

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

Next Week Comes the Real Test of Holiday Service. We Are Ready

We Are Not at All at Sea in the Making of This Store

What it is, is what the people themselves have made it. We carefully study, each day, our public and find what they seem to want, and then we go out by personal travelers, telegraph, telephone and cable messages and get the merchandise and have it here ready, properly priced, whenever they choose to come for it.

We are not interested in buying rejected fashions or seedy articles to offer as bargains.

The husks, "seconds" or small lots of high-priced left-overs of colors, shapes or fashions are not in our line.

We never mix up a few formerly high-priced garments with a huge lot of low-priced pieces to make an advertising bait by misleading averages.

The doors of the whole world's markets are open to us, and we strive to do right thinking and take right steps to get the right articles to sell at right prices.

Our patrons, whom we seek to serve, are our real background at Christmas and at all other times.

[Signed] *John Wanamaker*

Dec. 20, 1919.

200 Finest Evening Gowns for Women Reduced Now \$85 to \$200

These are the lovely Georgettes and brocades, silvercloths and tulle, gold nets and chiffon velvets. There are no two of them alike, and all of them are lovely, both in design and color. Each color is in a case by itself—the blues, the roses and pinks, the yellows and lavenders, not to mention the almost-as-desirable dark shades—navy, black and brown.

Their new prices—\$85 to \$200—are very much less than those of early season.

(First Floor, Central)

Women's Fur-Trimmed Coats Were Reduced Just in Time

For there are many people coming in to buy them for Christmas presents. And it would be hard to find anything that most women would rather have than one of these beautiful coats.

There are still to be had some very handsome coats of velour, evora, palouchie, tinselstone and all-wool or silk-and-wool duvetyne. They have large roll collars and nearly always cuffs and even other trimmings of such luxurious furs as mole, beaver, ringtail, squirrel, Australian opossum, kolinsky, nutria, muskrat and Hudson seal (dyed muskrat).

A couple of these coats have the entire upper part of fur, mole or Hudson seal (dyed muskrat). The reduced prices are \$100 to \$375.

(First Floor, Central)



Still Plenty of Silk Gift Stockings (And wool also)

In spite of the tremendous demand for stockings for gifts, we still have plenty of the staple silk hosiery for both men and women.

Women's silk stockings start at \$1 a pair and with many steps between go to \$25.

Men's silk half hose are 85c to \$6.

Lots of other stockings, too, of cotton and wool.

A newspaper item the other day told of the shortage of women's woolen stockings, but we have a large stock of these exceedingly popular hose, as we foresaw the vogue for them and prepared for it. Prices range from 75c a pair for merino (part cotton), to \$10 a pair for imported novelty wool.

(Men's, Main Floor; Women's, First Floor Market)

Children's Winter Coats Reduced—Now \$15 to \$75

For the mothers and fathers and aunts and uncles who are giving such practical presents, here is a fine opportunity for Christmas.

The coats are the better models of cheviots, of fine broadcloth and of plain and silverstone velours in dark and lighter colors. There are many styles; some are suitable for small boys, though most are for girls, and all are warmly lined and interlined.

Quite a number are fur trimmed.

2 to 6 year sizes.

(Third Floor, Chestnut)



Among the Really Handsome and Individual Fur Coats and Wraps

there are any number that would make perfectly stunning Christmas gifts. Just glance down this list—and these are but a few of the many you will find in the Fur Salons:

A moleskin wrap with fold after fold of the soft, beautiful fur is finished with a long silk cord, and is \$950.

One of the handsomest wraps is that one of mink, with its great monk's collar and wonderfully matched skins. It is \$2250.

Alaska seal, black and velvety and lustrous, makes another wrap that is gathered on a yoke of the fur—you may know how soft and beautiful are the skins that it is possible to use them this way. \$1450.

It is the great collar and deep cuffs of glossy lynx that add just the final perfect touch to a caracul coat at \$550.

And a mole wrap with large collar and cuffs of the moleskin in a charming style—\$750.

Broadtail and Hudson seal are most effectively combined in a wrap—the Hudson seal (dyed muskrat), forming the panel back and border. \$1050.

Of Hudson seal (dyed muskrat) is a beautiful coat with great furry collar, cuffs and a nine-inch border of skunk. This is \$800.

And a smart little broadtail street coat in the fashionable length has a square collar of Hudson seal (dyed muskrat), and a half border of the seal. The lining is a lovely, silvery gray and the price is \$800.

(Second Floor, Chestnut)

The Girl Who Doesn't Want a Fur Coat

is hard to find this winter—which means that you are perfectly safe in sending one of wild cat, or coney, or nutria to any girl who wears 8 to 14 year sizes. These coats are beautifully made, are lined with fine silks and will often fit older girls than these sizes indicate, too.

\$90 to \$325.

(Second Floor, Chestnut)

SLIPPER buckles make excellent gifts—rhinestone buckles are \$2 to \$75; cut steel, \$4 to \$80; cut bronze, \$4 to \$50. All in the Exclusive Little Boot Shop.

(First Floor, Market and Juniper)



A Snowfall of Gifts in the Handkerchief Shop

There are hundreds of new colored handkerchiefs for women and men—50c to \$2.

There are initials for women and men—Irish and French handkerchiefs, 86c to \$15 a dozen.

There are exquisite embroideries and handkerchiefs of real lace—for women.

And any number of unusual and different, yet practical and giftable, handkerchiefs for children—18c to \$1 each.

Oh, if handkerchiefs are on your list, you can find them here!

(Main Floor, Central)

Still Plenty of Silk Petticoats

for Christmas gifts.

Taffetas at \$7.50 to \$13.75.

Messalines at \$7.50 to \$13.50.

Silk jersey at \$6.75 to \$25.

Wool jersey with silk flounces, \$7.50 to \$12.

Evening petticoats, very light and fluffy, \$13.50 to \$25.

(Third Floor, Central)

Silk Nightgowns

are still among the very best choices for Christmas gifts. They are of Georgette crepe, wash satin and crepe de chine and are usually pink and often much prettified, and cost \$10.75 to \$28.50.

(Third Floor, Central)

If She Found a Fluffy New Party Frock

in one of her Christmas boxes, what girl would not be thrilled? Some entrancing new ones have lately come into the Young Women's Salons—they'll help make the choosing easier!

Airy nets and glistening silks and lovely satins are much the fashion this winter, and you'll find them all in these exquisite new dresses which are in all the delicate colors that girls like, as well as brighter shades and black.

\$32.50 to \$72.50—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Warmth and Good Style in These Girls' Coats

Made of soft, warm woolsens in the new weaves. In brown shades, blues and other good colors. Warmly lined and interlined, too, often.

Many are trimmed with the fashionable furs.

All are in the newest winter styles, and all are uncommonly good values for their prices—\$45 to \$82.50.

14 to 20 year sizes.

(Second Floor, Chestnut)

THE BUSIEST DAYS OF THE YEAR IN THE JEWELRY STORE

Nevertheless, there is time enough and to spare for the careful selecting of Christmas gifts for every member of the family and for friends whom one wishes to remember with substantial presents.

Mother would be delighted with a diamond bar pin, brooch or ring, that piece of sterling silver to complete a set, a silver picture frame or one of those convenient little folding clocks.

Father has probably thought and hoped for a really good watch, a hall clock or one for the library mantel, a gold-mounted briar pipe or a set of carvers.

(Jewelry Store, Chestnut and Thirteenth)

Sister inclines toward jewelry, of course; if not diamond jewelry, then something in gold, a wrist watch, boudoir silver, a mesh bag or one of those fascinating semi-precious stone necklaces.

Brother likes a gold belt buckle, a cigarette case, scarf pin, seal ring, cigar cutter, military brushes, razor set or evening dress set of cuff links and studs.

The Giving of Furniture

—is a fashion, but it is something more. It is one of those settled customs evolved out of earnest thinking over what is most worthily expressive of one's regard.

This is not to say that furniture is the only gift, but it is one of what we might call those unmistakable gifts, one of the things the character of which makes it impossible for the recipient not to feel that the giver put some heart quality into the selection of it, and, after all, the heart quality is the one great vital thing in the giving of gifts.

We have a selection of furniture which to our mind, and to the minds of nearly everybody else, is worthy of the heart-quality which all fine, sincere people put into the selection of gifts for those whom they hold dear.

We shall "let it go at that," and not try to say anything better concerning it.

(Fifth and Sixth Floors)

Much-Given Rugs Are Mosuls

Among the smaller Persian weaves there is none so practical, serviceable and inexpensive. These are three good reasons why they are particularly favored for gifts, and another good reason for giving them is the exceptionally good assortment which we are showing in sizes 3.6x8.6 to 7 feet in a most satisfactory selection of colors, such as rose, pink, tan and dark blue, while the designs are unusually good, including many medallion and large figure effects that will surely appeal to a good many people.

Prices \$65 and \$75.

(Seventh Floor, Chestnut)

Velvet Handbags of Great Beauty

You can imagine the range of our velvet handbags when we tell you that prices start at \$4 and go to \$135. This means a great variety of shapes and sizes, but the difference in price more often is due to the quality of the frame.

There are covered frames and metal frames. There are celluloid frames in various finishes—tortoise shell, amber and colored, in fanciful designs. There are frames with jeweled clasps. And finally, on the higher-priced bags, there are massive and ornate sterling silver frames.

All splendid gifts.

(Main Floor, Chestnut)

The Bead Necklaces Are So Gay and Pretty—

it's small wonder so many are going to be sent out as Christmas gifts. These are the kind women particularly like:

Fancy bead necklaces of imitation lapis-lazuli, coral, jade, sapphire, topaz or emerald—\$2 to \$11.

Novelty necklaces, \$1.75 to \$15.

Pinks, greens, blues and red beads, graduated, are 50c to \$7.

(Jewelry Store, Chestnut and Thirteenth)

Puzzled About the Right Perfume?

We would suggest any one of these. They are all good, popular odors and the prices are within a moderate range.

Charme d'Amour, extract, \$1.25, \$2.50 and \$5 a bottle. Toilet water, \$2.50 and \$5 a bottle. Face powder, \$1.50 a box. Sachet, \$1.50 a bottle. Talcum powder, 75c a box.

Jasmine, extract, \$5 a bottle. Toilet water, \$6 a bottle.

Violet and Lilac toilet water, 60c to \$3.75 a bottle. Queen Mary extract and toilet water in violet, lilac or rose, \$2 a bottle.

(Main Floor, Chestnut)

A Word About Waists

People are giving all sorts of waists—especially the soft and becoming Georgette crepes. We have them in white, flesh and dark shades for \$6.85 to \$40.

Satin waists in pink and white, \$10.75; in white, navy and black (these being tailored), at \$17.50 and \$18.

Crepe de chine waists in white, navy, pink or black, tailored or embroidered, \$8.75 to \$20.

Black silk fishnet blouses over white silk linings, \$18.

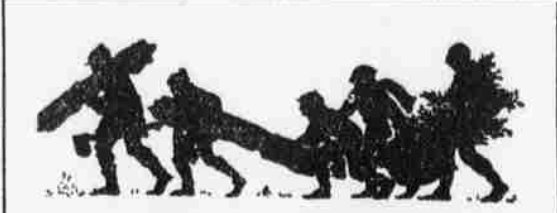
(Third Floor, Central)

New Applied Cotton Voiles in Spring Designs

Any woman could tell in an instant what delightful little informal frocks they will make, and they are just the thing for the South.

Plenty of the favorite dark blue with white designs applied on the material, also taupe, gray, Copenhagen, black, tan, pink and white (on the latter the designs are of black), 36 to 38 inches wide and 76c a yard.

(First Floor, Chestnut)



Beautiful Vase Lamps

have Chinese pottery bases, are mounted for two lights, and cost \$25 to \$150. Shades for them are \$30 to \$150.

Hand-wrought iron floor lamps are \$25 to \$250.

(Fourth Floor, Central)

Thermometers and Barometers

Fine for gifts.

Fuel managers say to keep your living rooms at 68 degrees.

Thermometers, 50c to \$10.

Barometers for the hall or library, \$12 to \$25.

(Main Gallery, Chestnut)



Pretty Gift Linens But Not Costly

Lace-trimmed scarfs, all-linen centers, with inserts in filet effect at each end, in sizes 18x36 inches, \$2.50; 18x45 inches, \$3; 18x54 inches, \$3.50 each.

Tea cloths of fine, hemstitched linen at \$4.50 each.

Tea cloths of oyster white plain linen with an all-over dot, 45x45 inches, \$4.25 each.

All-linen damask tea cloths, 45x45 inches, \$4.75 and \$5.75 each; 54x54 inches, \$6.75 and \$8.75 each.

Linen lunch sets of 13 pieces, trimmed with a neat imitation filet lace, \$5 and \$6.75 a set.

Linen scarfs, neatly hemstitched, 18x36 inches, \$1.50; 18x45 inches, \$1.75; 18x54 inches, \$2 each.

(First Floor, Chestnut)

A FEW embossed leather cushions are being cleared out of the Oriental Store at \$1 apiece. They are handy to use in automobiles and in many other ways.

(Fourth Floor, Chestnut)

Reading Glasses

Most people see well with eyeglasses, but old folks like, in addition, a large magnifying lens with a handle, called a "reading" glass.

Prices \$1.50 to \$3.50.

Many women need an extra glass for shopping. For this a lozette is best suited.

Prices \$7 to \$25.

(Main Gallery, Chestnut)



The Happy Man on Christmas Morning

will be he who finds among his own group of gifts such fine and serviceable things as are being bought so generously in our Men's Wear Store.

We are always particularly glad to see so many of the men's furnishings go out for Christmas, for we know that the men who get them are bound to be pleased. They are the very things that men buy for themselves the year round, with the possible exception of a larger percentage of the finer garments that most men would hesitate to buy for themselves but are delighted to receive as gifts.

Shirts Dressing gowns
Neckties Silk mufflers
And similar useful articles that are also pleasing to the eye.

(Main Floor, Market)

Headquarters for Men's Fur Caps

Several of the best furriers in the country, who sell to no other store in Philadelphia, supply us with their finest pelts.

Coney caps, \$7. Natural muskrat, \$18
Nearseal, \$8.50 and \$25. Blended muskrat, \$19
\$12. Sealine, \$12. Nutria, \$20.
Wallaby, \$15. Raccoon, \$27.50.
Pieced seal, \$16.50.
Hudson seal (dyed muskrat), \$22.50, \$25, \$27.50 and \$35.
Alaska seal, \$25, \$30, \$35, \$40, \$50, \$60 and \$75.
Children's fur caps, \$4 to \$40.
Women's fur caps, \$12 to \$60.

(Main Floor, Market)

Warm Mackinaws for Men and Boys

Various styles and various colors—all splendid coats for cold days.

Men's sizes, \$15 to \$30.
Boys' sizes, \$14 to \$16.
Sheep-lined moleskin coats with shawl collars are \$16 for men's sizes and \$12.50 for boys' sizes.
Sheepskin vests for men, \$6.50 and \$8.

(The Gallery, Juniper)

House Slippers Are Very Different Today

from the old-fashioned carpet slippers of our grandparents' time.

Men's house slippers, for example, are of kidskin or calfskin, high or low cut, and of felt, in dark colors, with leather or soft, padded soles. Prices are \$2.25 to \$7.

Women's house slippers are still more diversified in style. They may be of satin, plain or quilted, with low Louis heels, Cuban heels or low heels; or they may have soft, padded soles. They may be of felt in various gay colors, plain or ribbon trimmed, with leather or soft soles. They may be moccasins. Prices are \$1.25 to \$14.50.

(Main and First Floors, Market)

Heaps More of Down Quilts at \$12 and \$15

For warmth, seasonableness and service a down-filled quilt is about as near to being the ideal home-gift as anything can easily be.

This fact is realized by a great many people; which is probably why our workrooms are so busy trying to keep our bed-clothing store as well supplied with these quilts as it needs to be.

New truckloads just in brought very attractive lots of these quilts to sell for \$12 and \$15 each.

The \$12 ones are 6x6 feet, in coverings of sateen, either plain or with floral patterns.

Two kinds at \$15, one in size 6x6 feet, in sateen coverings in a floral pattern and plain inserted border. The others are in size 6x7 feet and covered in plain sateen.

(Sixth Floor, Chestnut)



Useful Gifts

Space-saving closet sets for shirtwaists and other clothing include clothes racks at \$1 and clothes racks with 6 hangers at \$1.75. Both are boxed.

Nut picks in lined wooden boxes are good gifts. 6 picks and 1 cracker, 75c and \$1.

Mahogany ash trays for table use with heavy glass inserts, \$3.

Door porters, hand-painted, include baskets of flowers at \$2.50; small cats at \$2.50; large cats at \$5, and large baskets of flowers at \$5.

Fruit compotes of mahogany, hand-painted, \$4. Pocket knives for little and big boys, 35c to \$5. Ice skates for men and boys, \$2.50 upwards. For women and girls, \$3 upwards.

Roller skates with ball bearing wheels, \$3.25 and \$3.35.

Chafing dishes, tea kettles, percolators in beautiful designs and finishes, \$5 upwards.

Hot water plates and covers are \$2.75 to \$4 for the first and \$1.25 to \$2 for the second.

Children's trays, all metal, hand-painted, \$3.50. Jug sets with trays and drinking glasses, white, blue and mahogany enameled, \$10 to \$15.

(Fourth Floor, Market and Central)