

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
Snow

Among the Good Old Fashioned Things Is the Old Fashioned Christmas

Timely Christmas Proverbs

Absence and distance sometimes unintentionally cancel friendships that we did not mean to let go.

Perhaps there is a little flame burning out in some neglected heart that this Christmas may rekindle by a card, a book or a flower.

To let an old-time friendship automatically dissolve itself and be lost may mean more to two persons than they now know.

Right thinking is the best thing we can do for ourselves and others.

The next few days of our Store life promise well. We are able, as yet, to keep up good assortments.

We have the largest force of good people here, who find contentment and happiness in doing their day's work, attending to their parts in the service.

There is great good cheer in front of the counters and back of them to serve honestly and well.

Come when it pleases you.

"Far Away and Long Absent Often Forgotten"
"Out of Sight Out of Mind"

FOR gifts which do not betray the fact that they were bought late, we recommend

The Jewelry Store

There are many of the most beautiful things to be found in fine diamond pieces, sterling silverware in period patterns for the table, watches, clocks, cutlery, and so on.

But there are also plenty of the moderately priced gifts that the majority of people are seeking—boudoir silver, silver picture frames, silver deposit on glass, novelties in sterling silver, and even in gold one can find delightful brooches, rings, la Vallieres, and so on, that are not expensive.

The Jewelry Store is truly a wonderfully helpful place for everybody with Christmas gifts still to buy.

(Jewelry Store, Chestnut and Thirteenth)

CERTAIN gifts decidedly out of the common run can be found in the Oriental Store—such things as rare embroideries, cloisonne bronzes, porcelains, personal ornaments of semi-precious stones; not to mention the superb cabinet pieces of carved jade, rock crystal and lapis lazuli.

(Fourth Floor, Chestnut)

Muskrat, Racoon and Other of the Fashionable Fur Coats for Women

THERE is certainly a wide latitude in fur coats this winter, for so many different furs are in fashion it is easy for a woman to satisfy her liking for any particular skin and have a wrap that is in fashionable favor at one and the same time.

The natural muskrat coats are really most attractive, with their pretty combination of brown shades. They are in several styles and different lengths, and are \$250 to \$475.

Racoon in the natural color is another most popular fur for coats that is especially well liked by younger women. It is \$400 to \$550.

Civet cat coats are \$250 to \$375.

Coats of leopard skin are usually trimmed with a contrasting fur like Hudson seal (dyed muskrat) or some other fur, and are \$385 to \$650.

Nutria coats are in the loveliest color, and are in particularly smart models—\$400 to \$625.

And a very handsome beaver coat is \$975.

(Second Floor, Chestnut)

If You Know Her Favorite French Perfume

Then the matter is easy. If you don't, you are quite safe in choosing one from some of these famous Paris makers—Coty, Houbigant, Roger and Gallet, Piver, Kerhoff or Guerlain.

All of them are represented in the Toilet Goods Store, and in one case the price starts at \$1.75 a bottle. The highest is Coty's L'Origan at \$33 a bottle.

(Main Floor, Chestnut)

Warm Hands With These Wool Gloves! For Men

there are fine wool gloves, Scotch and domestic, at \$1.25 to \$1.85 a pair; also a fine camel's hair glove at \$3.50.

For Women

there are short gloves at \$1.15, \$1.75, \$2.50 and \$3.75 a pair, and gauntlets, for skating or motoring or country wear, at \$1.50 and \$2.50—and at \$2.25 gauntlets that lace or snap at the sides and have seamless wool lining.

(Main Floor, Central)

If She Hasn't a Pearl Bead Necklace

you are surely safe in assuming that she'd like to have one, for it's an unusual woman indeed who does not like to wear a string of real or imitation pearls.

These are of imitation pearls, but they have a lovely sheen. 75c, \$1, \$1.50, \$2.50 and up to \$35 the string.

(Jewelry Store, Chestnut and Thirteenth)

Little Novelties of Silver or Gold Plate

Coin Purses, \$1.75 to \$5.75.
Vanity Cases, \$3.50 to \$6.
Mesh Purses, \$4 to \$11.50.
Powder Boxes, 50c to \$5.50.
Mesh Bags, \$8 to \$47.
Lockets, \$1.50 to \$7.50.
Necklaces, 50c to \$12.50.
Bag Frames, \$2 to \$6.50.

(Jewelry Store, Chestnut and Thirteenth)

Ribbon Necklaces With Beads

are one of the neckwear fads of the season. The ribbons are black or colors, narrow, and finished with colored beads in different attractive combinations. \$1 to \$3.50 each.

(Main Floor, Central)

A Bright Plaid Hair Ribbon

is what would most please some little girls. Plaid hair ribbons, 4 inches wide, 60c a yard; 6 inches wide, 90c a yard.

(Main Floor, Central)

THE Picture Store is receiving all kinds of mirrors these days—big and little; for mantels, buffets and narrow spaces, framed in polychrome, in French gilt, in silver and mahogany. Prices are \$6 to \$175.

(Fifth Floor, Market)

"The Last of the Mohicans" By James Fenimore Cooper and Illustrated by N. C. Wyeth

is one of the finest picture juveniles of this Christmas season. The beautiful color-plates will make it as great a pleasure to grown-ups as to children—very likely a greater.

(Main Floor, Thirteenth)

Always a Place for an Attractive Table Scarf

These of silk tapestry and tinsel thread are particularly nice to give any one, for they have the charm of looking exactly right wherever they are put. \$7.50 to \$25 are the prices.

Others of the same kind, but with velvet ends, gilt braid, fringe or tassels, \$17.50 to \$35.

(Fifth Floor, Market)

Every Woman You Know Would Like a Bag Umbrella

The kind that folds up into such a small space you can pack it away in the over-night bag. And it is as simple and easy to fold up or open out as possible.

In taffeta silk, black, blue, purple or green with handle to match, \$15.

(Main Floor, Market)

THE tiny "occasional" table is a great pleasure to a house-proud woman, and there are some delightful examples of it in the Little House. One is an octagonal walnut table for \$22.50; another a walnut smoking stand with glass top and tiny drawer for \$15; a hexagonal walnut table is \$35, and those tiny oval tables which are painted some vivid color—blue, or green, or fine red—are \$23 each.

(Fifth Floor, Chestnut)

More About Lamps

For some reason or other, lamps are among the greatest favorites for gifts, and the Lamp Store is constantly getting in fresh lots, such as—

200 fine desk lamps of metal in verd, cordovan and other finishes with ribbon glass and parchment shades. \$7.50 to \$22.50.

100 adjustable reading lamps of metal with reflecting shades of metal, parchment and glass, \$10.50 to \$40.

100 electric doll-lamps with fluffy rose-colored skirts, \$4.

100 umbrella lamps with cretonne shades, \$4.

100 brushed brass goose-neck desk lamps, \$4.

100 metal-trimmed desk lamps, ivory tinted, \$10.50.

100 floor lamps, 2-light, solid and imitation mahogany, \$15 to \$40. Shades for them, \$7.50 to \$15.

300 candlesticks, mostly solid mahogany, \$1.25 to \$3.50.

(Fourth Floor, Central)

Three Splendid Lots of Warm Blankets

All made expressly for ourselves with the object of achieving the limit of excellence and value at the price.

\$18 a pair for blankets containing 55 per cent of wool, size 72x84 inches, weight, 5½ pounds, white with borders of either pink or blue.

\$20 a pair for blankets containing 80 per cent of wool, size 72x84 inches, weight, 5½ pounds, white with borders of either pink or blue.

All of these blankets are cut and bound separately.

Single-bed sizes, \$16, \$18 and \$22 a pair.

(Sixth Floor, Central)



Santa Claus Is Half of Christmas to a Child

THE first tragedy in the lives of most of us comes when we discover the truth about Santa Claus. Or rather, when we learn who Santa Claus is, for we are too young then to appreciate the truth of the matter, which is that the love and devotion of our parents is a finer thing than any illusion.

It is the birthright of every child to believe in Santa Claus as long as may be. To deny the little people that is to cheat them of half the joys of Christmas.

The pleasant scenes in this Store this Yuletide season are being enacted in and about Santa's house in the Toy Store. It's a cunning little house with a large chimney, and through the open door you can see a cheery living room with a great, wide fireplace and a beautifully trimmed tree.

You should see the children when Santa's head and shoulders appear above the chimney! How their eyes glisten as they wave their hands and call to him. And when the jolly old soul waves back Tommy almost falls

off his father's shoulder in his delight. Then Santa Claus comes down the chimney and out of the fireplace and takes his seat in a chair covered with a huge polar bear skin. Here the little boys and girls can shake hands with him and tell him what they want.

If you have a little boy or girl of your own, you owe it to them to bring them into see Santa Claus. And if you haven't any little boy or girl it will be worth your while to borrow one and bring him or her in. Your reward will be a quickening of some of the dearest memories that you have. You won't say, "Christmas isn't what it used to be."

The Saturday before Christmas will be a great day for the children and for Santa Claus. The wonderful Block Long Toy Store, great as it is, will not be too large for the merry multitude that is sure to be here tomorrow.

And the carloads of Toys still on hand will not be too many. Everything will be going, of course. Ali Baba and his Forty Thieves, the Little Red Riding Hood, the Snow White and the Seven Dwarfs, the Little Boy Who Went to Sea in a Barrel, the Little Boy Who Found the Secret of the Fairies, the Little Boy Who Found the Secret of the Fairies, the Little Boy Who Found the Secret of the Fairies.

We will take good care of the children and will be most attentive to your wants.

Thieves, with their heads peeping out of the huge jars that the faithful servant maid killed them in in the Arabian Nights. Old King Cole and his Fiddlers Three, the wireless telegraph, the electric train, the sailboats and diving boats and the playground with all its fun. We will be tremendously busy wrapping up dolls, but there's always one more for your little girl. We will be packing railroad train after railroad train, and mechanical set after mechanical set, but there's still another for that boy of yours. We will take good care of the children and will be most attentive to your wants.



Something A Man Must Have Whether or Not

Is there any need to emphasize the importance of a good Winter overcoat to every man who has anything to live for? Hardly. It may be well, however, to emphasize the fact that just when these garments are most needed our stock of them is large and fine and satisfactory in everything a man can desire, in warm wool fabrics, in selections of attractive colors and patterns and models and in the good sound makeup of every coat in the collection.

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

(Third Floor, Market)

Riding Crops That Horsemen Will Approve

Heavy English stag handle crops or the regulation Army crop for a man, lighter weight ones with stag or leather handles for women, and others that would just suit children.

There are both the imported and domestic kinds, and prices are from \$3 to \$25.

(Main Floor, Market)

Heavy Sweaters for Men and Boys

Great, warm, Shaker-knit sweaters of oxford, navy, maroon and white.

V-neck, pull-over style, \$11 to \$15.

Same style with large shawl collar, \$12 to \$17.50.

Coat style with large shawl collar and pockets, \$12 to \$17.50.

Boys' sizes, \$9 and \$10.

(The Gallery, Juniper)

Boys' Overcoats of Our Own Standard Kind

—are here in ample choice for all boys whose fathers and mothers want to see their boys wrapped up in the best and warmest garments to be had for the money anywhere.

In 3 to 10 year sizes at \$18 to \$40.

In 11 to 18 year sizes at \$25 to \$40.

Boys' mackinaws, \$12 to \$15.

(Second Floor, Central)

A Five-Pound Box of Chocolates

And here are the five-pound boxes—\$2.50, \$3.50, \$5 and \$7.50 each; and the chocolates in each box are fresh and delicious and pure.

Favors and novelties for the stockings and the Christmas dinner party are 15c to \$1.00.

Fancy boxes, filled with the finest chocolates, are \$4.25, \$6.50 and \$10 each.

(Down Stairs Store, Chestnut)

If You Give a Man What He Would Buy for Himself

you cannot go very far wrong, can you? And it is on that theory that so many women are buying men's furnishings for their husbands, fathers, brothers and friends.

Neckties are without doubt the most popular of all gifts for men. We can't say, offhand, how many thousands of ties we have sold this season; any one with a mania for statistics would probably figure that they would reach from here to the moon. Prices start at 65c and go to \$3.50 and \$4 for the beautiful Spitalfields and French silk ties.

Shirts are another thing much favored for gifts—especially silk shirts. We have shirts of madras, percale, Japanese cotton crepe and silk, starting at \$2.50 (the silk at \$7.50) and going to \$15.

Dressing gowns are articles that men are not so apt to buy for themselves, but they are none the less delighted to get them for Christmas. Prices range from \$20 to \$85, according to whether the gowns are wool, velvet or silk.

(Main Floor, Market)

Men's Beaver Hats Are Fine With Overcoats

Some hats look better with overcoats than others, and none is better adapted to such wear than the rough-surface beaver.

This hat, with its carelessly graceful shape and its distinctive texture is one of the handsomest Winter hats we have ever seen. Price \$12—and at Wanamaker's only in Philadelphia.

(Main Floor, Market)

Here's a Fine Automobile Glove for a Man—\$5.50 a Pair

Capeskin or suede gloves, outseam sewn, with a separate wool lining inside, and finished with a strap wrist.

The color is light tan, the glove is good-looking and may be worn with or without the lining, and the gloves will be fine for any man who wants good, warm handcoverings.

(Main Floor, Central)

Men's Plain Linen Handkerchiefs 50c Each or \$6 a Dozen

The kind you are always safe in giving to a man—the plain, hemstitched kind. These are of firm and spotless Irish flax, were bought in 1917 and better than this amount usually buys.

(Main Floor, Central)

Children's Handkerchiefs Six in a Box for \$1.50

The handkerchiefs have veiled hems and colored letters to match them.

Six packed in a neat box—all ready to give.

(Main Floor, Central)

What to Give That Very Particular Friend—A Piece of Wanamaker Furniture

Most people have some one friend in particular to whom they would like to give something particularly good, some thing expressive of high regard. Wanamaker furniture is the favorite gift of ever so many people of that kind.

To them it is the gift that is dignified, enduring, substantial, useful and of tangible and abiding value.

(Fifth and Sixth Floors)

Dec. 19, 1919.

[Signed]

John Wanamaker

Women's Suits Reduced Now \$32.50 to \$60

Broken sizes of fine suits—severely tailored sorts and others, in a good range of colors—browns, greens, navy, black, henna, beaver, and so on. They are all of fine Winter cloths, cozily interlined and beautifully finished.

A few extra sizes are in the group.

(First Floor, Central)

Warm Winter Clothes for Girls? Of Course! See These!

With the mercury down around zero and north winds blowing, most girls want plenty of such warm clothes as these—clothes in the newest, prettiest Winter styles, and at prices that you'll find it hard to equal anywhere in town:

WINTER COATS—\$29.50, \$45, \$47.50, \$59.50, \$65, \$67.50 and \$82.50—richly lined and most of them fur trimmed.

WARM SUITS—\$28.50 to \$55 for a special group in good styles.

CLOTH DRESSES—\$20 to \$47.50—mostly serges and tricelines in dark blue. All in 14 to 20 year sizes.

FUR COATS—wild cat, coney and nutria (and what girl wouldn't love to have one!), \$90 to \$325—8 to 14 year sizes.

WARM DRESSES—for younger girls, 8 to 17 years; serges, velveteens and jerseys in attractive styles, \$16.50 to \$35.

COATS FOR GIRLS—\$23.75 to \$95 for junior girls, 15 and 17 years; \$28 to \$60 for 6 to 14 year sizes.

(Second Floor, Chestnut)

Luxurious Mules and Evening Slippers

In the Exclusive Little Boot Shop you will find—Gold cloth, silver cloth, black velvet and bronze kid slippers for \$15 a pair. Black satin and white satin slippers for \$13 a pair. Chinese brocaded mules for \$26. Brocade mules in enchanting colors, \$22.

(First Floor, Market)

A BIG shipment of the always wanted Philippine lingerie has just been opened in the French Room—in time for Christmas shoppers. Nightgowns start at \$3.50, envelope chemises at \$3.50 and straight chemises at \$2.75. But the French Room has also plenty of the most exquisite and elaborate French lingerie on this side of the water.

(Third Floor, Chestnut)

Plaid Wool Bathrobes for Women

are as agreeable to wear as to look at, being of thick, soft texture, and pleasant coloring—white with blue, pink, tan or gray. Their prices are \$18 and \$20.

(Third Floor, Central)

Women's Flannellet Pajamas

are even warmer than flannellet nightgowns. They come in stripes and white and may be had for \$2.85 to \$6.50.

(Third Floor, Central)

Madame Lyra Corsets

suitable for gifts—A pretty pink-figured material with very low bust, eyelets and lace below front steel is \$5.

One for tall figures has a very long skirt with elastic hip gore and heavy boning, net and ribbon trimming, \$10.

A pink broche with very low bust and long skirt well boned is also \$10.

(Third Floor, Chestnut)

The Shoe Man Suggests—For Men

House slippers
Storm shoes
Spats
Angora foot warmers
Shoe trees
Dancing oxfords
Riding boots
Field boots
Puttees
Bootjacks
Rubber boots and arctics

For Women

Slipper buckles
Dancing slippers
Overgaiters
Satin boudoir slippers
House slippers
Velvet carriage boots
Stockinette leggings
Moccasins
Rubber boots and arctics

(Main & First Floors, Market)

50 Women's Dresses Special at \$25

That is the late season price on some excellent jersey dresses just arrived from the manufacturer.

The styles are pretty enough to make them very welcome Christmas gifts and the color range is good—brown, taupe, beaver, black and navy.

(First Floor, Central)

Inexpensive Gifts of Handbags and Luggage

A counter of excellent merchandise at low prices. Fashionable duvetyne handbags in various shapes and sizes at \$5, \$5.50 and \$7; velvet handbags at \$5, and beautiful beaded handbags at \$14.75, \$15 and \$18, some of them imported.

Leather pocketbook handbags are \$3.50 and vanity cases are \$4.50.

And you can get a good leather traveling bag for as little as \$7.50 or a black enamel suit case at \$7.