

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
Cloudy

After Christmas—What?

Why, of Course, Another Visit to Wanamaker's!

The Largest Store in the World

is the best place in the world in which to buy either the biggest or the smallest thing in the world.

Logic says that it should be. We say that it IS. Through their simple action in coming here day by day, the greatest number of customers that ever visited any store confirms our statement.

In a Store where there's the spirit and the efficiency to undertake great things, such as the outfitting of an entire apartment house or hotel, there's also the spirit and the efficiency to bend to the smallest or most commonplace service. Perhaps "rise" were a better word than "bend."

The story is told that Mr. Moody, in quest of a contribution to some good cause, called upon a man who had already given freely to the same cause and to many others. As he signed a fresh check, the man said, half smiling, half rueful:

"Say, Moody, why are you always coming 'round to me when you want money? Why don't you go 'round to some of the fellows that never have given you anything?"

"Say," was the answer, "you were raised in the country, weren't you?"

"Yes, but I don't see what that's got to do with it."

"Well," said Mr. Moody, with a droll look, "when you wanted a pail of milk, which cow did you tackle—the one that never gave any milk at all, or the one that was giving it every day?"

Of course, just as a larger family can be marketed for more advantageously than a small one, and as the dealer keeps his choicest cuts for the household which "buys so much" and is buying all the time, so this Store receives, and in its turn can pass on to its customers, a bigger choice of better goods, at easier prices for their values, than if it were a smaller store. And no reflection on small stores in saying it.

The Safest Store in the World

can be no more than safe. Without drawing any comparisons or impugning other structures, we may say absolutely that this great, modern building is SAFE, and that it is believed that, taken altogether, in its size and completeness, it holds first place among business buildings.

It is built of solid granite and steel from bottom to top. No boilers, engines or dynamos are located in the Store building.

You can spend your whole day here, if business or pleasure hold you so long, without breathing second-hand air. You can bring in your children to the Store, take them up in the elevator to the Seventh Floor to that fascinating Toy Store and Playground, you can avail yourself of the genuine economies and interesting conveniences of the Down Stairs Store, without risk or apprehension.

A battery of powerful fans brings in fresh air in the volume of 110,000 cubic feet a minute. The air is carried through a spray of cold water to wash it, and then through coils of steam pipes to temper it. On the lower floors there is a complete change of air at least three times an hour, while just under the roof another battery of fans is constantly expelling the vitiated air, causing the most efficient system of ventilation ever devised.

The Cheeriest Store in the World

naturally is the Store that first set the pace for gayety, pleasantness and natural human relations between seller and buyer, in place of the fixed, conventional smile and forced civility, which used to thinly veil an attitude of mutual mistrust dating from the earliest practice of barter and sale.

"I once tried being a philosopher," somebody became famous by saying, "but cheerfulness would break in."

Cheerfulness broke into our philosophy of store-keeping a generation or more ago, and is here to stay as long as we're here and you're here.

You'll find us Friday in holiday spirit for holiday-making hearts. For, please make no mistake:

This Store is no Christmas-Tree, gay and glittering as a spectacle, but barren of useful fruit, or of service or significance after Christmas Day or Christmas week has passed.

Neither does it belong to the familiar type of those staid, sleepy, stodgy old stores which for the Christmas season are temporarily galvanized into feverish energy, like the famous

Jumping Frog of Calaveras, and tricked out with bits of red ribbon and a "Welcome" door-mat, in order to sell off a few cases of goods, ancient or modern, after which they relapse into the position of the lady to whom the photographer, after requesting her to "Look pleasant, please, for five minutes," said:

"Now you may resume your natural expression."

The visitors who will throng into Philadelphia this week or next for a bit of holiday-making, or to attend to the numerous personal or household needs which were laid aside until after the Christmas shopping was over, will find it

The Fullest, Freshest and Finest Store in the World

in respect to the merchandise overflowing its great counters and cases.

There will be no rag-tags of Christmas to hurry off quickly. No agonies of seasonal indigestion, so to speak.

Exactly as some stores advertise that they will have after-Christmas reductions, this Store advertises that it will have no rummage. It is surely making poor capital for any article of merchandise to make it out of the fact that thousands have said of it: "No, thank you."

Interesting repricings may take place on a few short lots from recent purchases that we may not be able to duplicate. But these are not so likely to be advertised as set out in their various places, for you to find with your own sharp eyes and to benefit by the special prices.

No more can the vast and rapidly flowing currents of merchandise in this great Store be checked in their circulation than the waves of the ocean could become fixed at the edict of the Danish King. With everything it's "Quick come, quick go."

Whatever it is that you must buy, be it blankets or rubbers, furs or china, a fluffy party frock or a warm, snuggly Winter coat, you can rely on its freshness and its newness, as well as on the fact that it was admitted here only on the Wanamaker password:

"The best of its kind, at its price, to be found in the world."

JOHN WANAMAKER PHILADELPHIA