

MUSIC OF CHRISTMAS TIME
 8:15—Carols by voice and organ.
 8:35—Brass Octet will play old carols.
 Followed by Chimes at the
 stroke of noon.
 8:15—Grand Organ and vocal quartet.

WANAMAKER'S

Store Opens 9 A. M.

DOWN STAIRS STORE

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER
 Rain



Never Such a Christmas Store as This Down Stairs Store, All on One Floor—A Busy, Thriving Part of the Wanamaker Business

Handkerchiefs!

Piles of Them All Snowy and White
 with bits of color sprinkled here and there like confetti sprinkled on snow. One seldom thinks of Christmas and its gifts but handkerchiefs loom up.

Kerchiefs for Women
 are white, white with colored borders and with hand-embroidered corners, at 18c to 35c. Every one pure linen.

For Men
 there are plain white or initialed handkerchiefs. Initialed linen handkerchiefs at \$1.75 a half dozen. Plain white linen handkerchiefs at \$2.10 and \$3 a half dozen.

Colored-border linen handkerchiefs at 55c.
 Japanese silk handkerchiefs with colored borders at 55c.
 Plain white, extra-size linen handkerchiefs at 85c.

The Kiddies
 want pretty handkerchiefs, too, and there are plain white or figured-border ones of linen at 12½c each.
 Or plain white with quaint figures embroidered in the corner at 15c.

(Central)

Strap-Wrist Gloves Appeal to Young Women

A great many young women are wearing them with their fur coats and find them exceedingly smart. In black or white glace lambskin, with contrasting embroidery on the backs. These gloves are \$2.50 the pair.

Tan capeskin gloves, outseam sewn with spearpoint stitching on the backs, are fastened with one clasp. \$2 a pair.

Women's gray suede gloves, full pique sewn with embroidered backs and one clasp, are \$2 a pair.

(Central)

Since the Post Office Says Mail Early

Gifts that must travel a distance had best be speeded on their way before long. Tissue paper, ribbons, seals and all the merry things that make a package interesting are here in the Commercial Stationery Store.

(Central)

Dear Little White Frocks for Dear, Rosy Girls

One can't help exclaiming over them; they are so pretty. A lovely one is made of white lawn with little pockets in front and a sash that ties in back. The pretty stitching and smocking is in blue or rose. \$2.50. The wee lassie's mother will be ever so pleased with such a frock at Christmas, and the lassie herself will clap her hands in glee.

Many, Many Others
 of lawn and voile are simply made with tucks, smocking and colorful stitching as their adornments. \$2.25 to \$6.

For girls of 2 years to 6.

(Central)

Plenty Stockings Are Here for Christmas

Stockings are on most every Christmas list, especially silk stockings for women.

Mercerized cotton stockings, black, white and bronze, have seams in back at 50c a pair.

Full-fashioned black and white mercerized cotton stockings are 60c.

Silk stockings, with lisle tops and feet, are \$1.60 a pair. In black, tan, bronze and navy.

All silk stockings of heavy quality have lisle re-enforced feet and tops. In black, white, tan, bronze, brown and gray are \$2.15 a pair. A heavier quality in black only, in regular and extra sizes, are \$2.50 a pair.

(Central)

Girls' Raincoats in Holly Boxes

At \$3.85 the raincoats are made of dark blue poplin, with plaid silk lining in the hoods, for girls of 6 years to 16.

At \$3.50 dark blue saten raincoats, with plaid silk lining in the hoods, are also for girls of 6 years to 14.

Tan raincoats are \$2.25 in the same sizes.

Excellent Tan Raincoats
 in betted models for girls of 8 years to 16 have hats to match. \$4.

(Central)

Another Lot of Good Corduroy Skirts, \$5.65—Special

Just such skirts as came in about a week ago and went out so quickly. They are of soft, velvety corduroy in navy, black, green, brown and gray. Large slot pockets are trimmed with self-covered buttons, and there is a wide belt.

(Market)

Women's Breakfast Coats, \$3

Flannellet in attractive designs and colorings forms warm breakfast coats, with belts and pockets. Full flounces finish them about the bottom.

(Central)

Women's New Pajamas, \$3

They are made of pink nainsook in two-piece style. The long drawers have ruffles at the ankles. The slipover top has a V neck prettily trimmed with lace. Blue ribbon runs through a casing at the waist.

(Central)

Shimmery Pink Nightgowns

of lovely mull with silk dots are made with high waists in two styles trimmed with blue ribbon. \$5.

(Central)

Things To Know About

OBVIOUS sofa pillows of soft lustrous velour in various patterns are backed with plain color rep. \$2.50. (Chestnut.)

MOTHER-OF-PEARL paper cutters of convenient size to be particularly adaptable for cutting pages of new books are neatly boxed. Readers and people with large correspondence will like them especially. 25c each. (Central.)

EVERY ONE knows that there is a scarcity of boxes this year, but does every one know that we have a large quantity of lovely Christmas boxes? We have both holly boxes and red boxes in all sizes from tiny boxes at 4c upward. (Central.)

BOUDOIR CAPS are prettier than ever this year. You can choose from a large and bewilderingly pretty selection at 75c and \$3. (Central.)

EVEN the little girl or boy will be glad to get something to wear when it comes in the shape of a sweater set. The sets are in Copenhagen blue or salmon, and consist of sweaters, caps, mittens and drawer-leggins. They will fit children of 2 years to 5. \$7.50. (Central.)

JOYFULLY we decorate the house with long festoons of red or green. Some about 3¼ yards long are 5c each. Sprays of artificial holly are 10c; artificial mistletoe (oh, what fun!) is 20c each. (Central.)

YOU want something for the little girl? It is sometimes a puzzle, but a hair ribbon and sash set will always solve it. Lovely brocaded satin or tulle ribbon in blue, white or pink is 48c and 68c a yard. (Central.)

FOR the lover of sweet fragrance why not get a bottle of lotus flower perfume? It is all packed and sealed in mysterious Oriental fashion. 75c and \$1.25 a bottle. (Central.)

UNDER a sign which reads "25c and 35c" you will find attractive gift pins of all descriptions, cuff links, lingerie clasps and hat pins. (Central.)

Lace Curtains Special at 85c

Just one hundred and fifty pairs of Nottingham lace curtains in four different designs. They are 2½ yards long and have a valance. All ready to slip on the rods and hang up.

(Chestnut)

A Tapestry Couch Cover Special at \$5

would be an acceptable Christmas gift to most any woman. It is of heavy tapestry, with a medallion center and pretty border, and comes in warm, dark colorings.

(Chestnut)

Striped outing flannel in pink, blue and gray stripes, 27 inches wide, is special at 29c a yard. (Central.)

As to Pretty Batiste Blouses

Many women are asking for them—they like to wear them all winter, for they launder so well and are so fresh and pretty.

One for young girls has a Peter Pan collar and cuffs of pique edged with picot lace. \$3.25.

Another has a vest effect of criss-cross tucks, and almost the same style has fine pin tucks. Both have convertible collars. \$3.25.

The entire front of another blouse, with a convertible collar, is of fine pin tucks. \$3.50.

Three styles at \$3.75 have hemstitching and fine tucks or lace for trimming.

Another tucked style is \$4.25.

(Central)



Many Homey Gift Things to Fill the List

Madeira Centerpieces
 of linen are beautifully scalloped and embroidered by hand. The sprays of eyelet work are particularly good. Size 17 inches is \$1.25; 22 inches, \$1.75 and \$2 each.

Blue Eyelet Embroidery
 is so clean-looking and neat on scarfs, dollies and centerpieces of firmly woven linen. They are also scalloped in blue.

Dollies, 6 inches across, are 20c each; 10 inches, 40c each; 6x13 inches, 35c each; 24 inches, \$1.50 each.

Scarfs 18x27 inches, are \$1.50 each; 18x36 inches, \$1.75; 18x45 inches, \$2; 18x54 inches, \$2.50 each.

Turkish Towel Sets
 in fanciful pink or blue plaids have hemmed or scalloped ends. Each set consists of a large towel, a guest towel and a wash cloth, neatly boxed, at \$1.50 a set.

(Chestnut)

What More Gracious Gift Than Gentle Sleep?

That's what you give when you give a soft, warm quilt. The Bedding Store is piled so high these days that it is a veritable storehouse of warmth and comfort. There are quilts filled with white cotton, with lamb's wool and cotton and with light, soft down and covered with cheery materials in endless patterns.

Cotton quilts are \$3.50 to \$5.
 Wool-and-cotton quilts are \$7 to \$16.50.
 Down quilts are \$7 and \$8.50.

(Chestnut)

A Warm Glow of Color Distinguishes These Indian Blankets

Young men and boys like them for their rooms and many people use them for motor robes. In fact, their warmth and cheeriness recommend them for a great number of winter uses. \$6.

Jacquard Blankets
 of very soft cotton are in the loveliest, softest colorings you can imagine. Their patterns are copied from fine French blankets and they are quite decorative in a bedroom. They would make delightful gifts. \$5 each.

Block plaid cotton blankets in rose, blue and pink are \$6 and \$10.

(Chestnut)

New Rugs Bring Christmas Under Foot

In the staple 9x12-foot size, the size that fits best in most rooms, there are rugs of many kinds. Every rug in the Down Stairs Store is first quality—perfect in weave, in pattern and in coloring.

Colonial rag rugs, \$10.50.
 Wool-and-fiber rugs, \$16.50.
 Jacquard cretonne rugs, \$25.
 Reversible art rugs, \$27.
 Seamless tapestry Brussels rugs, \$27.50.
 Scotch art rugs, \$32.50.
 Seamless velvet rugs, plain colors, \$47.50.
 Wilton rugs, \$57.50, \$69, \$75, \$77.50 and \$92.50.
 Plenty of other large size rugs at proportionate prices.

(Chestnut)

The Only Kind of Men's Low-Priced Clothing Sold in the Down Stairs Store

is the kind we can guarantee. There is plenty of it here today—men's suits and men's overcoats in all sizes, all colors, all wool and all dependable.

Winter stocks are complete and fine, and the value-giving is something to be proud of. Good, well-cut, durable suits are \$25 to \$32.50.

Heavy, dependable Winter overcoats are \$25 to \$35.

(Gallery, Market)

Gift Gloves for Men

Gray or brown mocha gloves are pique sewn and have embroidered backs. They are in regular and cadet sizes at \$3.50 a pair.

Fine buckskin gloves in gray or khaki color are outseam sewn and show spear-point stitching on the backs. \$3.50 a pair.

Soft gray mocha gloves with spear-point stitching or black embroidery on the backs are in regular and cadet sizes at \$3.75 a pair.

Fine Cold Weather Gloves

really are two gloves in one, for they have separate knitted wool gloves for lining. They are made of tan, khaki or black leather. For driving or outdoor sports wear you can find nothing better. \$5 a pair.

Here is the place to fill that gift list!

(Central)

Thousands of 50c Ties

And there is no end to the designs—stripes, figures and plain ties—made in a generous four-in-hand shape with satin-lined neckbands.

Good choosing, if you are giving a man ties for Christmas.

(Gallery, Market)

New Madras Shirts, \$1.75

They are of fine madras in many stripes of various colorings, many black-and-white effects among them. All fresh and new and made with soft cuffs (that most men like).

(Gallery, Market)

Good Suspenders at 65c

They are of good elastic webbing in good colored designs and have strong leather ends.

(Gallery, Market)



Coats Are REAL Christmas Gifts

—gifts that will keep hearts warm through the coldest, wintriest weather. They're the gifts that mothers and fathers give to daughters and husbands give to wives.

Cloth coats of every kind are to be found in the Down Stairs Store, and so wide is the range of prices—that every one can be suited.

Sturdy coats of the kind that are meant for everyday wear, no matter what the weather, abound here. They are of serviceable, warm materials, snugly lined. The colorings are mostly dark and often there is a cozy fur collar to fasten close under the chin. Prices start at \$15 and go to \$85.

Among the softer materials silvertone and suede velour are in high favor, as both are light in weight, yet very warm. Some have no fur of any kind, others are collared with nutria, ringtail, racoon, sealene, skunk, opossum, and so on. All are lined throughout with beautiful silks. Prices begin at \$25.

Some very handsome sample coats for evening and for limousine wear are of silk velour, brocade silk and bolivia and represent extra value at \$45 to \$115.

For Rainy Weather

Raincoats and capes of lustrous striped or plaid material with a silky shimmer, of rubberized poplin, etc., are priced from \$4.50 to \$16.50.

(Market)

Women's Umbrellas, \$4.50

Umbrellas of union taffeta (silk and lisle, very durable) are made with a variety of handles, as they are samples. Some are trimmed with sterling silver, others are made of bakelite or have bakelite caps with rings to match, and many have silk wrist cords. The price is special.

(Market)

Silk Jersey Petticoats, \$5

They are in practically all colors—green, blue, black, purple, etc., with narrow folds of contrasting taffeta on the full flounces.

(Central)

Fresh New Frocks for Everybody

When women's pretty serge dresses can be had for as little as \$8.75, surely Santa Claus' pack should hold a frock for everybody.

These \$8.75 Serges

are most all in navy blue, but you will find a few in brown, tan and black. Many are braided and have collarless bodices, others have collars of satin or of broadcloth in a contrasting color. All are worth double this sum.

Satin Dresses Reduced to \$12, \$15 and \$16.50

Prices have been lowered because there are not all sizes in every style. They are in black, navy, taupe and plum, some combined with Georgette crepe, some beaded or trimmed with fringe. You'll find any number of pretty little frocks for afternoon at savings that average \$7.50.

Many Dresses Now \$19.75

These pretty things are of wool jersey in many shades of blue, taupe and brown, of silk tricotette in navy and black and of velvet in navy, burgundy, taupe and black, some of the latter combined with satin. Many are half price at \$19.75.

Serge Frocks in Large Sizes, \$19.75

These are all in navy blue, trimmed with braid and topped with collars of satin or silk poplin. Sizes range from 40 to 46½.

Plenty of delightful new party frocks are all ready for holiday dances. They're the loveliest things imaginable and their prices are quite low.

(Market)

All Women's Winter Suits Are Wearing Lower Prices

Wool poplin and burella cloth suits and some gray tweed sports suits are \$15, \$19.75, \$22.75 and \$25.

Novel wool velour, serge and broadcloth suits, many of them trimmed with furs, are \$35 and \$37.50.

A group of novel suits, only one or two of a kind, all handsomely fur trimmed and in individual styles, are now \$42.50 to \$65.

Every suit is much below its former price, and if a woman has put off getting a suit until now the savings are substantial.

(Market)

Warm Flannellet Nightgowns at \$2.25

Long, full nightgowns of white flannellet are trimmed with pink, blue or white braid, which is embroidered in silk.

(Central)

When Thinking of Gifts For the Maids

—think of our special service for maids, and whether you want uniforms, aprons or caps, you will find them here.

Blue chambray uniforms are \$3 and \$3.50; white line uniforms are \$2.75 and \$3; striped gingham uniforms are \$2.50 and \$3.50; uniforms of black soisette are \$3, \$3.50 and \$4.75, and black or gray mohair uniforms are \$6.50. That gives you excellent choice, doesn't it?

Fine white tea aprons are 50c to \$1.50.
 Bib aprons are 85c to \$1.50.
 Bows and caps are 10c to 30c.

(Central)

Pretty, Puffy Pillows

for Christmas gifts. They are of soft, silky velour, combined with tapestry, and are made in the puffy, round shapes. \$4.50 and \$6.

(Chestnut)

This Is the Heyday of House Slippers

Christmas finds them at their very best, with more materials, more colors and more styles than at any other time. It's a fine time to supply the family for the winter.

Women's Slippers

are of felt, of cotton crepe and of corded materials in all the pretty light colorings and the dark shades to match bathrobes. Some are rimmed cozily with fur. 85c to \$2.50.

For Children

Plenty of little red slippers and Julietas at \$1 to \$1.50.

For Men

there are snug slippers for home evenings. \$1.75 to \$2.50.

(Chestnut)

Leather Moccasins

begin at 25c for wee little things for tiny children and go upward to 50c and 75c for moccasins big enough for men and women.

And a World of Good Street Shoes

Women's brown kidskin shoes, with ivory kidskin tops, lace high and have medium heels and welted soles. \$4.75.

Black kidskin shoes, with gray kid tops, or dark tan or black calfskin shoes, have high or medium heels, at \$5.40.

Women's gray leather shoes with a soft, buck finish have slender, graceful lines. \$5.75.

Black patent leather shoes for women are in button style with black cloth tops. Sizes 2½ to 6, \$1.75.

(Chestnut)