

at 8:45, Organ at 11 and 11:35
Chimes at Noon
Christmas Carols at 5:30

WANAMAKER'S

Store Opens at 8:45

WANAMAKER'S

Store Closes at 5:45

WANAMAKER'S

WEATHER
Cloudy

"Let's Make This Christmas Time the Best of All"

It Was a Floodtide of Goodwill That Flowed in

upon us on Saturday last.

Truly it was a great day to be at home, and keep open house for such a happy throng from city and country.

The Christmas at which the angels sang two thousand years ago still lives in those who have been born since, and it surely is in the thousands of babies, two, three and four years old, who with their mothers last week came with deepening smiles on their faces and great joy in their hearts.

The lack of selfishness is the chief charm of these Christmas days.

Now and then there is a little group on a side aisle, and one overhears a man say, "Oh, yes, Billie must come home and spend Christmas. What if he did make a mistake in going away; I will send him a telegram that his room is still as he left it, and he is expected at the Christmas night dinner, and that his father will not take no for an answer."

And there's a little girl nearby, not related, but wants to be, who says, "Billie never was a bad boy, only impulsive, as we all are sometimes."

Let's forgive and forget and make this Christmas time the best of all.

[Signed] *John Wanamaker*

Dec. 8, 1919.

There Are a Number of Opportunities for Business Women

and young people in this house. Call between 9 and 1 or 5 and 6 at the office of Mr. Atkinson, just inside the entrance of the Lincoln Building, Broad Street and South Penn Square, and inquire what position we have suitable for you.

We can give holiday positions to women who can spare a few hours from their home duties each day.

Inexpensive Evening Gowns \$35 to \$47.50

Gay little frocks of messaline and tulle, silver cloth and lace; frocks in delicate colors, and white, besides a few in black.

Any one of them would make the most charming of practical gifts to somebody in the family who likes good times.

Prices \$35 to \$47.50.

(First Floor, Central)

The Golden Brown Beauty of the Furry Little Beaver

makes neckpieces that are most fashionable—and muffs, too! Young women especially like this pretty brown fur, and older women, too, find it most becoming.

Beaver chokers are \$55—and they look well on suits or coats. Muffler collars are \$110.

Short capes—and these are quite handsome—are \$115. Throw scarfs are \$175—and these are of most generous size. Shawl collars are \$100.

Little neckpieces with ball ornaments of the beaver are \$78. In fact, there is particularly good choosing in the beaver neckpieces around the \$100 mark.

Muffs to match the neckpieces are \$60 to \$125.

(Second Floor, Chestnut)

These Specially Priced Winter Coats for Young Women Offer Fine Opportunities for Practical Gifts

\$45, \$47.50, \$67.50 and \$82.50

If you are thinking of something to give your daughter or your sister, your niece or your granddaughter, we couldn't suggest anything much more practical than one of these warm winter coats. We bought them just a few days ago, they were made especially for us, and they are uncommonly good values for their reasonable prices.

\$45 for coats of pom-pom cloth—dress coats with Hudson seal (dyed muskrat) collars. \$47.50 for warm winter sports coats with large pockets and belted all the way round. \$67.50 for handsome velour coats with deep collar and cuffs of fur.

\$82.50 for lovely coats of tinseltone and pom-pom cloth with deep collars of nutria fur.

All these coats are warmly lined and interlined, and all are in such desirable colors as browns, navy blue, reindeer and Pekin blue.

14 to 20 year sizes.

(Second Floor, Chestnut)

Georgette Crepe Blouses

There are few women who would not like one of the pretty pink or white things in a Christmas box.

One with Valenciennes lace edged frills is only \$6.85.

One with a long frill, with a little flit, \$7.75.

One with soutache embroidery is \$10.75. This comes in white, flesh, navy, black and burgundy.

One with real flit is \$13.50.

With hand dots and little pleatings, \$15.

With real flit, hand embroidery and a demure blue ribbon tie, \$20.

(Third Floor, Central)

When We Brought Prices Down on Duvetyne Handbags

we enlarged the circle of people who will receive these fine and fashionable handbags for gifts. There has been a great buying from this group of specially priced bags and we are glad we were able to get a large supply.

All of a good grade of duvetyne in tan, taupe, brown, blue or black, and lined with silk.

\$5.50 for a small bracelet bag with metal frame and a tassel. \$6.50 for a larger, covered frame bag.

\$7 for a long pouch shape, with fancy metal frame. \$7.50 for bag with new style metal frame and fancy clasp.

\$8.50 for a larger bag with shell-finish frame.

(Main Floor, Chestnut)

High Necked Nightgowns

Many women are buying them for maids and missionary boxes, and there are lots of styles, both cambric and nainsook, priced from \$2 to \$5.50.

(Third Floor, Central)



A Thing of Beauty Indeed Is the Feather Fan This Season

Dame Fashion has adopted it for its beauty and its decorative possibilities—and it has many, as any woman who uses her eyes at all knows!

The colors are lovely—gorgeous reds and American Beauty shades (and picture them against a black velvet gown, for instance!) pinks of all hues from the delicate shell tint to the deep rose pink, canary yellows and deeper maize, wonderful blues and vivid greens, as well as soft taupe-like grays or black and white.

Most generously proportioned are these fans, some wide of spread, others not so wide but with taller feathers. And feathers are curled and fluffy or straight, as you wish.

Prices start at \$6, \$8, \$10, \$12 and go on up to \$60 for the handsomest of them all.

(Jewelry Store, Chestnut and Thirtieth)

Women's French Kid Gloves, \$2.75 and \$3 a Pair

\$2.75 a pair for overseas sewn kidskins with Paris point embroidery and 2 clasps for fastening—in white, white with black, tan or beaver.

\$3 a pair for gloves with combination embroidery, in black with white, white with black, gray, tan, beaver or brown, and 2 clasps for fastening.

(Main Floor, Central)

Many a Woman Would Like to Own at Least One Real Lace Handkerchief

and it isn't difficult to do, for we have some beauties, of Duchesse and rose point lace, in many different and lovely designs, at \$7.50 to \$20 each.

There's a case filled with them, just now, in the Handkerchief Shop, on the

(Main Floor, Central)

Corset Accessories

Lillian bandeaux, 75c to \$10, made of pink satin, pink crepe de chine, jersey silk and lots of other materials.

Lillian brassieres, 75c to \$9.50. Hand-embroidered and lace brassieres are \$16 to \$40. Satin brassieres are \$2.50 to \$6.

Fancy ribbon hose supporters, \$1.50 to \$2.50.

(Third Floor, Chestnut)

METAL floor reading lamps are hard to get, wherefore we are glad to mention the arrival of 250 of them, with adjustable metal arms, metal and parchment shades and no shades at all. The metals are in six different finishes and in some instances the lamps have smoker attachments.

Prices are \$12.50 to \$40.

(Fourth Floor, Central)

When Santa Claus Brings a Real Lace Collar

Then indeed does a woman rejoice, for it is exactly what she most wants for her new frock or blouse.

We have just received some very beautiful new real lace collars in the fashionable short, round or straight shapes and a few are square.

They are in Venise, Bruges, Duchesse, flit, Irish and rose point and the prices are \$5 to \$55.

(Main Floor, Central)

New Real Cluny Laces From France

We placed an order last April, hoping that these laces would arrive in time for Christmas, and here they are.

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)

Compact Little Manicure Sets

A five-piece set with shining pearl handles is \$4.

An extremely good looking set, in leather case, which holds fifteen pieces, is \$10.50, and you may have the pieces of pearl or imitation ivory.

Another set, of pearl, is \$18 and has thirteen pieces.

And there are many more at \$1.75 to \$21.75 the set.

(Main Floor, Chestnut)

The Prettiest New Challis

All-wool and in small ring and dot patterns, narrow stripes and tiny all-over figures. Both light and dark colors, 27 inches wide, \$1.25 a yard.

(First Floor, Chestnut)

Pin Cushions Are Gifts

that appear each season in new guise, and this year they are most givable—40c to \$1.75 each.

Sewing chatelaines, 75c each. Fancy coat hangers, 75c.

(Main Floor, Central)

Notes From the House Furnishings

Portable electric table lamps in verde green and bronze finishes, \$6.50. Portable electric floor lamps in verde green and bronze finishes, \$8.75. Both these are on the

(Fourth Floor, Central)

A Star Electric-Vibrator might be given to almost anybody, and there is an expert here from the factory where they are made to show the purchaser how to use them. Price \$5.

(Fourth Floor, Central)

Table baskets, filled with artificial flowers for Christmas are gay and welcome gifts. Some are decorated with poinsettias, pinecones and ferns; others are trimmed with sweetheart buds. Large baskets with handles, \$3.

(Fourth Floor, Market)

Smokers' stands of mahogany, fitted with glass ash receivers, cigar rest and match stand, \$3.50, \$4.50 and \$10; of brass, \$5 to \$13.75. Fancy stands, \$5 to \$22.50.

(Fourth Floor, Market)

Hundreds of table fittings for smokers are here—ash trays, cigar jars, cigarette boxes and jars, nickel ash receivers, and so on.

(Fourth Floor, Market)



Lamps From Japan

A few especially distinguished may be seen in the Oriental Store—feminine figures in green, blue, pink, yellow or white porcelain, and cloisonne jars with subtle green or yellow grounds, prices running from \$41 to \$69.

Please note that the prices do not include shades.

(Fourth Floor, Chestnut)

Little Gifts From the Orient

Antimony picture frames which don't tarnish are \$1 upward.

White porcelain pussy-cats—usually with red ribbons round their necks—to guard the doors, \$3.50 and upwards.

Lacquered boxes to hold gloves and handkerchiefs, \$1 and upwards.

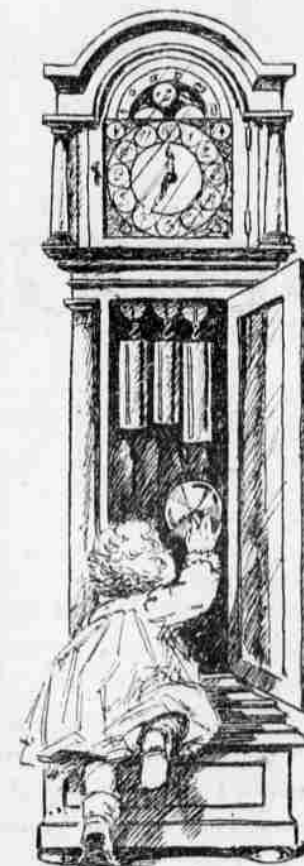
Christmas cards of Japanese design, 3c upward.

Beads—oval and round, and in all the colors you can imagine—start at 5c each.

Incense burners are of many kinds, starting with a little green-bronze affair at 75c.

Incense—sticks, cones and so on—25c a box.

(Fourth Floor, Chestnut)



IT IS not always true that the best Christmas gifts come in small packages.

Hall Clocks

are the largest gifts in the entire Jewelry Store, and they are easily among the best. There is certainly nothing that lasts longer and gives more service than a hall clock.

Handsome solid mahogany case clocks with Westminster chimes, from \$350 to \$805. Many have Whittington, St. Michael or Canterbury chimes in addition.

(Jewelry Store, Chestnut and Thirtieth)

Cut Glass Bowls; \$3.50, a Bright Particular Item in the Glass Sale

For fruit, salad or berries. Of fine, rich crystal, in a combination cutting, a floral effect with a diamond center, a border in conventional design and a particularly pretty edge.

This is one of hundreds of moderately priced gift pieces in the Christmas Sale collection marked 20 to 33 1-3 less than our own regular figures for these same goods.

(Fourth Floor, Chestnut)

Japanese Colored Silk Handkerchiefs for Boys—50c Each

For the small boy who wants a dark silk handkerchief "like father's" are these lustrous silk squares which come to us from over the seas.

They are of good quality and the right size for boys.

(Main Floor, Central)

Books on the International Sunday School Lessons for 1920 Now Ready

"Tarbell's Teachers' Guide," \$1.50.

"Peloubet's Notes," \$1.50.

"Sermons on the Sunday School Lessons," by the Monday Club, \$1.50.

(Main Floor, Thirtieth)

Automobile Lunch Cases

Cases for four and six people, with knives, forks, spoons, plates, napkins and space for vacuum bottles, \$12 to \$45.

We have also a large assortment of vacuum bottles and carafes.

(The Gallery, Juniper)

Camee's

It wouldn't be Christmas without the candy, and the candy looks ever so much better in an attractive box—one of these pretty gift boxes from the Camee Shop, for instance.

We have quite a collection, some hand packed, some lace or ribbon trimmed, and all filled with Camee sweets, \$2.50 to \$15 complete.

Delicious Camee chocolates, \$1.50 a pound.

(Main Floor, Chestnut)

Good Furniture Is the Only Furniture Worth Giving

We have an idea that we have gathered here the best collection of gift-worthy furniture anybody can choose from.

It abounds in moderately priced gifts of much attractiveness, such for instance as the "Priscilla" sewing box at \$8.50 or a tilt-top table at \$11.75. But if you are thinking of a more substantial gift, say for some person of years, the field of selection presented by our stock of upholstered furniture is splendid.

Here are fireside chairs, great upholstered easy chairs and rockers, uniting all that is practical, stable and luxurious.

Many of these pieces were made in our own workshops with the purpose of producing better kinds. We believe the purpose is realized in them. A gift of a piece of Wanamaker upholstered furniture is a gift for the years.



(Fifth Floor)

A LITTLE shipment of Fulper pottery has arrived—bowls, vases, jars, and so on. Prices start at \$1.25 for bud vases.

(Fourth Floor, Chestnut)

Blankets for Baby

Never have we had so many baby size blankets or so many grades of them. Some are all white, but the bulk are white with borders of pink or blue and there is an especially attractive group of plaids. Some are cut and bound separately.

The best of good gifts from anybody to anybody's baby.

Size 36x54 at \$6 and \$7.50 a pair for wool and cotton, and at \$9 and \$14 a pair for all-wool. Size 42x60 inches at \$7.50 and \$9 a pair for wool and cotton and \$16 a pair for all-wool.

Plaid blankets in block patterns woven of mixed wool and cotton, cut and bound separately and specially priced at \$7 a pair because made of surplus warpings of our famous California wool blankets.

(Sixth Floor, Central)

New Linen Towels \$1.50 Each

Huckaback weaves, neatly hemstitched. Generous size, 22x40 inches.

All pure linen, fine for service and consequently for gift-giving, \$1.50 each.

(First Floor, Chestnut)

So Few Women Can Do Without a Sewing Machine

The Wanamaker Sewing Machines are intended for women who want to do the necessary sewing for themselves and families as quickly and easily as possible. And that is just exactly what these machines will do.

They have a great many new improvements that women appreciate very much. Chief among these is the "Sit Straight" construction in the "Standard Rotary." Another is the privilege of using either lock or chain stitch at will. There are many others also.

Wanamaker Special Long Shuttle, remarkably good and easy running. With a complete set of attachments, four drawers, drop head and automatic lift, \$32.50.

Wanamaker B Long Shuttle, with a round end to the case, drop head and automatic lift, and four drawers in an enclosed case, \$40.

Wanamaker Rotary has the same convenient and satisfactory action as the "Standard," but there is only one kind of stitch, the lock stitch, \$45.

New "Sit Straight" Standard Rotary, with the central needle preventing the necessity for bending over. Either lock or chain stitch and in quartered oak or fancy mahogany cabinet case, \$70.

(Fourth Floor, Central)

400 Dozen Linen Napkins New Goods and Givable

Pure flax, the only kind of linen that is linen and therefore the only kind worth giving.

Heavy, full-bleached goods, secured by our representative on his last visit to the Irish market.

Two grades, both in a good variety of patterns. Size 22x22 inches, \$7.50 and \$8.50 a dozen.

(First Floor, Chestnut)

Beautiful Eastern Carpets Newly Received

Kermanshah, Saruk and Chinese weaves, chiefly in carpet sizes, all superior types in texture and colors.

There is a continued scarcity of such authentic and desirable rugs as these, with no sign of a break in prices.

As gifts—well, who is it that needs to be told what Oriental rugs stand for?

Kermanshahs		Chinese Rugs	
13x9 ft., \$825.	13.10x10.5 ft., \$865.	12x9 ft., \$567.	12x10.2 ft., \$575.
13.6x9.10 ft., \$787.	13.6x10.9 ft., \$785.	11.8x8.10 ft., \$539.	11.5x9.1 ft., \$445.
15.4x11.8 ft., \$985.	13.6x10.3 ft., \$1125.	12.1x9.1 ft., \$535.	10x9.7 ft., \$549.
14.3x10.1 ft., \$1275.	11.2x7.4 ft., \$495.	12.2x18 ft., \$1275.	12x9.4 ft., \$565.
		12x9.2 ft., \$579.	15x20 ft., \$2500.

Small Kermanshahs
3x5 ft., \$165 to \$175. 4x6 ft., \$115 to \$125. 2.6x4.6 ft., 3x5.6 ft. and 4x7 ft., \$39 to \$215.

(Seventh Floor, Chestnut)