

Christmas Carol Singing at 8:45 and 5:30 Organ at 11 and 11:55 Chimes at Noon

WANAMAKER'S

Store Opens at 8:45

WANAMAKER'S

Store Closes at 5:45

WANAMAKER'S

WEATHER  
Rain

# "Be at Home and Take Time to Look Before Buying"

## There Are More Women of Affairs in this City

than ever before. The Liberty Bond, Red Cross, Emergency Aid, Belgian Relief and other humanitarian works of the past four years, in which the women plunged with might and main, have raised up a multitude of

### Women of Affairs

eager and competent to do a part in the management of everyday business affairs.

Men no longer monopolize the business places.

Women have been "tried out," and have proven to have as great endurance as men.

Women have more tact and accuracy than men.

There is far more reciprocity in fine manners between women and women.

Men have lessons to learn in speech and good manners toward each other.

It is a fact that women are taking more pains to succeed in business than ever before and to make themselves independent as earners of their own support.

This many-sided Store, packed from top to bottom with lovely things, and ship and train loads being received from makers every twenty-four hours

is a good place to see how easy and comfortable it is to shop

There is a large percentage of our attendants from the colleges and the graduates of high schools.

All hours are good, and there is plenty of room for everybody, and no one is ever urged to do anything but to be at home and take time to look before buying.

*John Wanamaker*  
(Signed)

Dec. 9, 1919.

## 150 Women's Suits Reduced to \$40 Each

This means a saving of \$15 to \$20—simply because the sizes are broken and the season is late.

They are all flannel-interlined and a few are fur trimmed; the materials are gabardines, Poiret twills, mannish worsteds and velours, and the colors are particularly attractive, including greens and fine browns, blues and blacks.

All sizes in the lot—even a few for large women.

## New Short Fur Coats That Will Make a Happy Christmas for Some Women

Which is just by way of suggestion to any father, husband, uncle or brother who would like to give something very handsome.

Most fashionable, indeed (and most becoming, too, to many women and girls are the short coats of lustrous Hudson seal (dyed muskrat) or of near-seal (dyed coney), trimmed with collar and cuffs, and sometimes deep borders of contrasting fur. We have a fine collection of these coats in just the combination that women like.

Coats with natural gray squirrel trimming are \$450 to \$725. Coats with trimmings of beaver, \$425 to \$800. Coats trimmed with Australian opossum, \$475 to \$750.

## First Silk Velour Coats We Have Had This Winter

And they are certainly the most beautiful of these coats that were ever here.

Three out of the five styles have large collars of mignon wolf. One of the things that a woman thinks of when she buys a silk velour coat is that she can wear it in the evening as well as in the daytime, for the handsome velvet-like fabric is suitable for any occasion. Another is the warmth of such a coat.

The styles, as usual, incline toward the conservative, but they are extremely pretty. \$75, \$95, \$115, \$125 and \$157.50.

## 500 Yards Chiffon Broadcloth Special at \$5 a Yard

Only in the two colors of navy blue or black, both being 54 inches wide.

The quality is very fine and beautiful, with a high luster, and it is the right weight for tailored suits, dresses or skirts.

## Lace Tops to Make Camisoles

The shoulder straps and ribbons are already in place, so the rest of the making is a very simple and easy matter.

In imitation filet, Duchesse or Valenciennes laces, \$1.25 to \$4. And the same laces are here for extra trimming or to make the entire tops if desired.

## \$5 for a Shopping Handbag of Soft, Black Kidskin

One of the most desirable shopping, or service, handbags made, both because of its good size and the quality and durability of the leather. The bag is over a foot wide and nine inches deep. \$5 is an extremely moderate price for a handbag of this grade.

## A "Special" in Handbags with Silver Frames

We have a limited group of very handsome, large handbags, made of the finest French silks and velvets and surmounted by heavy sterling silver frames, that we can sell at a lowered price.

The frames of these bags are unusually deep and thick and in general appearance resemble the artistic Holland silver designs. The fabrics are in blue and black.

At \$55 one of these handbags would make a splendid gift.

## The Season for Satin Slippers

is here, and it will be good news to women to learn that they can get black or white, side-seam satin slippers, of excellent style and workmanship at \$10 a pair.

They have long vamp and narrow toes and choice of high or baby Louis heels.

## Silk Petticoats for Evening

White and pink, of course, and the fluffiest, prettiest things imaginable with their laces and tucks and frills and other fancifulnesses. They cost \$10.75 to \$28.50 and will be boxed, if desired.

## Silk Chemises

A great many women are choosing them this season for gifts to other women.

Crepe de chine, \$8.85 to \$19.50. Wash satin, \$4.50 to \$9.75. Pink in the favorite color; a few of these things are white.

## Women's Folding Umbrellas in Silk Bags to Match

Even if a woman takes but an occasional journey, a bag umbrella is a handy possession, and the beauty of these attractive umbrellas is that they may be used all the time, whether you stay at home or travel a lot.

They are of purple, green, blue or black silk of excellent quality, are made up with the fashionable short, fancy ferrules and have handles to match their covers and silk loops for carrying.

They fold up quite small and are in silk bags of the same color as the cover, with rubber linings.

\$15 complete.

## Gifts of Waists Are Favorites

Georgette waists in white and pink, \$6.85 to \$85; suit shades, \$10.75 to \$45.

Crepe de chine waists, white and pink, are \$8.75 to \$15.

Satins in white and pink, and mostly tailored, are \$10.50; in black, white and navy, \$17.50 and \$18.

Pongees, tailored, \$5.50.

## Precious Things From the Orient

are among the most distinguished of all gifts for people who understand and enjoy them. Look in the Oriental Store for—

Carved rock crystal and lapis lazuli.

Carved jade, agate and amber.

Personal ornaments of jade, coral, carnelian, amber and amethyst quartz.

Porcelains—such as sang de boeuf, flambe, white and celadon.

Cloisonne bronzes—many excellent for lamp bases.

Embroideries in small and large pieces from China, Japan and India.

Coromandel screens for dining-room, living-room or hall.

And many other rare and charming objects.

(Fourth Floor, Chestnut)

## "Paris Vistas" By Helen Davenport Gibbons

A delightful, artistic and appreciative memorial of Paris—the old but ever-young city so universally loved.

The book has full-page illustrations in tint, and costs \$3.50.

(Main Floor, Thirteenth)

## Women's Fine Capeskin Gloves—\$2.35 a Pair

This is a brand-new shipment—just unpacked.

Fresh, fine gloves in pretty tan shade or dark brown, of sturdy capeskin, pique or PXM sewn and with 1 clasp fastening.

(West Aisle)

## This Pretty Jewelry Is Givable, Yet Not Expensive

Some of the pieces are of sterling silver, some are gold plated, but all are useful little trinkets or ornaments for which many people will find good use.

Lingerie clasps, 50c to \$1.50 a pair.

Collar pins, 25c to \$1.75 a pair.

Bouquet pins, 50c to \$2.50.

Bar pins, 50c to \$4.

Brooches, 50c to \$5.50.

Cuff links, 50c to \$3.

Hat pins, 25c to \$2.

(Jewelry Store, Chestnut and Thirteenth)

## Women's Colored Handkerchiefs With Hand-Rolled Hems, 75c

Soft, fine linen—and real linen, too—with round corners and borders or bands of color.

There are rose, violet, tan, green or blue from which to choose, the handkerchiefs are dainty and pretty and they are finished with weeny hems, with many fine hand stitched.

(Main Floor, Central)

## Women's Silk Stockings "Seconds" at \$2 a Pair

1248 pair of black, white and colored full-fashioned thread-silk stockings that would be much higher priced if first grade.

(West Aisle)

## There's Money to be Saved on Young Women's Attractive Cloth Dresses Now \$22.50 to \$43.50

We've gone through one whole group of these pretty winter dresses and taken a third from the price of each dress—so you see what a chance you have to save money!

They are of fine wool serges, of the popular tricotines and of wool jerseys.

Most all of the dresses are in dark blue—the color most young

women prefer, because it is so practical and so becoming.

Every style is good—it's just a matter of deciding which is most becoming! Some dresses are braided, some are embroidered, many are quite simply made, but all have good lines and good style.

\$22.50 to \$43.50—and 14 to 20 year sizes.

(Second Floor, Chestnut)

## The Satisfaction in Giving Silk Stockings

lies in the fact that while the gift may not show any startling originality it has the much greater merit of being surely welcome.

When you buy Wanamaker silk stockings you have the additional satisfaction of knowing that you are getting the best for your money.

Women's silk stockings that start at \$1 and go to \$25 a pair.

Men's silk half hose are 65c to \$6.

Plenty of both at in-between prices.

(Men's, Main Floor; Women's, First Floor, Market)

## Linen Gift Towels at \$1.50

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)

HUNDREDS of enchanting boudoir caps are ready for Santa's choosing; prices are 50c to \$8.50.

## Truly a Princely Gift Is a Royal Saruk Carpet

All Persian carpets are good gifts, but the magnificent quality and texture and the lovely colors in a fine Saruk make it a gift of a princely kind.

Notwithstanding the general scarcity, we have a beautiful selection of fine Saruks, including these newly unboxed pieces.

**Saruks**  
11.7x8.8 ft., \$687  
12.5x8.10 ft., \$750  
11.9x8.8 ft., \$715  
11.9x8.5 ft., \$675

12.4x9.2 ft., \$733  
12.5x9.2 ft., \$685  
12.7x9.3 ft., \$750  
11.2x8.5 ft., \$987

11.2x11.10 ft., \$1425

**Small Saruks**  
4.6x6.6 ft., \$525 to \$500  
(Seventh Floor, Chestnut)

## Diamonds

The one Christmas present that remains unchanged by time, custom or the fancy of men.

The Wanamaker Jewelry Store is showing a magnificent collection of fine diamond jewelry in the form of

Bar pins Brooches  
Rings Scarf pins  
La Vallieres

(Jewelry Store, Chestnut and Thirteenth)

## Opera Glasses

are a standard choice for gifts to the people who love the theatre, and the variety at this moment in the Optical Goods Store is excellent.

In pearl cases, \$6 to \$25.

In black cases, \$6 to \$15.

Victory Binoculars also are highly favored gifts, being similar to those used by officers in wartime. Their price is \$45.

(Main Gallery, Chestnut)



## Christmas comes but once a year, but—A Player-Piano Brings Good Cheer the Whole Year 'Round

We cannot believe that there are many people who do not realize what a wonderful gift a player-piano is.

We believe the people of this city are divided into two classes—those who have player-pianos and those who want them, with a few who have player-pianos and want better ones.

This matter of the absence of a player-piano is going to be remedied in many homes this Christmas. The question in such cases is which player-piano to buy.

Whether you buy here or elsewhere, let us impress upon you the importance of getting a thoroughly dependable instrument. It is easy to be sure of that if you will just keep firmly fixed in your mind that you want a piano that has a known and deserved reputation, and not permit any one to talk you into buying some other make.

Chickering Schomacker Emerson Lindeman

Knabe Haines Bros. Marshall and Wendell J. C. Campbell

These are eight of the best-known piano names in America.

Three of them are among the first five pianos of the country.

We have numerous styles of player and reproducing pianos of these makes, and with every instrument you have not only the guarantee of a large and responsible factory, but the additional warranty of the Wanamaker Store. You cannot make a mistake on any of them.

Prices start at \$600 for a player-piano made in the same factory that makes the Angelus and go to \$3500 for a magnificent Chickering or Knabe Ampico grand reproducing piano.

(Egyptian Hall, Second Floor)

## Where Else Could You Find Such a Doll for \$1?

It is a 15-inch jointed doll. Has a bisque head.

A wig.

Eyes that move.

Shoes and stockings.

It is merely an example of the many better toys for less money that you can get at Wanamaker's.

Every day new toys—in great quantities.

(Seventh Floor, Central and Market)

New motion-picture machines. New battleships and automobiles.

Stuffed animals.

Dolls dressed and undressed.

Christmas trumpets and clock work toys.

Let the children enjoy themselves in the playground, where there is a big merry-go-round, swings, slides and sand pile.

(Third Floor, Chestnut)

## Dainty White Toilet Sets for Girls' Bureaus

In the imitation ivory which is so attractive and so easy to keep clean.

These are seven-piece sets for as low as \$5.25 and prices go up to \$28.50 for a seventeen-piece set. Each set comes in a pretty gray box.

(Main Floor, Central)

## To Make Baby Comfortable

That might be one of those warm woolly knitted toques, \$1.25, \$1.50 and \$1.75 each—white with Copenhagen, corn color or rose. 1 to 3 year sizes.

Children's sweater sets are pretty, practical gifts—for they include not only the useful sweater but leggings, cap and mittens as well. In tan, Copenhagen blue or rose, \$9 and \$11 the set. 2 to 5 year sizes.

(Third Floor, Chestnut)

## FURNITURE

### The Gift of Thoughtfulness

PEOPLE who like to make presents that are a credit to their judgment will naturally favor things of tangible worth and practical utility—all the more so when these qualities go with handsome or novel outlines. Their quest usually leads them to the collection of gift-furniture, and it is always rewarded by the finding of the thing desired.



Here you will see novelty, quaintness, oddness, utility, charm, convenience, comfort and luxury written in a thousand and one ways—in old-time Colonial bits—maybe a chair or a great important looking chiffonier; in a Sheraton secretary desk

of austere outlines, in a marvelous reproduction of an antique chest with carvings in relief; in a handy and useful sewing box; in a tea wagon or a bookcase, or a smoker's stand or a Windsor chair, or a fire-side chair, or a gate-legged table, or—but there is no need to go further.

(Fifth Floor)

## Men's Silk Hats and Leather Hat Cases

Either would make an acceptable gift to a man who goes about much. Both together would be so much better.

The silk hats, which are all correct in style and of fine workmanship, are \$10 to \$15.

The hat boxes are in square and round shapes and are \$9 to \$42.

(Main Floor, Market)

## Men's Handkerchiefs of Airplane Linen—\$11 a Dozen

Or \$1 apiece, if you buy them singly.

They are of that firm, sturdy Irish linen that was intended for airplanes when it was woven.

These handkerchiefs are all of generous, extra size, carefully made and finished with ¼ or ½ inch hems.

And you are absolutely safe in giving a man this kind of handkerchief.

(Main Floor, Central)

## Men Who Like Silk Shirts Like Fine Silk Shirts

The commonplace, sleazy, wild-patterned silk shirt is far less desirable than some good inexpensive shirt of a humbler fabric.

People buying silk shirts for gifts will naturally want the best.

and we have here a collection which we do not believe can be matched in Philadelphia. All beautifully made, ever Wanamaker specifications, and all correct in fashion.

Prices \$8 to \$15.

(Main Floor, Market)

## There Is Good Choosing Now Among Cedar Chests

For a new shipment brings a number of styles and many sizes, so there should be no trouble in finding just the right chest for any particular corner or space.

All these chests are made of the best real cedar wood, beautifully finished and polished, and they may be had either with square or round corners.

Some are extra large, and a number are brass bound. Prices from \$20 to \$60.

(Fifth Floor, Market)

## SILK candle shades are very scarce in the market, but the Lamp Store has just put on sale 2000 of them, 5-inch size, in rose, blue, mulberry and gold, prices \$1 to \$3.50.

(Fourth Floor, Central)

## Quilts for Those Who Want Good Ones

At \$20 each, wool-filled, covered with plain Japanese silk in many colors.

At \$24 each, wool-filled, figured silk top, border and back of plain Japanese silk in harmonizing colors.

At \$22 each, down-filled, covered on both sides with plain Japanese silk; many colors.

At \$25 each, down-filled, figured silk top, border and back of plain Japanese silk in harmonizing colors.

(Sixth Floor, Central)

## A HANDY little calendar outpost is in the Store of Women's Coats, on the

(First Floor, Central)

## Good for a Boy—A Wanamaker Raincoat

The lowest-priced ones are \$5, in black rubber, absolutely waterproof. In sizes for boys of 4 to 18 years.

Other raincoats in tan at \$7.50 and \$10 and in the same sizes—4 to 18 years.

Good gifts and much in favor.

(Second Floor, Central)</