

OFFER BOOKLETS OF WINDOW STORY



There is great excitement in Wonderland these days now that the Uncle Mistletoe windows are open along State Street. Many of the animals have roles in the Mistletoe adventure staged there and all the other Wonderland folks are coming downtown (on Uncle's magic rug, of course) to see the windows.

"Why, this is more fun than being on the stage," exclaimed Obediah Pig the other day. "It is being on the stage," declared Michael O'Hare.

"That's right," said Uncle Mistletoe, "and we've got all those children to entertain and they're the most wonderful audience in the world."

Edward Bear, who had been sitting to one side, spoke up, "This is the most exciting adventure you've ever had, Uncle Mistletoe. I hope every boy and girl can get to see what happens."

"You are right, Edward Bear," said Michael O'Hare. "This year's adventure is really exciting. It's called, 'A Party for Santa,' and it's all about a surprise that Aunt Holly and Uncle Mistletoe plan for the old gentelman when he finishes his trip around the world."

"Everybody is in it," Obediah Pig exclaimed. "Why there is one window filled with

star children."

"And Uncle Mistletoe in Faraway Forest, getting a tree for Santa's party," chimed in Willy Weasel.

"My store is there, too," announced Edward Bear. "With my cracker barrel and my gingerbread men and everything."

"I'm in it, too," said Humphrey Mouse, proudly. "I can be seen in several exciting situations."

"Oh, goodness," said Michael O'Hare, "that mouse. You'd think he was the whole show."

"Here, here," said Uncle Mistletoe. "Everyone's role is an important one, to be sure. The point is, the windows are most exciting, the best ever, and I hope all children can come to see 'A Party for Santa.'"

"Well," said Michael O'Hare, sadly. "I hadn't thought of that. How about those children who miss this year's story, Uncle Mistletoe?"

"Well," said Uncle Mistletoe, "I'm sure all who can will come and see our adventure. But I've got an idea."

"What is that, Uncle Mistletoe?" all the animals cried. "Is it a fun idea?"

"Yes it is," said Uncle. "You know we're giving out copies of the story in verse of our

windows at Cozy Cloud Cottage, Santa and I." "You mean the little round book that has all the wonderful verses that go with the window," asked Willy Weasel.

"Look, I have one here," said Santa, who had come in to talk with Mistletoe. (See picture at left)

"I remember seeing them," said Tony Pony. "A real story book, it is. We're giving away lots of them."

"We are," agreed Uncle Mistletoe. "To every boy and girl who wants one. But here's my idea."

"I've made all the arrangements for boys and girls who read about us in PACE to write and to ask for a copy of the Uncle Mistletoe window story in verse."

"Hurray," cried Obediah Pig, Tony Pony, Edward Bear, Michael O'Hare and Willy Weasel. "Good, good, good," said Santa Claus, "now any boy and girl who wants a copy can have one. I think that's wonderful!"

Boys and girls who wish a copy of the Uncle Mistletoe window adventure story in verse can get one by writing The Editors of PACE, Marshall Field & Company, 111 N. State, Chicago 90.

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Marshall Field & Company

PACE

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CALEB'S COLUMN

Marshall Field & Company presents here observations and opinions intended to be of interest and value to those it seeks to serve.

FUN DEPARTMENT

By CALEB

Friends ask this time of year, How are the holidays in a big department store? We can speak only for Field's, of course, but the answer here is: It's fun!

Somehow the gaiety, the brightness, the throngs bring out the light touch, the wry smile, the happy talk.

The other day, for example, we rode the escalator behind some International Livestock Exposition visitors, a farmer and his wife. She could hardly contain her excitement, pulling his arm and directing his attention first here, then there.

She said, "Did you ever see so many wonderful things?"

"Never did," he drawled, with a twinkle in his eye, "why, I bet a man could spend a whole milk check here without half trying!"

"You're sure going to find out!" said the missus and they laughed like kids in a candy store.

And then there was the frolicksome teenager who stationed himself beneath a voice box near a Main Aisle moving stairway. As the recording boomed deeply, "Watch your step, please... Use the handrail, please" he would open his lips with perfect timing. When anyone would stop, startled, he'd say in his own voice, "Sorry, my voice is changing!"

Two young men of college mein were overheard at Cozy Cloud Cottage, the Eighth Floor home of Santa and Mistletoe.

"Come on," said one young man. "We don't have to get in line. We'll use the spectator gate."

"But I feel so foolish," protested his companion.

"Look," said the other with some exasperation. "Either you want to see it or you don't!"

"O.K.," sighed the friend, "I'll try to look like a father!"

Again, there was the mother who escorted a slightly sceptical son from Cozy Cloud Cottage.

"Was that really Uncle Mistletoe?" Junior asked. "Sure didn't sound like Uncle Mistletoe on television."

"Of course not," said Mother, with a quick-witted clincher, bless her! "Everybody sounds different on television!"

These are only a random sample and you'll find touches of humor all about you in our store during the holidays. The reason is obvious... everybody is having a wonderful time!

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Marshall Field & Company

FAMILY HAS HAPPY CHRISTMAS HOLIDAY AT FIELD'S



(Left) The Main Aisle is the first of the Christmas splendors that Grandmother Saunders and her seven grandchildren see in their visit to Field's. They came from Janesville, Wis., to spend a day in the Store of the Christmas Spirit. (Above) The whole family laughs at the adventures of Uncle Mistletoe in the State Street windows.



(Above) At Cozy Cloud Cottage the delighted children watch Uncle Mistletoe do tricks of magic and visit with Santa Claus. (Right) Next stop is Candy Cane Lane, the toy floor. Here the children select presents for each other, their friends, and see that Grandma knows just what they themselves would like for Christmas.



(Above) Luncheon under the towering Christmas tree in the Walnut Room consists of hamburgers and "Snowmen" desserts, picked from a special children's menu. With Grandmother Saunders at the head of the table, the happy family waits for the carolers to come and sing Christmas songs for them.

The letter that follows came to Field's the other day. Because it was typical of the many letters we receive during the holidays, because of its warmth and spirit of Christmas, we are reprinting it here, along with the story of one family's "Christmas Isn't Christmas Without a Day at Field's" experiences. The photos at left and below, with the letter, story, and captions tell, we think, a day in the life of every family here in our store at Christmastime.

Marshall Field & Company

Keepers of the Christmas Spirit,

I still remember how my own starry-eyed children enjoyed the toy department, the beautiful tree, luncheon in the Walnut Room, the carolers so near our table we could have reached out and touched them.

You've been adding to children's joy of Christmas for all these years—Uncle Mistletoe, Aunt Holly, and all the rest. And this year, I'm going to do what I've wanted to do for several years—bring my seven grandchildren (aged eighteen months to twelve years) down to Field's to enjoy the spirit of Christmas!

Mrs. A. B. Saunders,
Janesville, Wis.



They came calling on Christmas! Grandmother Saunders, her daughter, and grandchildren... Gretchen Lange, 12; Peter Lange, 11; Stephen Lange, 10; Sandra Saunders, 9; Tom Lange, 8; Bobby Lange, 6; and Theresa Lange, 18 months... and a wonderful time was had by all.

Here's what they did (and you can follow them more exactly in the pictures and captions above and to the left). They stopped in the Main Aisle to admire the white, white trees, sparkling with lights, and the huge old-fashioned ornaments.

They trooped outside to see the State Street windows. They traveled to Wonderland, to Uncle Mistletoe and Santa in Cozy Cloud Cottage on the Eighth Floor. They sat down to lunch under the three-story tree and heard the carolers sing, just as Grandmother had told them they would.

And then, most wondrous of all, the children explored Candy Cane Lane on the Fourth Floor. They saw all the new toys and all the toys traditions with children and Christmas: dolls, electric trains, trucks, and toy soldiers.

When they had finished their shopping and their sightseeing, Grandmother took them all home. They had had their day at Field's, without which Christmas would not be complete. And they all agreed that it had been as wonderful, wonderful, wonderful as Mrs. Saunders had told them it would be.

the flavor of a store

Marshall Field & Company

HOW SANTA KEEPS ON SCHEDULE



Santa will not be late! That's the rallying cry, come Christmas, of our delivery service. What it means to you is that any gift purchased in our store to closing time on Saturday, December 23 and promised for Christmas delivery will be delivered on or before Christmas Eve, December 24.

What it means to the delivery service is something else again. It's more than a slogan or a rallying cry. Santa will not be late! is a call to duty that we try never to fail. It means work around the clock, fast work, careful work, expert work. It's as well-planned and executed as an amphibious landing and it involves almost as much equipment and personnel.

Every Christmas gift has to be sorted, loaded, taken to delivery stations (we've opened a new South delivery station this year to improve our service), and then redistributed and delivered.

This has been going on since the days when our delivery wagons (top, left) were drawn by a pair of dappled grays. And it's a tradition that our modern fleets of trucks will continue this year on Christmas Eve. Santa will not be late!



TRIM WITH A PLAN

It's tree trimming time! It's time to bring those Christmas ornaments down from the attic . . . to test lights and unkink last year's tinsel. The family construction crew is rarin' to go to work . . . to make this year's tree more lovely than all the rest.

And it will be, if it's planned with a theme or a color scheme, before any of the actual decorating is done. Picture a musical Christmas tree trimmed with silver bells. Imagine an old-fashioned one, hung with red and white ornaments, with old-style bau-

bles and bright garlands. These are theme trees trimmed with a plan.

Our Fourth Floor — Ornaments is teeming with tinsel and brimming over with barrels of wonderful baubles . . . designed to give you new ideas for your Christmas tree . . . new ornaments from ten cents to \$3.95 each for your collection.

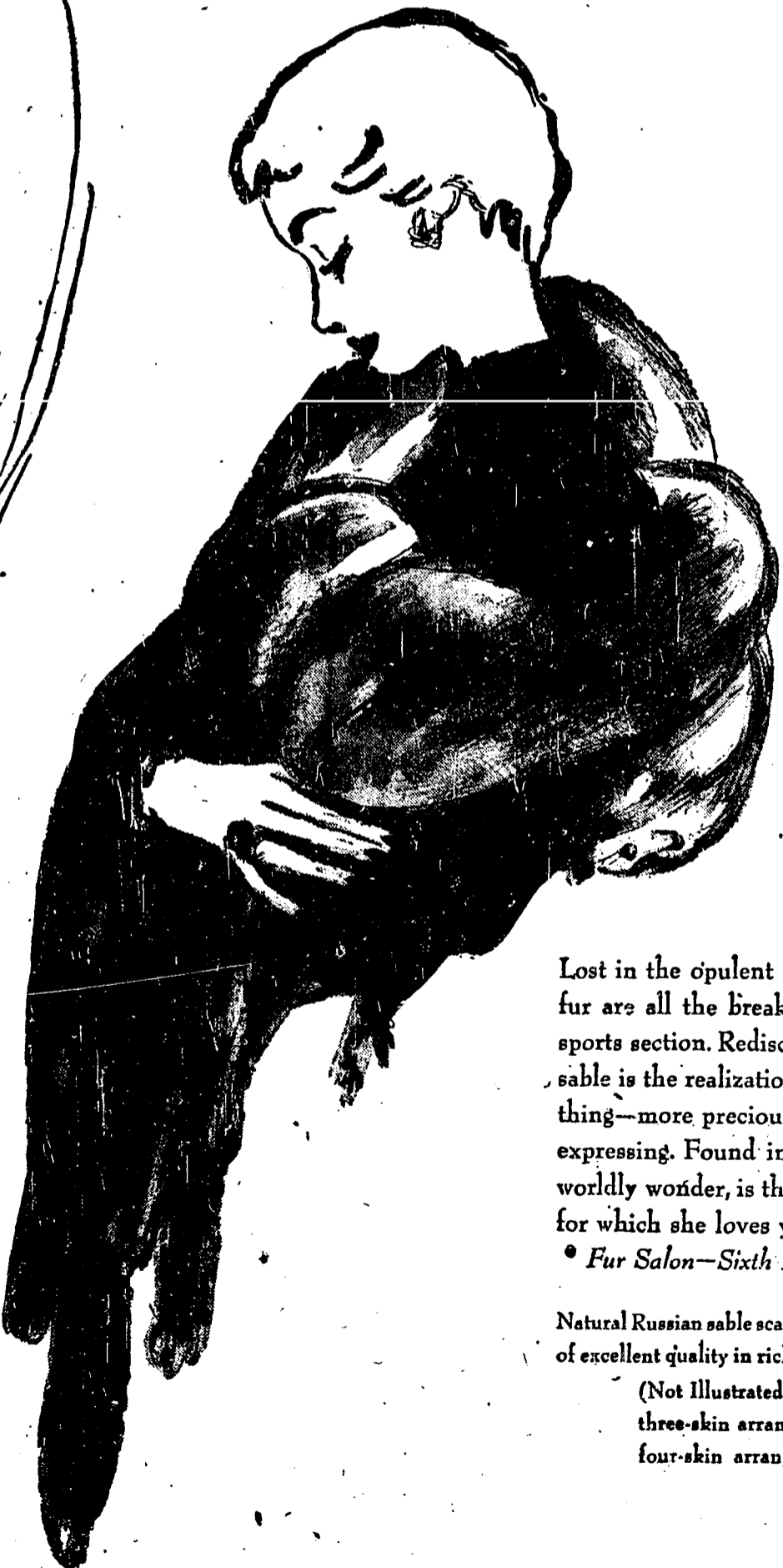
We've got piles of dark green, chartreuse and gold ornaments for a modern white tree, bins of bells that really ring, marvelous miniatures for the highest branches of your tree and for small trees on mantels, tables and the children's room. Pastel lights are new this year. So are baubles in glorious new colors, in several shades of one color, many in each of eight different sizes.

Perhaps, like many people, your plan is to feature a tree trimmed with prized ornaments collected over the years. Each year you buy just a few unusual ones. If so, you'll find many to choose from at Field's . . . reflector ornaments that glow with soft color, chandelier ornaments, bell clusters, rainbow ornaments, Czechoslovakian bead ornaments and garlands. Frosted ornaments, star-studded and polka-dotted ones and tinsel as wide as three inches are here too, waiting for you in our wonderland of Christmas sparkle.

Store Hours, 9:15 to 5:45

Marshall Field & Company

The Store of the Christmas Spirit



you've been hiding behind the morning paper at every breakfast this past year, she'll forgive and forget if you

Lost in the opulent beauty of this fabulous fur are all the breakfast mumbles from the sports section. Rediscovered in the luxury of sable is the realization that she's your everything—more precious than you find ways of expressing. Found in this Christmas gift of worldly wonder, is the wellspring of affection for which she loves you most.

• Fur Salon—Sixth Floor, North, Wabash

Natural Russian sable scarf, four large, luxurious skins of excellent quality in rich, dark brown tones, \$1695*

(Not Illustrated)

three-skin arrangements, \$395* to \$1295*

four-skin arrangements, \$895* to \$1695*

*plus federal excise tax

remember her with sables from Field's

Christmas isn't Christmas without a day at Field's

MAIL FOR SANTA

"Mommie, are you SURE that Santa Claus will get my letter?"

Mother can not only answer "Yes" to this anxious question, but if her child drops his letter in the special mail box outside Cozy Cloud Cottage, on our Eighth Floor, the year will receive an answer.

Every letter mailed at Cozy Cloud Cottage (see right) will receive special handling with Uncle Mistletoe, who is Santa's host at Field's, answering each one.

Uncle Mistletoe, acting for a busy Santa, knows how important these Christmas letters are to children. He knows how boys and girls spend hours composing them . . . tousled heads bent over sheets of paper, smudgy fingers, pencil streaks across small faces.

When at last the letters are finished, the address "To Santa Claus, North Pole" is so painstakingly inscribed. The return address is important too, for Santa must know where to find the small boy who wants a fire engine or the little girl who wants a pair of skates.

Uncle Mistletoe has already answered many precious letters from children this year. Sometimes he has written as many as 250 a day, telling each child that Santa has received his letter, is going to give it careful thought and wishes him a "Merry Christmas."



BALLAD OF LATE CHRISTMAS SHOPPER

*He who waits until the last minute
His shopping to plan and then to begin it,
A real put-it-off-until-later
Running up our escalator!
He's our hero, the late Christmas Shopper,
Of him we sing and it's only fit and proper.*

*Each year he is caught in the very same soup;
Presents to buy for the whole family troop
With only an hour, five minutes to spend
And closing time drawing swiftly to an end.
But is he downhearted? Is he dismayed?
Not one whit, for an ace is still to be played.*

*A reader of PACE, a thinking man, he
And armed with a plan to shop quickly:
No wasted effort, no wandering jaunts,
No doubling back to forgotten haunts.
He rides elevator to the Ninth Floor,
And escalates slowly down through the store.*

*He knows early in the morning, right after nine,
The crowds are the lightest and shopping is fine.
He misses nothing on his short trip,
Unafraid with even the long list to whip,
For he has found a secret of places to go
As filled with Christmas as Uncle Mistletoe!*

*First there's Gift Court on Second where
Presents are gathered from here and there
Throughout the store; then Candy Cane Lane
For toys on Fourth, once again
A wide, wide selection all in one place
For maximum shopping, minimum falling on face!*

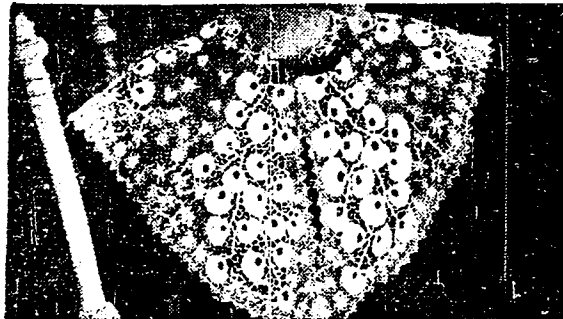
*And then there is the Tip-to-Toe Shop
For ladies' gifts, it is a must stop.
Stag Lige in the Store for Men,
For men alone and then
For supergifts for someone super there is on Six
The 28 Shop, just full of glamor or tricks.*

*Now by shopping and stopping at places like these
Where more than one gift can be bought with ease
Our late Christmas Shopper has won
In his race against time and no one
Is flustered, excited, undone. No one is upset
And our friend has got all he set out to get.*

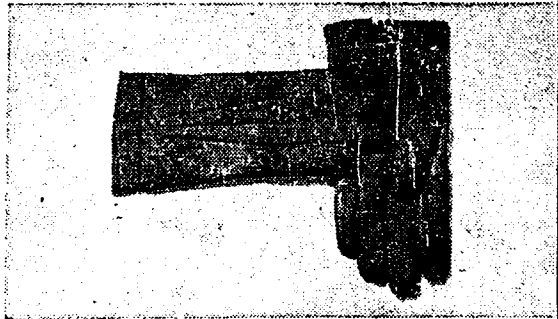
*So ends the ballad of the late Christmas Shopper
Sometimes it's Mama and sometimes it's Popper,
But whoever the laggard, whoever is late,
The cry is now "Forward!" and "Don't Hesitate!"
Armed with these hints, just follow this plan.
For a most Merry Christmas to the last man!*

where but at Field's

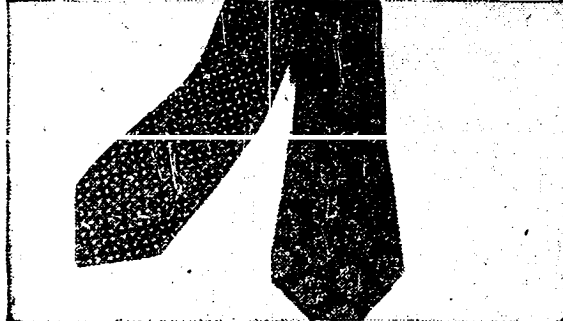
Last Minute Christmas Suggestions for the Entire Family



Exquisite cape collar . . . unusual touch for a basic black dress, a dinner gown. Made of delicate, rich, hand-crocheted lace, imported from Europe. \$110. Neckwear—First Floor.



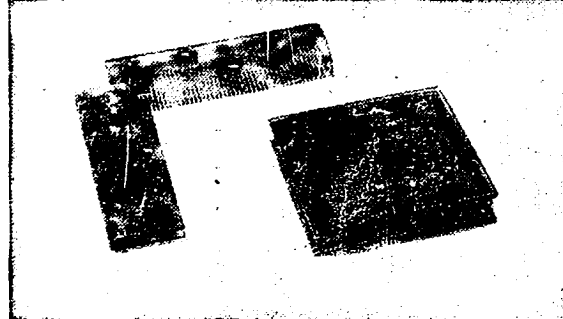
Gloves of ostrich skin are a wonderful gift for the man who likes fine accessories. These are imported from France, have palms of supple cape-skin. Tan only. Pair—\$8. Store for Men.



Silk tie, woven with a basket weave, makes an unusual gift. Imported from Italy. Hand blocked, conservative prints in warm, winter colors. \$5 each. Store for Men.



From Norway comes this true ski sweater of heavy, warm wool. Crisp stripe on sleeve, neckline matches knit waistband. White with navy, navy with white, sizes 38 to 44. \$15. Store for Men.



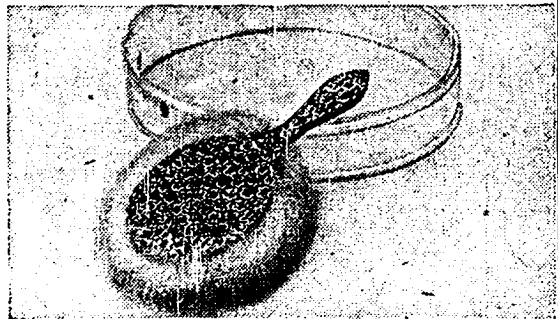
Jeweled motifs on a simulated tortoise-shell compact . . . with matching comb and case . . . just arrived from Paris. Compact, \$5.95. Comb and case, \$3.50. 28 Shop Boutique—Sixth Floor.



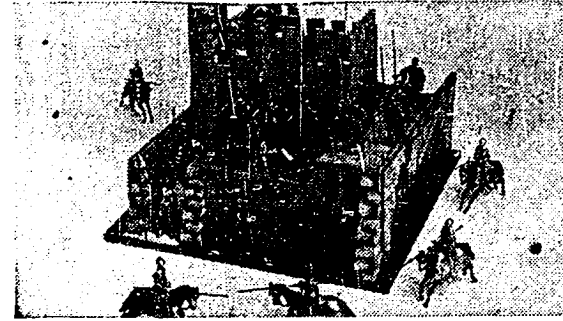
Here's a walking doll that's different. Just take her hand and she'll go with you. No mechanism to wind. An Italian import, this large doll can also call for "Mommie." \$25. Toy Center—Fourth Floor.



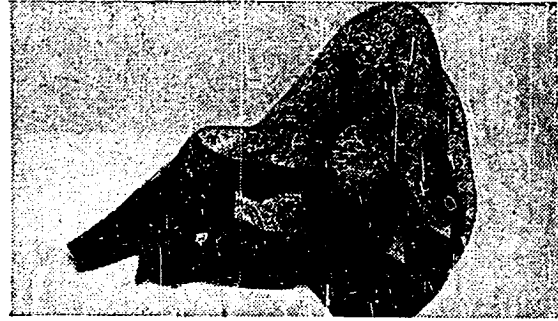
A jeweled evening sweater—newest fashion idea for the high school set. Wear it with a winter dress-up skirt, as a summer wrap. Black or White. Sizes 32 to 40. \$12.95. Assembly Room—Fourth Floor.



Sparkling accessory for her dressing table—a soft, colored powder puff with French imported base and handle. Multicolored jeweled trim. \$5.95. Assembly Room—Fourth Floor.



Young warriors will delight in these knights in shining armor and their wooden castle. 12 knights on foot, six on horseback. Set of 18 knights and castle, \$12.95. Toy Center—Fourth Floor.



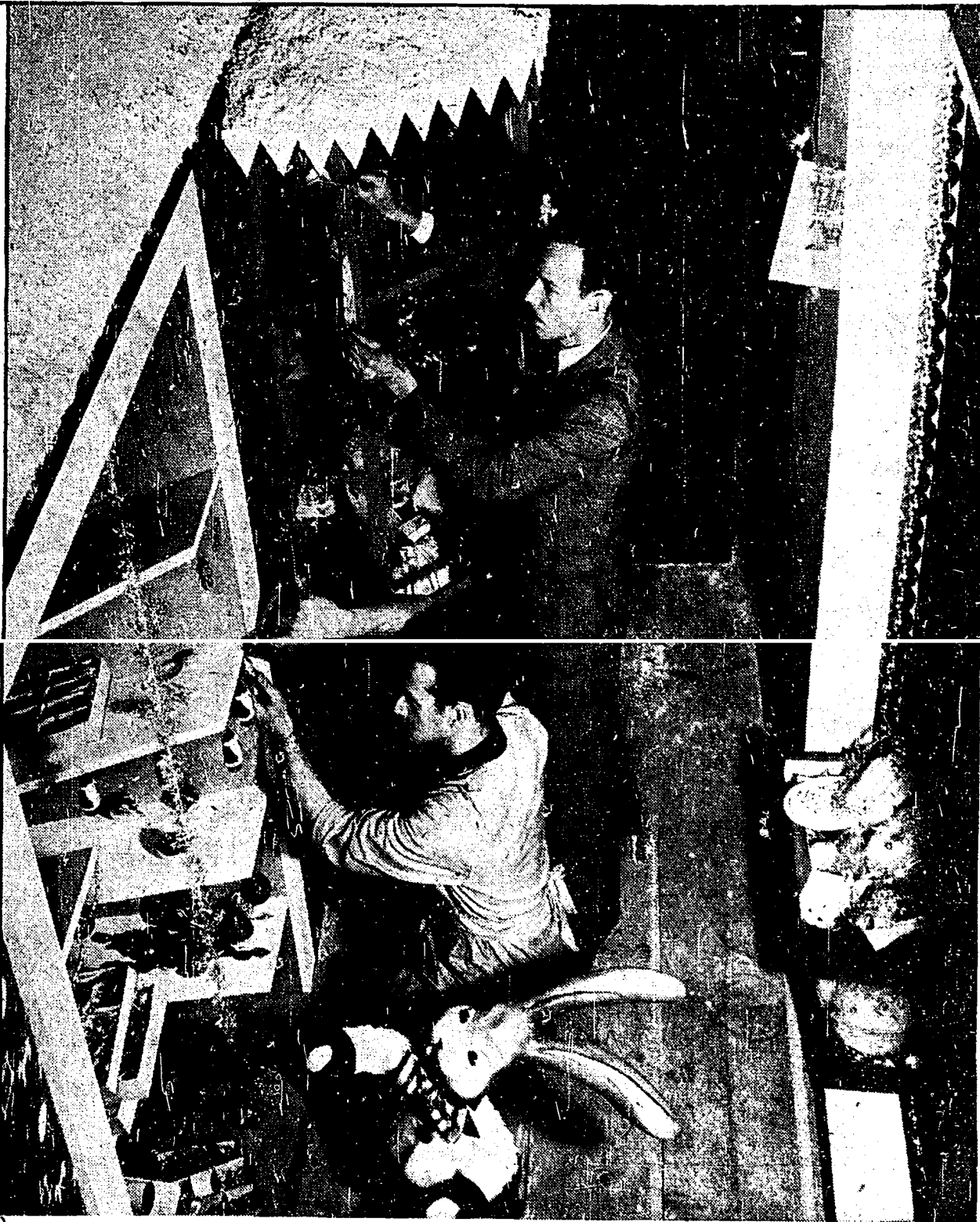
Paisley print silk scarf that feels like wool . . . an import from London by Hugh Parsons. Wide border of solid color. Chartreuse, gold, rose, grey, white. \$5.95. Neckwear—First Floor.

AROUND THE CLOCK

Recollections of Christmases past . . . We have before us a November 27, 1905 Field ad, sent by a friend. It says, "Only 23 Shopping Days Until Christmas. The busy days are upon us. Nearly all Chicago is gift buying. Eager holiday purchasers are daily filling every section of this store. Every demand is being amply supplied in the great assortments of Christmas merchandise. Unique novelties of merit—always a feature of our Christmas displays—have been gathered more extensively than ever before from almost every country in the world. Whether the gift is to be the most inexpensive or very costly, the best selection is assured here. We cannot suggest too strongly that all who have not yet done so begin their Christmas shopping at once. The early morning hours are best for leisurely selection. Only 23 more days for gift buying." Who says the old days were different?

Gifts for the GI's in Korea, a project sponsored by a large metropolitan morning newspaper in Chicago, are now en route to the Far East aboard ship and William S. Street, president of Seattle's Frederick & Nelson store, a division of Marshall Field & Company, played a part in this Christmas drama. Mr. Street made the last-minute arrangements that got the gifts aboard a sailing ship.

Christmas Now . . . Many have questioned, "Just how many lights are a part of your Main Aisle decorations?" We are informed by our Display department that nearly 6,000 lights were used. And the center ornaments in the North and South wells, one silver, one gold, are fifteen feet long! . . . And a correspondent reports: Several mothers, children firmly in hand, boarded an elevator on the Fourth Floor, going up. The children listened as the operator reeled off, "Fifth Floor! Sixth Floor! Seventh Floor!" And when she came to Eight, home of Uncle Mistletoe and Santa (and the youngsters' destination), she announced, "Santa Floor!" and a spontaneous cheer arose from the small fry! Life in a big department store at Christmas is filled with magic moments like that for the youngsters.



BACKSTAGE AT WINDOW SHOW

Christmas as a production at Field's reaches its peak in the State Street windows, now open.

There are other acts in the big holiday show, getting the giant tree up in the Walnut Room, providing a backdrop for Mistletoe and Santa, decorating the block-long, block-high Main Aisle. But, for many, the Christmas adventure of Uncle Mistletoe in the thirteen windows on State Street is the climax.

This is, perhaps, because of all the Christmas drama here in our store, the State Street windows are most like show business.

Like Broadway Hit

They have their start, like any Broadway hit, with a script written months before the first night performance. The verse for the State Street windows, composed in late summer, is polished and altered until it meets these requirements: it must have action and the action must lend itself to window staging.

Once the story conferences are completed, the script is used by set designers. In this case, 13 sets have to be sketched, and built. Property men take over to dress each set (see photo above). And, in the case of our windows, the show is cast by the manu-

facture of the necessary figures.

No headaches with top billing, temperamental stars, or balky supporting actors and actresses!

Into Rehearsals

But, like any show, there is the problem finally of presentation. A Broadway show goes into rehearsal to get timing, pace, mood and the magic of the writer's imagination before the audience. The window show depends upon the talent of the display artist to achieve the same results.

There is finally "curtain time." The windows, which have been closed to the public, are opened as the curtains are drawn and another year's show is on the boards.

Critics? Well, there are hundreds of thousands of passers-by. Those who stop and stare, who fall in with the magic of the story and trace it window by window—they're the happy audience. Those that keep on walking—they're the critics!

Applause? Well, no one stands on the sidewalk shouting "Author! Author!" it is true, but if you could watch from our side of the windows, see the wondrous look in the eyes of the young ones, then you'd know how warm true praise can be!

LACE MAKES A SPLASH AT THE BEACH



LUGGAGE GOES ELEGANT

Her luggage has a revolutionary new shape! It's a curved line, a flowing contour, made for modern living, made to go with the new look of elegance.

This year, the ever wonderful set of matched traveling cases has taken on a new flair for fashion. One piece, an entire set, it's a perfect gift for a discriminating woman. Wherever she goes this winter . . . to a vacation of sunlight and sea . . . home for the Christmas holidays . . . she'll carry it with

the air of a seasoned traveler.

This new luggage was designed by Hartmann, long known for expert craftsmanship. Each bag is of sturdy molded plywood construction, yet light in weight. Shown above are natural rawhide, lined inside with chocolate beige satin. Quilted bottom. Train case, \$155; 22-inch week end case, \$175; 29-inch Pullman, \$210; 26-inch Pullman, \$195; 22½-inch Wardrobe, \$210. All prices plus tax. Luggage Center—First Floor.



Lace goes to a beach party! That's the fashion headline of the resort season. It's a wonderful touch of the unexpected. Now the party dress favorite, the evening gown trim is taking its place at the seashore and making quite a splash.

This year, lace is used in exciting new swim suits, in glamorous beach accessories. It charms and enchants as it never did before. It's utterly becoming both in and out of the water. American designers who brought this dressy, feminine fabric out-of-doors, made it into ideal Christmas gifts . . . just right for a lazy week on the sand.

The girl in the center wears a suit of dark green cotton, covered with white cotton lace. It was designed by Carolyn Schnurer with a bodice like that of an evening gown. Sizes 10 to 16. \$22.95. The girl on the right wears a bathing suit of toast colored cotton, printed with a black lace design, (see small figure) and a matching black terry cloth beach robe, trimmed and lined with the same material. Howard Greer designed the set, naming his lace-patterned fabric "Water-Lace." Suit, sizes 12 to 20. \$14.95. Robe, sizes small, medium or large. \$19.95.

The third girl wears a slim, sleek white bathing suit with lastex back and artistically draped jersey front . . . fashion news because of the background it makes for a lovely lace parasol. Suit, sizes 10 to 18. \$22.95. Parasol, \$16.95. All, Sports Room—Sixth Floor.



Store Hours, 9:15 to 5:45

Marshall Field & Company

The Store of the Christmas Spirit

like finding snow on Christmas morning...our lacy, tinsel-light sheer nylon blouses

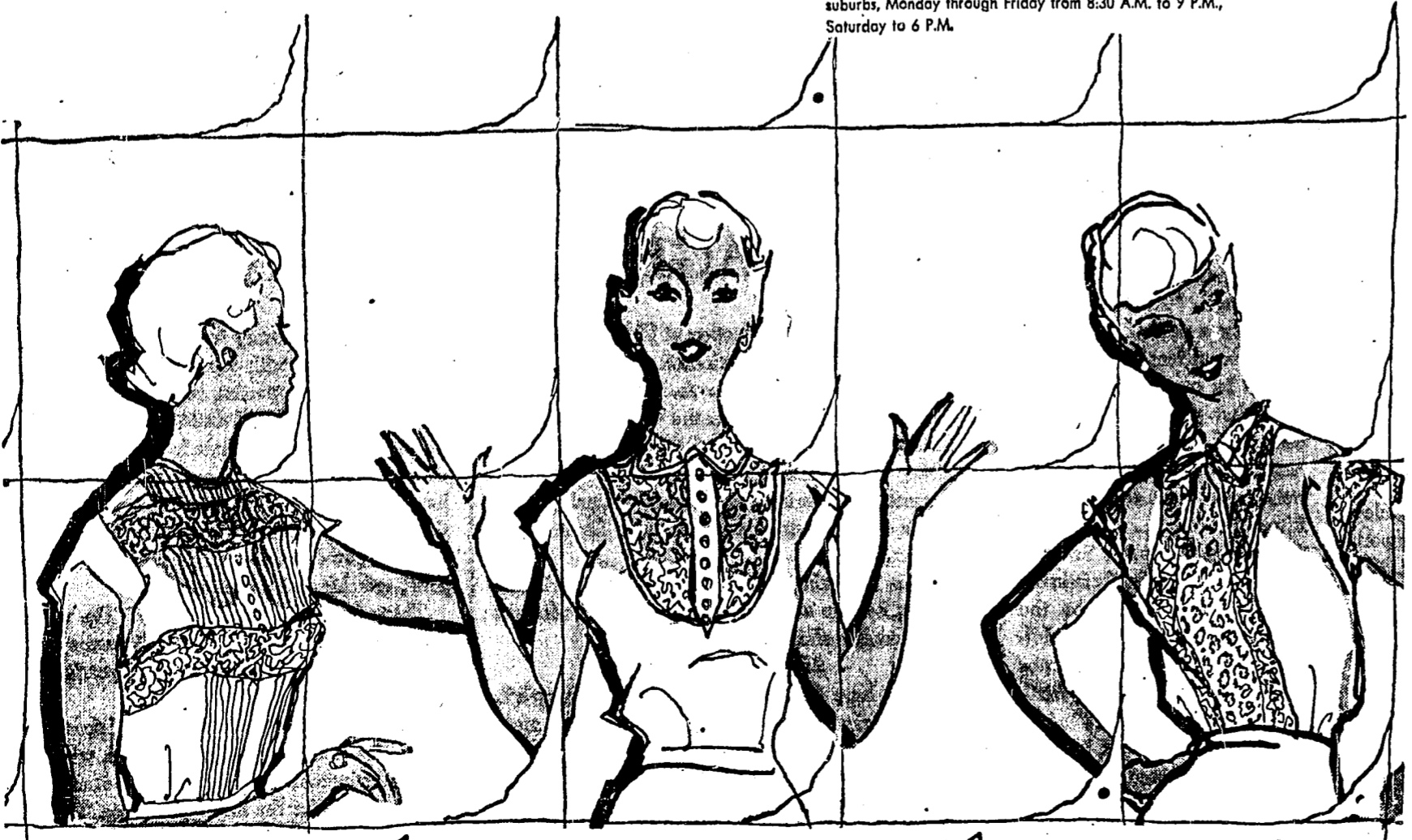
\$5.95 each

Something beautiful for her to discover on Christmas morning . . . something nylon, like these sheer blouses. One she'd love . . . or more . . . because they're worth so much high fashion to her good fashions. She'll welcome the magic of their quick-washing, no-ironing ways . . . their fine detailing, their frosty-looking lacy trims.

Choose hers in either white or pink . . . from three of the holiday season's most exciting styles. Find them here in

Neckwear—First Floor, Middle, State also Evanston, Oak Park and Lake Forest

If you can't come in, write or phone Personal Shopping Service—State 1-1000, from Chicago; Enterprise 4242, toll-free from most suburbs, Monday through Friday from 8:30 A.M. to 9 P.M., Saturday to 6 P.M.



1. Nylon sheer blouse; jewelry necklines, the front tucked and worked with lace. White and pink. Sizes 32 to 38. \$5.95



2. Nylon sheer blouse has new part little rounded lace collar and matching lace bib-type front, plus little buttons marching smartly down it. White. Sizes 32 to 38. \$5.95



3. Nylon sheer blouse, embroidered nylon and lace trim: String tie, pointed tabs. White and pink. Sizes 32 to 38. \$5.95

Christmas isn't Christmas without a day at Field's

Store Hours, 9:15 to 5:45

Marshall Field & Company

The Store of the Christmas Spirit

it's easy as ABC to pick her present when it's initialed handkerchiefs from Field's

each, \$1 to \$1.50

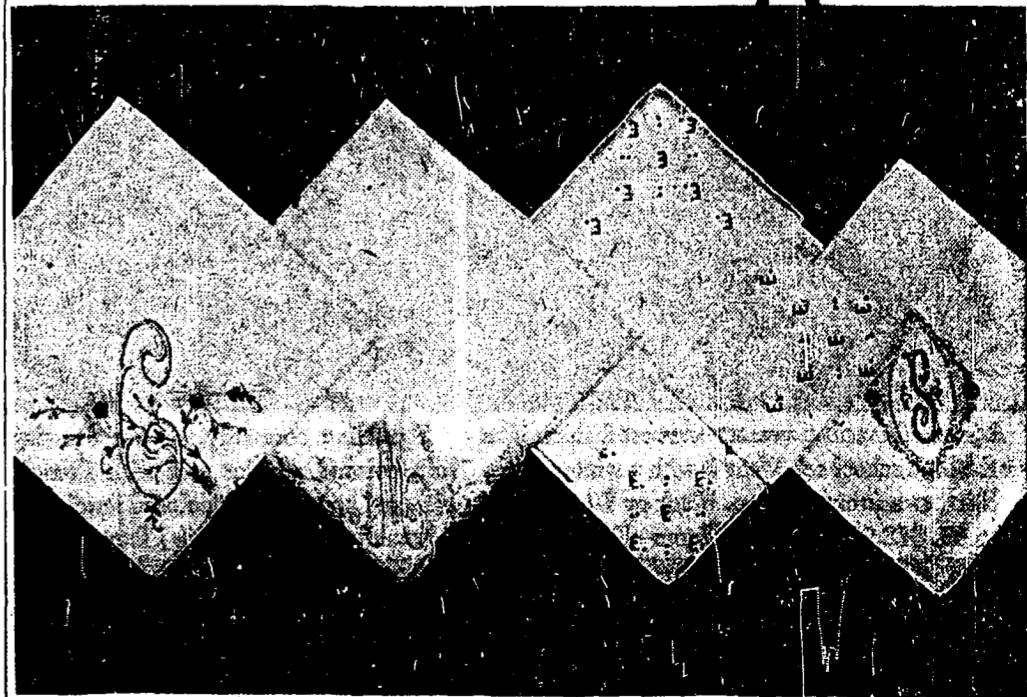
Handkerchiefs make such a wonderful flurry of excitement Christmas morning when she finds her initial brightening their corners.

Choose from many, many styles with either white or colored initials.

Have them in sheer white linen or soft linen and cotton. Each one is skillfully designed and hand-embroidered most carefully. Find them for every lady on your Christmas list in every initial except

I, O, Q, U, V, X, Y and Z.

Handkerchiefs—First Floor, Middle, State



\$1.50

\$1.50

\$1

\$1

Christmas isn't Christmas without a day at Field's

If you can't come in, write or phone Personal Shopping Service—State 1-1000, from Chicago; Enterprise 4242, toll-free from most suburbs, Monday through Friday from 8:30 A.M. to 9 P.M., Saturday to 6 P.M. Sorry, no C.O.D. orders.

