

Organ plays at 9, 11 and 5:20
Christmas Carols and Chimes
at Each Hour

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Fair

Safe, Spacious, Sanitary—Wonderfully Adapted for Christmas Shopping

"Why This Is a Christmas Panorama," the Visitor Said

She was in the Grand Court, looking at the lavish Christmas decorations, never so beautiful.

You should have seen that lady visitor when the Grand Organ burst forth at 9 o'clock, with the Christmas bells of the carol to be sung.

The wonder-struck lady's face was something to behold, when hundreds of voices joined in the morning song, usual here during December.

This incomparable building ("excellent above compare"—Webster), its size, strength, safeties, twelve level floors, wide walkways, fine light, fresh air, abundant ventilation, cleanliness, is altogether wonderfully adapted for Christmas shopping.

We shall not permit overcrowding and we maintain double vigilance and care at every point of the house these days.

We shall do our best to demonstrate our ability to serve well.

(Signed) *John Wanamaker*

Dec. 3, 1920.

Lovely New Brocade and Fur Hats Just \$12

There are small round shapes, there are hats which turn off the face, there are three-corner hats and hats in new shapes that you'll need to try on to know how becoming they are!

With them are some new duvetyne and fur hats—dull, coppery reds and henna shades, soft blues, grays and tans, combined with soft furs.

If your early season hat has lost its pewness, this is an excellent opportunity to brighten up your Winter wardrobe.

A Hundred Hats

All Below \$10—and Half Price

are hats for dress, hats for tailored wear, hats for motoring, for shopping—in short, just a hundred hats that are smart and pretty, but that have out-stayed their welcome, so we are taking this means to hurry them.

A few dollars will go far in this group!
(Second Floor, Chestnut)

Down Come Prices on a Hundred Winter Frocks for Young Women

Now \$25 to \$110

Cloth Frocks Are \$35 to \$95

And this means tricotines—firm, all wool tricotines in navy blue and in any number of smart, becoming and delightful models. Some dresses are handsomely braided, some are embroidered in bright colors, some are here in shades usually but one of a kind—and prices have been much more!

Silk and Satin Frocks—\$25 to \$110

are dresses of soft satins of charmeuse and of crepes de chine in blue, the fashionable brown and black. Some are beaded, many are embroidered, and there is quite a variety of good styles. There are afternoon and street dresses.
All in 14 to 20 year sizes.
(Second Floor, Chestnut)

Delightfully Feminine Gifts From the Boot Shop

You can't imagine any woman who likes pretty things not being pleased with some such Christmas gifts as these.

New Paris buckles in cut steel and bronze, \$5 to \$60 a pair.
Or a pair of beautiful mules in plain pink, blue or black satin or brocade. They are from \$13 to \$22 a pair.

Or some black kid motor boots, fur trimmed and with rubber soles, \$12 a pair.
There are also the most fascinating evening slippers in gold and silver cloth at \$16 and in bronze kid at \$20 a pair.
(First Floor, Market)

Women's Fine Hand-Drawn Handkerchiefs—\$1 Each

About Half the Usual Price

Deft-fingered Porto Rican needlewomen made them, and they are just the kind of handkerchiefs many women are asking for—or making to give for Christmas. And at \$1 apiece it will not pay to make them at home!

Of sheer and snowy linen, they are of unusual quality. They have hand-whipped hems and hand-drawn threads in color, and in addition pretty embroidery, in color, in one corner. Some even have all four corners embroidered.
(East and West Aisles)

Smiling Kewpies Dressed in Red

and looking very Christmassy, indeed, have arrived in the Candy Store. They have cheery red frocks, pretty hats and they stand on cakes of sweet chocolate. They're quite generous size, too, and most any little girl would like to own one.
\$3.50.
(Down Stairs Store, Chestnut)

Quilted Vests

The Wrapper Store has just received quilted vests from Japan—several sorts in all-black, all-white and black with lavender—for only \$1.85.
(Third Floor, Central)

It's Easy to Find a Gift for the Baby

Baby record books, 85c to \$1.65.
Hot-water bottles, some hand-painted, some in satin cases, and all in size to suit the baby—\$1 to \$3.
Cost hangers, pretty as can be, \$2 to \$3.
Silk stockings, pink, blue or white, \$1 a pair.
Balls, rattles and celluloid novelties, 85c to \$2.50.
Saucers and nightingales, \$1.50 to \$12.
(Third Floor, Chestnut)

Plaid Silk and Other Waists

The plaids have a festive look that instantly suggests them for gifts—some at \$6.50 and some of the soft surah persuasion at \$7.50.

Then there are admirable tailored crepes de chine—a square-necked tye in black, white, flesh, navy and tan at \$6.75; another in flesh, black, navy and white at \$8.75; and still another, very heavy, in white, bisque, navy, flesh and black, at \$9.85.
(Third Floor, Central)

Gloves

4000 Pair of Women's Gloves—All at New Low Prices
\$1.65 to \$3.65 a pair

Precisely the kind of gloves women want to wear now—gloves that they'd like to get for Christmas gifts—gloves to keep yourself and gloves to give.

They are fresh and new—the skins are perfect and of high quality; they are beautifully made; and the prices represent goodly savings in every instance.

\$1.65 a pair for lambskin gloves in tans, browns, white, gray or black; 2 clasp, over-seam sewn.

\$2.15 a pair for real French kid gloves in white with wide embroidery in white or black; 2 clasp, pique sewn.

\$2.65 a pair for Arabian mocha gloves in gray, beaver and tan; outseam sewn, 1 clasp.

\$3.65 a pair for tan, beaver and brown capeskin gloves, in the fashionable strap-wrist style.
(West Aisle)

Fine Duvetyne Handbags Embroidered With Beads

Silk duvetyne handbags are beautiful in themselves, and when they are still further embellished with hand-embroidered designs in steel and iridescent beads they are charming.

We have these newest bags in fur shade duvetynes in deep and shallow shapes, some of the former with beaded loops or pendants on the bottom. Many shapes and many designs.
Prices \$15 to \$35.
(Main Floor, Chestnut)

If She Admires the Blue of the Sapphire

then she'll like those fascinating new bead necklaces—some of imitation sapphires, some of beads in the sapphire color. There are any number of attractive designs, the color is enchanting, and the prices go from \$1 to \$7.50.
Bracelets of imitation sapphires are \$1.
(Jewelry Store, Chestnut)

New Velveteens Arrive With New Small Prices

And this is just their season, too, when women can hardly get enough of this lovely fabric for all sorts of outer garments, to say nothing of millinery.
Velveteen in black, brown, navy or Copenhagen blue, 36 inches wide, \$3.50 a yard.
Black velveteen, 47 inches wide, \$3.75 a yard.
(First Floor, Chestnut)

Wonderful Telephone and Electric Light Dolls

are among the new things making their appearance in the Art Needlework Store. Nothing could be more exquisite than the orchid-colored garments of these court ladies, designed to cover telephones or to veil a boudoir light. The lovely imported heads for people who would like to make their dolls themselves are \$3 and \$4.
Quantities of French novelties—boudoir bags, cushions, boxes, mirrors, framed in ribbon work—are here also.
(Second Floor, Central)

New Wool Sports Scarfs—Especially Nice at \$6.50

For they are of the soft warm camel's-hair and in the good tan, brown and space shades that go so well with sports suits and coats. They have fancy borders, too, with fringe.
Almost any woman or girl you know would welcome one of these scarfs for Christmas.
(Main Floor, Central)

Queen Mary Perfumes Are Ideal Gifts

Since all the Queen Mary preparations are made in our own laboratory, we know that the quality is of the best, and also the price can be kept within moderate limits.
Violet and Lilac Toilet Water, 75c, \$1.10 and \$1.35 a bottle.
L'Empire extract, 65c and \$1.25 a bottle. Toilet water, 85c and \$1.65 a bottle.
Violette des Vallee's extract, 65c and \$1.25 a bottle. Toilet water, \$1.25 a bottle.
Charme d'Amour extract, \$1.50 and \$3 a bottle. Toilet water, \$3 and \$6 a bottle.
(Main Floor, Chestnut)

A Giftland of Furniture

It is a very interesting place, full of useful, ingenious, novel, luxurious and beautiful things.

The magnificent assemblage of upholstered furniture on the Fifth Floor holds a fine choice of great easy chairs and rockers, splendid and suitable gifts for any one getting into years, but especially for one's mother.

Between these fine pieces and the footstools, bookholders and wall mirrors, there is a wonderful wealth and diversity of interesting and acceptable things, such as bookcases, writing desks, sewing tables, tea wagons, muffin stands, game tables, nests of tables, smokers' stands and so on. It is indeed a giftland rich in desirable things.
(Fifth and Sixth Floors)

With the Holidays in View Women Are Thinking of Wraps

For a good-looking wrap means more than it ever did before to the woman who goes out in society at all.

We have found that from \$100 to \$185 is the most popular range of prices, so there is a particularly fine assortment of handsome wraps and coats between these two figures.

They are all for trimmed, nutria, Hudson seal (dyed muskrat), racoon, squirrel and Australian opossum being among the furs, and they are in such materials as velour, Bolivia, evoira, ribbed evoira and wool duvetyne. The colors are the most fashionable of all—navy and Victory blue, taupe, green, brown and black.
(First Floor, Central)



San-ta Claus Sends This Mes-sage To Lit-tle Boys and Girls:

"I'm at Wan-a-ma-ker's."

"Come and see me in my workshop in the big-gest, jol-li-est Toy Store in the whole world, reached so easily by so man-y street cars and the Sub-way.

"They all stop at Thir-teenth Street, and then you just come in, take the el-e-va-tor near-est Chestnut Street and get out at the Seventh Floor.

"I'm just round the cor-ner in a fun-ny lit-tle house. The sleigh and rein-deer stand in the front yard.

"The toys are great!"

200 Boys' Norfolk Suits at a New Low Price—\$18

We can offer these 200 excellent suits at this exceptional price, owing to the new basis of lower costs.

They are regular Wanamaker suits, the finest suits obtainable anywhere in the country at the original prices.

The sizes are for boys of 8 to 17 years, and there is a good choice of colors and patterns—gray, brown and green mixtures.

All are in the regular Norfolk models, some with box and some with plain pleats.
They are as excellent a lot of suits as can be had anywhere at the price, \$18 each.
(Second Floor, Central)

For One Woman to Give Another

One of the daintiest of inexpensive gifts is a pink batiste nightgown, Empire style, and an envelope chemise of the same material in a box. The first is \$2.50 and the second \$1.85.
(Third Floor, Central)

Lacy, Dainty, Pretty Boudoir Caps

are quite favorite gifts. Some are of silk, some of lace and some of ribbon—and many are of all three! The colors are delightful—rose pink and pale pinks, orchid, pale blue, delicate greens and yellows.
They are pretty as can be, there are any number of bewitching new styles, and the prices go from 85c to \$3.
(Third Floor, Central)

New Veilings Are Particularly Pretty

Novel effects in hexagon and fancy filet meshes with woven dots or squares and there are also some of the new large scroll patterns that Paris likes so much.
In brown, navy, black or taupe, \$1 and \$1.50 a yard.
(Main Floor, Central)

Crisp, Shining Candies, 60c a Pound

"Hard candies" most people call them—satin squares and pillows and blocks of crisp candies in many delectable flavors. In one-pound boxes, ready to take with you—60c.
Assorted caramels, fresh and good, 60c a pound.
Mixtures, 50c a pound, five pounds for \$2.50.
(Down Stairs Store, Chestnut)

Kodaks

It doesn't matter what the age or sex of the recipient, a camera is pretty sure to be a safe gift, for, in addition to the general love of pictures, you appeal to the equally general love of making them.
Cameras are here at prices running upward from \$2.85.
(Main Floor, Chestnut)

PIECES of pigeon's blood and jade green cloisonne from Japan are among the odd and vivid things to give to a friend who likes the unusual.

There are incense burners with hand-carved teak lids whose knobs are of carnelian, and there are inviting small boxes, vases and bowls, all of an amazing brilliancy of color. Prices are \$15.50 to \$85.
(Fourth Floor, Chestnut)

Oriental Screens

The finest four-fold and high, are of embroidered satin in black lacquer frames, price \$175; the least expensive are the little two-fold fire-screens of embroidered satin for \$20. There are many prices in between, notably \$42.50, at which one had choice of a dozen designs of embroidery on cloth. Leatherette screens are \$85.
(Fourth Floor, Central)

THE Wallace Nutting photographs which make such delightful gifts are beginning to arrive in the Picture Store. They are framed usually in mahogany to harmonize with their Colonial subjects—and priced from \$1 to \$50.

(Fifth Floor, Market)

Prism Field Glasses

For men who travel or for families who live in the country and want to see what is going on among birds and animals at a distance. The Victory Binocular is the best we know of.
Price \$50.
(Main Gallery, Chestnut)

Boys' Gifts From the Sporting Goods Store

Any "regular boy" will like one of these:
Basketballs, \$7.50 to \$20.
Footballs, \$2.50 to \$12.
Soccer balls, \$6 to \$15.
Striking bags, \$4 to \$20.
Boxing gloves, \$6 to \$25 a set.
Roller skates, \$3.50 to \$8 a pair.
Ice skates, \$2.50 to \$8 a pair.
Bicycles, \$50 and \$55.
Pocket knives, \$1 to \$5.
Sweaters, macinaws, sheep-lined coats, jerseys and other sports clothing.
(The Gallery, Juniper)

Warm Felt Slippers Will Please the Children

Santa Claus well knows it and has a habit of bringing these gifts. In pink, pale blue, red or dark blue, \$1.50 to \$2 a pair.
And in the Children's Shoe Store also are to be found other nice gifts, such as leggings, rubber boots and so on for both boys and girls.
(First Floor, Market)

GIFTS FOR MEN

Men's Knitted Ties at \$1—An Extraordinary Capture

First time in five years that we have had these beautiful knitted ties at this price in the Men's Wear Store. And it couldn't have been a better time, with so many people buying neckwear for gifts.

Plain colors and cross stripes in splendid assortment.
Just 2040 of these ties and at \$1 each they will go out by the dozen and half dozen, so don't delay if you want your share.
(Main Floor, Market)

Men's Fur Collars at Low Prices

Men looking for separate fur collars for their overcoats, or women planning to give such collars to men, will be interested in a limited lot of beaver and sealine collars that go on sale tomorrow, but will not be here long.
The beaver collars are \$35 and the sealine collars are \$15. Both are very good looking.
We have other beaver collars up to \$180 and other sealine collars up to \$30.
(Main Floor, Market)

London Walking Sticks Dress Canes and Crops

(In the London Shop)

We have just imported from Howell, of London, some smart walking sticks, dress canes and riding crops that will make gifts of distinction.
The walking sticks are the styles worn on Piccadilly and are in malaccas, ebony, snakewood, rosewood, hickory, boxwood, hazel, cherry, ash and other woods. Some are gold or silver mounted and there are straight sticks and various shapes of handles, with the crook handle predominating.
Prices are \$1.50 to \$35.
Riding crops, in the same woods, some with horn handles, are \$5 to \$7.50.
(The Gallery, Chestnut)

Wool Sports Coats and Vests for Golfers and Motorists

We have an especially good assortment of garments of this nature that we imported from England for Christmas gifts.
Sweaters and sports coats of many fine woolsen fabrics and in a remarkable range of colors and designs. The materials include Australian wool, merino, cashmere and Shetland weave worsteds, and among the latter will be found the smart heather mixture coats so much in vogue in Great Britain. Prices \$18 to \$25.
Scotch wool vests in fascinating designs and a great variety of colors are \$15 and \$20.
(Main Floor, Market)

Clocked Silk Half Hose at \$3.50 a Pair

Fine black silk half hose with white or self clocks, one of the most desirable styles for well-dressed men.
These goods were higher in price, but new arrivals have brought them down a dollar.
(Main Floor, Market)

\$5.75 for a Pair of Excellent Shoes for Men

These are all-leather high shoes of mahogany color calfskin, in a fashionable straight-lace style with medium toes.
Though without wing tips and perforations, they are similar to brogues in shape and are a model that is especially liked by young men.
First-class shoes at a price low enough for any one.
(Main Floor, Market)

Wool Quilts—Gifts of Warmth at Lowered Prices

All of these excellent quilts are marked considerably below the prices for which they have all along been selling.
\$10 each for quilts covered in plain Florentine silk (silk and cotton).
\$12 each for quilts covered in Florentine silk (silk and cotton) with floral center.
\$20 each for quilts covered in plain Japanese silk.
\$22.50 for quilts covered with floral figured silk tops bordered with plain Japanese silk, some with plain, some with figured silk backs.
(Sixth Floor, Central)

Embroidered Bedsets Very Much Lowered

They are now marked at half the former prices.
Set means a bedspread and bolster cover.
All pieces have cut corners and the spreads are made with scalloped edges.
In some the embroidery is done in rose, in others blue and still others are all-white.
For the home these are gifts of daintiness and practical worth.
Single-bed size, 2 yards wide, \$9 a set.
Double-bed size, 2½ yards wide, \$10 a set.
(Sixth Floor, Central)

Good Gifts Sparkle in the Cut Glass Store

These are a few of the particularly good items that should be of interest to gift seekers. Everything new and at a considerably lowered price:
Berry bowls, \$3.75 and \$6.50.
Sugar and cream sets, \$3.75 and \$5.50.
Fern dishes, \$4.50.
Flower vases, \$5 to \$10.75.
Orange bowls, \$5.50 and \$10.75.
Candy baskets, \$3.
Flower baskets, \$6 to \$20.
Bonbon dishes, \$1.25.
(Fourth Floor, Chestnut)

Holiday Books for Boys and Girls

For the littlest book-worm, too, the books for these last including such things as—

- "The Kiddie-Kar Book," with verses by Richard J. Walsh and illustrations by Sarah S. Stilwell Weber. Price \$1.50.
- "John Martin's Big Book for Little Folk," No. 4, by John Martin. One of the biggest things for Christmas Day. Price \$3.50.
- "Glinda of Oz," by L. Frank Baum, illustrated by John R. Neill. Price \$2.
- "The Italian Twins," by Lucy Fitch Perkins. Price \$1.75.
- "The Little Mother Goose," illustrated by Jessie Willcox Smith. Price \$1.25.
- For the bigger book-users, the boys and girls, there are—"Boys' Book of Border Battles," by Edwin L. Sabin. Price \$1.50.
- "The Dreadful River Cave," by James Willard Price. \$1.90. Deals with real live Indians.
- "The Marines Have Landed," by Lieutenant Colonel Giles Bishop, Jr. \$1.75.
- "John Baring's House," by Elsie Singmaster, \$1.50. A narrative of Gettysburg days.
- "Oh, Virginia!" A story for girls from 9 to 14, by Helen Sherman Griffith, \$1.25.
- "Robinson Crusoe," illustrated by N. C. Wyeth, \$5. Notable in every way.
- "Old French Fairy Tales," by Countess de Segur, illustrated by Virginia Sterrett. Price \$5. A large and beautiful book with color-plates.
- "Westward Ho!" by Charles Kingsley, illustrated by N. C. Wyeth, \$3.50.
- "The Boy Scouts' Yearbook," Price \$2.50. Full of interesting and valuable articles.
- "The Boys' Book of the World War," by Francis Holt Wheeler, \$2.50.