

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
Fair

The Merriest Christmas; the Happiest Crowds; the Cheerfulest Store

You Have the Queerest Store I Was Ever In

said a good-looking, intelligent man yesterday to another man.

"Why so?" was the query.

"Well," said he, "I have walked around your store for an hour or more and stopped at counters full of goods and nice people who smiled at me but

Nobody asked me to buy anything.

"Now, what do you think of that, when I came in here to buy?"

"My dear sir," said our attendant, "you surely felt quite at home all over the store, did you not? And you say that every one was quite ready to show you every attention?"

"Yes, that's so, but is that the way of your store, to let people be free to see and not bother them to purchase?"

It certainly is our custom to welcome everybody as visitors, and it is against our rules to ask or urge any one to buy.

Our motto is, "Come when you like and buy when it pleases you so to do."

We have no catch-penny customs. We make the fairest low prices every day and let people enjoy shopping without baits or urgencies to "hurry up."

(Signed) *John Wanamaker*

Dec. 11, 1919.

The Store Is Open as Usual
From 8.45 to 5.45

The Home Woman Who Believes She Could Be a Business Woman

has the opportunity now to find out, even if she can spare only a few hours a day from her home duties.

Consult our Mr. Atkinson about holiday positions in the Store. He may be found from 9 to 1 and from 5 to 6 in his office in the Lincoln Building, Broad Street and South Penn Square, first door to the left from the entrance.

A Fine Large Shipment of Silks for Christmas Gifts

Some of the silks that we have needed the most and that many people have patiently waited for. We are very glad that they have come in time.

The qualities, in all cases, are the best to be had. As to the prices, which are very reasonable, all things considered, they are based on the low cost at which we made this large purchase.

Chinese Nanghai pongee, the real Chinese pongee in natural color and especially good, at \$3 a yard. 33 inches wide.

American broadcloth silk striped shirting, as fine a quality as we ever had, \$3.50 a yard.

Spring foulard, prettily figured, a good, reliable silk, 40 inches wide, \$4.50 a yard.

Printed pussy willow taffetas, black and white effects, and very scarce, 40 inches wide, \$5.50 a yard.

Fine American tinsel brocades, \$25 a yard.
(First Floor, Chestnut)



A Timely Arrival From France of Men's and Women's Hosiery

Every one likes the fine French hosiery, but the mills were so badly crippled by the war that goods bought by our representative abroad last January are just coming in.

Fortunately, a small lot has just arrived by parcel post and, if anything, the styles, the colorings and the fabrics are more beautiful than before. Prices are not greatly advanced over those of pre-war times and these stockings will be taken quickly for gifts.

Women's Stockings

Vertical, open-ribbed silk in black, white and other colors, \$8 a pair.

Two beautiful patterns in black and white silk with openwork ankles and embroidery, \$10 a pair.
(First Floor, Market)

Men's Half Hose

Lisle with vertical stripes, side clocks and all-over embroidery effects, in a variety of colors, \$3 a pair.

More elaborate lisle with vertical stripes on white and colored grounds, \$3.50 a pair.

Silk in vertical stripes, \$3.50 a pair.

Rich and beautiful silks in five-cord clock effects, \$7 a pair.
(Main Floor, Market)

Short Silk Plush Coats Mostly With Fur Collars

So good looking and becoming that it is no wonder they are so popular.

The newest arrivals in these coats are in very attractive belted styles in black or beaver color with collars of the plush, from \$67.50 to \$100.

But the most luxurious of all are those in black silk plush with large collars of gray squirrel, natural racoon or wolf, from \$145 to \$157.50.
(First Floor, Chestnut)

HAND-PAINTED Fern Dishes Filled With Sweets—\$3.25

They are attractive little boxes, hand painted, filled with delicious hard candies, and ribbon tied—all ready to carry your "Merry Christmas" to somebody.
\$3.25 complete.
(Down Stairs Store, Chestnut)

SNOWY and New Handkerchiefs for Women—\$4 a Dozen

Above their narrower hems they have fine tapes and they are very dainty yet practical handkerchiefs of sheer white Irish linen.
Just unpacked—30c each, \$4 a dozen.
(West Aisle)

GRACEFUL Combs Richly Mounted

Some are all agleam with imitation emeralds, and others are set with sparkling blue, but they are all most attractive indeed. As for styles and sizes, one may choose either the close-fitting comb or the high, fancy shapes. \$8 to \$39.

The combs set with rhinestones are lovely—and these, too, are in many designs—\$2.50 to \$60.

Little pins and barettes to use with the combs are in many attractive shapes—pins \$1 to \$10; barettes 75c to \$6; close-fitting pins \$1.25 to \$13.
(Jewelry Store, Chestnut and Thirteenth)

FASCINATING Over-Blouses Semi-Made

Every woman who sees them falls in love with them. They are just in line with the newest fashionable silhouette.

The materials are Georgette crepe in the suiting colors of brown, taupe, black, navy or Copenhagen blue, embroidered in wool thread or silk braid in an open-work design.

Or they are of net, almost covered with gold-stitched braid and chenille. Some have sleeves, others are straight panels, but they all have girlish. \$24.75, \$35 and \$43.75 are the prices.
(Main Floor, Central)

PHILIPPINE Waists for Christmas

Their lovely embroidery is done in the Philippines, but the waists are put together here, with the result that prices on them are amazingly small for anything so refined and attractive.
Prices \$8.75 to \$12.50.
(Third Floor, Central)

SILK Nightgowns

are coming to be standbys on the list of intimate gifts, and the variety between \$9.50 and \$28.50 is great.

They are of pink crepe de chine and wash satin—some tailored, some lace trimmed, some ribbon trimmed, some with Georgette tops.

Japanese hand-embroidered nightgowns of blue and white China silk are \$11.50.

Any nightgown will be boxed, if desired.
(Third Floor, Central)

PETICOATS, Silk and Otherwise

Peticoats entirely of taffeta, \$6.50 to \$12.50.

Of silk jersey with taffeta or messaline flounces, \$6.75 to \$25.

Of messaline altogether, \$6.75 to \$18.

Of silk jersey alone, \$8.50 to \$25.

Of black cotton, \$1 to \$3.85; flowered cotton, \$1.50 to \$3.50; flannel, 75c to \$3.75; flannel with embroidered flounces, \$3.50 to \$8.
(Third Floor, Central)

LETITIA Corsets

are useful and extremely welcome gifts to women who wear this make habitually. They come in various models for girls and slender women, for average figures and for those of ample build, which require heavier boning.

Prices are \$4 to \$11.
(Third Floor, Chestnut)

MILITARY chimes bring a pleasant thought to the giver whenever they give their musical call to meals. A book of tunes goes with each set of chimes. Price \$7.50.

(Fourth Floor, Chestnut)

Prices Lowered on Young Women's Fine Winter Suits \$62.50 to \$145

This includes—

Handsome velvet suits, fur trimmed.

Fine velour suits in new models.

Smart models of wool tricotine.

Lovely suits of silverstone velours.

Suits of fine wool novelty materials.

There are suits for dress occasions, as well as more practical suits, for it is a varied and interesting collection.

All the suits, however, are daintily silk-lined and then interlined as well, for additional warmth. They are cut in the new Winter styles, were made up with the greatest care, and their tailoring is notably good.

Browns, the fashionable blues, the dark red shades that are popular this Winter, and other colors are included in the group.
14 to 20 year sizes.
(Second Floor, Chestnut)



1500 Pair of Babies' Shoes at \$1 and \$1.25 a Pair

Newly arrived from Japan and the most lovable little silk shoes for the tiny baby that you ever did see!

Little crepe de chine moccasins with ribbon roses, or quilted slippers with white cone buttons. Both these are \$1 a pair.

Even prettier are strap slippers and moccasins in Kobe crepe or crepe de chine, five styles, all hand embroidered, at \$1.25 a pair. We chose all the materials so as to have these little shoes especially good and had different touches added.
(Third Floor, Chestnut)

Many Handsome New Fur Coats and Wraps Have Just Arrived

They come in time to replenish the cases and to make good use of a lot of empty hangers, for any number of fur coats have been going out every day, to be worn at once or kept till Christmas.

These new coats are particularly handsome—some fine caracul coats, for instance, trimmed with skunk, Australian opossum, glossy black lynx or the rich brown mink. Between \$400 and \$650 there is very good choice, and there are many coats on up to \$850.

Broadtail coats and wraps trimmed with Hudson seal (dyed muskrat) or with lynx, are \$800 to \$1475.

A new short coat of the glossy Alaska seal is \$850.

And a stunning new Alaska seal wrap, beautifully lined, is \$1450.
(Second Floor, Chestnut)



Women's Suits Reduced 100 at \$32.50 each

Before their sizes were broken they sold for very decidedly larger prices; now the women who buy them have reason, indeed, to congratulate themselves. They include checked velours, wool jerseys, homespuns and other fabrics, in browns and rose, greens and heather colorings and black.

Incidentally—Santa Claus may be interested in them.
(First Floor, Central)



Christmas Handbags That Are Paris Masterpieces

This year Paris has expressed her art in handbags more beautifully than in almost any other feminine accessory. The styles of these bags are numerous and they are all lovely.

The Beaded Bags

introduce French art Nouveau and cashmere designs, as well as antiques and copies of antiques.

Bags of Persian Brocade

—also envelope purses and vanity cases—are of much distinction, this rich and unique silk being one of the latest fancies of Paris.

Exquisite French Brocades

have been adopted for many of the evening bags, and gold and silver thread is prominent in the designs.

Bags of Fine Silk

are chiefly in navy and black. Some are appliqued with steel and jet beads; others are plain and have jeweled clasps.

Bags of Soft Mocha

in the mode shades that blend so well with the fashionable furs are always delightful.
\$25 to \$575
(Main Floor, Chestnut)

New Striped Flannels

They are very dainty and pretty in light blue, pink, lavender and gray, narrow and wide stripes, 31 and 32 inches wide. \$1.65 a yard.
(First Floor, Chestnut)

LOVELY Mules and Shoe Buckles

will be found these days in the Exclusive Little Boot Shop.

Mules of plain satin—pink, blue or black—are \$13. Of the loveliest brocades, \$20 and \$22. Of Chinese brocades and embroideries, \$16.

The buckles are rhinestone, cut steel and cut bronze, and cost from \$2 to \$80.
(First Floor, Market and Juniper)

FOR Those Music-fally Inclined—Gifts of Music in Bound Volumes

These are some well-liked volumes of instrumental music that will make attractive gifts:

Beethoven Sonatas, \$3.

Chopin works—Nocturnes, Waltzes, etc., \$2 to \$3.

The Chopin Album, \$2.50.

Chaminade Album, \$2.50.

Mendelssohn's Songs Without Words, \$2.50.

Pianist's Anthology, \$2.

Pianist's Treasury, \$2.
(Second Floor, Market)

FINE Blankets for Warmth and Wear, \$18 a Pair

Also fine for gift giving. Woven of good staple wool and cotton. Borders in blue and rose, with colored binding to match.

New group just in, all excellent at the price, \$18 a pair, in double-bed size, 70x82 inches; \$15 a pair in single-bed size, 60x82 inches.
(Sixth Floor, Central)

A Rush Seated Windsor Chair Special at \$24

Of mahogany, finished in a brown color. A very fine type of this favorite chair, good looking, excellently constructed and specially priced.

One of the most favored of furniture gifts and one of the best and most practical and enduring.
(Fifth Floor, Central)

A PAIR of Wrought Iron Flower Stands

for a solarium of stately hall are among the beautiful Christmas-gift possibilities in The Little House. They are very high, the iron is delicately wrought and painted, and there are great, round copper trays on which to set the plants. The price of each stand is \$225.

Iron floor lamps of the same character are among the other objects here. Each has three lights—candle effect—and costs \$250. The fringed silk shades on them are \$75 each.
(Fifth Floor, Chestnut)

A NEW-SIZED Kodak known as the 2C Folding Kodak, Jr., bids fair to be a great favorite because it is a compromise between the 2A and 3A; also it makes a long, narrow picture for landscapes and groups. Prices of these new Kodaks are \$20 to \$28.22.

(Main Floor, Chestnut)

DOWN-FILLED Quilts With Embroidered Silk Covers, \$30—Special

We imported the silk covers from Japan and had them filled and finished in our own factory.

The result is remarkably good. All these quilts are in solid colors—pink, rose, gold and purple. The embroidery designs are chrysanthemums, lily of the valley and daisy patterns, and they show up quite effectively on the solid colored fields.

For quilts of such fineness and excellence the price is most unusual—\$30. Gifts of worth and elegance, every one of them.
(Sixth Floor, Central)

FLOWER Bowls of Fulper Pottery

In mottled Venetian blue, an uncommon and attractive shade. Each bowl is in the eight-inch size and has a separate flower holder.

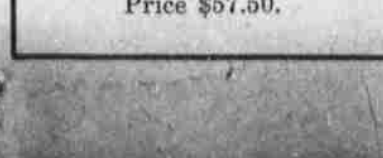
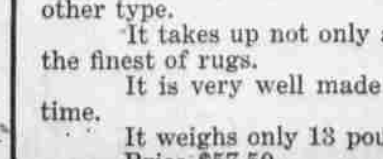
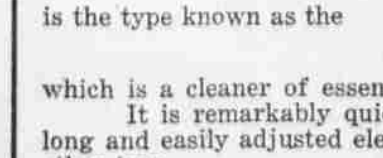
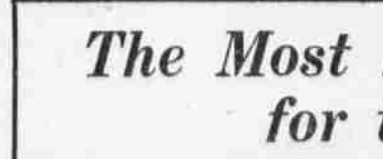
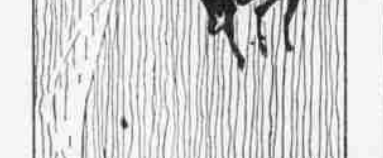
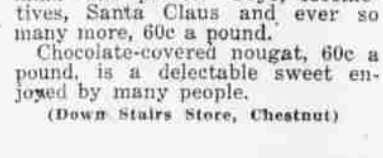
A graceful gift, very popular this season, Fulper ware being much liked by pottery lovers.

Price \$3.75 each; holders, 50c each.
(Fourth Floor, Chestnut)

CANDY Toys, 60c a Pound

Pure, wholesome candy toys in all the shapes dear to the juvenile mind—and palate! Toys, locomotives, Santa Claus and ever so many more, 60c a pound.

Chocolate-covered nougat, 60c a pound, is a delectable sweet enjoyed by many people.
(Down Stairs Store, Chestnut)



"A Word Edgewise" About Something That May or May Not be a Gift for a Man

but which is certainly very vital to a man's comfort, health and happiness; in other words

A Good New Overcoat

We hope all our men friends will get heaps and bundles of good gifts, but there is nothing inconsistent with the spirit of the time that brings such good things in remarking that good and beautiful and acceptable as they may be, the man who comes short in the matter of a good overcoat can hardly enjoy them as well as he should.

We are not advertising our overcoats as gifts because we do not have to; also because so many men look at the choosing of an overcoat as a very personal thing, which they themselves prefer to have the doing of. We believe they will be glad to see the excellent new collection of overcoats at \$40 to \$100, and they will be all the more glad if they are men to whom the best of fashion and the best of quality appeal.
(Third Floor, Market)

To Please a Man Give Him Something in Gold

He can't help but be enthusiastic over one of these beautiful new gold belt buckles. A number of styles, all come with the leather belt and they are priced from \$23 to \$215.

Cigar cutters are another very acceptable gift, two shapes, \$11.50 to \$19.

Gold pocket knives, red or green gold, \$8 to \$30.

Cigarette cases, very handsome ones, \$72 to \$215.

Cigar and cigarette holders, amber with gold mountings, \$8 to \$12.

Match safes, \$32 to \$52.
(Jewelry Store, Chestnut and Thirteenth)

The Time to Make Up to a Man

for all the sacrifices he has made during the past year, in order that the rest of his family might get what they wanted.

Here are some of the things he wants:

Shirts of madras, percale, rep, Japanese cotton or silk, with soft or starched cuffs, plain or pleated bosoms, \$2.50 to \$15.

Neckties start at 65c, or \$1 for the imported, and go to \$3.50 and \$4, which includes Spitalfields and French silks.

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

Silk mufflers at \$4 to \$20, the Redleaf London scarfs starting at \$13.50.

Sweaters of many styles, \$5 to \$15.
(Main Floor, Market)

Many a Man Would Like a Snakewood Cane

Snakewood is a rich, colorful wood that makes handsome walking sticks—the wood comes from South America, is highly polished and ranges from a dark red to reddish brown shades and is beautifully marked.

Plain snakewood walking sticks, \$7.50 to \$10.

Silver trimmed snakewood sticks, \$10 to \$25.

Gold trimmed snakewood sticks, \$15 to \$100.
(Main Floor, Market, Opposite the Elevators)

\$68.50 for a Man's Fur-Collar Overcoat

is a remarkably low price, as any one familiar with clothing prices will know.

This overcoat was designed for a chauffeur's coat and will be found among the chauffeurs' outfits, but it is quite good enough in style and workmanship for most men to wear on the street.

The shell is dark, Oxford mixed kersey cloth, the collar of brown muskrat and the lining of sheep's wool. There are two sets of pockets and knitted wristlets in the sleeves.
(The Gallery, Chestnut)

Men's Everyday Handkerchiefs \$3.50 a Dozen

Sturdy Irish linen, in the always good, and always useful plain hemstitched style.

They have narrow hems and are well made.
(West Aisle)

Gifts for the Man Who Smokes

Humidors of oak or mahogany, with capacity for 50, 100 or 200 cigars, \$10 to \$48.

Smokers' stands in brass, nickel and mahogany, \$5 to \$18.

Ash trays, 75c to \$3.50.

Pipes in fine assortment, 50c to \$4; in cases, \$3 to \$12.

Cigar and cigarette holders, 50c to \$4.50.