

STORE CLOSED
ALL DAY MONDAY

WANAMAKER'S

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WEATHER
Rain

We Have Marched With You and Rejoiced With You Through the Whole Glorious Christmas Campaign and When You Go Home Tonight and Trim the Tree and Fill the Stockings

The Christmas Week Closing Today Is the Finest

in many respects that we have ever had. The keen sagacity of the people was evidence that what they wanted was here and that the qualities were sure to be right and that we were trustable to price everything properly; and their enthusiasms kept the Store up to its full capacity of service every hour of every day.

The outstanding fact is that our Store is what the people have taught us to make it, and that we have skillfully interpreted their wants.

We shall not attempt to pay to our patrons new gratefulness with old thanks.

The good people who served behind our counters and in our salesrooms, and the hundreds more in workrooms upstairs and downstairs, in completing the daily transactions have worthily done their part.

[Signed]

John Wanamaker

December 24, 1921.

The Farewell Performance of Marcel Dupre

Organist of Notre Dame Cathedral, Paris will be in the concert to be given in the Wanamaker Store on the Grand Organ next Thursday evening at 8:15.

M. Dupre will be associated in a notable program with M. Charles Courboin, famous Belgian organist.

Tickets are complimentary. They may be had for the asking at the Concert Bureau on the Main Floor near the Motor Entrance.

The Week After Christmas Will Be a Great Time in This Store— Different From Elsewhere

One of the old-time trade habits was to have a rummage week after Christmas.

It was a sort of scramble week.

All the odds and ends and bargain and torn things were gathered together and piled up for a bargain sale.

If you look carefully through the papers you may find the same sort of thing is still done in some places.

But not in this Store.

This Store rates the intelligence and dignity of the purchasing public higher than that.

We never buy junk at any time; and, selling nineteen-twentieths of our goods too fast to make hard knots of congestion and undesirable accumulations, we would really have hardly anything to offer, any one who came here to seek half-values or near-values in an after-Christmas bargain scramble. But we have FULL VALUES, fair prices and undepleted stocks in almost any line of merchandise that could be inquired for.

Not even the toy shelves and tables will be found swept bare. On the contrary, the jolliest and the SQUEALIEST place in the whole Store, the one that will yield the most and the purest entertainment to the square inch, during this coming holiday week, will be the Great Toy Store, to which you must be sure to bring the children to share the joy and see the sights and create the sounds.

The Fashion Salons, the Young Women's Salons, too, will be full of new, beautiful, exclusive garments appropriate for the Winter festivities to come, and in fact, all social or business occasions.

And so on, at every hand in the Store; real merchandise, not flashy odds and ends used to "fill in" and make a show until the good stuff arrives.

The good stuff has arrived! You cannot come here so early that you'll not find it ahead of you, waiting your inspection and able to stand up under it.

after the great gray store has put on its nightcap and gone to bed, remember that the whole reason for the existence of this enterprise is to be of just such service to you as it has been through these past busy weeks.

Tomorrow will bring us our sixty-first Christmas in the business life and in the home life of the great city of Philadelphia.

It was not such a great Store when it started back yonder in 1861 as it is today, and Philadelphia was not such a great city.

It was a little store in one room, 30x80 feet, and when it first opened nobody paid much attention to it and a great many people laughed at it—but it had a great purpose.

Philadelphia then was a city of a little more than 565,000, but today the Wanamaker Store is spoken of and written of as the greatest retail mercantile establishment in the world and Philadelphia, if not in population, is still in many respects the greatest city in the world.

The great city and the great Store have grown up together and there is a great confidence between them.

One hundred and eighty years ago there was a merchant named Benjamin Franklin, who had a little shop on High Street (now Market Street) where he not only printed books, but also sold, as his advertisement said, "imported books and perfumed soap, legal blanks and Rhode Island cheese, Dutch quills and live geese feathers." Philadelphia then had a population of between twelve and fourteen thousand people.

What if Benjamin Franklin should come walking up Market Street today and find this great building on old-time "Centre Square!"

Christmas shopping is a great thing. It is an institution of now-a-days. It is much discussed backward and forward but, however pungently the humorists may write and however joyously cartoonists may draw, it is the modern world's greatest pleasure of the year and the most universal.

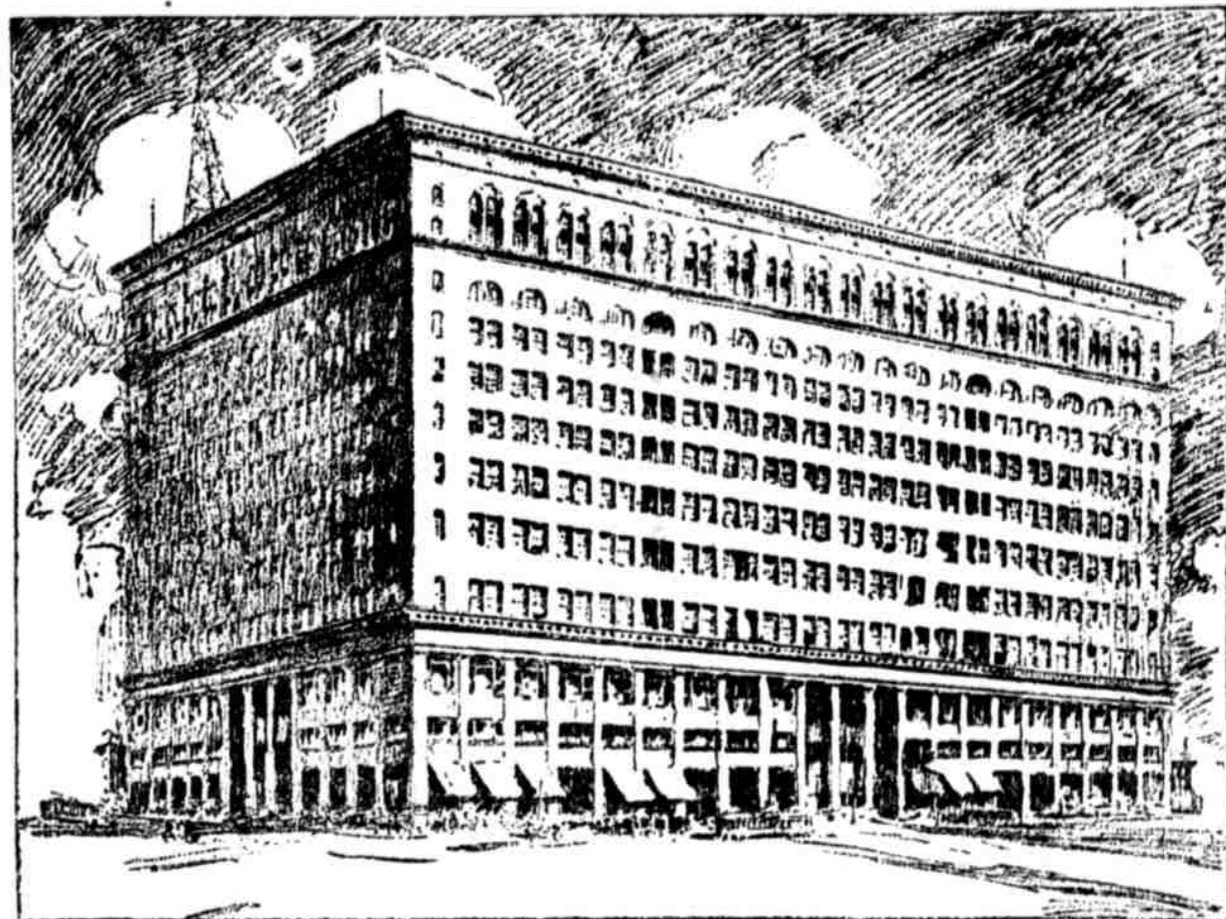
It is the best habit of the American people.

It has come to mean the occasion of social festivity because it can be so delightfully done.

Shopping amid surroundings more than comfortable, shopping to the accompaniment of splendid music, and many voices singing, including one's own, if one will!

Shopping under the gracious radiance of lights, that serve not merely the practical purpose of honestly displaying the qualities of the Store's merchandise, but subconsciously feeding the eye and uplifting the heart with the cheer that NOTHING but light can convey!

When would it ever have been thought of, had it not been inaugurated by this New Kind of Store, many years ago?



Where, in any place in any city, does it assume the aspect and the importance that it does here in Wanamaker's in Philadelphia?

Today, among all who are able to reach here, the gayeties of the Christmas time are confessedly incomplete if one does not "get to Wanamaker's," here to join in the cheerful bustle of activity and to meet all the world and his wife among the happy throng of folk of all ages and all degrees that passes through these spacious aisles.

How welcome they are!

Our hospitality and service to our guests do not both begin and stop with gay decorations, flags, lights and music, pleasant as these features are.

To walk into our house and all over it and out of it without buying a penny's worth is your privilege.

The store as a spectacle is a free gift to all our friends!

But when you walk through it and see all that is in it and realize what it means, please do not go away with the idea that this is a finished thing. There is a new greatness for Philadelphia near ahead and the Store must keep up with the city. What has been accomplished here grew out of plans that had their beginnings sixty years ago. The plans for the future are greater than the plans of the past.

A great thing may be conceived over night, or even in the snap of a finger, but in the carrying out of it time and toil almost without limit may be necessary.

Sixty hours on the wheel is the average time required for polishing a rough diamond into a stone blazing with light and beauty.

After keeping it sixty odd years on the wheel of endeavor, we still keep polishing and working to perfecting this store, and relying for its pre-eminence upon deserts, not favor or tradition.