

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
Partly Cloudy

One Week From Tonight Will Be the Glad Christmas Eve

"I Love Christmas," the Lady Said, "Because

I love to see people happy. "Look at that little chap and his wee sister as they see their magnified faces in the mirror that queers their little bodies. They are almost bursting with the fun they give each other."

That's what Christmas is for, to make happiness for all around.

In old times there were Christmas festivals, when jugglers, harpers, singers, masked neighbors, mummers, went to every home in the village, played games and music, danced and told stories, and reveled in a simple meal of coffee, crullers and cross buns.

Before leaving they trimmed the house with red-berried holly and put wreaths of cedar and pine at the windows, and sang a recessional of their sweetest Christmas carols.

It is possible to make a joyous Christmas indeed this year. Let us all do our best at this good job.

[Signed] *John Wanamaker*

Dec. 17, 1919.

For Women Looking for Coats Entirely of Seal

or trimmed with black fur—coats of the quieter, more conservative styles—we have a fine collection of handsome coats, at reasonable prices, when you consider the fineness of the skins and the care with which they have been made up.

Hudson seal coats, in short or three-quarter lengths—and Hudson seal, you know, is dyed muskrat, are \$275 to \$325. Neversal coats (dyed mink) and also in different and fashionable styles are \$200 to \$425.

Coats with contrasting collars and cuffs of black fur—glossy lynx or the fashionable skunk—are \$400 to \$765. And all these coats are richly lined with fine silks.

(Second Floor, Chestnut)

Women's Wool Frieze Coats Reduced to \$10 to \$25

Good warm serviceable coats for rain or shine, and they are made roomy enough to wear over a suit if one wishes.

In the four groups, marked for reductions, there are five very pretty styles in soft brown, green, blue, purple mixtures and a few in black.

New prices read—\$10, \$17.50, \$20 and \$25.

(First Floor, Central)

Over From France Come Imitation Ivory Toilet Articles

These are particularly good imitations of the real ivory—and these are the articles most in request.

Hair brushes, \$3.75 to \$9.25.	Cloth brushes, \$4.50 to \$7.
Military brushes, \$11 to \$16.	Shoe horns, \$2.50 to \$4.
Mirrors, \$7 to \$11.	Nail files, \$1 to \$1.25.
Combs, \$1 to \$3.50.	Buttont hooks, \$1 and \$1.25.
Puff boxes, \$11.75.	Polishers, \$1.35.
Hair receivers, \$1.75.	

(Main Floor, Chestnut)

Two Remarkably Good Winter Coats for Young Women

These are the days a girl needs a good warm winter coat! These two coats are unusually good values for their prices, and are considerably under the prices usually asked for such coats.

At \$16.50
are two good styles, both of firm, all wool coating in dark colorings. One style has a fur collar which may be buttoned high; the other has collar of cloth in contrasting color. Both styles are belted and have pockets.

At \$29.50
is a coat of soft, warm wool with reversible plaid back. It is made in a simple, practical style that is youthful and becoming and has the pretty plaid for the collar, cuffs and belt, which may be worn inside or out.
Both in 14 to 20 year sizes.

(Second Floor, Chestnut)

Glove-Silk Underwear for Intimate Gifts

One of the nicest things for a woman to give a dear friend. These garments are well proportioned, well made and serviceable.

Vests—plain, \$3 to \$8; embroidered, \$4 to \$6; lace trimmed, \$4 to \$7.

Camisoles, \$1.75 and \$2.
Bloomers, \$3 to \$13.50.
Envelope chemises, \$4 to \$8.
Combination suits, \$5 to \$9.

(First Floor, Market)

Brassieres Good for Gifts

Out of the scores of styles in the Corset Salon we pick three—A pink silk broche diaphragm brassiere, very simple and in good style, at \$6.50.

A pink poplin with satin ribbon straps at \$3.50.

And a pink satin bandeau at \$3.

(Third Floor, Chestnut)

To Match Her Imitation Ivory Set

there are attractive oil lamps at \$2 to \$3.75.

Or you may have candlesticks, \$1.25 to \$2.75.

And they are all complete, with pretty shades.

(Main Floor, Chestnut)

After All, There's Nothing Quite Like Diamond Jewelry

THAT is, if you want to give something that is going to bring a great deal of pleasure to the receiver and that is going to last for all time to come.

These are the favorite forms that fine diamond jewelry gifts are taking this Christmas. All the mountings are of platinum and very handsome.

Bar pins, either solidly paved with diamonds or in diamond mountings of exquisite delicacy, \$250 to \$1400.

Brooches, carrying out beautiful open-work designs in diamonds, \$330 to \$800.

Rings, set with all diamonds or diamonds and sapphires, \$150 to \$3600.

La Vallieres, mounted with diamonds, \$115 to \$780.

(Jewelry Store, Chestnut and Thirteenth)

Sterling Silver Jewelry Aglitter With Rhinestones

is going to help make merry a good many Christmases, judging from the way people are choosing it! The designs are prettier than ever, the jewelry well made and substantial, and here are some of the prices:

Bar pins, \$2 to \$33.50.
Circle brooches, \$1 to \$3.
Vail pins, \$1.25 to \$7.50.
Earrings, \$4.50 to \$22 a pair.
Bracelets, flexible, \$5 to \$24.
Rings, \$1.50 to \$14.
Sautoirs, with rhinestone slides, \$1.75 to \$5.50.

(Jewelry Store, Chestnut and Thirteenth)

Luxurious Carriage Boots

Cozy affairs of black velvet, fur edged, lined with quilted white satin, soled with rubber and laced with cords instead of ribbons. They cost \$9 in the Exclusive Little Boot Shop.

(First Floor, Market)

Silk Petticoats

The Petticoat Corner can show Saint Nicholas hundreds of fascinating styles and colors.

Taffeta, \$6.50 to \$13.50.
Silk jersey, \$6.50 to \$25.
Messaline, \$6.75 to \$18.
Evening petticoats, \$13.50 to \$25.

(Third Floor, Central)

Those Small Back Collars So Fashionable Now

There are new ones of net, daintily combined with imitation Valenciennes, filet or Venice lace.

They make nice convenient gifts to send women friends living at a distance and are only \$1 each.

(Main Floor, Central)

French Spangled Scarfs Prettier Than Their Prices

They are of chiffon, printed in colored flowers and spangled in gold, but they are only \$1.50.

Any debutante or young matron who goes out at all would be more than pleased with such an addition to her evening gown.

(Main Floor, Central)

Inexpensive Waists

Colored cottons—pinks and blue, plain and figured—two styles with embroidered collars, \$3.85.

White batiste with a great many very tiny tucks, \$3.85.

Voile with high collars and tucked fronts, \$3.85.

Cross-bar voile with collars of embroidery, \$3.

(Third Floor, Central)

R. CORSETS are a good choice for some woman in the family who prefers this good make. They are in ever so many different models and materials—plain fabrics, silk broches, fancy silk batistes and satin. Very often they are in the festive, and becoming pink. Front-lace models, \$2.50 to \$13, back-lace, \$1.50 to \$12.50.

(Third Floor, Chestnut)

Women's Tape Handkerchiefs, \$3.75 a Dozen

Or 35c apiece, if you buy them singly.

They are of sheer and snowy Irish linen, with narrow hems and tapes above the hems. There are several good styles from which to choose—and they are so attractive you're safe in choosing any one, or all!

(West and East Aisles)

People Wishing to Give Furniture

should be particular about two things—to choose the right kind and to choose it at once. One word settles the question of when, and that word is NOW.

Another word settles the question of where—perhaps we do not need to say it—

Wanamaker's

The best furniture for gift-giving is the furniture that is best for looks and service.

Surely it is plain to every unbiased mind that the best and largest assortment of the best furniture for looks, for wear and for gift-giving is here.

Beauty, novelty, convenience, service, solid worth—all of these things you will see written here in ten thousand forms—in writing (Fifth Floor)

decks of many kinds, in tea-wagons and table nests, in chairs of quaintness, in sewing tables and sewing-boxes in book-cases, in end tables of handsome outline and much usefulness, in tilt-top tables and muffle stands, in dress hand-decorated pieces of considerable charm and in great, luxurious upholstered things—chairs, rockers and sofas—of which there is a wonderful choice.

"Marse Henry" An Autobiography By Henry Watterson

The famous editor and owner of the Louisville Courier Journal is the most picturesque figure in American journalism. He was associated with Grant, Cleveland, Roosevelt and Wilson, and had for friends most of the celebrities in our literary, dramatic and political history. He is the last of the great journalists of the Charles Dana school.

Two volumes, octavo, boxed, \$10.

(Main Floor, Thirteenth)

MAHOGANY-FINISHED candlesticks, 7 and 9 inches high, are special at 30c and 60c.

Also 50 short davenport floor-lamps, mahogany-finished, solid mahogany and polychrome, are \$15 to \$40. Shades to go with them are \$7.50 to \$85.

(Fourth Floor, Central)

Rich Gifts From the East—Oriental Rugs

Chinese in small and medium carpet sizes and Af-Shiraz and Mossul in the usual sizes are three groups of much interest to gift-seekers, or, for that matter, to any one desiring a good-looking and dependable Oriental rug at a distinctly moderate price.

Chinese Rugs

6x3 ft., \$75.	10x8.3 ft., \$415.
7.10x5.1 ft., \$225.	9.10x8.1 ft., \$375.
8x5 ft., \$160.	8x5 ft., \$195.
8.2x5.2 ft., \$197.	11.3x9.1 ft., \$415.
7x4 ft., \$160.	12.10x10 ft., \$585.
9x6 ft., \$285.	11.8x8.10 ft., \$539.

Af-Shiraz Rugs

4 to 4.3x5 to 8.8 ft., \$85 to \$150.

Mosul Rugs

3.3 to 3.6x5 to 6.6 ft., \$55 to \$75.

(Seventh Floor, Chestnut)

The Newest Handbags Are of Duvetyne

This beautiful and fashionable fabric has been used to make some of the most charming handbags we have ever shown. It is the sort of material that lends itself well to such soft shades of tan, brown, taupe and blue as go well with winter furs, and there are also black bags for those who want them.

Deep pouch shapes, wide shallow shapes, small and large bags. Shell or amber finish frames, metal frames and covered frames. All daintily silk lined.

Prices \$5.50, \$7, \$8.50, \$10 and up to \$28.50.

(Main Floor, Chestnut)

The Favor Women Show to Woolen Stockings

makes these comfortable, healthful and serviceable hose fully as desirable for gifts as silk stockings. More and more smart women—especially young women—are wearing woolen stockings with low shoes in winter.

Here is a wonderful assortment. We know of no other to match it in the city. Some are merino, which is part wool, and others are all-wool.

Black, 75c, \$1.25, \$1.35, \$2, \$3 and \$3.50.
White, \$1, \$1.25, \$1.35, \$2, \$3 and \$3.50.
Colored, \$1.25, \$1.35, \$2, \$3 and \$3.50.
Heather and fancy mixtures, \$4, \$5, \$6, \$7.50 and \$10.
Ribbed black, white and tan, \$3.50; clocked, \$4.
Ribbed heather mixtures, \$3.50, \$4, \$5 and \$10.

(First Floor, Market)

If You Are Looking for Practical, Inexpensive Gloves—

stop a minute or two on the West Aisle to see these good kinds for women and men:

At 65c a Pair
are duplex gloves of mercerized cotton, for women. They come in black, gray or tan and have 2 clasps.

At \$1 a Pair
are women's duplex gloves in white, buck, gray, tan or chamois color. 2 clasps.

Or men's duplex cotton gloves in tan, chamois or buck. 1 clasp.

The gloves are warm and comfortable, are washable and are kinds usually sold for more, but this is a little clearaway.

(West Aisle)

To All Who Plan to Buy Pianos

- You know the name of Chickering.
- You know the name of Schomacker.
- You know the celebrated name of Knabe.
- A list of the greatest five pianos in America, or of the greatest eight pianos in the world, would have these three on it.
- And you know the names of Emerson, Haines Bros., Marshall & Wendell, Lindeman and J. C. Campbell. All of them famous in musical America as pianos of honor and dependability.
- These eight pianos are sold in the Wanamaker Store, and nowhere else in Philadelphia. If you are going to invest in a piano—and the purchase of a piano is an investment—you should make your purchase with as much care as you would make any other important investment.
- One of the easiest things in the world to be deceived in is a piano. It may sound well when you buy it, but only an instrument of known reputation for worthiness can be depended upon.

(Egyptian Hall, Second Floor)

Speaking of Our Men's Overcoats as Overcoats, Not as Gifts

—we can say that no man who knows anything about clothing and clothing values today can hope to find finer ready-to-wear garments than these at the prices. It is hardly necessary to tell any man of intelligence that the two things that matter in men's overcoats are service and style and that these depend upon the fabric and upon the way it has been handled.

The fabrics in these overcoats are fine woollens and they have been handled, that is tailored by men who know what correct style and good workmanship mean in an overcoat for a man who wants value for every penny he pays.

Regular overcoats in a full selection of double breasted, single breasted and conforming models at \$40 to \$90.

Fur-lined overcoats with collars of Persian lamb, otter, beaver and nutria and linings of nutria, marmot and natural muskrat, \$150 to \$325.

(Third Floor, Market)

Men's Wear Was Never So Popular for Gifts

There is always a great buying of men's furnishings for Christmas, but there never was anything to approach the demand for such goods this year.

Presents of fine wearables are so obviously welcome to men, and are received and worn with so much satisfaction, that each year more and more women are converted to the wisdom of making such gifts, instead of frittering money away on useless contraptions.

Our stocks of men's wear are very large, but they are not illimitable. There is still excellent selection in most groups, but it will not get any better.

(Main Floor, Market)

Men's Plain, Practical Handkerchiefs \$4.50 a Dozen

The good, always useful, plain hemstitched kind, of which few men ever get too many.

Forty cents apiece, or \$4.50 a dozen—and of sturdy Irish linen, with narrow, hemstitched hems.

(East and West Aisles)

Soft-Soled Felt Slippers Have the Call

House slippers of felt with comfy soles or flexible padded soles are in more demand for gifts than any other kind this year. Probably because they are so warm and cozy.

Those for men are in dark colors and are \$2.25 to \$3.50.

Those for women are in both light and dark colors, some plain and others ribbon trimmed, and are \$1.85 to \$2.50.

(Main and First Floors, Market)

New Tea Napkins That Seem Made for Giving, \$6.75 a Dozen

They are daintiness itself! All of a fine quality of Irish linen, very neatly hemstitched and attractively boxed for Christmas presentation. Price \$6.75 a dozen.

(First Floor, Chestnut)

New Quilts of Warmth and Distinction

In the matter of seasonableness, nothing in the gift line is better than a quilt, or the companion gift of a blanket.

There is a continuous incoming of new quilts to this Bed Clothing Store, from our own workrooms, the latest arrivals being down-filled quilts covered with Japanese silk of the best quality used in quilt making. These are in Copenhagen, pink, light blue, gray, gold and green, and are priced at \$22.

The same quilts, but with a filling of lamb's wool, are \$20.

We have a superlative choice of down-filled quilts, all made extra long, seven feet, and covered in the finest quilt satin in rose, Copenhagen, light blue, pink, light brown and gray at \$40 each. These are one group in a particularly rich assortment of the finest quilts to be had.

(Sixth Floor, Central)

The Cold-Weather Baby Needs a Fur Rug

So that he may keep warm and cozy when he rides out in his coach.

Some of the prettiest fur rugs are of white cone at \$32, natural cone at \$34, beaver or ermine at \$250.

(Third Floor, Chestnut)

Books of Music Give Much Pleasure

and for a long time after Christmas, too!

"Masterpieces of Piano Music," \$1.50 a volume.

Ethelbert Nevin's "Venetia" is \$1.15.

Mac Dowell's "Woodland Sketches" is \$1.

And there is a wide and generous assortment of bound volumes of music of the masters, between \$1.50 and \$3.

(Second Floor, Market)

The Most Popular Mother Goose Songs \$1—

is a collection of the well-loved rhymes, set to music and illustrated with attractive and modern pictures in color.

(Second Floor, Market)

A Hurry Call for Eiderdown for Wrappers

Answered by a new shipment of warm double-faced eiderdown in light and dark colors, plenty of attractive patterns, 27 inches wide and 75c a yard.

(First Floor, Chestnut)