

It is a clear saving of \$1.50 and \$2 a yard over the former prices and they are one of the most fashionable silks at the present moment.

(First Floor, Chestnut)

Women's French Kid Gloves

These at \$2.75 and \$3 will answer gift purposes admirably. Or any woman in need of fine kid gloves will like to buy them for herself and not wait for the holiday!

At \$2.75 the gloves are in plain white, or black or white with contrasting embroidery, or beavers, browns or the fashionable tans. They are overseam sewn and have two clasps for fastening.

At \$3 the gloves are in the same colors, including some pretty grays, but have combination embroidery, are overseam sewn and fasten with two clasps.

(Main Floor, Central)

Women's Smart Spat Pumps Uncommon for \$7.50

Styles that will appeal particularly to young women because of the extremely long and narrow voamps and pointed toes. Both high and baby Louis heels to choose from.

Perfectly plain pumps of patent leather and black calfskin.

(First Floor, Market)

A New Initial Handkerchief for Women

It is of beautifully sheer and spotless linen, and is finished with a tiny hem and a slender, hand-embroidered letter in one corner.

50c each, or \$6 the dozen.

(Main Floor, Central)

Unfinished Corset Covers With French Hand Embroidery

They are exquisitely dainty bits of underwear, particularly suitable for gifts, and all the finishing needed is to attach shoulder straps and put a casing or heading at the waist.

The material is fine French batiste and the hand embroidery is beautiful. \$2.25 and \$4.25 are the prices.

(First Floor, Chestnut)

Cloisone Bronze Lamps

They are none too easy to get and a new shipment is entitled to mention. These are from Japan, and the table lamps are priced at \$15 to \$50, while the floor lamps are \$75 to \$200.

(Fourth Floor, Central)

Good Inexpensive Rugs

Wool and fiber, heavy fiber and tapestry rugs are among the most inexpensive of domestic rugs and are satisfactory in looks and in service.

Wool and Fiber Rugs

In figures—9x12 ft., \$18; 8.3x10.6 ft., \$17.
Plain—9x12 ft., \$28.75; 8.3x10.6 ft., \$25.

Heavy Fiber Rugs

9x12 ft., \$18.50.
8.3x10.6 ft., \$17.

Tapestry Rugs

9x12 ft., \$39.50.

(Seventh Floor, Chestnut)

Two New Books of Interest

"Tales of Three Hemispheres," by Lord Dunsany, \$1.50. The Hemispheres are the Eastern, the Western and the Hemisphere at the Back of the Map; and the book also contains an impression of New York. By which it will be seen that it is very interesting indeed.

The second is "Portraits of American Women," by Gamaliel Bradford, \$2.50.

(Main Floor, Thirteenth)

"A Bay-berry Candle, burned to the Socket, Brings Luck to the House, Food to the Larder and Gold to the Pocket." The candles may be had in the Lamp Store, two in a holly box for 50c.

(Fourth Floor, Central)



All the Cut Glass in the Christmas Sale Is of Our Own Kind

We are offering \$20,000 worth of it—new purchases—at 20 to 35 1-3 per cent less than our own regular prices for the same goods.

It is just as if we took that much crystal out of our own regular stock and reduced it one-fifth to one-third.

A most helpful feature is that practically the whole collection is made up of moderately priced pieces, so very popular for gifts.

Vases in all sizes, \$2 to \$20.
Baskets, 8 to 16 inch sizes, \$5 to \$16.50.
Low flower bowls, \$9.50 to \$12.50 and \$15.
Compotes, 5 to 8 inch sizes, \$2.25 to \$6.
Fern dishes, 8 inch size, \$5 and \$5.50.
Jugs, \$5 to \$10.
Berry bowls and 9 inch sizes, \$3.50 to \$10.
Nut dishes, \$2.50 to \$4.
Banana dishes, \$5.
Orange bowls, \$6.50.
Celery trays, \$3 to \$4.50.
Olive dishes, \$1.65 to \$2.
Bon bon dishes, \$1.75 to \$2.75.
And many other pieces.

(Fourth Floor, Chestnut)

A Good Quilt Means a Lot

As gifts for the home quilts hold a foremost place. They ought to be the kind that will do credit to the giver. They will be if they are chosen here.

We have two particular kinds which we are certain are not equaled at the prices in Philadelphia. Both are made in our own factory and covered in plain Japanese silk in Copenhagen, rose, pink, green, brown, lavender and an odd and unusual putty shade. Wool-filled at \$20; down-filled at \$22.

(Sixth Floor, Central)



This Is the Store for Youths' and Young Men's Suits

☛ The suits are here to prove this statement. They are suits of the kind that catch the eye—the young man's keen eye for fashion.

☛ They are suits that promise nothing to the eye which they will not live up to in service. All of them are better sports models, made with all the newest fashion features.

☛ We could fill much of this page with descriptions of their fine points of styles and novelties of tailoring, but there is no need to go into detail, since all the best features of young men's models are expressed in them in a way that is simply bound to appeal to any young man who has the true fashion sense and the true sense of reliable quality.

☛ Prices \$30 to \$60.

(Third Floor, Market)

The Way to Please a Golfer

is to get him a new club or two, or a new bag, or a box of balls.

There is a splendid assortment of golf clubs here, and you may have expert assistance in the selection of them.

Wood clubs, \$4.50 to \$8.
Irons, \$4 and \$4.50.
Balls, \$7.20 to \$15 a dozen.
Bags, \$1.50 to \$35.

If there is some particular style of club wanted that we do not happen to have we will make it to order in our own Golf Shop.

(The Gallery, Chestnut)

Summer and Winter the S. Fireless Cooker Is a Household Treasure

The Superb Duplex fireless cookstove is a time saver, a labor saver, a nerve saver and a fuel saver.

With it you can get better meals and have no worry, for there is never any danger of burning.

The Superb Duplex is not a wooden outfit. It is constructed of steel and is lined with aluminum.

Each cooker is equipped with aluminum vessels, baking and roasting discs, baking rack, all aluminum made.

Single-well cookers, \$15.50 and \$17.50; double-well cookers, \$26 and \$27; three-well cookers, \$42.50.

A set of legs that will bring the cooker up to the working height of a table is \$3.25 extra if desired.

(Fourth Floor, Market)

Mosul Rugs—Likable Gifts—\$57 and \$67

From the viewpoint of either sentiment or service these rugs are gifts of worth.

The market supply continues scarce, but in spite of this we have an interesting selection and the prices are strictly moderate—\$57 and \$67.

In red, ecru, blue and tan shades, and in medallion and all-over patterns. Very desirable sizes—3.6x5 to 7 feet.

(Seventh Floor, Chestnut)

Christmas Linens to Delight Many a Gift-Seeker

Woman's own feeling for dainty and charming things of this kind is such that there is no need to urge the "givableness" of linens.

But it may be well to urge people to give the finer and more trustworthy kinds, made of pure flax, the only thing of which pure linen can be made.

Among the specially good groups that we are now showing are a lot of tea napkins made from a good quality of plain Irish linen, all neatly hemstitched and priced at \$6.75 a dozen. To make an attractive set, we have a 45x45-inch plain linen tea cloth to match these napkins at \$3.75 each.

Very firm, full bleached, satin double damask tea napkins, made of a beautiful quality of fabric with a band border, 15x15 inches, beautifully hemstitched, are \$13.75 a dozen. There is a 45x45-inch plain damask cloth to match these tea napkins at \$9.75 each.

A group of very attractive scarfs made with a plain linen cloth center and trimmed with a Florentine lace and neat panel of filet lace in the sizes for bureau, chiffonier and dressing table, 18x36 inches, \$2.50; 18x45 inches, \$3; 18x54 inches, \$3.50 each.

(First Floor, Chestnut)