

Christmas Carol Singing at 8:45 and 9:30 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



# Ready for the Busy Last Week Before the Greatest Christmas

**Such a Contrast Yesterday Between the Rough Weather outdoors and the Christmas-decorated fourteen stories of the Store and its comforts inside.**

Really, the wind and the rain blew the people into the Store from opening hour to closing time!

Offtimes in a gale at sea and with cross-tides the steamship boiler fires burn better and she makes a finer run than in the days of a quiet run.

**The wind in a man's face sometimes makes him wise**

One trouble teaches him to bear another, and he is better prepared to meet the sudden storms of life and to guide his little boat safely onward if he has once had an experience of a hurricane.

This big steamship of a Store, with its captains on the bridge, is heavily loaded with choice and valuable Christmas cargoes and it is at anchor under William Penn's dock, City Hall Wharf, and it is always good weather to all who come aboard from 8:45 to 5:45 every day.

*John Wanamaker*  
[Signed]

Dec. 13, 1919

**100 Women's Evening Dresses Reduced—Now \$50 to \$100**

which new prices are something like \$25 less than a week ago.

The gowns are mostly of chiffon, Georgette crepe and tulle; embroidered, beaded and ruffled; the colors being the gay and dainty rose shades, blues and yellows and greens, besides white. Nearly all of them have long sleeves, and they would like very much to be worn to some of the Christmas festivities.

(First Floor, Central)

**The Women's London Sports Shop**

has a fine, exclusive line of coats which would make very acceptable Christmas gifts.

Fine camel's hair coats with beaver shawl collar and beaver patch pockets, tan or brown, \$180.

Other fine camel's hair coats, quarter and full length, silk lined, \$115 and \$125.

Leather reversible coats, with racoon detachable collar, \$95 to \$110.

Exceptional line of gabardine raincoats in blue, black or peacock green, \$65.

Rubberized raincoats of a different sort, in black and white, \$25.

Imported Kenneth Durward top coats, \$57.50 to \$95.

Brown and tan suede coats, \$100.

Imported camel's hair and cashmere scarfs and shawls, just received, \$10 to \$18.

(The London Shop, Gallery, Chestnut)

**Dainty Boxes to Hold That Dab of Powder—**

Silver-plated powder boxes, 50c to \$1; gold-plated, \$1 to \$5; enamel—and such pretty colors, too—are 75c to \$1.50.

Handsome silver-plated bag frames for the fashionable handbags are here in wide variety, at \$1 to \$6.50.

Short sleeves are in fashion, and so are bracelets, gold-plated, sterling silver or silver with jeweled effects, \$1 to \$21 each.

(Jewelry Store, Chestnut and Thirteenth)

**Silk Dressing Sacques**

are a pretty safe guess to put on the Christmas list. Usually they are of crepe de chine, pink and blue, lacy and ribbony and altogether charming. Prices are \$8.50 to \$25.

Another style of sacque is of hand-embroidered crepe de chine—pink, blue and peach—at \$18.75.

Bed-sacques of blue or pink albatross, \$8 and \$9.85.

Of satin, with quilted collar and cuffs same colors, \$22.75.

(Third Floor, Central)

**The First Spring Gingham are Due About Now**

And here they are! You have no idea how many people buy them every year for Christmas gifts. It would be hard to find anything a woman could put to better use than one of these pretty gingham.

In large and small plaids, checks, stripes and plain colors, many new combinations of colors, 32 inches wide, 60c and 75c a yard.

(First Floor, Chestnut)

**An Important Reduction in Women's Finest Fur Trimmed Coat—Now \$100 to \$375**

The most notable event in the Coat Salons for many months and one that any number of women have been inquiring about.

We have taken every one of the beautiful deep-pile woolen fabric coats with fur collars and trimmings and marked them anywhere from \$35 to \$100 less than they have been selling for. Some of these coats are so new that they have only been here two or three weeks.

The reduction affects velours, silvertones, evoras, bolivias, palouchies, tinseltones and duvetynes, both silk-and-wool and all wool. The only exceptions are evening wraps, which have been reduced, and fur-trimmed sports coats.

Such handsome furs are on these coats that it would almost pay any one to buy a coat just for the fur alone.

(First Floor, Central)

**The Little Gray Squirrel is Most Popular This Winter**

You will find him made up into the smartest little neckpieces or the loveliest wide stoles or perfectly stunning coats—and he seems quite as well adapted to one as the other!

There are squirrel furs in that clear, pretty gray which is so lovely, or the darker gray which is quite as well liked and is even more becoming to some women. And you will notice that the squirrel furs in the Wanamaker Fur Salons are all, without exception, of beautiful quality, the skins beautifully matched and most carefully made up.

Little squirrel neckpieces, as well as larger ones, include throw ties, small scarfs, stoles, shawl collars, chokers and little novelty pieces, starting at \$40 and going up to \$110.

Handsome capes and wrap-like stoles of gray squirrel are \$300 to \$375.

Muffs to match the neckpieces are \$50 to \$95.

Gray squirrel coats—and these are smart as they can be—start at \$465 for a little short coat with wide collar and go on up to \$950 for the handomest coat. And they are all beautifully lined.

(Second Floor, Chestnut)

**New 1920 Foulards Hurry In for Christmas**

Much disappointment would be felt by many people if these favorite Christmas silks failed to arrive in time.

They are just as pretty as ever this year; prettier, if anything, and they are skillfully adapted to the new fashions that will obtain next Spring.

As usual, the colors run almost exclusively to dark blue and black grounds, with a sprinkling of brown, tan and white. The printings are white on the dark colors and black on the light. They are 40 inches wide and \$4.50 and \$6.50 a yard.

(First Floor, Chestnut)

**If You Give a Woman Mocha Gloves—**

you may be fairly certain of pleasing her, for mocha gloves are most fashionable, they look well on the hand and their soft, velvety texture makes them a pleasure to the touch. Here are some good kinds to choose:

Short gray mochas, 1 clasp, \$3.50 a pair, or pique-sewn ones in tan or pastel shades for the same price.

Slip-on gloves, in 8-button length (and this is much in request this winter), in brown or gray, \$5.50 a pair.

12-button length gray mochas, in slip-on style, \$6.50 a pair.

(Main Floor, Central)

**White Voile Waists**

You wouldn't believe how many people are buying them for useful gifts!

They may be had in lingerie or tailored styles, with high, V or square necks, for \$1 to \$6.85.

(Third Floor, Central)

**The Women's Store of Undermuslins**

has a particularly good assortment just now of—

- Pink silk camisoles
- Pink silk bloomers
- Pink silk nightgowns
- Pink silk chemises

And we doubt if there ever was a woman yet who wouldn't enjoy finding one or half-a-dozen of them among her Christmas boxes.

(Third Floor, Central)

**What Makes Furniture Crack and Doors Sag and Noses Run?**

The doctors say that having the air too dry in the house causes much ill health, catarrh and other diseases of the mucous membranes.

If you have steam or hot-water heat in the house you know that it injures the furniture and dries up the door frames and loosens up the woodwork.

A save-air moistener on the back of the radiator converts the dry, vitiated air into a moist, wholesome, healthful atmosphere that nature requires and good health demands.

Prices \$2.50 and \$3.

(Fourth Floor, Market)

**Charming New Afternoon and Evening Gowns for Young Women**

Some are of taffeta—soft, but shimmering and lovely. One in French blue has a wide girdele which, when folded, shows a gleam of bright orange color. And with the youthful round neck and short sleeves and the touch of filet, which decorates both, is most charming.

Anything more bewitching than that new party frock of Nile green net, with its bodice top of silvery green lace and its great wide sash of net, is hard to picture. If you have very dark hair—or very golden—and green is your color—well, just come see it!

A couple of new dark blue cloth dresses are too smart for words. They have a dash of bright color, a bit of soft white somewhere near the throat and are just as feminine as it's possible to make a cloth frock.

\$85 to \$125—14 to 20 year sizes.

(Second Floor, Chestnut)

**Pretty Panel-Shaped Blouses Need Some Slight Finishing**

They come in Georgette crepe in taupe, black, navy or Copenhagen blue or brown, and they are embroidered in wool thread or silk braid.

Others are of net, almost covered with gold-stitched braid and chenille. Some have sleeves, but all have girdeles. They are intended to be worn over the skirt and they are very smart indeed. \$24.75, \$35 and \$43.75.

(Main Floor, Central)

**Never Such Great Stocks of Silk Hosiery**

A surprising statement, when the general scarcity of silk stockings is considered. But our plans were made far in advance and contracts made a year or more ago. We took goods when we could get them and stored them against the day of need.

That day is here, when silk stockings are among the most desirable of Christmas gifts. And it finds us with ample stocks, priced, because of the early contracts, lower than is general.

**Women's Silk Stockings**

Plain styles—\$1, \$2, \$2.50, \$3, \$3.25, \$3.50, \$4, \$5 and \$6.

Cloaked—\$2.50, \$3.50, \$4, \$5 and \$6.

Openwork—\$5, \$6, \$7 and \$8.

Embroidered insets—\$3.50, \$5, \$7 and \$10.

Lace inserted—\$6, \$15, \$18, \$20 and \$25.

(First Floor, Market)

**Men's Silk Half Hose**

Plain—\$5c, \$1, \$1.50, \$2, \$2.75 and \$3.25.

Cloaked—\$1, \$2.50, \$3 and \$7.

Novelties—\$3, \$3.50, \$5 and \$6.

(Main Floor, Market)

**Specials for Women**

95c for black and white full fashioned, "seconds."

\$1.50 for seamless silk in openwork designs; black, white and colors. Also black and white full fashioned ingrain silk, "seconds."

\$1.75 for first grade full fashioned stockings that are artificial and real silk mixed in the black, and genuine silk in colors. Also black with lace inserted clocks, "seconds."

\$2.50 for black and other colors with embroidered clocks.

(West Alamo)

**Women's Fine High Boots**

Made of patent leather with black kid tops and plain toes; their heels are of the Louis type—2 inches high—and their price is \$16, in the Exclusive Little Boot Shop.

(First Floor, Market)

**What to Give the Baby? Why, These!**

A soft, silken little sacque or wrapper like these new ones from Japan—some of flowered silk, some of soft crepes in delicate colors and silk lined as well as embroidered—\$1.50 to \$3.25 apiece.

Or a dainty silk quilt, pale pink, blue or pink and white, or a plain color decorated with flowers in color. \$2.50 to \$8.50. These are soft and warm and delightful gifts for babies.

(Third Floor, Chestnut)

**The Jewelry Store in the Full Tide of Christmas**

Such a wonderful place as it is in which to find the gifts for those loved ones to whom we want to give precious and beautiful things; gifts with a permanent value and lasting reminders of the giver.

It is also a fine place in which to find odd and interesting things for one's friends and acquaintances. There are many such gifts at inexpensive prices.

Here, within a short distance of each other, is an assemblage of

- Exquisite diamond jewelry
- Watches for men, women and children
- Sterling silver table ware
- Bondair sterling silver
- Gold jewelry gifts for young women and young men
- Semi-precious stone necklaces
- Clocks, from the grandfather clock to the newest folding clock
- Cutlery for the table and personal use
- Silver decorated glass gifts
- Practical gifts in silver-plated ware.

(Jewelry Store, Chestnut and Thirteenth)

**Separate Fur Collars for Men's Overcoats**

Easy to put on and easy to take off, so that one coat does the duty of two. You can see what welcome gifts they would be.

Coney in three colors, natural and blended muskrat, natural and taupe nutria, natural otter, Hudson seal (dyed muskrat), nearseal, sealine, fisher, racoon and beaver.

Prices range from \$12, for a black coney collar, to \$65 for one of beaver, and these collars are at Wanamaker's only in Philadelphia.

(Main Floor, Market)

**Sample Table Cloths—Special**

Fine Irish table cloths, woven by one of the best manufacturers in the business and shown as samples by his salesmen.

They come to us to sell at a reduction of 25 percent from our regular prices, and are quite an exceptional offering as linens go nowadays, notwithstanding that some of them may have lost their freshness of appearance.

All, however, are materially perfect and practically good as new, and as there are no finer cloths made to sell for the regular prices, the opportunity to buy them at 25 per cent less is a distinctly good one and it comes only once every year.

Sizes from 2x2 to 2 1/2 x 2 1/2 yards.

Prices from \$13.75 to \$60 each.

(First Floor, Chestnut)

**Two New Books**

of consequence are here:

"Michael Forth," by Mary Johnston, in which Miss Johnston paints the merging of the Old South into the New and shows how the sons of those who fell took up the reins of leadership and worked for a great future.

And "A Man for the Ages," by Irving Bacheller. This is a character novel of American life in the pioneer days. "Old Abe" crosses the scene, and some of his friends are vividly presented.

Price of either book, \$1.75.

(Main Floor, Thirteenth)

**ORIENTAL book-ends are of bronze, porcelain and lacquer, human figures, climbing tigers and squatting toads, and may be had for \$10 to \$25.**

(Fourth Floor, Chestnut)

**Pillows Were Never So Decorative or Givable**

The imported ones with original cut-out and embroidered designs are simply irresistible. They are rarely duplicated and usually the maker's name is signed to them. Prices \$10 to \$37.50.

But there are many domestic pillows, quite pretty enough to suit the majority of people. In combinations of velour and tapestry with tinsel trimming or in velour and silk, \$6.75 to \$23.75.

(Fifth Floor, Market)

**Glace Fruits—\$1.50 a Pound**

How delicious they are you cannot know till you've tried these! Assorted fruits they are of tempting flavors and there is quite a variety.

Buttercups, crisp candies with palatable fillings, are 80c a pound.

(Down Stairs Store, Chestnut)

**Shoe String Belts Are the Fad**

Weeny leather belts, wide as a shoestring, are her newest fad, and she wears the belts with her serge and cloth frocks. In patent leather, with bright buckles, they are 75c.

Other narrow leather belts 50c to \$1.65 each.

(Main Floor, Central)

**Fresh and Snowy Handkerchiefs for Everybody!**

What with great cases arriving almost daily and busy hands unpacking those same cases and hurrying the piles of snowy, fresh handkerchiefs down from the stock rooms to the Handkerchief Shop, it is no trouble at all to find here plenty of all the kinds of handkerchiefs you like.

FOR WOMEN there are the practical, plain kinds, the initial handkerchiefs, the pretty embroidered ones, the colors—French and Irish, and the real lace handkerchiefs.

AND FOR THE CHILDREN—and they have a whole section devoted to their needs—there are plenty of novelties as well as the more practical kinds, and all sorts of Christmas boxes and holders into which to put them.

FOR MEN there are plain, practical everyday sorts, colored novelty handkerchiefs from abroad, handsome silk squares, initials galore, and fine French handkerchiefs for dress.

(Main Floor, Central)

**The Call Is for Gifts of Genuineness**

**Wanamaker Furniture in Particular**

Furniture is the kind of gift a mother gives to her daughter or her son; or a daughter or son gives to mother.

What better can be said of any gift?

Furniture gifts can be inexpensive bits combining novelty and utility, but they can be much more.

A graceful gift for a young woman is a writing-desk.

The housemother will be glad of a tea-wagon or a sewing-table.

Any man who smokes will find use for a smoker's stand, anybody who reads for a bookcase.

But the supreme furniture gift, the kind one gives to one's mother or father, is a great, big, easy chair to soften the effect of advancing years.

There is something very natural and real and beautiful in giving a gift of that kind. It is the acting out of the finest promptings of nature.

Rockers, easy chairs and such are being much given this Christmas and that is something very good to see. It would be hard to see such another assortment of this class of furniture as we have. At least there is none hereabouts.

The fact is, furniture is a fine thing to give and this is surely the place to come to for it; a fact which people seem to realize.

(Fifth Floor)

**Splendid Gifts From the Luggage Shop**

Whether a person travels much or little, it is always a great satisfaction to have suitable luggage.

Here are pieces that are all new and correct in style and all well made of fine leathers, the higher priced bags and cases for men being of English pigskin.

- Men's unfitted traveling bags, \$18 to \$55.
- Men's unfitted suit cases, \$19 to \$70.
- Men's extension bellows cases, \$45 to \$70.
- Men's kit bags, \$55 to \$100.
- Men's fitted dressing cases, \$10.50 to \$75.
- Women's unfitted overnight bags, \$17 to \$35.
- Women's unfitted traveling bags, \$18 to \$40.
- Women's unfitted suit cases, \$23 to \$35.
- Women's fitted suit cases, \$38 to \$225.
- Women's fitted dressing cases, \$18 to \$55.

(Main Floor, Chestnut)

**Fine Warm Blankets From the "Woolly West"**

Several new boxes of excellent blankets have just come in by express from Minneapolis.

Woven of California wool warp and filling and just full of warmth and service.

Single bed sizes, \$29 and \$22; double bed sizes, \$25 and \$27 a pair.

Some cut separately and finished with a wide binding.

Borders of pink and blue.

(Sixth Floor, Central)

**Cut Glass Vases at \$5 Each**

These are the most unusual pieces in the cut glass stock at their price. Ordinarily they would sell for 50 per cent more. They belong to one of the unusual purchases secured for the Christmas sale.

Twelve-inch size in a good-looking floral cutting.

(Fourth Floor, Chestnut)

**WOULD somebody you know like a pine pillow? Here are such pillows filled with the balsam fir for 50c to \$1.25. Also folding scrap baskets, Japanese work baskets to hold sweetmeats, leather novelties and crowds of other little things which are so useful to fill the gaps in a Christmas list.**

All in the Art Needlework Store.

(Second Floor, Central)