

Organ at 8:45, 11, 11:55
and 5:30
Chimes at Noon

WANAMAKER'S

Store Opens at 8:45

WANAMAKER'S

Store Closes at 5:45

WANAMAKER'S

WEATHER
Cloudy

WANAMAKER'S The CHRISTMAS STORE

This Big House of Ours Is Full of Music, for Christmas Is In the Air

Not even the organ at St. Peter's, in Rome, or the organ in Royal Albert Hall, or St. Paul's, in London, could surpass the notes of sweetness that swell from the hearts of mothers and little children, who have thoroughly learned in past years that they may be at home at all times under our roof.

People tell us that the Store was never so beautiful, big as it is and easy to go about in, since we have studied to make it so with wide aisles, always straight, and without danger of people being confused by turns and staircases. None of our floors is ever so full that people feel that they are crowded.

We are quite sure that we never saw at any Christmas time so many happy faces in the Store—big people, as well as of the little folks.

Somehow, even the little children know that they are never in the way and that nobody wishes to hurry them; that they are always safe and well protected from any accidents, so far as human watch and care can make things.

The great organ of the St. Louis Exposition is in the Court, and under the fingers and feet of the little girl who grew with the organ it plays at the intervals stated in the morning news, so that strangers visiting can say they heard the greatest organ in America if they want to do so. If they have any doubt of the leadership of the organ, and will write us, we will give the proof of its present standing.

The Store opens 15 minutes earlier, at 8:45, and we are ready to serve the people at that time; and it keeps open until 5:45, which is 15 minutes later than usual.

We care just as much to have people come and look and be at home as we do to have them buy, though that is the business for which the Store has been built. All we want them to do is to know enough when they want to buy anything that they will come back to us. We are not expecting to sell out and to have only to show a few straggling things that have been left over. We are quite willing to sell out everything, even to bare counters and tables and shelves, but we have in reserve great lots of goods ready to come in, so that in each section of the Store part of the things that are opened each morning were placed on sale in the night or before the doors open in the morning.

[Signed] *Joe Wanamaker*

Dec. 5, 1919.

Fine Coats for Young Women—\$45 to \$82.50

These coats are the last word in winter coat fashions, for they have just been made up, especially for us, from fabrics we selected and in styles which we decided.

The coats are remarkable at these prices, for the savings range from \$15 to \$20 on a garment. Every coat is of all wool material, and every one is lined throughout with fine silk and interlined for additional warmth.

At \$45
are coats of pompom cloth in a style for dress use; large Hudson seal (dyed muskrat) collars. Belt all the way 'round.

At \$47.50
are smart sports coats, belted and with large bellows pockets.

At \$59.50
are silvertone chinchilla coats in an extremely good model.

At \$65
are handsome coats of silvertone velour with large fur collar and cuffs.

At \$67.50
one may choose plain velour coats with lustrous fur collar and cuffs.

At \$82.50
are coats of tinseltone and pompom, with large collars of nutria fur.

All the Fashionable Colors
including browns, navy, reindeer and Pekin, and there are 14 to 20 year sizes.

Santa May Like to Know About Women's Suits Reduced to \$50

We have a group of incomplete suits at this price, all of which are excellent practical suits. They are of broadcloth, tricotine, velour and silvertone; their colors are navy, brown, green and taupe and black; and their coats are mostly belted. A few are braided.

Christmas Special

Fox Furs Are 25 Per Cent Less

This means taupe, dyed brown, cross brown and pointed foxes.
60 fox boas are \$30 to \$150.
40 fox sets are \$86.25 to \$400.
40 fox sets \$112.50 to \$400.
Also a few of the rare blue and silver fox boas are included, prices running from \$375 for blue to \$600 for a splendid silver.

(Second Floor, Chestnut)

EVERY day brings new Georgette waists into the Waist Store—which reminds us to say to the man of the family who doesn't know what color to choose, that white or flesh pink are universally becoming. Prices are \$6.85 to \$85.

(Third Floor, Central)

It's a Fur Hat Season Say the Millinery Salons

Usually they are small hats, and Madame may choose one wholly of fur, or, if she prefers something lighter, there are hats of fur and the loveliest brocades—with their gleam of silver or gold and a bright bit of color.

There is Hudson seal (dyed muskrat), soft gray moleskin, nutria, or clear gray squirrel, as well as less expensive hats of imitation seal or mole.

They have little trimming, are in the most becoming shapes and are at many prices, beginning at \$10.

(Second Floor, Chestnut)

New Christmas Silks and Welcome Ones

New striped silk shirtings, the silk above all others that women are making up into Southern frocks, sports blouses, and it is the silk that makes the nicest shirts for men. In very pretty colored stripes on white grounds, \$3.50 a yard.

New dress satins, exquisite light and dark colors, \$2.50 and \$3.50 a yard.

(First Floor, Chestnut)

Christmas Special

Women's Silk Umbrellas \$8 Each

In all the fashionable colors, too—rich purples, pretty greens and dark blues. The silks are of good quality, the umbrellas new and smart looking, for they have ebony mounts with sterling silver caps and swinging silver rings by which they may be carried more easily.

And you save from \$2 to \$4 on them!

(Main Floor, Market)

Real Cluny Laces From France

The importation is not a large one, but the quality is very good and the designs are the large open ones so much liked for trimming centerpieces, table covers, lingerie, pillows and other Christmas gifts.

In widths from 1½ inches to 6 inches and \$1 to \$4.50 a yard.

(Main Floor, Central)

Christmas Special

300 Wool Shawls at \$5

A little clearaway of fancy wool shawls that are usually very close to double this price. And shawls are much in vogue these days.

(First Floor, Market)

The First Spring Skirts in the New Pastel Colorings

Early perhaps for Spring skirts, but these are intended for women going South, and even more for women remaining here, but who want the most advanced fashions for Spring.

Please note that all the colors are on the pastel order—as soft and pretty as the materials, which are fine all-wool flannels, prunella cloths and velours. Another feature is the close, tightly fitting pleats, in some cases box pleats or cluster effects.

As for prices—they range from \$28.50 to \$32.50.

(First Floor, Central)

Christmas Special

Irish Double Damask Table Linen

72x72 inches, \$12.50 and \$15.
72x90 inches, \$15 and \$17.50.
72x108 inches, \$17.50.

Matching Napkins
22x22 inches, \$12.75 a dozen.
24x24 inches, \$15 and \$20 a dozen.
All of pure flax, double damask in the circular and oval designs.

(First Floor, Chestnut)

Silk Petticoats Boxed

450 petticoats just received are uncommonly pretty for presents and uncommonly low-priced, being \$6.50 and \$8.50. Those at \$6.50 are taffetas in changeable and solid colors and black, with tailored and fancy flounces; those at \$8.50 are messaline and taffeta of the same description.

(Third Floor, Central)

Christmas Books for Young People and Children

"Heidi," that charming classic of childhood in Switzerland, is out in a new translation, with new illustrations in color. It costs \$2.50.

"The Boy With the U. S. Trappers," by Francis Rolt-Wheeler, is a story of the trappers and hunters of the Biological Survey. \$1.50.

Another book for boys, "The Hilltop Troop," by Arthur Stanwood Pier, deals with the rivalry between two groups of village boys. \$1.50.

"The Green Meadow Series" has a new volume, "Happy Jack," by Thornton W. Burgess, H. J. being a jolly little squirrel. \$1.35.

"Bob Thorpe, Sky Fighter in the Lafayette Flying Corps," by Austin Bishop, is \$1.50.

"Adventures in Beaver Stream Camp," by Major A. Radclyffe Dugmore, is concerned with two boys in a wreck. \$1.35.

"The Boy Scouts' Book of Stories" contains selections from the masterpieces among story-tellers. \$2.

"At the Back of the North Wind" is MacDonald's lovely classic, with lovely drawings by Jessie Wilcox Smith. Price \$2.50.

"A Cavalier Maid," by Emilie Benson Knipe and Alden Arthur Knipe. \$1.75.

"The Burgess Bird Book for Children" has charming pictures and charming accounts of feathered folk. \$2.50.

"The Children's Life of the Bee," by Maurice Maeterlinck, is one of the classic books for nursery shelves. \$2.

So is "The Book of Fables and Folk Stories" by H. E. Scudder. \$2.

"The Scotch Twins," by Lucy Fitch Perkins. \$1.50.

"A Journey to the Garden Gate," by Ralph M. Townsend, has in it ants and spiders and glow-worms and other small fry, and costs \$2.

"The Magic of Oz," by L. Frank Baum, has new characters and new adventures. Price \$1.50.

Christmas Leather Goods

Correct in style and excellently made of the best leathers. A large selection of gifts for men and women.

Unfitted traveling bags, \$16.50 to \$67.50.
Unfitted suit cases, \$19 to \$70.

Fitted traveling bags, \$40 to \$95.
Fitted suit cases, \$37.50 to \$225.

Motor cases (fitted), \$37.50 to \$65.
Kit bags, \$55 to \$100.

Black enamel suit cases, \$9 to \$30.
Black enamel hat boxes, \$8.50 to \$25.

Men's dressing cases, \$2.50 to \$75.
Women's dressing cases, \$18 to \$55.

Women's leather handbags, \$3.50 to \$100.
Women's leather pocket books, \$3.50 to \$60.
Children's leather handbags, \$1 to \$5.

Coin purses, 25c to \$4.
Boston bags, \$4.75 to \$16.50.
Men's wallets, bill folds and so on, \$2.50 to \$22.50.

Cigar cases, \$6.50 to \$10.
Cigarette cases, \$1.50 to \$10.50.
Tie and veil cases, \$2 to \$12.50.

Music rolls, \$4 to \$20.
Jewel cases, \$4 to \$45.
Writing cases, \$4 to \$28.50.

Brief cases, \$5 to \$50.
Medicine cases, \$3.50 to \$12.50.
And a lot of fine pigskin articles from England—wallets, bill folds, purses, tobacco pouches and many other very giftable things.

(Main Floor, Chestnut)

NOTHING will give the kiddies greater pleasure than a Christmas camera of the Buster Brown persuasion. It makes pictures 2¼x3¼ inches, price \$3.

(Main Floor, Chestnut)

Christmas Calls for Women's Raincoats

Every one of these coats intended for a present will be put in a Christmas box.

At \$15 are rubberized mohair coats, light in weight and absolutely water-proof.

At \$22.50 are tan Canton cloth coats or ones in changeable silk of brown, taupe, tan or gray.

At \$25, changeable silk coats in a new round yoke model with gathers.

At \$37.50, rubberized satin in black, navy, brown or tan.

At \$37.50 to \$47.50 shower-proof gabardines or serges in black, Oxford, tan or navy.

(First Floor, Central)

IT'S a thoughtful Santa who puts some usefuls in his pack—such as rubber boots and arctics for children and girls. Find them in the Children's Shoe Store.

(First Floor, Market)

A Girl Must Never Buy Her Own Thimble—

that is, if she wishes to escape single blessedness! Sterling silver thimbles in many designs and sizes are 40c to \$1.80 each, and we will engrave one, two or three letters on them free of charge.

(Main Floor, Central)

Philippine Nightgowns

Nothing is better for an intimate gift to the woman who likes all her belongings to be dainty.

Low-necked styles—V, square and round—are \$3.50 to \$8.50.
High-necked styles are \$8.50 to \$10.50.

(Third Floor, Central)

DAD! It's all very well to say how good he has been about it all—but what are you going to give him!

Be sure of one thing—he wants something a MAN wants—and we never yet have met a man who really in his secret soul cared a ducatoon for anything hand painted at home or stitched up with edges on it. Of course, he appreciated it, thought it was very considerate and kind of you, and showed the spirit of the thing—and all that. But, just the same, he didn't want it. He was kind of looking for something worth while and worth the money.

We have been over half a century finding out what men really want. The way we found out was by watching to see what they liked to buy for themselves. Please see what a collection we have, just inside the Market Street doors—shirts, ties, house coats, robes, scarfs, gloves, hosiery, and all such good, giftable things. Our men's wear experts know what men want.

(Main Floor, Market)

Quilts De Luxe and Their Psychology as Gifts

QUILTS are things in which beauty and even sumptuousness are their own excuse for being.

They have a psychologic value. They minister to the natural craving for rest and comfort, just as the commonest covering will do, but they also impart a subtle feeling of satisfaction which acts soothingly upon the temper, promotes serenity of mind and inevitably brings the "sleep that knits up the raveled sleeve of care."

No doubt about it, a person can sleep soundly and snoringly under the commonest of coverings, but not

always and not all persons. But there is something the matter with the person who sleeps otherwise than luxuriously under luxurious coverings when he, or she, has the opportunity.

Our people are convinced that our stock of luxurious quilts is unmatched, at least in this city. By which is meant that, generally speaking, they are of a finer class than any others and that the variety is considerably greater.

For more satisfactory choosing, one room in the Bed Clothing Store is specially devoted to them. The quest of many a gift-seeker ends happily here.

(Sixth Floor, Central)

At least if a fine quilt be the object of it, it is bound to.

Here are shown lamb's wool filled quilts in a choice of silk, satin and broadcloth coverings, of exceeding richness and in a diversity of colors and patterns at \$20 to \$67.50.

Lovers of queenly things will also want to see the exquisite comforters done after the French style, finely hand-stitched in ribbon design, satin on one side and Australian wool on the other, \$75 each.

Also some Philippine hand-embroidered bedsets for twin beds at \$100 and \$150 for a set of five pieces.

Christmas Special

Boudoir Desks Reduced

Plain mahogany, \$22.50.

Inlaid mahogany, \$24 and \$25.50.

Ivory enamel and decorated, \$23.50.

Black enameled and decorated, \$26.50.

Each desk is 35 inches high, 24 inches wide and 16 inches deep; fitted with rack for stationery, a maple compartment underneath writing bed; extension supports for writing bed, inset ink wells. Prices are very much below today's market value.

(Fifth Floor, Central)



An Unbreakable Vacuum Bottle

Would make an excellent gift for a motorist—or for almost any one, for that matter. Quart size, \$9.50; two quarts, \$14.50.

(The Gallery, Juniper)

Christmas Special

Men's Silk Half Hose "Seconds" at \$1.35

About 1200 pair of black, white and colored full fashioned half hose that would average twice this price if first grade goods.

(West Aisle)

Holiday Bicycles

An unusual collection of high-grade wheels, all fully equipped with front and rear mud guards, coaster brake, tool bag and tools.

The 1920 Columbia bicycles are here in various models for men, women, boys and girls, at \$40 to \$75.

Wanamaker Continentals, also for all members of the family, \$38.50 to \$45.

Wanamaker Coaster bicycles are \$40 for men's models and \$42.50 for women's.

America bicycles for every one, \$35 to \$42.50.

(The Gallery, Juniper)

No School Tomorrow for the Children, But Santa Claus Will Keep Open House

Of course, every child must see Santa Claus and the Christmas Toys.

The only question is: Where? There are many toy stores and Santa Claus goes to them all.

But here is a Toy Store that is somewhat different.

A Toy Store where there is broad daylight and pure air.

Where there are high ceilings and wide aisles and plenty of pleasant-mannered people to make everybody feel at home.

Where there is more to get and better than you are likely to find elsewhere, and where there is a feeling of wholesomeness and safety and ease.

Express elevators at Market Street get you up to the Toy Store in a jiffy.



(Seventh Floor, Market and Central)