

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 Cloudy

# On Monday a Great Christmas Sale of Oriental Rugs

## \$100,000 Worth at Prices Lowered 50 Per Cent

This is a sweeping come-down in the prices of a very large proportion of the Oriental rugs now in our possession.

It also covers some very fine new shipments. It has not resulted from any sudden collapse of prices in the Oriental rug market, because there has been none; although a slow downward revision is in process.

This is an independent movement of our own. We are playing off our own bat.

We know of many people who have been waiting expectantly for an event of this kind to happen. Most of them want Oriental rugs for themselves, but quite a number want them for gifts.

In this Sale we have made for them an opportunity. All the rugs offered, new arrivals and all, are lower than cost, and all of them are of the kind we are always glad to have. By all means come in and see the beautiful and lavish lay-out of pieces, the finest seen in years, and at prices that give dollars the buying power they used to have years ago.

Kermanshah Rugs		Serapi Rugs		Chinese Rugs	
14.3x10.9 ft., \$585	14.10x10.4 ft., \$547	12.4x11 ft., \$725	20.2x11.9 ft., \$1287	9x12 ft., \$395	11x9 ft., \$529
13.8x9.6 ft., \$625	14.2x10.7 ft., \$985	13x9.7 ft., \$845	19.1x12.3 ft., \$985	12x9.1 ft., \$465	11.8x9 ft., \$497
13.1x9.3 ft., \$585	13.7x9.7 ft., \$477	14.6x11.4 ft., \$1345	19.10x12.6 ft., \$987	12.2x9.5 ft., \$465	11.10x9.2 ft., \$545
13.9x9.5 ft., \$549	14.7x10.3 ft., \$725	16x11.7 ft., \$695	14.7x11.3 ft., \$1375	11.10x8.10 ft., \$485	12x9.3 ft., \$565
14.6x10.10 ft., \$775	14.7x10.1 ft., \$585	15x11.6 ft., \$685	17x13 ft., \$1475	11.8x9.3 ft., \$567	12x9.1 ft., \$535
13x9 ft., \$467	14.7x10.1 ft., \$585	Mahal Rugs			
13.8x10 ft., \$395	13.6x9.6 ft., \$475				
14x11 ft., \$398	13.10x9.5 ft., \$467	11.7x8.7 ft., \$375	12.3x8.9 ft., \$396	Kazak, Daghestan and Shirvan Rugs	
13.6x9.6 ft., \$455	13.8x9.4 ft., \$495	12.5x8.5 ft., \$485	12x9 ft., \$392		
		12.3x8.6 ft., \$395	12.3x9.7 ft., \$475	5.6x3.10 ft. to 7.7x4.6 ft., \$70 to \$95	
		12.6x8.9 ft., \$475	14.7x11.6 ft., \$397		
		12.2x8.6 ft., \$325	13.5x10.7 ft., \$475		

(Seventh Floor, Chestnut)



### "Dad" Writes a Letter to Santa Claus

Every day a host of letters from boys and girls are dropped into the mail box at Santa Claus' headquarters here. The youngsters ask for everything, up to a million dollars, evidently going on the principle that there is no sense in being niggardly when you're making a wish.

But yesterday there was a goat among the sheep, and the word "goat" is used advisedly. It was a letter from a grown-up man, with a family of his own, and this is what he wrote:

Philadelphia, Dec. 3, 1920.

Dear Old Man: Let's make an agreement, you and I. I'll do everything I can to make this the best Christmas my family ever had, and you give the folks some hints about the things I really NEED.

For the past few years I've denied myself a great many things. Almost every man has, and you know it. I've tried to keep my wife and the children looking well, but have sort of let myself go to seed.

When I put on a necktie I have to knot it carefully so the worn parts don't show, and only the other day my wife said she had turned the cuffs on the last shirts I got.

I have almost brushed the nap off my hat, my socks are darned fore and aft and my shoes are not what they were three years ago.

A little tailor in the neighborhood has been performing major operations on my clothes, but they won't last much longer. If I ever get a new suit it will doubtless make a snob of me. An overcoat without fringe on the cuffs I should keep in the safe.

I don't remember when I got my gloves but it seems to me they first split when I was applauding the returns on the night of Taft's election. I have heard of seamless hosiery, but these are the first seamless gloves I ever had and I have become attached to them. I have learned to keep them on by keeping my hands closed.

My handkerchiefs, my underwear, my pajamas—all of them are down to the minimum of efficiency and numbers.

All these things I really NEED, and if my family wants to make this a real honest-to-goodness Christmas for me, you tell them how they can do it.

There are other things I should like, too. The luxury of a house coat or dressing gown, of a silk muffler, of a warm Scotch wool vest, of a pair of comfortable house slippers.

It isn't hard to get gifts for a man. He almost always wants something useful, but more often he gets a hand-painted shaving mug, or a pair of embroidered bed socks, or something the grocer gave away to introduce a new brand of soap.

I am badly in need of repairs. Tell 'em that and make it strong.

Yours truly,

DAD.

**The Wanamaker Stores for Men have everything "Dad" needs. Give him the sort of Christmas an unselfish man deserves.**

### Velour Door Curtains Drop Greatly in Price

There is such a difference in velour that it is well to explain that these curtains are made from the best quality. They are double-faced, with either the same or a contrasting color on the two sides.

The colors are very beautiful—mulberry, brown, two shades of blue, green or rose. The length is 2 1/2 yards and the width 50 inches. These very handsome curtains are now \$30 a pair. Window curtains to match are also here.

(Fifth Floor, Market)

### Prices Down on Good Carpets and Linoleum

Savings range from a fourth to a third. Mostly brand-new goods brought in for this season's selling and in the latest designs and colorings.

The carpets include stair and hall patterns and are in plain and figured goods.

Tapestry carpet, \$1.50 to \$2.80 a yard.

Velvet carpet, \$2.30 to \$3.50 a yard.

Inlaid linoleum, in full rolls, \$1.50 to \$2.50 a square yard.

(Seventh Floor, Chestnut)

### Something So Real About a Gift of Wanamaker Furniture

And there is such a splendid variety of it to choose from! Whole avenues of writing desks.

Fleets of the smartest, smoothest-running tea wagons.

Smokers' stands after a smoker's own heart.

Bookcases that give concrete form to one's sense of "literary values," speaking in the practical sense.

Bookholders that add physical convenience to the mental joys of reading.

Game tables that fill one with a zest for quiet, and delightful hours of pastime "safe at home."

Men's chiffonades. What a boon to the man who is wont to clamor despairingly from the landing about not being able to "find his things." What a boon, moreover, to the rest of the family who have to listen to him while they hunt for them!

But, speaking of boons, can you think of anything more likely to be of real comfort, anything coming nearer to an absolute blessing, for a person getting on in years than one of the soft, delightful, luxuriously upholstered easy chairs or rockers, of which we have such a fine collection?

Sewing tables, nests of tables, muffle stands—these also are here, and many other articles of worth, service and novelty.

(Fifth and Sixth Floors)

### A Real Fur Hat Would Surprise and Delight Her

If she has a fur coat, she'll like one of these smart little fur hats to wear with it.

They are hats of fine furs, of beautiful quality, and they are in the smartest of the Winter shapes. You may have golden brown beaver, Hudson seal (dyled muskrat), natural gray squirrel, or the soft, pretty Scotch mole.

Such hats need little trimming—and these are quite simple. Prices start at \$50.

(Second Floor, Chestnut)

### Women's Sports Coats With Fur or Without

You couldn't make a mistake in choosing either and there are many styles in both kinds here.

They are all the genuine camel's hair, however, in natural or other shades, and women are wearing them more this Winter than ever before. One very good thing about them is that they are very warm and yet light in weight.

Without fur, from finger-tip length at \$105 up to full length at \$155.

With large shawl collars of racoon, beaver, nutria and squirrel, three-quarter to full length, \$165 to \$265, the latter being a cape.

(First Floor, Central)

### The first linen frocks from France are being shown in the Women's Fashion Salons at this moment.

They are beautifully hand made, with loops and drawnwork, fagoting, and occasionally embroidery; and they are in beautiful shades of lavender, blue, rose, yellow and gray, besides white.

A few voiles are included.

Prices run from \$42.50 to \$75.

(First Floor, Central)

### New Sports Silks for Southern Wear

have just arrived. This is the first installment of these very smart silks and they were hurried in to be in time for Christmas presents. Upon request they will be put in Christmas boxes. \$7.50, \$8, \$9 and \$11 a yard.

(First Floor, Chestnut)

### Two Delightful New Party Frocks for Young Women

Of shining taffeta in the prettiest colors—rose pink, a lovely blue and orchid—the very colors girls are wearing.

Made in charming fashions, with frills, one with shining silver ribbons, one with straps by way of sleeves, and both as fresh and pretty as posies.

\$20 and \$25—and 11 to 18 year sizes.

(Second Floor, Chestnut)

### A Wonderful Selection of \$5 Gift Stockings

At this popular price we have an unusual variety of openwork silk stockings in many styles and colors, as well as staple black and white. We can't recall ever having had such an assortment.

Other styles and grades of black openwork silk stockings at \$6.50, \$7, \$8 and \$10 a pair.

(First Floor, Market)

### Fine Blue Tricotines Are All Down in Price

They are all-wool and come in the various twills and weights for dresses, suits, coats and children's clothes.

All are 54 inches wide and they are now priced from \$4 to \$8 a yard.

(First Floor, Chestnut)

### Women's Fine Shoes at \$8.75 Instead of a Third More

We bought these shoes to sell for a third more and to take the place of some very fine footwear that seemed likely to go higher in price. Now we can get the other shoes at a lower figure, so to make a quick clearaway of these, we have marked them \$8.75 a pair. They are all fine, black high shoes.

One smart style that will appeal especially to young women is of dull black calfskin, lace with long wing tips, low, mannish heels and much perforation.

Another narrow toe lace shoe has black calfskin vamp, dull matt kidskin top and Cuban heel.

In both lace and button styles are round toe, low heel shoes of glazed black kidskin.

And in button style only is a narrow toe shoe with glazed kidskin vamp, matt kidskin top, Cuban heel and turned sole.

(First Floor, Market)

### Mirrors for Gifts

The narrow little upright mirrors known as French are particularly liked for the purpose, and we have them in various frames of antique gilt and various sizes at \$5.50 to \$20. Those at the last prices have scences.

(Fifth Floor, Market)

### The Loveliest Calendars and Christmas Cards

Artists and designers must have revelled in their making—so gay, so charming, so altogether delightful are they. Here are Lincoln calendars and Maxfield Parrish calendars, Remington calendars, Raphael calendars and Roosevelt, Boy Scout calendars, not to mention calendars with illuminated work, with Wallace Nutting pictures, or with humorous cuts made of black velvet. There are calendars from Japan and others from England, and there are leather calendars. Prices run from 15c to \$5.50.

Christmas cards are pretty enough to seem like regular presents, instead of just the little carriers of good will that they are.

A few coaching scenes among them are English; then there are novelties with pearl inserts and hand-tinting. Prices are 5c to \$1.

(Main Floor, Thirteenth)

### Fine Linens Rank High as Home Gifts

But they should be fine linens of pure flax. They will be if you buy them where only pure flax linens are sold.

By way of suggestion, these groups are mentioned as being very good and "givable" and acceptable to a home-loving woman.

Real Madeira lunch sets of 13 pieces, all made of a very fine quality of plain linen and very

(First Floor, Chestnut)

### Why Not Choose Cut Glass Gifts at a Saving of One-Third?

In the Christmas Cut Glass Sale now going on there is a brilliant abundance of pieces, all of our own regular standard quality and all marked at one-third less than prevailing prices.

This is not due to any general price reduction at the factories.

Factory costs have not generally come down. But we secured two particularly good purchases, \$10,000 worth in all, which are being offered in this Sale at very substantial savings.

Cut glass gifts are given more

(Fourth Floor, Chestnut)

### Columbia Bicycles Have Been Leaders

ever since the old days when all the world was a wheel.

We have a fine assortment of Columbia bicycles for Christmas gifts. All models and sizes, with heavy road tires, coaster brakes and other equipment.

Chainless models, \$85.

Chain models, \$65 to \$72.50.

Juvenile models, \$51 to \$55.

(The Gallery, Juniper)

### Candle Lights

Roller skates for the youngsters may be had from \$3.25 for plain to \$4.75 for sturdy ball-bearing sorts.

Ice-skates—and no Santa Claus considers his pack complete without them—are \$2 to \$3.50 for men's; \$2.50 to \$4 for women's; \$3 for children's.

Little telephone girls to hide that useful instrument are 50c in pasteboard; \$1.50 in wood.

Guest room knockers of brass, boxed ready for gifts, \$2.25.

Others of decorated iron, \$1.75.

When it comes to carving sets here is a broad tableful to select from. From \$3.25 for a two-piece game set to \$32 for a five-piece.

Little bellows to blow the Christmas fire are as low as 60c and as high as \$24, the last for carved bellows from England.

Hearth brushes, gay and jolly, \$2.75 to \$5.

Long toasting forks for toast or marshmallows, \$1.75 and \$2.

(Fourth Floor, Central and Market)

### There Are Some Things Hard to Believe and This Is One of Them:

That it were better for ourselves as storekeepers when writing of the wares we have for sale to depreciate them, rather than over-flatter them, so that the shoppers might be the better pleased to find their excellence when they came to purchase or examine the articles advertised.

Let the customer look out and shift for himself, is not our motto.

[Signed] John Wanamaker

Dec. 4, 1920.

### From France Come New Fine Gloves for Women

Beautiful gloves they are, from one of the foremost French makers, so you may be sure they are of the finest skins, that they are perfectly made and will fit as they should.

\$3 a pair for kid gloves with three rows of heavy embroidery, in black or white, with self or contrasting embroidery, tan, gray or brown. 2 clasps, overseam seam.

\$3.50 a pair for black, white, brown, tan, heaver or gray kidskins, overseam seam with Parisian point embroidery, or another style with three-row combination embroidery—black with white or white with black.

\$4 a pair for black, white, tan, brown or gray kidskins, pique sewn, with needle-point stitching; two clasps.

\$4.75 a pair for black, white, tan, brown, gray, green or navy blue gloves, finished with two large pearl buttons or two clasps—all with heavy combination embroidery and a wide hem at the top of contrasting color.

(Main Floor, Central)

### Women Enjoy the Luxury of Fitted Dressing Cases

These cases are so convenient that people who get them always wonder how they ever traveled comfortably before.

Light-weight cases of polished and dull black leather, lined with bright moire silk and equipped with toilet articles of white, amber and shell-finish celluloid.

Prices are \$15 to \$60—and what fine gifts!

(Main Floor, Chestnut)

### Such Pretty Rhinestone Jewelry—Set in Silver

How delighted she'd be to lift the lid on Christmas morning and discover any of these!

They are all of sterling silver and are set, in fascinating designs, with rhinestones, with imitation sapphires and with pearls.

Bar pins, \$9.50 to \$33.

Brooches, \$2 to \$18.

Bowknot brooches, \$7.50 to \$40.

Bracelets, \$5 to \$42.

Rings, \$1 to \$19.50.

Veil pins, \$1.50 to \$10.

(Jewelry Store, Chestnut)

### Sewing Boxes and Needle Cases—the Most Givable Kinds

To get the best of all kinds we have them from America and from England—and the collection is at its best just now.

Sewing boxes in some new shapes as well as some old favorites—round, oval, oblong. They are all fitted with the handy little sewing tools women like; some are satin lined, some are partly and others wholly of leather, and they come in such pretty colors as dark greens, rose, French blue, violet, bright reds, and soft browns. \$7 to \$35.

Needle cases of the most convenient kinds—in suede or lizard-skin cases. Hold every kind of needle—there's one case with a thousand needles! \$4.50 to \$22 each.

(Main Floor, Central)

### For Fixing Up the Christmas Package

Holly wrapping paper, white and brown, in assorted sizes, in holly or in assorted sizes in holly or red.

Tinsel cord in gold and silver.

Ribbonzene.

Twine in red, green, white and brown.

Tags, labels, seals and cards.

All in the Commercial Stationery Store.

(Third Floor, Market)

### Brushed-Wool Sweater Sets in American Beauty, \$6

Such a pretty color, and such warm, cozy garments any youngster would be delighted to get for Christmas. There is a sweater, a cap, leggings and mittens.

Other sets of brushed wool, in blue, black or brown, \$10.

All in 2, 3 and 4 year sizes.

(Third Floor, Chestnut)

### Parisienne Corsets

Novelties such as—Hip-confiners of soft pink tricot, buttoned with a strap of elastic and lacing in the back, \$11.50.

Silp-cons of pink tricot and elastic; satin finish in front, lacing in back, \$16.

Pink broche, with fine boning, silk elastic insert below the bust and under the arm, very low top, gorges of elastic in the long skirts, \$20.50.

A heavy pink broche, extremely low in the bust and slightly higher in the back, strong boning, \$14.

(Third Floor, Chestnut)

### Silk Nightgowns and Pajamas

are here in the Little Nightgown Shop in any quantity—pink crepe de chine nightgowns at \$7.50 to \$20, and pajamas at \$15 to \$32.

Excellent Philippine nightgowns at \$3.85 are there also.

(Third Floor, Central)

### More Over-Blouses

A mesaline surplice style this time, in brown, navy and black, for \$9.50.

And a tricolette style, very heavily ornamented in brown, navy and beige, at \$10.85.

(Third Floor, Central)

### Women Particularly Like Black-and-White Plaid Skirts

Perhaps it is because they go so well with fur coats and all kinds of sports coats. At all events, they are very fashionable.

Some brand-new black-and-white plaid skirts (there are some stripes among them, too) are very pretty and in the most becoming styles. They are of fine prunella cloth, box pleated, and some have the white above and others the white below the pleat.

From 26 to 31 inch waist measure and \$25 in price.

(First Floor, Central)

### Imported Black Lace Flouncings—Not in Complete Sets

And, for this reason, prices have just been made very much smaller.

They are fashionable imitation Chantilly flouncings that are used so much in making the new afternoon and evening gowns and in exactly the right widths, 11 to 36 inches.

Now prices read as low as \$2.50 to \$10.75 a yard.

(Main Floor, Central)

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