

Organ Plays at 9, 11, 11:55 and 4:50 Chimes at Noon	WANAMAKER'S	Store Opens at 9	WANAMAKER'S	Store Closes at 5	WANAMAKER'S	WEATHER Cloudy
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Ready for Those That Will Now Take Time to Consider Their Own Needs

Many People Are Starting South to Meet the Spring

and somehow, when the Winter weather in the South begins to take us in its Summery embrace, we feel like yielding ourselves to being caressed forever by it and be put to sleep in the daylight by the mocking birds, which, before dawn, woke the sleeping sun and told him that it was time for him to light up their concert room.

It is a good world, really, if we will try to make the best of what is around us.

Philadelphia has started with a frosty Winter, but it has had this warm, big place to come to and its sights of people from all over the world who come to it and its big organ and all the courtesies of "feel at homeness."

The be-welcomeness of the Store always makes itself felt when you are here.

[Signed] *John Wanamaker*

Dec. 26, 1919.

Some New and Charming Satin Hats for Mid-Winter

have just appeared in the Millinery Salons. They are in new shapes and new styles—the newest development of the millinery fashions. They are in dark colors chiefly, are hats for dress occasions and will be becoming to many women. Prices start at \$10.

(Second Floor, Chestnut)



Beautiful New Fashion Silks at Particularly Low Prices

MOST of our customers know that such a great business as this, drawing its supplies from original sources, must of necessity place its orders far in advance. In the matter of silks this is a great advantage to them. For the result is that, notwithstanding the unprecedented business in silks throughout the past year, and particularly during the month of December, we now have ready for the new blooming season a fine collection and almost complete stocks of silks for all purposes, including a fair assortment of Spring fashions.

Large deliveries are now coming in from orders placed almost a year ago, and priced upon the basis of a year ago. Therefore, you will find at Wanamaker's today as fine silks as may be had anywhere, at prices, in almost all cases, below the usual market ratings.

We especially recommend the purchase of the finer grades of silks, because it is a peculiarity of the market that advances on the finer silks have been much less in proportion than the advance in the cheaper grades, and the finer silks will give far and away the best service.

(First Floor, Chestnut)

200 Women's Fine Suits \$95 to \$175

Sizes are broken, but there is something for everybody in the collection, and each suit is extremely attractive and rich. The materials are almost invariably imported cloths, and the colors are browns, greens, taupe, beaver, navy and black. Some are braid trimmed, a few have a little fur, many are severely tailored. All of them are silk-lined and interlined with flannel. New prices \$95 to \$175.

(First Floor, Central)

At this moment there is in the Women's Undermuslin Store a handful—a boxful, to be precise—of the loveliest crepe de chine undergarments, which would be a treasure to some bride-to-be. There are only three or four each of the petticoats, nightgowns and chemises, but each is a bit of art, with wonderful hand embroidery and real flet or Irish crochet.

Chemises start at \$22.75. Petticoats start at \$26.50. Nightgowns start at \$35.

(Third Floor, Central)

New Veilings Promise Much for the Spring Hat

Paris favors the close, fine dots and has sent some very lovely veilings of that sort. Flesh, white or champagne color with black dots, and solid-color ones in black, navy, brown or taupe. They are \$1.75 a yard.

Other French veilings with larger dots, \$1 to \$1.50 a yard.

Woven effects, large open meshes, some with woven squares, \$5c to \$1.75 a yard. Or hexagon meshes with deep woven border, \$1 a yard.

(Main Floor, Central)



Fresh Dancing Frocks for Women

Lovely things of chiffon and tulle, satins and metal laces. Some have the extended skirts; some the hoop; a few show the new fullness which Paris is suggesting. And their colors are delightful. Prices are \$95 to \$200.

(First Floor, Central)

Among the Much-Liked Furs Are Wolf and Fox Scarfs and Sets

These long-haired furs are so becoming and so useful, because they may be worn with so many costumes. They are nearly always to be found on the list of fashionable furs.

Fox scarfs, in brown or the pretty taupe, begin at \$40 and go on up to \$150.

Fox sets, of scarf and muff, are \$115 to \$250.

Wolf sets, in taupe or brown, are \$85 to \$145.

Wolf scarfs are \$40 to \$70.

(Second Floor, Chestnut)

Luxurious Negligees

Just received in the French Room are some lovely Zenana silk negligees in pink, blue or lavender with quilted or lingerie cuffs and collars. Their prices are \$85.

Also quilted wrappers of Japanese habutai, some with embroidered collars. Prices \$18 and \$35.

(Third Floor, Chestnut)

SOME brassieres that are particularly good for 65c are of a pretty pink cotton broche, and so attractive that we wish we had more than the 250 that go on sale tomorrow morning.

(Third Floor, Chestnut)

Smart Fashions and Winter Warmth Both in These Clothes for Young Women

—And Note the Attractive Prices

Coats for Younger Girls—\$28.50 to \$55

This includes coats of warm wool velours and silver-tones, in dark colorings and many styles—quite a few fur trimmed; 6 to 14 and 15 and 17 year sizes.

Coats for Older Girls—\$29.50 to \$105

Sports coats and coats to wear every day, coats for afternoon and coats for dress occasions—you'll find them all in this particular group. They are of velours and fine wool materials in the fashionable browns and blues and other colors; many are fur trimmed, and all are warmly lined and interlined. 14 to 20 year sizes.

(Second Floor, Chestnut)

Young Women's Winter Suits—\$28.50 to \$80

In this collection are suits of burella cloth, of velour and of chevrona cloth in many colors and sports or dress styles. Some are fur trimmed, all are well tailored and warmly lined. 14 to 20 year sizes.

Young Women's Cloth Dresses—\$20 to \$47.50

Serjes and tricotines, chiefly, and in dark blues principally. Ever so many becoming styles; some braided, some embroidered, but all in new Winter models. 14 to 20 year sizes.

(Third Floor, Central)

New Silk and Georgette Waists

Tailored crepe de chine with big buttons and high-low collars; colors black, white and navy, \$9.50.

Georgette crepe blouses in brown and navy, with bisque colored crepe trimmings, \$13.50.

Georgette in navy with embroidered panels down the front and back and sash of the crepe to tie around the waist, \$15.75.

(Third Floor, Central)

Black Satin Slippers

Dainty affairs with two straps, turned soles and 2-inch Louis heels, price \$16.

Find them in the Exclusive Little Boot Shop.

(First Floor, Market)

For \$10 a Woman May Choose From These Good Shoes

Dull black calfskin lace with narrow toes and long vamps. A military heel style has indicated wing tip and a Cuban heel style has straight tip.

These same models with nut brown calfskin vamps and tan cloth tops.

Patent leather with pearl gray cloth tops and Louis heels.

For \$11 there are all tan leather shoes with Cuban or military heels.

(First Floor, Market)

A Bit of Ribbon With Beaded Ends

But it means a fascinating neck finishing and often the becomingness of a blouse.

New arrivals in these pretty ribbon necklaces afford a better assortment than ever. The ribbon is narrow black grosgrain and the beaded ends may be almost any color you choose. \$1 to \$3.25.

Why Not Invest Your Christmas Money in a Player-Piano?

Each year more and more people do this. There is no way in which they can invest that money which will bring in bigger dividends of satisfaction.

When you have a player-piano in the house you have a never-failing source of entertainment for yourself and for your friends.

It is not necessary that any one of the family be a musician. A good player or reproducing piano will play any kind of music you desire, and play it exactly as it was played by the artist who made the roll. There is no indifferent performance with a good player-piano.

But it must be a good instrument. Any other kind of player-piano is a poor investment, for even the least expensive runs into money.

Our player-pianos and reproducing pianos include such famous makes as Chickering, Schomacker, Emerson, Haines Bros., Lindeman, Marshall and Wendell, J. C. Campbell, the celebrated Knabe and others.

Prices range from \$600 to \$3800, and any instrument may be bought on convenient terms, if desired.

(Egyptian Hall, Second Floor)

Parisienne Corsets

A slip-on of pink tricot and elastic laced in back and reinforced with side steel over the abdomen, \$18.

Another topless slip-on of pink tricot has satin strips and elastic inserts; also it is trimmed with net and a touch of blue. And nothing more charming than Parisienne trimmings exists in Corsetdom! Price \$15.

Another slip-on of heavy silk elastic, laced down the front—\$34.

A pink elastic corset with long skirt is striped with satin over the boning and in front. \$14.50.

An elastic slip-on laced down the front has no boning at all and costs \$20.

(Third Floor, Chestnut)

Men Looking Winter Squarely in the Face

With the real hard Winter months still to be faced, the problem confronting quite a few men is to get a more weather-worthy overcoat or suit.

The man who needs either will find our Men's Clothing Store ready with both. Our stocks are remarkably ample just now and an amplitude of overcoats and suits means much to a man on the threshold of January, especially of the kind of overcoats and suits that we have to show.

They are honestly and skillfully made of all-wool fabrics and in the best of fashion and they are priced on a fair and square basis—the regular overcoats in a full choice of the styles, colors and patterns that men want, at \$40 to \$90.

Fur-lined overcoats at \$150 to \$325. Suits are \$35 to \$80.

(Third Floor, Market)

The Most Timely Arrivals for the New Year

Chelsea lever mantel clocks, which are among the best kind of clocks to have in the house if one has trains to make or business appointments to keep.

They are eight-day clocks, striking the hour and half hour, and they have handsome mahogany or oak cases of Gothic or Doric design.

We made the purchase of these clocks under unusual conditions and, as a result, the prices are decidedly less than today's market value, \$57 to \$145.

(Jewelry Store, Chestnut and Thirteenth)

The Southern Golfing Season Will Open Early

this year, as many of the large hotels in Florida and other points South have advanced their opening dates.

Golfers who want to make up any part of their equipment will find it here.

Wood clubs, \$4.50 to \$8. Irons, \$4 and \$4.50.

Balls—including the Radio, Red Flash, Blue Flash, Taplow and other standard makes—\$7.20 to \$12.60 a dozen.

Bags, \$1.75 to \$40.

(The Gallery, Chestnut)

A Brilliant New Lot of Gold Encrusted Glassware

Ornate and graceful things in a most attractive pattern, each piece showing a goodly wide band of encrusted gold.

A complete assortment to select from:

Goblets are \$24 a dozen. Sherbets, \$24 a dozen.

Tall sherbets, \$24 a dozen. Iced tea tumblers, \$24 a dozen.

Mineral tumblers, \$18 a dozen. Water tumblers, \$21 a dozen.

Finger bowls, \$32.50 a dozen. Finger bowl plates, \$32.50 a dozen.

(Fourth Floor, Chestnut)

NEW YEAR'S cards are ready on the Main Floor, Central, close to the elevators.

A Fine Showing of Women's Fitted Dressing Cases

With the winter exodus approaching, travel comforts of all kinds are brought to mind. Among the best of these for women are handsome leather dressing cases equipped with toilet articles.

Dull black long grain and seal grain leather and shiny auto leather are used in these cases, with linings of blue, pink or lavender moire silk and white celluloid fittings.

Prices \$18 to \$45.

(Main Floor, Chestnut)



Men's Distinctive Shoes in the London Shop

These shoes are the fashions favored by men of superior taste in dress and knowledge of its niceties.

There are street shoes in plain black and tan calfskin and decidedly smart brogue models, of the sort especially liked by younger men.

And there are dress shoes of various sorts, these usually in patent leather.

Prices of high shoes are \$15 to \$24. Patent leather dress pumps are \$10 and oxfords are \$15. Puttees, \$5.50 to \$18. Riding boots, \$28 to \$34.

(The Gallery, Chestnut)

Now, Father or Bachelor, How About the Hat You Need?

If nobody gave it to you, you can come in and get it yourself, and be sure that it is becoming and is just what you want. No trouble in getting the right hat here.

Felt hats, \$5, \$6, \$7, \$8 and \$10. Beaver hats, \$12 and \$15. Velour hats, \$8 to \$15.

(Main Floor, Market)

Now a Man Can Think About His Underwear

In the Christmas hurry-burly most men gave little thought to their personal needs, though that cold spell did remind them that they needed new and warmer underwear.

Now they can give some attention to these matters and here is every good kind of underwear they will want.

We are especially well provided with the fine Redleaf underwear, from Great Britain, which is principally wool. Any man who likes fine, soft, warm undergarments will appreciate this.

Prices of the entire men's underwear stocks range from \$1.25 a garment to \$18 for a union suit.

(Main Floor, Market)

There Has Been Quite an Incoming of Boys' Overcoats

Continuous recent shipments have filled the showcases to overflowing, so that tomorrow, instead of a broken and depleted stock, we shall have what is practically a full and excellent assortment of the best class of ready-to-wear garments to be had anywhere in America for the prices—all-wool, well-tailored, well-fashioned coats in an ample choice of the styles, colors and patterns.

Sizes for boys 11 to 18 years at \$18, \$25, \$28, \$30 and \$40. Sizes for boys of 3 to 10 years at \$15, \$16.50, \$18, \$30 and \$40.

(Second Floor, Central)

A New Shipment of Beautiful Oriental Rugs

Shirvans, Daghestans and Cabestans, fine, attractive pieces in a selection of striking colors and designs that are rich in decorative possibilities.

There are ivories and reds and blues and bottle greens in a diversity of combinations forming geometrical and other patterns of boldness and artistic appeal.

Some fine, antique pieces in the collection, which is the best of its kind we have had in a long time. Sizes 3x4 to 4x7 feet approximately, prices \$85 to \$225.

(Seventh Floor, Chestnut)

Fine New Coatings Are Coming In Right Along

Fashion has settled down to certain weaves and of all of these we have a good assortment. Some are quite heavy for midwinter coats and others are the medium weight for early Spring. They are all entirely of wool.

Velour, \$5 a yard. Silvertone, \$6 a yard. Bolivia, \$8.50, \$15 and \$16 a yard. Wool duvetyne, \$14 a yard.

(First Floor, Chestnut)

Hand-Made Caps From Paris—For American Babies

Some hats, too, as well as little caps for babies up to two years old. They are exquisite little affairs, of soft, fine white stuffs, with the finest of hand stitches and delicate hand embroidery.

The caps are in many new styles, quite a number are trimmed with lace, and each seems prettier than the other as you look at it. \$2 to \$12.

Little French hats, for children up to six years, are in white lingerie styles, or of crepe de chine in delicate colorings; these are \$10 and \$12.

(Third Floor, Chestnut)

It Is So Hard for the Children to Give Up the Idea of the Great Christmas Toy Store

that we have decided not to stop it at once, but to keep it going full blast and full strength for a few days more with all its Christmas lights.

The Wanamaker Toy Store, you know, is not simply a Christmas Store, it is an all-year-round Store, for every day is somebody's birthday, and every day there are hundreds of little boys and girls desiring of new toys and dolls.

There are still many children who have not yet seen the Toy Store, and to whom the opportunity will come now with the schools closed. Let them come in and be sure they can be taken care of in a large airy Store and wholesome surroundings.

(Seventh Floor, Market and Central)