

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 Snow
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Fashions for the South Forecast What Spring Styles Here Will Be

Whoever Climbs Must Reach Up to Take Hold of

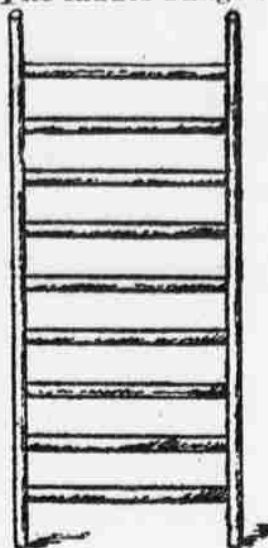
something above to help to climb higher. In physical climbing, the mind, feet and hands must go together.

Mental climbing requires the concentration of all the forces of mind and heart, and the appropriation of a fixed amount of reserved time.

A merchant must be a climber. Not to climb is to stand still, lag behind and fall out of the race.

A store must mount upward; and to do that, it must have a store ladder, as there is no back-stairs door, nor short cut way to success.

The ladder rungs are in part:



1. Integrity
2. Knowledge
3. Application
4. Plan
5. System
6. Energy
7. Perseverance
8. Patience
9. Unconquerability

This ladder is in daily use in this store.

John Wanamaker
(Signed)

Dec. 29, 1919.

Furs Never Seemed More Beautiful

than they do this season many people have told us. And they say that when they come to our Fur Salons. Certain it is, though, that the skins are always of beautiful quality, that the furs are most carefully made up, skins matched and blended with the greatest care, and the fur fashions are more attractive than ever. The assortment of fur coats is wonderfully fine. And there is a remarkable collection of fur scarfs and fur sets. And you may be perfectly sure that every fur you buy in the Wanamaker Fur Salons is true to name.

(Second Floor, Chestnut)

Women's Warm All-Wool Coats From \$35 to \$75

Very likely they are exactly what many women are looking for to finish out the winter. There are fine velours, silver-tones, bolivias and peachbloom coats among them, none are fur trimmed, but there are about fifteen styles altogether in smart tailored models. They are all silk lined and also interlined. Earlier in the season the prices were much more.

(First Floor, Central)

That Woman Who Likes Jade

will be interested in some new lovely green jade necklaces that have just arrived in the Jewelry Store. They are \$30 to \$90.

(Jewelry Store, Chestnut and Thirteenth)

THE Easiest Way to Make a Chemise

is to buy one of the pretty lace tops, ribbon run and with straps already in place and to attach it to the material. They are also used for making camisoles, \$1.25 to \$4.

(Main Floor, Central)

Slipper Buckles for New Year Gifts

One of the nicest things imaginable to give a woman or girl on New Year's Day. We have a beautiful collection of slipper buckles of rhinestones, cut steel, jet, enameled metal and so on at \$1.25 to \$75 a pair.

(First Floor, Market)

SOMETHING New—Lace Ruffings

Wide or narrow Valenciennes lace, already gathered onto insertion and most convenient for making collars and cuffs or trimming dresses or underwear. 75c to \$1.85 a yard.

(Main Floor, Central)

FOR New Year's—in the Candy Store

Jack Horner pies, airplanes with 12 favors, \$15. Large bonbon pies, with 12 favors, \$10. Snapping bonbons, 60c to \$3 a dozen. Horns, 20c each. Smaller pies with 12 favors—basket shape—\$2. Baskets for holding salted nuts, 20c and 25c each. New Year's novelties, mounted on cakes of chocolate, 20c each. Place cards with paper caps, 20c each. Assorted hard candies, 80c a pound. Salted nuts, \$1.50 a pound. Glace nuts, \$2 a pound. Assorted caramels, \$1 a pound. Mint wafers, 80c a pound.

(Down Stairs Store, Chestnut)



First Showing of Spring Fashions and Gowns for Southern Wear

Paris has been thinking and planning some delightfully novel ideas. They are presented for the first time in these charming American frocks.

Perhaps it is not quite right to say they are American, because in so many cases every bit of the materials of which they are made came from Paris; the marvelous hand embroidery is French and, most important of all, they carry out the latest Paris ideas in the way they are made.

As for colors, they are what the French call "the flower colors," almost indefinable tones and very beautiful. A brilliant nasturtium yellow, mauve, blush pink, rose, pistachio green, horizon blue, apricot and white are most prominent.

There is everything the woman packing her trunk for the South will need—frocks for every hour of the day. And there are also the newest fashions in semi-formal and evening gowns for women here in Philadelphia.

Among the new ideas are ribbons interlaced to form the bodice of an evening gown, the skirt part being of the ribbon loops and ends over chiffon.

Bowknots and flowers made entirely of picot-edged ribbon on an evening gown of pale green net, beaded.

Cascades of crystal beads on Georgette crepe frocks. Or hand-beaded work combined with drawnwork.

New wool tricot dresses in light colors—for example, the palest pink, hand-embroidered in cornflower blue.

(First Floor, Central)

Before the Robins Come the Early Spring Hats—to Put in South-Going Trunks

For the sunny South, with blue skies overhead and the northern winter forgotten, were these lovely new hats planned. They hint at the new Spring millinery fashions, and will be of interest to all those women who like to see new fashions, whether they are going south or staying at home.

There are new and airy hats of maline, charming hats of colored organdies, fetching new morning hats of gingham and scarfs to match, straw hats, of course! straw hats trimmed with silk—silk hats in charming new models.

Many are flower trimmed, and you will be interested to see some new millinery trimmings—and such bright colors as nasturtium shades, and morning glories, and orchid colorings.

(Second Floor, Chestnut)

New White Silks Ready for the South

White Japanese Fugi silk is a lovely soft weave for entire dresses and blouses, \$2.25 a yard.

White American broadcloth, a heavier quality for sports wear, blouses, dresses, skirts and so on, \$3 a yard.

White jersey silk, \$3 a yard.

White novelty sports silks, \$6.50 a yard.

White sports silks with colored stripes, very much in fashion and washable, \$4.50 a yard.

(First Floor, Chestnut)

The Young Women's Salons Present New and Lovely Gowns and Suits for the South

The New Morning and Afternoon Dresses

are perfectly delightful in style and in coloring. There are fine voiles and organdies in exquisite shades—delicate pinks and canary tones—shimmering taffetas and radiant new sports silks in new colors and weaves.

Skirts are ruffled quite often, sleeves are surprisingly short very frequently, and there are any number of new ideas as to collars and sashes and bodices. They are delightfully feminine, often quite frilly, and are all becoming and wearable styles.

With these gowns are some handsome new evening dresses—filmy chiffons, usually, in delicious greens and pinks and other shades, with new draperies and new trimmings and new lines. \$55 to \$125—14 to 20 year sizes.

New Sports Clothes—New Sports Suits

are a group worth particular mention. These are of wool and silk and satin—glistening, lovely colors and equally attractive fabrics. There are separate skirts, two-piece suits, suits with sleeveless jackets, and suits with scarfs and hats to match. These are \$35 to \$125—and 14 to 20 year sizes.

Lingerie and Party Dresses for Girls

Exquisite new hand-made dresses of chiffon and organdie and crepe are in unusual and exclusive styles that will delight mothers who are in search of such things for their little daughters of 6 to 14 years. \$32.50 to \$67.50.

(Second Floor, Chestnut)

If Nobody Gave You Any Handkerchiefs

and you find your handkerchief box almost empty, it's easy to supply all your needs in the Handkerchief Store. There are all kinds here—plain hem-stitched, practical sorts, initial handkerchiefs, colors, and wonderful embroideries and real lace ones. 25c to \$35 apiece.

(Main Floor, Central)

SPAT Pumps That Young Women Will Like

Having the extremely long vamp and narrow toes that so many girls want, and with a choice of high or low Louis heels. Patent leather and dull black calfskin are the leathers used and the pumps are unusually good looking for so moderate a price as \$7.50 a pair. Spats to wear with these pumps, \$2 to \$5.50 a pair.

(First Floor, Market)

THE Hot-Water Bottle Is Much in Request During the Cold Weather

and this little note is just a reminder that we have a most excellent assortment of all the good kinds. They come in all the desirable sizes and are all of rubber. Each bottle is guaranteed for service, and prices go from \$1 to \$2.50.

(Main Floor, Central)

With Such a Stock of Men's Overcoats As We Have Now

we certainly can look Winter squarely in the face. Let any man who feels that his overcoat is not Winter proof come in and look over the stock that we have to show him.

It is the best selection we have ever had at a corresponding season, notwithstanding the record business that has come to us.

The regular, standard types of overcoats are here at their best—double breasted, single breasted, ulsters and box styles and conforming—every model any reasonable man can wish for.

These are in the typical overcoatings of fashion—rough chevriots in a great choice of smart and favored shades and patterns.

They are priced at \$40 to \$90.

Fur-collared coats of fine overcoating fabrics—dark greens, grays, browns—are \$125 and \$150.

Luxurious and trustworthy fur-lined overcoats are \$150 to \$325.

(Third Floor, Market)

CHAUFFEURS' Caps of Persian Lamb

may be found in the Men's Hat Store for \$15, which is a remarkably low price for them. They are in the popular round shape and of an excellent quality.

(Main Floor, Market)

MEN Who Want Exceptionally Fine Woolen Underwear

will be interested in this lot of Redleaf London underwear.

It is made of an unusually fine grade of wool and is in three weights, the lightest weight having long and short sleeves.

Price \$11 a garment.

(Main Floor, Market)

PLAID Blankets "Comfy" and Slightly

Made with varying percentages of wool, up to all-wool.

Plaid patterns, mostly of the block type, but there is one distinctively Scotch plaid in the collection. Colors all through are pink, blue, rose, delft blue, tan, gray, yellow. Prices \$10, \$12, \$16, \$18 and \$20 a pair.

Those at \$18 a pair are 95 per cent wool, and those at \$20 a pair all-wool.

(Sixth Floor, Central)

FINE Cut Glass in a Handsome New Pattern Low in Price

In general outline the pieces are hexagonal, the pattern being a combination floral and miter design exquisitely done.

Prices are exceptionally low for such beautiful goods.

Tall footed comotes, \$3, \$5 and \$7.

Bowls, \$6 and \$8.50.

Sugar and cream sets, \$6.50.

Nappies, \$9.75, \$5 and \$7.

Small dessert dishes, \$2 and \$3.

(Fourth Floor, Chestnut)

CRIB Blankets for Babies to Snuggle Under

White, with pink and blue borders, and some without borders.

Some cut and bound separately, some boxed, all made and sold in pairs, and woven with a proportion of wool, according to the price.

36x54 inches at \$6, \$7.50, \$9 and \$14 a pair.

42x60 inches at \$7.50 and \$16 a pair.

(Sixth Floor, Chestnut)

BOYS' Overcoats for the Depth of Winter

Everybody knows what the "depth of winter" means and we want everybody to know that the depth of winter never found us ready with a larger or more varied stock of boys' overcoats than we have just now; all-wool, well put together and in the best models of the day.

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

In 3 to 10 year sizes at \$15 to \$40.

Plenty of others at various prices in between.

(Second Floor, Central)



Men's Fine London Overcoats

just such as are being sold today in Bond street, are ready here in the London Shop.

You may look all over America in vain to see the like of this collection, for the importation is our own.

There is a great variety of materials of distinctive patterns, such as Irish frieze, Scotch tweeds, Shetlands, Harris tweeds, Saxony and Vienna finish cloths, and the tailoring is in every respect superior.

Prices go from \$57.50 to \$135.

(London Shop, The Gallery, Chestnut)

Men Gaily Going South for Golf

will want the new golf outfits. We have the right things at moderate prices.

London golf suits, with knickerbockers or long trousers, \$35 to \$80.

Golf stockings, \$3 to \$10 a pair.

Golf gloves, \$1.50 a pair.

(The Gallery, Chestnut)

Leather Reversible Coats for Young Men and Girls

Good tan leather on one side and gabardine on the other. Made in a smart style, about three-quarter length, with slashed pockets and belt all around.

These coats are fine for skating or for general school wear, being warm and durable and particularly well adapted for rough weather.

Price \$40.

(The Gallery, Chestnut)

A Woolen Novelty for Women

consists of a combination scarf and hood that has many uses. It may be worn with the hood turned in, as a regular scarf, or the hood may cover the head, for skating or motoring.

Price \$22.50, in the London Shop.

(The Gallery, Chestnut)

Fine Suit Cases

Because of the unusual interest in luggage just now it seems fitting to call attention to some handsome unfitted suit cases for men and women.

The women's suit cases are of dull black, long grain and shiny black leather, moire silk lined and with shirred pockets. They are 22 to 24 inch sizes and are \$28.50 to \$35.

The men's suit cases are of tan cowhide and English pigskin in the natural color. Prices go from \$19 for cowhide to \$73 for pigskin.

(Main Floor, Chestnut)

English Dinner Sets In Large and Fine Selection

Our stocks of English semi-porcelain dinner sets of 107 pieces at \$35, \$37.50 and \$50 are remarkably large and excellent, the quality of the ware being the finest turned out by the potteries and the patterns handsome new border designs of distinctive merit.

Quite a few people are investing Christmas money to real advantage by buying sets of these attractive wares.

(Fourth Floor, Chestnut)

Axminster Rugs in Unusual Assortment

Because of its beauty and service the Axminster rug is the favorite of many people.

9x12 ft., \$50, \$60, \$63.50, \$67.50, \$68 and \$78.50.

8.3x10.6 ft., \$48.50, \$50, \$52.50, \$60 and \$70.

6x9 ft., \$30, \$36 and \$41.50.

4.6x6.6 ft., \$16.50, \$19.50 and \$22.50.

36x70 in., \$10, \$10.75 and \$11.50.

27x54 in., \$5.75, \$6 and \$7.75.

(Seventh Floor, Chestnut)

Why Not Buy Your Columbia Grafonola at the 1919 Price?

Most popular three models of the famous Columbia Grafonola are the E-2, 42 7/8 inches high, with cabinet for 75 records; the F-2, of the same height, with 47 record compartments and record ejector, and the H-2, 46 1/2 inches high, with 47 record compartments and record ejector.

Their respective prices for the remaining two days of this year are \$100, \$115 and \$140.

The manufacturers notify us that prices will advance materially after January 1.

This notice, therefore, is to enable our customers to take advantage of the 1919 prices and buy now.

We have a good number of the machines on hand and can make prompt deliveries.

(Second Floor, Central)