

Christmas Music by the Organ at 9 and 5:20, With Singing of Carols Organ Chimes Each Hour

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER Fair

Everything on This Page Is Suitable for a Merry Christmas Gift

True and Proper Brevity Consists Not in Saying Less but in not taking up time in saying more than is necessary.

Some of these old things have long been laid away in our minds and we have not had time to pass them along as solid gold coins without a stain on them.

Scissors out anything you find worth while, born of other people's experience, and pin it away for reflection, where you can find it again.

It was for want of an extra nail in the loose horseshoe of the army officer that caused a detention of the army corps whose absence and late arrival lost the battle.

This big building, so good to us these days, is full of helpfulness.

We mean it.

[Signed] *John Wanamaker*

Dec. 6, 1920.

Surprisingly Good Values in Women's Sports Millinery —\$5 to \$15

In this group you'll find some of the smartest English hats as well as any number of attractive American sports hats.

They are hats of those soft, lustrous velours, hats of stitched velvets, of felts and wools in the fashionable colors of the Winter—there are light as well as dark shades.

The shapes are both smart and becoming. They are practical hats for many Winter needs, from Christmas shopping to a tramp in the country.

Of course they've been much higher in price!

(Second Floor, Chestnut)

Snowy Fox Furs From the Far North

The sight of those lovely white furs carries one's thoughts on to Polar snows and the frozen North. They are white as those same snows, too, and soft and warm enough to help keep out the cold.

White fox scarfs, exquisite gifts for debutantes, \$90.
New gray fox scarfs (and this is a new fashion this Winter) \$75 and \$90.
Cross fox furs, \$77.50 to \$250.
Taupe, brown and black foxes, \$40 to \$135.
Natural blue fox scarfs, \$475.
And a stunning silver fox scarf is \$640.

(Second Floor, Chestnut)

Dainty Spat Pumps and the Spats for Them

Form plain pumps of patent leather and dull black calfskin. Wonderfully graceful with their narrow toes, turned soles and high Louis heels. Just the sort of footwear that smart young women like.

And as pretty as they are, the price is \$8.50.
Spats to go with them, in a good range of colors, \$2 to \$6.50.

(First Floor, Market)

Embroidered Undermuslins

The Women's Undermuslins Store has plenty of new Philippine chemises of the envelope kind, very daintily embroidered, at \$3.85 to \$6.85.

Also of straight chemises made in Porto Rico, \$4.50 to \$5.65.

(Third Floor, Central)

Real Cluny Laces at Changed Prices

And the new marlines, it is almost needless to say, are much less than the old, fully a third less.

This is just the time, too, when many of these pretty laces are wanted in making fancy work gifts, underthings, lingerie pillows and so on. From 3/4 to 6 inches wide, now 25c to \$3.50 a yard for edges and insertions. Hand-laces are now 10c to \$2 each.

(Main Floor, Central)



Women's "Bread and Butter" Handkerchiefs \$3 a Dozen

That's what we call these plain hemstitched, sheer Irish linen squares—so many women want them, and like them for every-day use!

We've just unpacked a new shipment.

(Main Floor, Central)



A Note on Lingerie

The French Room has the most exquisite crepe de chine lingerie imaginable, from the simplest tailored sort to the loveliest, with real filot, French hand work and two-toned narrow ribbons.

Nightgowns are \$10.75 to \$45.
Chemises are \$6 to \$45.

(Third Floor, Chestnut)

Japanese Silk Kimonos

of habutai, beautifully embroidered by hand and having native sleeves and sashes, may be had in light blue, Copenhagen, black and rose for \$22.75.

Mighty nice to put in some dainty woman's Christmas box.

(Third Floor, Central)

The New Bracelets of Baroque Pearls and Link Chains

are quite as pretty as they sound and they're still prettier on a pretty arm!

Lustrous baroque pearls at intervals, with fancy gold-filled link chains between, and a pendant of the pearls—they're really most attractive.

\$4 each.

(Jewelry Store, Chestnut)

Little Trinkets She'll Like

are silver-plated novelties like these—

Vanity cases, \$2.75 to \$7.
Powder boxes, 50c to \$1.25.
Double powder boxes, \$2.
Coin boxes, to hold one coin, \$1.25; two coins, \$3.25, and three coins, \$4.

(Jewelry Store, Chestnut)

What Woman Doesn't Like Dainty Neckfixings?

You will find some very pretty net vestees with attached collars, also organdie and net sets for as little as \$1 and \$1.50 each.

They are quite nice enough for Christmas presents or to keep for oneself.

(Main Floor, Central)

Good Black Silks Better Than Ever for Christmas

We can't imagine any woman not being delighted with the gift of a dress pattern of some fine black silk. In fact, we are sure every woman would be, for black silks are in the first fashion today and they are adaptable to so many purposes.

In preparation for Christmas, there is an excellent assortment of all the most desirable kinds and, what most people will be especially pleased over, they are all marked at the new and lower prices. From \$1.50 a yard for a crepe Georgette up to \$9 a yard for a handsome silk chiffon velvet.

Crepe de chine
Satin
Satin de chine
Rudians
Voiles
Crepe netcor
Tuffetas
Charmeuse
Crepe Georgette
Velvets

(First Floor, Chestnut)

Lovely Velvet Handbags Low in Price

Fine velvet handbags in black, brown, taupe or navy are especially suitable for Winter. We have them in various shapes and with uncommonly good-looking frames in both silver and gold finishes.

Prices range from \$3.75 to \$8.50 and you will go a long way before you find such bags at these prices. Not so long ago they were about a third more in our own stores.

(Main Floor, Chestnut)

Christmas Dress Goods at \$2 a Yard

They are all-wool and come in a very good assortment of colors and they are all particularly nice materials for this Winter.

Granite cloth
Plain poplin
Henrietta
Crepe poplin
Batiste
Storm serge
Fine twill serge

(First Floor, Chestnut)

Big Girls' and Little Girls' Raincoats

At this time of year ever so many people come to us for raincoats, for they make such practical, sensible gifts.

Navy blue or tan raincoats for little girls of 6 to 14 years are \$6.50, \$10 and \$14.50.

Leatherette coats in tan, in 6 to 14 year sizes, \$16.75.
Tan raincoats, in 14 to 20 year sizes and styles suitable for older girls, are \$10.50, \$13.50 and \$20.

Fine silk and mohair coats, some in checked effects, 14 to 20 year sizes, \$26 and \$28.50.
Fine cravenette coats, in tailored styles, 14 to 20 years, \$38.50.

(Second Floor, Chestnut)

Plenty of White Waists

Half-a-dozen new styles of washable cottons—batiste at \$2.85 and \$2.85 and \$2; voile at \$4.85.
White voile in extra sizes—44½ to 52½—prices, \$3 and \$5.50.
Any one of them would be excellent to put in Christmas boxes.

(Third Floor, Central)

The Merry Christmas Hum in the Furniture Giftland

It is very good to hear it. It is good to hear so many visitors at all hours of the day say, "I like this," or "Isn't that lovely?" or "This is just what I'm looking for."

It is a great pleasure and advantage to us to have such a diversity of beautiful, worth-while and "givable" articles to offer to people who are looking for just such things.

They certainly are finding them here. Everything in this furniture stock is good to give, but in some, of course, the gift quality is particularly pronounced and appealing, as, for instance, in these—

- Mahogany sewing stand, \$10.
- "Martha Washington" sewing table of mahogany, \$35.
- Japanese black decorated nest of tables, \$43.
- Woman's mahogany desk, \$33.
- Woman's inlaid desk, \$18.50.
- Mahogany decorated folding-top table, \$65.
- Mahogany or oak telephone stand with stool, \$17.50.
- Queen Anne walnut telephone stand with chair, \$37.
- Italian Renaissance motif telephone stand and chair, \$60.
- Mahogany umbrella stand, \$7.25.
- Oak smoking cabinet, \$16.
- Mahogany smoking cabinet, \$42.
- Colonial mahogany two-door bookcase, \$66.
- Pair mahogany inlaid book blocks, \$9.
- Mahogany tea wagon, \$21.
- Walnut tea wagon, drop-leaf sides, \$32.
- Mahogany muffin stand, \$18.
- Mahogany rush-seat high chair, \$19.
- Mahogany gate-leg table, \$50.
- Adam motif mahogany combination bookcase and desk, \$90.
- Mahogany Windsor side rocker, \$18.
- Mahogany Windsor arm rocker, \$25.
- High-back mahogany rush-seat chair, \$23.
- Mahogany book stand, \$16.
- Mahogany magazine rack, \$18.
- Easy chair in tapestry, \$75.
- Silver-frame hanging mirror, \$85.
- Ivory enamel chifferobe, \$100.
- Mahogany chifferobe, \$90.

(Fifth and Sixth Floors)

Women Want the Prettiest Wraps for the Holidays

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.

There are velours, Bolivias, evaras, both plain and ribbed, and wool duvetyne, and all have large shawl collars of such furs as nutria, Hudson seal (dyed muskrat), racoon, squirrel and Australian opossum.

Practically all the fashionable shades are here—navy and Victory blue, taupe, green, brown and black.

(First Floor, Central)

When the Package Is Daintily Ribbon-Tied

it does look so much more attractive! All sorts of pretty holiday ribbons here, in plain colors, with a glint of gold, with holly leaves or other designs.

22 to 65c a piece of ten yards.

(Main Floor, Central)

New Bungalow Aprons —Unusual for \$1.25

are the result of a recent purchase, and very good they are for the price.

They are of sturdy cottons, of plain and plaid ginghams, trimmed with braid and made in several good styles. They are generously cut and well made, too.

(Third Floor, Central)



Lace-Trimmed Scarfs 75c to \$2.25

New prices in every case and they are such pretty and useful scarfs as many people like to give for Christmas.

There are three sizes of each kind so that they will do for various purposes. Some have ocean centers with deep lace edgings, others are all-lace.

(East Aisle)

Touch and Go

Close to the calendars and Christmas cards you will find pottery bowls in boxes with narcissus bulbs—from three to six bulbs in a box. Prices, \$1 to \$5. Boxes with three bulbs in them and no bowl, \$2c.

(Main Floor, 13th)

Pickard china is here in ever so many shapes and designs—gold incrustations, pheasant—with gold, white-and-silver with gold, deserted-garden—with gold—lovely things all of them. A single piece makes a most distinguished gift. Prices from \$1.50 for a set of individual shavers to \$75 for a splendid complete.

(Fourth Floor, Chestnut)

Japanese cigarette cases of imitation damasce work are excellent for \$8.50. They all have landscape designs. Ivory cigarette holders, short and plain, \$2.50; in the form of lotus buds, \$3.65; long, \$8.50 and \$10. Tiny good-luck elephants of ivory, \$3c.

(Fourth Floor, Chestnut)

Corset bags of lavender, rose, pink or blue satin are \$8.50; one very fetching novelty box suggestive of a father fan is \$2c.

(Third Floor, Chestnut)

Umbrellas Are Always Right

for gifts, and there are enough kinds here for almost anybody to be able to find what he or she wants.

Cotton umbrellas are \$2.50 to \$4.

All-silk umbrellas are \$7.50 to \$26—this last for one with silver cap and hand on its imitation amber handle and braided silver loop. Between those two prices there are various wood and leather handles, lots of the favorite imitation amber, lots of bakelite in various colors, leather-covered handles, carved ivory handles, and every other kind that is fashionable, almost invariably finished with a ring or a loop. The covers are of blue, green, brown, taupe, garnet, purple and black silk.

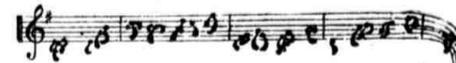
(Main Floor, Market)

Here Are Gifts for "Regular Boys"

The Sporting Goods Store has many things that are sure to please.

Rugby footballs, \$2.50 to \$12.
Soccer footballs, \$6 to \$15.
Basketballs, \$7.50 to \$20.
Striking bags, \$4 to \$20.
Volley balls, \$4 to \$11.
Boxing gloves, \$6 to \$23 a set.
Medicine balls, \$4 to \$22.
Exercisers, rowing machines, dumbbells, Indian clubs, toboggans, skis, snow-shoes, ice skates, roller skates, bicycles and many other things.

(The Gallery, Juniper)



People of Discrimination

and musical knowledge are aware that they get what they pay for in pianos as well as in anything else.

These people know that they cannot get any finer pianos anywhere in the world than

The Chickering and

The Celebrated Knabe

They also know that there is no reproducing piano made that is even in the same class with

The Ampico

Chickering and Knabe pianos are on sale in Philadelphia at the Wanamaker Store only, and both these noble instruments equipped with the Ampico reproducing mechanism are also to be found here only.

As a Christmas gift one of these pianos or reproducing pianos could not be surpassed.

Convenient terms may be arranged.

Between 1:30 and 2:30 every day there is a public demonstration of the Ampico in Egyptian Hall.

(Egyptian Hall Second Floor)



Dollars Have Their Old-Time Buying Power in the Christmas Sale of Oriental Rugs

Upward of \$100,000 worth of rugs are in the Sale, many from our regular stocks, many others newly unbaled.

Practically every piece is marked at what a rug of the same kind sold for six years ago. On any rug in the collection there is a saving of 50 per cent. This is not because the bottom has fallen out of the market, for it has not. There has been no general slump in Oriental rug prices, although there is a downward tendency in some places, so that for this sale we were able to secure some fine new lots at considerable advantages in price.

Along with these are hundreds of rugs belonging to our own stock which we have sweepingly reduced.

It is a very fine collection, impressive in its wealth of Oriental colors and designs and unequalled in the opportunities presented.

For gift-seekers, for anybody needing fine rugs, it is indeed a feast. Kermanshahs are a particularly striking feature at \$389 to \$985, in sizes 14x11 feet to 14x20.7 feet. A splendid choice at in-between prices.

Very fine Serapis go from \$685 to \$1475 for size 15x11.6 feet to 17x13 feet.

Mahals, \$325 to \$485, for size 12.2x8.6 feet to 12.5x8.5 feet.

Chinese, \$395 to \$567, for size 9x12 feet to 11.8x9.3 feet.

Small Chinese pieces, 4.0x2.6 feet to 5.3x2.9 feet, \$35 to \$50.

Kazaks, Daghestans and Shirvans, 5.2x3.10 feet to 7.7x4.6 feet, \$70 to \$95.

(Seventh Floor, Chestnut)

Men's Initial Handkerchiefs From Paris—\$1.50 Each

are of snowy linen with hand-embroidered, a border of color above the hem, and a slender hand-embroidered letter, in color or in monogram effect in one corner.

The colors are those men like—blue, green, French blue, violet and brown.

One—or a dozen—would be acceptable!

(Main Floor, Central)

Dinner Sets Are Splendid Gifts

Always have been and always will be—at least as long as people eat.

In the Wanamaker China Store you will find a very large and excellent choice of dinner sets—French, English, American, Japanese and Bavarian, all at a lowered scale of prices—lowered by 25 per cent.

Any one of these sets will be a gift of real worth and service to a home, but starting with \$30 and going up to \$112.50, we give a little suggestive list of groups in which anybody looking for a good dinner set at an exceptional price will be sure to find it.

American sets are \$22.50 to \$60.

English sets are \$30 to \$112.50.

French sets are \$37.50 to \$112.50.

Japanese sets are \$45 to \$75.

Bavarian sets are \$33.75 to \$67.50.

There are others lower than those quoted above, and higher, too.

(Fourth Floor, Chestnut)

New Tapestry Table Runners Are Just in Time

Every year there are many people asking for them to give as Christmas presents and you won't wonder why when you see them.

The soft, rich colorings seem to go well with any color of decoration and they make the nicest possible covering for the library or living-room table.

They are a combination of tapestry and velour and are trimmed with gilt braid. Being made in our own factory, they are put together very carefully and the prices are most reasonable, \$9.75 to \$27.75.

(Fifth Floor, Market)

Who Needs a Fine New Room-Size Rug?

Here are clean, fresh arrivals in high-grade and standard Wilton rugs at prices much lower than they have been. Beautiful patterns that will brighten a house wonderfully over the holidays.

9x12 ft. Anglo-Persian rugs, \$150.

9x12 ft. wool Wilton rugs, \$100 and \$110.

(Seventh Floor, Chestnut)

Men's Fine British Caps Boxed for Gifts

These caps are made of Harris Island, hand-woven hosiery in original colors and distinctive designs. They were hand-tailored in London into one-piece and eight-piece styles and are gentlemen's caps beyond question.

One in a box for a gift—\$4.50.

(Main Floor, Market)

Little Things the Children Can Buy

Little foreign novelties of decorated woods such as napkin rings and other simple usefuls, table mats of wooden beads (to use under hot dishes), queer pin cushions, beaded sewing baskets and so on, are being unpacked in the Art Needlework Store. Prices are 25c to \$2.

(Second Floor, Central)

The Camel, the Mouse, the Dog

and some other favorites of small folk are the distinguishing features on some of the little handkerchiefs for children. The handkerchiefs are snowy squares of linen, with little figures embroidered in one corner.

Three handkerchiefs in a box, \$2c.

(Main Floor, Central)

Something for the Baby

It's easy to find in the Children's Store!

To amuse him there are balls, rattles and celluloid novelties, \$2c to \$2.50.

To keep him warm there are Teddy Bear blankets, \$1.50 and \$1.85, or eiderdown ones, satin bound, \$7.50 and \$8.50.

To hold his coat when he isn't wearing it, pretty coat hangers, \$2 to \$5.

To comfort him when he has a pain—little hot-water bottles, \$1 to \$3.

Or a pretty case to cover his pillow, \$2.25 to \$3.75.
Warm knitted sweaters, \$1 to \$2.50.

(Third Floor, Chestnut)

A Little World of Gift Things in Commercial Stationery

What particular qualities in a gift do you like? How do usefulness, appropriateness and inexpensiveness appeal to you? Do you know of any goods in which these qualities are better united than in the thousand and one things you will find in the Store of Commercial Stationery? We do not.

Here are diaries for social,

personal and business use, the business diaries including the most elaborate books for all kinds of memoranda, notably the "Excelsior" and the "Standard" diaries for 1921. Prices for diaries of all kinds and sizes, 45c to \$9.50.

Address books, 55c to \$3.50.

Telephone registers, 55c to \$2.75.

Shopping lists, 75c to \$1.25.

Entertainment books, 50c to \$3.50.

(Third Floor, Market)

Then think of all the other excellent articles that everybody is glad to get.