

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 Pleasantest Sight in the Store Is the Christmas Spirit of the People

### To Be Told Today That This Store Is the Store of Good Nature

is a great compliment, but it does seem quite true that the Christmas Spirit has taken possession of every floor of the big building and all the people employed under our roof.

#### Bad Nature Is a Mad Dog

at any time and especially at Christmas.

"Peace on earth and good will to men" was the first writing, seventy years ago, that a boy eleven years old, in the Landreth School, known to the writer, traced over the school teacher's penciled inscription, and carried home with pride to his mother the day before Christmas in 1849.

#### Good Will to All Mankind Is What America Stands For

There be few of us who would be the worse for a little more good will for our neighbors and relations.

This Store is a public utility tree in which we workers live like squirrels, feeding ourselves, but all the time shaking down to all comers things of merit and value.

Our huge assortments seem to be well kept up by our daily inflows from many sources of supply.

[Signed]

*John Wanamaker*

Dec. 18, 1919.

### About a Hundred of These Winter Dresses for Young Women Are Now \$29.50 Each

Yes, they were higher priced, but now that they are down to one and two and three of a kind we have marked them \$29.50, regardless of the original price. They are of fine wool serges and tricelines, in dark blue. There are some straight-line dresses with rich embroidery; others are braided, some are trimmed with changeable silk in contrasting color; some have gold thread embroidery, and others are lace or button trimmed. And if you are looking for a quite practical and acceptable gift for a girl whose age is between 14 and 20 years surely these dresses fit that description!

(Second Floor, Chestnut)

### Fine Novelty Gowns for 100 Women—Now Reduced to \$85 Each

There are no two of these gowns alike, but they are all the sort of thing that appeals to women of exacting taste. They are of tricotine, checked velour and serge; in dark blues, browns and black, and are severely tailored or embroidered or beaded. These new prices mean a saving of \$15 or \$25 at least.

(First Floor, Central)

### The Outdoor Woman Would Appreciate a Leather Coat

One of these new reversible leather coats which can be worn with either the leather or tweed side out, and the two are different in style. These make wonderfully warm coats for motoring or bad weather; they are three-fourth length and come in russet or black, \$100. Another leather coat in russet brown is silk-lined and has large outside pockets, \$125. And there are several styles from \$65 to \$175, the latter having a detachable racoon collar.

(First Floor, Central)

### First White Tub Skirts and Only \$5!

Every year we have requests for these skirts for Christmas presents, and that is one reason for their early arrival. Another is that so many women going South want the new fashions in wash skirts to take with them. The material is white gabardine, slightly gathered all around, with the two pockets folded over and trimmed with large pearl buttons. The belt is similarly trimmed.

(First Floor, Central)

### The Most Popular of All the House Slippers

is a style for women that sells for the modest price of \$2.25 a pair. It is of felt, ribbon-tied, with a pompon on the toe and having soft, padded soles. You may choose from rose, pink, light blue and taupe.

(First Floor, Market)

### Looking Ahead to Spring and the Blue Serge Dress

Wouldn't it be a good idea to give the material for Christmas? Just received is some very fine, soft, all-wool navy blue serge, light-weight and exactly right for house frocks now and street frocks for spring. It is 40 inches wide and \$2.50 a yard.

(First Floor, Chestnut)

### Leather Handbags of the Finest Kinds

These handbags are not to be confused with the ordinary run of leather bags. They are not only made of the finest seals, auto leathers, moroccos and calfskins, but they are beautifully made and in the very newest styles. Chiefly blacks, but some colors among them. And chiefly pocket-book handbags, but some pouch shapes, though the majority of pouch bags now come in fabrics. All sizes and all shapes, with varying numbers of compartments. Prices \$3.50 to \$28.50.

(Main Floor, Chestnut)

### There's a Vogue for Feather Pompoms With Long, Fluffy Fronds

and women use them on evening gowns, to catch up draperies or to add a bit of decorative color. They come in the loveliest colors—orchid, flame color, jade, emerald green, King's blue or sapphire blue, and are \$17 each. New rhinestone ornaments that are very graceful and flexible are sometimes combined with colored beads or ornaments, and are in charming designs. They start at \$1.75 for the rhinestone drops and go on up to \$8.50 for the larger designs.

(Main Floor, Central)

"Tiny, waxy bayberries huddling close together. Do you fear the wintry winds of old December weather?" Boxes of bayberry candles—six slender candles in each box, \$1.50.

(Fourth Floor, Central)

### Women's Smart New Washable Capeskin Gloves, \$3.50 a Pair

In six-button length, they are just the fashionable kind women want to wear with the new winter sleeves. They are extremely good-looking gloves, come in pretty tan and brown shades, are outseam sewn and have strap at the wrist. And this is one of the best-liked styles of the season!

Brand-new—\$3.50 a pair. (Main Floor, Central)

LITTLE and large mirrors are in the Picture Store, framed in antique gilt and polychrome. Prices run from \$6 to \$50.

(Fifth Floor, Market)

### Pongee and Other Waists

The pongees are tailored sorts at \$5 and \$5.50—the second having tucks. The other waists are of pink and white crepe de chine, with tucked panels or shawl collars they are \$9.50; with high necks and tucks, \$10.75.

(Third Floor, Central)

### High-Necked Nightgowns

of cambrie are much used by women who want something warm and do not like flannellet. Prices \$1.85 to \$5.50.

(Third Floor, Central)

### 200 Women's Bathrobes, Special at \$4.65 to \$6.85

Blanket and elderdown robes, in light and dark colors, the first being figured. They all have pockets and girdles. A few dark corduroys are in the lot with them, and some are "seconds."

(East Aisle)

### Christmas Books in Sets at Special Prices

Sets of books at popular prices are very scarce, but by buying early in the year we secured these sets, which we can offer at something like the wholesale prices today.

- "The Arabian Night's Entertainments," Lane translation, 4 vols., cloth, \$4.50; 1/2 leather, \$6.75.
- Balzac, Novels and Tales, 18 vols., cloth, \$12.50; 1/2 leather, \$20.
- Jane Austen, Novels and Letters, with colored illustrations, 12 vols., cloth, \$16.50; 1/2 leather, \$18.50.
- The Bronte Sisters, Complete Novels, 6 vols., 1/2 leather, \$11.
- Robert Burns, Complete Works, 6 vols., cloth, \$6.75; 1/2 leather, \$10.
- Dante, "The Divine Comedy," translated by Longfellow, 4 vols., buckram, \$4.50.
- George Eliot, Complete Works, 10 vols., cloth, \$13.50; 1/2 leather, \$18.
- Gibbon's "Decline and Fall of the Roman Empire," 6 vols., cloth, \$7.50.
- Oliver Wendell Holmes, "The Breakfast Table Series," 4 vols., cloth, \$4.75.
- Henrik Ibsen, Dramas, 6 vols., cloth, \$7.
- Japan, described and illustrated by the Japanese, 5 vols., cloth, \$8.
- Guy de Maupassant's Works, 17 vols., cloth, \$13.50.
- John Lothrop Motley's Complete Works, 17 vols., cloth, \$9.
- Plato's Works, translated by Jowett, 4 vols., cloth, \$4.50; 1/2 leather, \$6.75.
- Plutarch's Lives, 5 vols., cloth, \$5.75; 1/2 leather, \$8.50.
- Edgar Allan Poe, Complete Works, 10 vols., cloth, \$10.
- Charles Reade, Complete Works, 12 vols., \$12.
- Scott's Waverley Novels, 25 vols., cloth, \$37.50.
- Shakespeare's Complete Works, large type edition, 20 vols., cloth, \$18.75; 1/2 leather, \$25.
- R. L. Stevenson, Works, 10 vols., cloth, \$9; 1/2 leather, \$14.50.
- Thackeray's Complete Works, 15 vols., cloth, \$12.50; 10 vols., cloth, \$7; 1/2 leather, \$17.50.
- Green's History of the English People, 5 vols., 1/2 leather, \$7.
- Great Sovereigns, Heroes and Pioneers, 10 vols., cloth, \$5.25.
- Makers of History, 20 vols., cloth, \$7.50.

(Main Floor, Thirteenth)

### New Arrivals for Christmas Men's Fine Silk Shirtings

With foulards they divide the honors as to the most popular two silks for Christmas gifts. But there have been so few of these tub silks this year that there was some fear there were not enough to go around. In this new shipment are beautiful white silk broadcloths, at \$3 a yard, all-silk white jersey, \$3 and \$3.50 a yard, and some of the prettiest colors and striped effects that we have ever had at \$3.50 and \$4.50 a yard.

(First Floor, Chestnut)

### For Anybody Who Wishes to Spend From \$100 to \$150 for a Fine Set of Furs

Around these prices there is really wonderful choosing, for within that range come all the furs that are fashionable this winter! There are sets of:  
 Natural gray squirrel  
 Golden brown beaver  
 Skunk  
 Soft foxes—in taupe or brown  
 Glossy black lynx  
 Lovely mink  
 Hudson seal (dyed muskrat)  
 Wolf

There are neckpieces of many kinds—scarfs, stoles, throw ties, collars and many other pieces in the new and smart styles of the season. And it is quite easy to get muffs to match them—we have a wonderfully wide assortment. And you are perfectly sure of the kind and the quality of every piece of fur you get in the Wanamaker Salons.

(Second Floor, Chestnut)

### Clocked Silk Stockings at Ten of Three

At \$2.50 these stockings are unmatchable, and they are among the best of the hosiery gifts for women. First quality, full fashioned, thread silk, with mercerized cotton tops and soles. Black with white clocks, white with black clocks, navy with self clocks and cordovan with self clocks.

(West Aisle)

### Many Answers in China and Glassware

This is just a list taken at random—  
 Tea sets for six.  
 Chocolate sets.  
 Individual breakfast sets.  
 Cake sets.  
 Berry sets.  
 Salad sets.  
 Sugar and cream sets.  
 Odd tea-pots.  
 Plates—in dozens and half dozens.  
 Tea cups and saucers.  
 After-dinner coffee cups and saucers.  
 Bouillon cups and saucers.  
 Also such fancy china pieces as cake plates, chon dishes, jam jars, syrup jugs, salt and pepper shakers, bonbon dishes, mayonnaise bowls, salad bowls, flower bowls, distinctive vases.

(Fourth Floor, Chestnut)

### "American Home Music Album" 1000 Pages of Music for \$3.50

There are two hundred and twenty-four songs and one hundred and forty-two piano pieces—all carefully selected.

(Second Floor, Market)

### Does the Boy Need a New Overcoat?

If he does, nothing else can take the place of it. We search for the finest ready-to-wear overcoats made in this country for our Boys' Clothing Store to sell and we always manage to find them. They are here now to good selection, in sizes for lads of 3 to 10 years at \$18 to \$40 and in sizes for boys of 13 to 18 years at \$30 to \$40.

(Second Floor, Central)

### "The Vital Message" By Sir Arthur Conan-Doyle

Another of the "psychic" books which have recently created so much interest. Price \$1.25.

(Main Floor, Thirteenth)

A RED lacquered cabinet is something that can be used with success in almost any room—hall, living-room, library. One seen in the Little House is decorated inside as well as out and has chased brass hinges and corners, and its price is \$800. A lacquered chest on a Georgian stand is in dark blue with Chinese decoration in gold and red. This is \$525.

(Fifth Floor, Chestnut)

### Gifts for the Motorist

"Steer warmers" keep the hands on the wheel warm. Ford size, \$5; other sizes, \$7.50.  
 Foot warmers, \$5 and \$7.50.  
 Cigar lighters, \$5.  
 Spotlights, \$3.50 to \$10.  
 Wind shield cleaners, 50c to \$3.50.  
 Vacuum bottles and carafes, \$2.50 to \$14.  
 Unbreakable vacuum bottles, \$9.50 to \$14.  
 Automobile cushions, \$1.50 to \$10.  
 And many other accessories that will make welcome gifts.

(The Gallery, Juniper)

### Haven't Forgotten the Candy, Have You?

The Wanamaker \$1-a-pound chocolates are simply delicious—creams and nuts and fruits and jellies, with covering of rich, sweet chocolate. In one, two and five-pound boxes—\$1, \$2 and \$5 each. And if you are looking for a gift box to put them in we have all sorts of clever and attractive boxes, \$1.25 to \$3.25 each. Jack Horner pies for the center of the table, with 12 favors, \$10. Novelties and favors for the table, and the stockings start at 15c and go up to \$2.25. Reindeers on generous cakes of chocolate, ribbon tied and Christmas-looking, \$3.

(Down Stairs Store, Chestnut)

CHILDREN'S comfy bedroom slippers with felt soles are in blue and rose and cost \$2 and \$2.25. Comfy slippers for girls are \$2.25 and \$2.50. Puss-in-boots slippers, blue and red, sizes 11 to 2, are \$2.75.

(First Floor, Market)

### Scroll Saws for Handy Boys

or for the handy young man of any age. \$15 for powerful, pedal-driven scroll saws that will execute any design. \$25 with wood-turning lathe and tools.

(Fourth Floor, Central)

### A Good New Overcoat on a Man—

will prove a big help toward the "Merry Christmas feeling," all other things being equal. Any man who needs one will find us ready with a large but finely selected stock, representing the best style, the best fabrics and the best tailoring known in the business of making overcoats for men who want something genuine for their money.

Regular overcoats, ulsters, double breasted, single breasted and conforming, \$40 to \$90. Fur-lined overcoats with collars of nutria, lamb, otter, beaver and nutria and linings of nutria, marmot and natural muskrat, \$150 to \$325.

(Third Floor, Market)

### 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), near-seal, 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)

### Chiming Mantel Clocks Which Are Now Very Scarce

But nobody would think it who took a look in the Clock Store these days, for there are all kinds of chiming clocks there, big and little ones, and hundreds of them. The most popular for gifts are the solid mahogany mantel clocks with Westminster chimes. They are Colonial, Gothic, Doric and tambour shapes. Some have luminous dials. The prices are \$50 to \$85.

(Jewelry Store Chestnut & Thirteenth)

### Small Kermanshah Rugs Are Rich and Exquisite Gifts

Probably no rugs woven possess such an exquisite gift quality as Kermanshahs. There is something in their soft, delicate colors and texture so refined and beautiful as to give them an almost irresistible appeal as gifts of elegance. As gifts, small Kermanshahs are unique—they approximate an ideal. For that reason we planned to get a number of these pieces in small or mat sizes, for the special behoof of people who want gifts of exquisite beauty and lasting value. The rugs are now ready in all the loveliness of delicate shadings—rose and blue, and green and ivory and lemon. Some very attractive medallion designs included. Sizes from 2.8x2.1 ft. to 3.2x2.2 ft. priced at \$68.50 to \$77.50.

(Seventh Floor, Chestnut)

### The Right Portieres to Make the Home Attractive

Those of a handsome quality velour are the most to be preferred. They are double faced and you may have almost any color you want. \$42.50 and \$52.50 a pair. Or there are very pretty wood silk portieres in soft blue, brown, rose or green. These are most moderately priced at \$18.50 a pair.

(Fifth Floor, Market)

### Certain Lamp Specials

50 gas floor lamps, \$17.50 to \$25.  
 100 gas table lamps, \$6.50 to \$7.50.  
 100 electric table lamps, two-light and with polychrome decoration, \$7.50 to \$9.50.  
 50 large "Buddha" lamps, two light, \$7.50.  
 100 boudoir lamps, 12 inches high, with glass shades, \$10.50.

(Fourth Floor, Central)

### Christmas Handkerchief Specials for Women and Men

For women—plain hemstitched Irish linen handkerchiefs in the sheer or cambrie weight, good, practical kinds, for \$4 a dozen. For men—sturdy Irish linen handkerchiefs, the everyday kind that most men would rather have than anything else, \$3.25 a dozen. On account of the very low prices on both these handkerchiefs, they will only be sold by the dozen.

(West Aisle)

### Furniture Has Become a Standard Gift

with a class of people who give long and intelligent thought to the gift problem—PARTICULARLY WANAMAKER FURNITURE. They seem to feel that this is one gift about which they can feel peculiarly confident. There is a definite satisfaction in feeling that the thing you give is a worthy expression of your sentiments. In the Furniture Store there are things of that kind by the thousand. There is plenty of time to select from them, but naturally it is better to select at the first opportunity. The Fifth Floor assemblage is beautiful and wonderfully diversified, but best of all, it is practically helpful.

(Fifth and Sixth Floors)