

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
Shade

And Now for a Busy Last Day to Close a Busy Old Year

Like a Lovely Lady From the Orange Country

who walked about the hotel social halls with orange blossoms in her hair and in her belt, and who seemed to be swinging a chalice of sweet and most refreshing perfume, almost persuading us we were amid the blooming groves on the Orange River, the Store today with its

Orange Blossoms of Fashion

brings the charm of sunlit skies and golden sands to the snow-wrapped city.

It is one of the Fine Arts to dress simply, be natural, unassuming, and by gentle courtesies, sitting or standing, your words and actions shall be the blossoms of your spirit, giving happiness to everybody around you. No need to dissemble. Good manners are the art of making people easy and at home with each other.

The good manners of this Store are not wholly the gift of nature, but the overcoming of our own faults, by a prudent silence sometimes and a real interest in everybody about us.

[Signed] *John Wanamaker*

Dec. 30, 1919.

Handsome Black Velvet Coats Now Have Smaller Prices

Moreover they are coats that so many women like because they are more suitable for evening wear than most other coats that you can wear in the daytime. Those without fur, there are three very pretty styles, have just been made \$57.50, \$67.50 and \$95. All have fancy silk linings and also interlinings. Those with fur collars, black racoon or mink wolf (many have cuffs of fur also) are now \$95 to \$157.50. These are very beautiful, luxurious coats, lined with handsome silk and warmly interlined.

(First Floor, Central)

New Camel's Hair Coating for Smart Polo Coats

So much in demand is this fashionable camel's hair cloth that it disappears with marvelous rapidity almost as soon as a new shipment comes.

(First Floor, Chestnut)

Black Satin Slippers

Graceful, slender affairs with two-inch Louis heels. Their prices are \$10, \$12 and \$13 a pair.

(First Floor, Market)

"New Year's Day Was the Great Day for Making Gifts of Gloves,"

says an old book, and many people still follow the old custom. All sorts of gloves for women—cotton, leather and fabric gloves, in many colors and the fashionable styles, are \$1 to \$6 a pair.

(Main Floor, Central)

Letitia Corsets

Models for growing girls and slender women. One of white batiste, topless and very lightly boned, \$4.50. A pink batiste, also topless and lightly boned, but having elastic in front, \$5. One with very low top and elastic half way round; this has a short skirt, \$6.50. Plain white batiste, topless, with dainty embroidery trimming, \$6.50.

(Third Floor, Chestnut)

Leather Handbags for Business Women

Good choosing in both pouch and pocketbook kinds, in various shapes and sizes. All of excellent quality leather, in black chiefly, and carefully made. Prices are \$3.50 to \$28.50, with a great assortment up to \$10.

(Main Floor, Chestnut)

White Goods Remnants at a Good Time

For many women are planning new blouses, undermuslins and children's frocks for Spring and these remnants would do nicely for such purposes. There are a few long enough to make women's dresses. All kinds of plain, staple weaves and also some pretty, fancy ones. The savings are at least a third on each remnant.

(East Aisle)

Hands Are Likely to Chap This Weather

But these good preparations will help to keep them in condition. Witch hazel jelly, 25c a bottle. Glycerine and honey jelly, 20c a tube. Honey and almond cream, 35c a jar. Cold cream, 20c a tube. Jars, 25c and 50c. Cold cream, 35c a jar.

(Seventh Floor, Chestnut)



The Lovely New Fashions for the South

American gowns, but sprung from Paris ideas and made in almost every instance from the most exquisite imported materials, in the most exquisite flower colors—nasturtium, mauve, a blush pink, rose, pistachio green, apricot, and others of kindred delicacy.

Especially interesting is a little group of antiques—dresses made here of precious old batiste, marvelously hand-embroidered in France, and creamy ecru in color. They will be perfect against a background of blue water and green palms.

There is just a little change in the silhouette of most of these gowns—they are a little fuller in the skirt, and occasionally are held in a little round the ankles in the Turkish manner. Sleeves are usually elbow length. Beading is done in novel and charming fashions—often clusters of beaded balls make the necessary interest in the draperies.

Tiny silk tassels appear on gowns of hand-drawn crepe; insertions of pleated self material are seen on tailored frocks of white crepe de chine; net footing makes a delicious finish on a pink chiffon; and the curious rich ribbon work is among the most novel of all the trappings. One very short evening frock is almost entirely of ribbon.

There is everything here that the woman bound for the South will need, from the new wool tricotine dresses, ribbon embroidered, to the most ultra of evening gowns.

(First Floor, Central)

The Magic Wand of Spring Has Touched a Corner of the Millinery Salons

and there you will find new and lovely hats for wear in the Sunny South.

There are hats of glistening silks—and bright-hued novelty braids—these in large and becoming shapes.

There are small novelty hats in bright colors, and sports, as well as afternoon styles.

There are hats of organdie in charming colors. And morning hats of bright ginghams.

What woman doesn't enjoy new hats—and what woman won't enjoy seeing these!

(Second Floor, Chestnut)

Parasols to Protect Her From Southern Sun or Rain

Nowadays most of the new umbrellas are made so that one may use them for sun or for rain, and that is true of this group of new parasols, which has just arrived in time for southern travelers.

They are of fine silks in such good colors as blues, greens, purples and taupe, and are finished with plain or fancy wood handles, some with rings and some with loops, and many with white or gilt tipped ribs and ferrules.

\$7.50 to \$15 each. (Main Floor, Market)

Spring Fashions and Many New Ideas Peep Forth in the New Modes for Girls and Young Women

Sports clothes and dinner frocks, afternoon dresses and morning frocks of cotton—all these are here, ready to be selected for South-bound trunks.

Dresses for Young Girls

Lingerie dresses and party dresses of chiffon and organdie and crepe are in unusual and delightfully new styles for little girls of 6 to 14 years. Many are hand made, there are just a few of a kind, and prices go from \$22.50 to \$67.50.

New Sports Clothes for Older Girls

Of wool and silk and satin, in the loveliest colors, and in new and youthful styles. Separate skirts, sports suits and sports dresses, some suits with scarfs and hats to match and some suits with sleeveless jackets—\$35 to \$125—12 to 20 years.

And Such Charming New Afternoon Dresses

Fine voiles and organdies in exquisite colors—a few from Paris; also glistening taffetas and novelty silks in new styles and new colors. There are many new fashion ideas to be had for the seeing!

New evening dresses are in this group, too—net and satin dresses of much distinction. \$55 to \$125—14 to 20 year sizes.

(Second Floor, Chestnut)

Boys' Overcoats

Wanamaker standard in quality and style—\$18 to \$40 for 11 to 18 year sizes; \$15 to \$40 for 8 to 10 year sizes.

Ample variety to select from, every garment sterling value for the money.

(Second Floor, Central)

Still Plenty of Sweaters

for men and boys may be had in the Sporting Goods Store. Great, warm, Shaker-knit sweaters in Oxford, navy, maroon or white.

V-neck, pull-over style, \$11 to \$15; with 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)

BEGINNERS in photography are cordially invited to ask us anything they want to know about the use of their cameras, no matter whether those cameras were purchased here or not. The Camera Store is on the

(Main Floor, Chestnut)

The Wanamaker Fur Salon Announces for Friday, January 2, 1920 the Annual Sale of Furs—Every Fur Coat, Scarf and Muff Will be Included

(Second Floor, Chestnut)

Kermanshah Carpets in Beautiful and Varied Choice

The Kermanshah is one carpet without which no fine furnishing scheme is complete.

In colors and decorative motif it appeals to the artistic feeling in a way that is peculiar to the name. It was no inconsiderable achievement for the Wanamaker Oriental Rug Store to have been able to show all through the last four or five years a choice of such rugs that was really worth the name.

Now that we have begun to "see daylight," we hope to do greater things in this connection.

(Seventh Floor, Chestnut)

Fine Wilton Rugs in Good Plenty

9x12 ft., \$100, \$112.50 and \$165. 8.5x10.5 ft., \$98.50, \$105 and \$150. 6x9 ft., \$67.50, \$71.50 and \$102. 4.5x7.5 ft., \$21, \$30 and \$57. 36x63 in., \$19, \$20 and \$26.75. 27x54 in., \$11.50, \$12 and \$17.

(Seventh Floor, Chestnut)

Silver-Deposit Glassware With Hand-Painted Roses

It makes a delightful wedding gift and it is not at all high in price. The glass is frequently engraved, besides having the silver-deposit decorations and the garlands of tiny hand-painted roses.

Some of the newest and prettiest pieces of this glassware are:

Jewelry Store, Chestnut and Thirteenth

Men's Handkerchiefs of Airplane Linen at 75c

This sturdy Irish linen makes excellent handkerchiefs for men—and these were made especially for us. They are in that plain hemstitched style which is so much liked.

75c apiece, 39 a dozen—and we will mark them with ink, or by hand or machine embroidery, if you wish, at moderate charge.

(West Aisle)

Armure Door Curtains at \$7.50 a Pair

The armure is a very handsome quality and there is either a beautiful shade of old rose or Copenhagen blue. Because there are not more colors the price has been almost cut in half.

(Fifth Floor, Market)

A LITTLE lot of automobile cushions intended for holiday selling has arrived late, and will be sold at \$2.50 each.

(The Gallery, Juniper)

The Candy for the Holiday

as well as all the little favors and novelties for the table are here in plentiful variety.

Large bonbon pies, with 12 favors, are \$10.

Jack Horner pies, made like airplanes, with 12 favors, \$15.

Snapping bonbons, 60c to \$3. Smaller pies with 12 favors are \$3.

Horns, 20c each. Baskets to hold salted nuts, 20c and 25c each.

New Year's novelties, mounted on cakes of chocolate, 20c each. Salted nuts, \$1.50 a pound. Glace nuts, \$2 a pound. Mint wafers, 80c a pound. Assorted caramels, \$1 a pound.

(Down Stairs Store, Chestnut)

ROUND-EYE zylonite spectacles cost only \$4 in the Optical Goods Store; the lenses ground to order are of course extra. All prescriptions are carefully filled.

(Main Gallery, Chestnut)

January Is One Month That Tries a Man's Overcoat

It is for you to say whether or not yours is fit to stand the test. If it is not, our Men's Clothing Store is ready to show an exceptional choice of overcoats that will stand the hardest test of service that any put to in fairness and reason.

Double and single breasted coats, ulsters, box models, conforming every model that a man who values a smart, well-dressed, comfortable app can desire—they are all here in fine, warm, serviceable chevits in an ample brown, gray, greenish and other mixed shades at \$40 to \$90.

Fur-collared coats of fine overcoating fabrics in soft, rich shades brown and gray are \$125 and \$150.

Luxurious fur-lined coats of reliable materials and make-up, \$150

(Third Floor, Market)

Only Shipment of Men's Redleaf London Derbies

We do not expect any more of these fine and fashionable hats for the New Year wise to get these while they can. Just off the boat and in the latest shape.

Price \$10. (Main Floor, Market)

Men's Sturdy Work Shoes at \$6.40 a Pair

Blucher lace shoes of black veal leather, strongly heavy soles.

One style is made on the Munson Army last and another style has medium round toes.

Lots of service in them. (Main Floor, Market)



You Still Can Have Player-Piano on New Year's Day

Short as the time is, it is not too short.

You can come to Wanamaker's and make a selection from the most notable assortment of player and reproducing pianos to be found under one roof in Philadelphia.

All famous instruments, known wherever music congregates as among the finest in America. But they were sold elsewhere in Philadelphia.

Chickering Schomacker Emerson Lindeman Knabe Haines Bros. Marshall & J. C. Campbell

Those are the names. Everybody knows them. Everybody knows that they stand for pianos of the rank.

If you choose a player or reproducing piano of these makes you can be as certain of satisfaction you spent weeks going about and making comparisons.

There are prices to suit all purses, and we will have any instrument bought tomorrow in time for New Year's Day, within the city delivery limits.

(Crescent Hall, Second Floor)

A Roomful of Very Fine Quilts

Set apart exclusively for the finer grades of quilts is one room in our Bed Clothing Store.

Here you will find the shimmering richness of silk, satin and brocade and the unequalled warmth of wool and down in perfect combination.

When we say very fine quilts, we mean quilts priced anywhere from \$50 for down-filled and wool-filled, and up to \$75 for those filled with wonderful down of the eiderduck, to gather which men dare the remotest and promontories of Norway.

Three things about this collection of quilts are manifest—the finest their quality, the richness and beauty of their appearance and the pleasurable variety to select from.

Wool-filled quilts covered in Japanese silk begin at \$20 and in satin \$32.50.

Down-filled quilts covered in Japanese silk begin at \$22 and in satin \$35.

Silk, satin and brocaded quilts, including rich floral patterns and other effects, are here at \$28, \$32.50, \$37.50 and so on up to \$75—filled with eiderdown.

The eiderdown quilts are made extra long and begin at \$50 in silk and up to \$75 in diamond-stitched satin.

All of these together compose one group—and that the finest—in a varied stock.

(Sixth Floor, Central)