

Christmas Music by the Organ at 9 & 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  
Unsettled

# The Store Is Aglow With the Fine Spirit of Christmas

## Were You to Ask an Old Man's Opinion Why

Some persons understand everything said to them without asking explanations, the answer of long experience would be that it is simply because they listen closely and receive accurately what you are saying.

You will not believe it, possibly, but it is a fact that half of the numbers of people we talk with are thinking of something else all the time one is speaking to them.

A large percentage of court trial cases, it is said, have grown out of misconceptions of contracts because of faulty attention and misunderstanding at the beginning of the transaction.

Please let us emphasize the fact that for more than half a century we have sought to be of service to our patrons by bringing to them trustworthy merchandise at just prices.

In these exciting times we find good opportunities to make good savings, but as goods are still going lower, it is well worth while to buy only what you need.

(Signed) *John Wanamaker*

Dec. 7, 1920.

## A Number of Women's Fine Coats Have Just Been Made \$95

Until now they were selling for considerably more than this, but there were all the good colors in each style then and now there are not.

Women, however, will find some very beautiful coats among these at \$95. None are fur trimmed, but all have the muffling collars that take the place of furs, or they can be worn flat with a neckpiece.

There are three coat models, in peachbloom and Bolivia cloth, and a very good wrap style in velour. All are silk lined and among them are practically all the fashionable shades.

(First Floor, Central)

## New 1921 Foulards Arrive for Christmas

The prettiest new designs imaginable, on dark blue or black grounds. They are all 40 inches wide and, best of all, they are marked at the new price of \$3 a yard.

No need to tell any woman that a dress pattern of foulard silk is always one of the most welcome of Christmas presents; it is certainly one of the most popular.

There are attractive boxes for every gift silk bought.

(First Floor, Chestnut)

## Women's Satin Dresses for Afternoon—\$38.50

Somewhat conservative, quite rich-looking dresses in half a dozen styles—some with pleated tunics or pleated flying panels, some with bugle beading, some with Georgette and lace chemisettes. Their colors are excellent shades of Copenhagen, navy, plum and brown, besides black. A few extra sizes are in the lot.

Price, \$38.50.

(First Floor, Central)

## A Charming New Fashion in Evening Slippers

Just imagine a black satin one-strap slipper with the high heel, the strap and the band around the top, all of shining silver cloth. A rhinestone buckle fastens the strap at the side and adds greatly to the brilliant effect.

These slippers are to be found in the Exclusive Little Boot Shop and they are \$17 a pair. The buckles are \$5 a pair extra.

It wouldn't be necessary to ask any woman what she wanted for Christmas after she had seen these beautiful slippers.

(First Floor, Market)

## Just Unboxed! Fine, New Scotch Knit Gloves

In all Philadelphia you'll not be apt to find finer gloves of the sort than these—gloves which were made expressly for us and which have come to us direct from Scotland. They are of soft, beautiful quality wools, and nothing could be better for cold weather.

They are of alpaca, of camel's-hair, of Alcoa wool and cashmere, and they are the finest of their kind.

### Women's Gloves

\$2 a pair for Scotch Alcoa wool in heather mixtures and gray.  
\$4.50 a pair for fine cashmere gloves in plain knit grays, mode or natural color.  
\$15 a pair for finest gauntlets we have seen—alpaca wool or camel's-hair in natural color, with fancy tops and cuffs.

(Main Floor, Central)

### Men's Gloves

\$2 a pair for Scotch Alcoa wool, plain knit or brushed wool, in heather mixtures or gray.  
\$3.50 a pair for alpaca wool gloves, gray or natural color.  
\$5 a pair for cashmere gloves in natural and tan color.

(Main Floor, Central and Market)

### Children's Gloves

\$1.50 and \$1.75 a pair for Scotch Alcoa wool in heather mixtures.  
\$2, \$2.25 and \$2.50 for fine plain knit cashmere gloves in mode color.  
\$2.50 to \$3.50 for brushed wool gauntlets with fancy tops; brown or white.

(Main Floor, Central)

## Note These Prices—500 Girls' Dresses, \$2 to \$3.50

\$2, \$2.50 and \$3.50 is the way the prices go—and every dress has been a higher price than its present one.

They are the cotton dresses which many girls wear the year round—sturdy gingham and chambrays chiefly, in good colors and pleasing styles.

They are in 6 to 14 year sizes, are in about a dozen styles, and there are stripes, plaids, checks and plain and figure effects. There are blues, greens, pinks and tans.

Many people are looking for just such dresses for practical gifts.

(Second Floor, Chestnut)



## Exquisite Fur Pieces Some Quite Rare

Real chinchilla is growing more scarce each year, and we doubt if there is another stole in the city to equal that handsome one in the Fur Salon. It is beautifully marked, the fur is of downy softness and the price is \$2500.

The woman who "has everything" may not have an ermine wrap—there is a beauty here. It is a great, snowy wren, with just enough black tails for effectiveness, and it would make a stunning affair and the price is \$4500.

Another beautiful wrap is that one of Persian lamb with a great collar and wide cuffs of glossy black lynx. The silvery brocade lining makes it lovelier, too. \$1500.

(Second Floor, Chestnut)

Who wouldn't enjoy having a mink coat? A mink wrap, with wide collar, deep cuffs and straight band of the mink at the foot, is as beautiful as fine skins and the furrier's art can make it. \$3300.

The woman who longs for a sable wrap will admire that one of Hudson sable, with the cape back and stole front. It is \$1650.

And of Russian sable, the skins soft and full and beautifully marked, is a two-skin boa at \$640.

And there's a scarf of real silver fox—it's lovely, too. \$640.

Nine full skins of baum marten, cleverly joined, make a wide and handsome stole that any woman would delight to wear. \$900.

(Second Floor, Chestnut)

## FRENCH CHIFFON VEILS AND IN SUCH LOVELY COLORS!

Exquisite greens, blues, grays and so on, light colors and dark shades, they would make a fascinating drapery for the automobile hat.

And their very generous size, 2 1/4 yards, suggests their being used for scarfs. They are quite pretty enough for this purpose. Some have drawwork, others satin borders. Prices are moderate, \$6.50 and \$7.50 each.

(Main Floor, Central)

## Mesh Bags Are Popular Gifts

People like to give them, and it is an unusual woman who does not like to get one.

New silver-plated mesh bags in square shapes or the new long shapes—with the fashionable narrow frames, \$5 to \$32.

Mesh purses are \$1 to \$9.50.

(Jewelry Store, Chestnut)

## A FEW NEW PARASOLS FROM JAPAN

are of silk, in the flat, Oriental style, and have embroidery in colors to contrast or harmonize with the covers.

They are quite attractive, quite new, and the prices are \$5, \$7.50 and \$8.50.

(Main Floor, Market)

## TOILET ARTICLES OF IMITATION AMBER

Imitation amber is quite popular this season, and it makes any number of pretty toilet articles—you may give one piece or a set and know that it will be welcome.

Mirrors are \$11.75.  
Hair brushes, \$8.25 to \$11.  
Combs, \$2.25.  
Manicure pieces, \$2.25.  
Buffers, \$4.  
Hair receivers, \$6.  
Puff boxes, \$6.  
Cloth brushes, \$8.25.  
Hat brushes, \$4.  
Trays, \$9.25.  
Pin boxes, \$4.  
Pin cushions, \$5.25.

(Main Floor, Chestnut)

## A NEW ALL-WOOL SWEATER FOR WOMEN IS \$5.75

It has tuxedo collar, belt and cuffs and the colors are black, brown and navy and buff with brown collar, belt and cuffs.

\$5.75 is a low price for an all-wool sweater of this quality.

(First Floor, Market)

## FINE WHITE PETTICOATS

Certain fine odd pieces which would go prettily in Christmas boxes are trimmed with hand-made lace in Irish patterns. They are \$15, \$18 and \$18.50. Others with shadow work done by hand and really exquisite are \$22.75.

(Third Floor, Central)

## Three Good, Helpful Notes From the Handkerchief Shop

\$3, \$4.20 and \$6 a dozen for women's plain hemstitched handkerchiefs of pure Irish linen. They are the sort to be marked with ink (36 a dozen) or with machine embroidery, if you like.

35c apiece for women's colored handkerchiefs—a wonderful collection here to choose from.

\$10 a dozen for men's generous size Irish linen handkerchiefs, with 1/4 and 1/2 inch hems.

Fresh stocks every day in the Handkerchief Shop, so that you're sure to find plenty of fresh, dainty squares always ready.

(Main Floor, Central)

## Inexpensive Cotton Waists

are not to be scorned at this season—they are welcome in many a box.

White lawn with blue, pink or white linen trimmings, \$2. Tailored dimities with Peter

Pan collars and finely pleated frills, \$3.85.  
Voile with high-low collar and lots of lace, \$6.  
Fine voile with real illet and hand embroidery, \$9.

(Third Floor, Central)

## A Delightful Novelty in Fitted Traveling Cases

This newest style in women's fitted cases has the fittings arranged on a removable tray that folds into a miniature separate case, with lock and key. It can be removed and carried separately, if desired.

Both large and small cases are of fine dull black long-grain leather and are beautifully silk lined.

The fittings are exquisite in pattern and coloring, being of white celluloid with blue inlaid design or shell-finish celluloid with gilt inlay. They are also distinctive in shape.

Prices are \$85 to \$150.  
(Main Floor, Chestnut)

## Many a Man Is Hoping for a House Coat

He won't buy one for himself, but he would be just tickled to death to get one for a present.

House coats of double faced cloth in checks, plaids and mixtures, \$10 to \$27.50.

(Main Floor, Market)

## New Bales Ready in the Sale of Oriental Rugs at Old-Fashioned Prices

In this Sale the prices of Oriental rugs take a long jump back to where they were. It is a Sale that restores much, if not all, of the old-time buying power of the dollar.

Many of the rugs in it are as low-priced as rugs of the kind have ever been. On any one in the collection there is a saving of at least 50 per cent.

The Sale began with \$100,000 worth of rugs—Persian, Caucasian and Chinese, mainly carpet sizes. New bales have come along and are offered for sale tomorrow.

These bring two very attractive lots of small rugs.

Beluchistans in deep, rich reds, browns and blues, in sizes 3.6x5 feet to 4x6 feet, at \$42.50 to \$55.

Also Dozarts, rich, good-looking pieces in rose, red, ecru and light and dark blue tints, size 4x7 feet, at \$100 to \$225.

The carpet-size rugs include Persian Kermanshahs, Serapis and Mahals in large and beautiful assortment. Also Chinese rugs in a variety of carpet sizes.

Chinese  
9x12 feet ..... \$395  
12x9.1 feet ..... \$465  
12.2x9.5 feet ..... \$465  
11.10x8.10 feet ..... \$485  
(Seventh Floor, Chestnut)

Smaller Chinese Pieces  
2.6 ft. to 5.3 ft. x 9 ft., \$35 to \$50

## Men's Cane-Umbrellas From Japan

The Japanese know to perfection how to make those well-liked cane-umbrellas for men. They get the frames small enough and make the covers of fine, close rolling silk, so that the whole umbrella fits snugly in the hollow cane cases.

A new shipment of these cane-umbrellas is just in—the canes all of dark polished woods and the umbrellas of fine silks.

They are in good styles that men like, too.  
\$7.50, \$10, \$12 and \$13.50.

(Main Floor, Market)

## Men's Gift Belts With Silver Buckles

These, or the buckles by themselves, make gifts that are always well received. Find both in the Men's Wear Store.

Belts to go with them, \$1 to \$2.  
Regular belts of fine black and tan leathers, \$1 to \$2.50.

(Main Floor, Market)

## Men's Brogue High Shoes at \$6.75 a Pair

Smart shoes of mahogany color calfskin with long wing tips, low broad heels and lots of pinking and perforation.

Just the shoes young men of fashion want right now, and at \$6.75 a pair they are extraordinary value.

(Main Floor, Market)

## Gifts for Golfers

Imported clubs include the famous Andrew Kirkaldy, Alex Herd and Abe Mitchell models, and are \$6 and \$6.50 for wood and \$5.50 for irons.

American clubs are \$3.50 to \$7.50 for the wood and \$5 to \$6 for the irons.

English golf balls—Silver King, Zome Zodiac, Pearl Zodiac, Avon de Luxe, Dunlop and Zenith—\$9 to \$13.20 a dozen.

American golf balls include Radio, Super-Radio, Red Flash, Blue Flash and Taplow, \$7.20 to \$12 a dozen.

Golf bags, \$1.50 to \$35.  
Clock golf, \$4 to \$8.

Golf O Gram, the new golf scorebook, \$2.  
(The Gallery, Chestnut)

## AIRY LITTLE SHAWLS

and scarfs of white Shetland wool are from Scotland, and have caught coziness in their meshes.

100 two-light table lamps, mahogany finished, are especially good at \$7.50.

\$1.50 to \$8 in the Art Needlework Store.  
(Second Floor, Central)

100 two-light floor lamps, also mahogany finished, are \$10. Shades to go with these may be had for \$5.50 upward.

(Fourth Floor, Central)

## SPECTACLES AND NOSE GLASSES

are useful gifts to people who must wear them. The Optical Goods Store has expert people to fill the prescriptions and adjust the glasses, and the work is done promptly.

(Main Gallery, Chestnut)

## A PAIR OF OPERA OR FIELD GLASSES

gives pleasure to the recipient for a lifetime.

Pearl opera glasses for women, \$12 upward.  
Black leather opera glasses for men, \$6 upward.  
Prism binoculars for the family, \$50.

(Main Gallery, Chestnut)

## WARM, COZY GIFTS FOR THE CHILDREN—MODERATELY PRICED

New sweaters, \$3, are in brown and blue shades, are in 2 to 6 year sizes, and are kinds that are unusual for the price.

Warm bathrobes, \$3.85, are of blanket materials in rose and blue effects, in good styles and in 6 to 18 year sizes. These are kinds that ordinarily sell for more.

Bathrobe and slipper sets, \$3, are in rose and Copenhagen blue and in 2 to 6 year sizes.

And there are ever so many more such gifts in the Children's Store!

(Third Floor, Chestnut)



## Suggestions for the Book Lover's Gift

"Belgium Old and New," by G. W. Edwards, quarto, finely illustrated. Price \$10.

"The Outline of History," by H. G. Wells. 2 vols. Price \$10.50.

"Seeing the Far West," by John T. Faris; 113 illustrations, 2 maps. Price \$6.

"A Cycle of Adams Letters," 2 vols. \$10.

"Margot Asquith," an autobiography; 2 vols. \$7.50.

"Theodore Roosevelt and His Time, Shown in His Own Letters," by Joseph Bucklin Bishop; 2 vols. \$10.

"Crowding Memories," by Mrs. Thomas Bailey Aldrich. \$5.

"Roaming Through the West Indies," by Harry A. Franck, illustrated. Price \$5.

"In Old Pennsylvania Towns," by Anne Hollingsworth Wharton. \$5.

"A Wonderland of the East," by William Copeman Kitchin, Ph. D.; 54 plates, some in color; 3 maps. Price \$5.

"Letters to a Niece and Prayer to the Virgin of Chartres," by Henry Adams. \$2.50.

"The Spell of the Heart of France," by Andre Hallays, illustrated. Price \$3.

(Main Floor, Thirteenth)

## Special Christmas Note to Wives of Business Men

We live in a common-sense age, after all. The wives of several business men have been in here to the Office Furniture Store to buy desks as Christmas gifts for their husbands.

We are glad our selection is so good. Others have bought desk sets for theirs. These sets, by the way, are distinctly handsome and very appropriate for a man of business.

In solid mahogany, old brass, copper, solid bronze and cut glass. Separate pieces can be bought in most cases. From paperweights at 25c to a cut-glass inkstand and two cut-glass wells, complete for \$30.

(Third Floor, Market)

## Two Fine Lots of Gift Linens at Lower Prices

First, 100 dozen real Madeira hand-embroidered and hand-scalloped tea napkins, as dainty and gift-like as the heart of any woman can desire and in ten different styles. Prices very much below the regular value at \$9.75 a dozen. Size 13x13 in.

These are a new and very exceptional purchase. New also are a lot of 100 dozen guest towels of pure linen huckaback, all neatly hemstitched, size 15x25 inches, and offered at \$1 ea-h, which is about what manufacturers are asking for towels of this grade today.

(First Floor, Chestnut)

## Dinner Sets Will Be Welcome as Long as People Eat

The lowered scale of prices at which Wanamaker dinner sets are now marked provides a very favorable opportunity for selection and all the sets are of the best kind that the potteries turn out.

For gifts we suggest sets at this range of prices—American sets are \$25.50 to \$60.

English sets are \$30 to \$41.25.  
French sets are \$37.50 to \$112.50.  
Japanese sets are \$45 to \$75.  
Bavarian sets are \$33.75 to \$75.

There are others lower than those quoted above, and higher, too.  
(Fourth Floor, Chestnut)

## Rugs Make Practical Gifts

And here is excellent selection of the most desirable domestic weaves in small sizes.

Wilton Rugs  
4.6x7.6 ft., \$38.50 and \$52.  
36x63 in., \$19.25 and \$24.50.  
27x54 in., \$12 and \$15.50.

Body Brussels Rugs  
36x63 in., \$12.75.

Axminster Rugs  
4.6x7.6 ft., \$18 and \$21.50.  
36x70 in., \$11.  
27x54 in., \$6.50.

Velvet Rugs  
36x63 in., \$11.50.  
(Seventh Floor, Chestnut)

## Bring the Children to See Their Own Little House

The Children's Own House is on the Fifth Floor, at the Juniper Street Side in the Central Section. It is a very interesting place, consisting of a series of rooms decorated, furnished and draped with a special view to producing an effect appropriate and delightful to the young imagination.

The furniture, the decorative panels, the pictures are all such as to appeal to the child-mind. The idea is to produce something that will satisfy the desire common to nearly all children to have things "their own size," especially to have a little house or a little room or some little furniture of their very own.

The Children's Own House has a nursery or Infants' Room, a Noah's Ark Room (combination living room and play room), a Mother Goose Room and an old-fashioned bedroom in a vivid red and one in deep blue.

The furnishings of any one of these rooms can be bought outright—furniture, draperies, hand-painted panels and all.

What a Christmas gift for a child!  
(Fifth Floor, Central)