

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 Cloudy

Best Way to Make Up a Gift List Is to Come to the Store and See the Goods

A Few Gentlemen Were Discussing the Question of Giving

when one of them asked another what his habit was in his benefactions. His reply was: "I do very much as a well-known woman does, who is famous for her rhubarb pies. She said she put in as much sugar as her usual experience required and then she shut her eyes and put in a handful more," and then, the gentleman added, "I give all the money my conscience approves and then add a handful without counting it."

It is not a bad thing to err on the safe side. The school teachers, the University and College professors and the Missioners have long been discouraged. Is it not time to get on the "Rhubarb Pie plan," a big cupful of sugar and a big handful more?

[Signed] *John Wanamaker*

Dec. 8, 1920.

Women's Afternoon Gowns of Velvet—\$100 to \$150

These are the late-season prices for some exceedingly attractive gowns of soft-hued velvet. They are in shades of beaver, brown, mole and navy, besides black; are sometimes beaded or embroidered or have a little real lace—Venise for instance—around their necks; and there are scarcely any duplicates among them.

Prices, \$100 to \$150.

(First Floor, Central)

A Real Lace Collar Is Sure of a Welcome

And that bit of lace at the neck does make such a difference in the effectiveness of a gown! We had these collars made to order in the newest shapes, in round, square and straight. They are all imported, and, of course, hand made.

Duchesse collars, \$10 to \$60.
Venise collars, \$12.50 to \$25.
Rose point, \$30 to \$85.

(Main Floor, Central)

A WARM Leather Coat Would Please Almost Any Woman

Especially if she motors, skates or is out in all kinds of weather, for these leather coats are wonderfully good for keeping out the cold. A new shipment brings the short-sleeved sports model in tan, mahogany or black, lined with poplin at \$92.50 and a three-quarter length style also belted, in gray, natural or black leather from \$75 to \$100 and in suede le. \$125.

Every case these prices are less than formerly.

(First Floor, Central)

YOUNG Women's New Fur-Collared Coats at \$95

Are of soft, beautiful quality Bolivia cloth in a rich, dark brown shade or the fashionable blue and are topped off with great, wide collars of the much-loved Australian opossum.

The coats are well made, are in a youthful, sporty style, have arrow belts, fancy silk stitching and rows of cloth-covered buttons at the sleeves.

They are lined throughout with good quality silk and interlined as well.

11 to 20 year sizes.

(Second Floor, Chestnut)



Fur Neckpieces—New, Fashionable and Not Expensive

Australian opossum is one of the most popular furs this Winter, and you may have it in any number of attractive neckpieces, scarfs or stoles, starting at the small neckpiece at \$33.50 up to the loveliest stole at \$175.

Natural racoon is a youthful, becoming fur, and it has the advantage of wearing and wearing—durability is its middle name! \$25 to \$45 for the neckpieces.

Fluffy fox neckpieces are so becoming, so soft and so pretty it is not hard to understand their popularity. Black fox, taupe fox, gray or white fox, cross fox—the whole fox family is here. \$40 to \$250.

Wolf scarfs are in brown or black or taupe, chiefly; they are becoming, and they give good service, too. \$35 to \$60.

(Second Floor, Chestnut)

WOMEN'S blanket bathrobes are here at \$5—fastened with loop and button; pocketed, collared and girdled. Only two hundred and fifty in all.

(Third Floor, Central)

Women's Best Shoes at \$4.75 Since Before the War

We have about 500 pair of trim, good-looking dull black calf-skin lace shoes that we can sell at \$4.75 a pair, though they were almost double that price.

They have indicated wing tips, blind eyelets and military heels and are excellent in material, style and workmanship. Widths AAA to C.

Any woman would like them, and they are the best shoe values at the price in years.

(First Floor, Market)

1800 PETTICOATS at Special Prices

At \$1.45 are black saten petticoats gayly flowered.

At \$1 jersey tops with deep accordion pleated flounces, black.

At \$5.50 jersey top petticoats with mesaline flounces in black and colors.

At \$4.65 black and white check taffetas, and jersey tops with flounces of the same check. Also with plain black flounces.

At \$3.85 plaid taffetas.

(East Aisle)

WOMEN'S Draw-Work Handkerchiefs, 75c

Of sheer, Irish linen, with tiny hems and several rows of drawwork above the hem.

A governess handkerchief, etc., is another good style—this has hems in one-quarter or half-inch width, just as you like.

Both kinds are Irish, both in simple, good taste.

(Main Floor, Central)



It's the Age of the Ampico

The age of the almost-miraculous. The age when man has gained such dominion over matter that he can make an instrument which is almost human. That instrument is

The Ampico Reproducing Piano

The Ampico reproducing piano is so far superior to all other reproducing or player pianos that there is no ground for comparison. A performance by the Ampico reproduces with such absolute fidelity the playing of the master pianist who made the roll that accomplished musicians, who have listened to the man and the instrument playing alternately in another room, cannot tell which is which.

A Gift Imperial

As a Christmas gift an Ampico reproducing piano is not to be surpassed. Whoever receives one of these marvelous instruments will find it a never-ending delight.

This is the age of electricity and electric reproducing pianos. And the Ampico is the nearest approach of the reproducing piano to perfection.

The Ampico may be obtained in the Marshall and Wendell, Haines Bros., Chickering and Knabe pianos at prices ranging from \$975 to \$3500—and at Wanamaker's only in Philadelphia.

Convenient terms may be arranged. Every day, from 1.30 to 2.30, there is a demonstration of the Ampico in Egyptian Hall. Much of the performance is by request.

(Egyptian Hall, Second Floor)



Semi-Precious Necklaces From the Orient

One case is entirely given over to necklaces and pendants of peculiar beauty. For instance, here are strings of beads of red amber at \$85 and \$100; of honey drop amber at \$65, and of clouded amber at \$85. A string of rare violet-hued agate is \$125; of carved red coral is \$85; of dark malachite, \$65 and \$85; and of carnelian, \$40.

Rock crystal beads, plain, are \$40 the string; carved, \$65. Amethyst beads very dark and rich in color are \$250. Plain red coral are \$38.50 and \$50 and mutton fat jade are \$75 and \$85.

Jade bracelets are \$25 each.

(Fourth Floor, Chestnut)

SINGLE Flowers, Graceful Sprays and Lovely Festoons

Are in request just now for the decoration of fancy work, bags, lingerie and other dainty, pretty gifts.

The flowers are French, they are beautifully made and in artistic colorings and combinations, and the prices go from 50c to \$15 by the yard, and from 70c to \$8.50 for separate sprays.

(Main Floor, Central)

THE Daintiest Toilet Sets You Would Want to See

They are of imitation ivory and are prettily arranged in satin-lined boxes all ready for Santa Claus. Not only school girls and college women, but older women as well like this imitation ivory ware. It is so dainty and easy to keep clean.

Sets of ten pieces are \$20 and \$27.50. Sets of twelve pieces are \$37.50 to \$45. Sets of thirteen pieces are \$47.50. Sets of sixteen pieces are \$45.

(Main Floor, Chestnut)

ENGLISH Needle Cases, 35c to \$3

Compact handy little cases that a woman will like to put in her sewing box or bag. They are equipped with all the needed needles, are in useful sizes, and are 35c to \$3 each.

(Main Floor, Central)

PIN CUSHIONS Big and Little

in gay silk covers, and others not so gay, are all here in the Notion Store and ready to carry your holiday wishes to somebody.

They are round, oval, oblong and other shapes, and the prices are 50c to \$1.80.

(Main Floor, Central)

The Oriental Rug Sale Is a Sale of Beautiful Life-Time Gifts

The gift of a Persian rug is something that beautifies and enriches the home. It is a princely sort of gift, carrying with it not only high intrinsic value and distinctive excellence of texture and coloring, but also something of romantic association.

We are holding a Christmas Sale of Oriental rugs in which old-time low prices prevail. One has to go back to pre-war days to find anything like it.

Kermanshah Rugs

- | | |
|----------------|-------|
| 14-3x10-9 ft. | \$635 |
| 13-8x9-5 ft. | \$625 |
| 13-1x9-3 ft. | \$585 |
| 13-9x9-5 ft. | \$549 |
| 14-6x10-10 ft. | \$775 |
| 13-3x8-10 ft. | \$395 |
| 14x11 ft. | \$898 |
| 13-8x9-9 ft. | \$840 |
| 14-10x10-4 ft. | \$547 |
| 14-2x10-7 ft. | \$875 |
| 13-7x9-7 ft. | \$985 |
| 14-7x10-3 ft. | \$477 |
| 14-7x10-1 ft. | \$585 |
| 14-7x10-2 ft. | \$507 |
| 13-10x9-5 ft. | \$467 |

All Our Men's Fine Silk-Lined Black and Oxford Overcoats—\$47.50 Each

These are good, sound, warm dress and business overcoats. They are every one of them brand-new this year's goods. They are made of the finest black and oxford overcoatings to be had in the market and are tailored to a gentleman's taste.

At this new, low price—\$47.50—taking in the whole lot, these overcoats make instant appeal to the man who has put off buying his overcoat, waiting for lower prices. It is the very opportunity he has been looking for.

(Third Floor, Market)

MEN'S Inexpensive Sweaters and Cardigan Jackets

Men whose work or play takes them much outdoors in Winter like warm sweaters or jackets to wear under their coats.

We have some excellent coat sweaters at \$8.50 and \$11, wool pull-over sweaters at \$7.50 and wool sleeveless jackets at \$6.50.

Black cardigan jackets, favorites of so many men, are \$8 and \$10.

(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 at lower-than-usual prices.

The beaver collars are \$35 and the sealine collars are \$15. Both are very good looking.

(Main Floor, Market)

If a Man Smokes It Is Easy

to give something he will like from these in the London Shop:

- English and American pipes, 75c to \$65.
- Cigar and cigarette holders, 75c to \$35.
- Tobacco pouches, 85c to \$12.
- Humidors, ash trays, smokers' sets and stands, game sets and kindred articles.

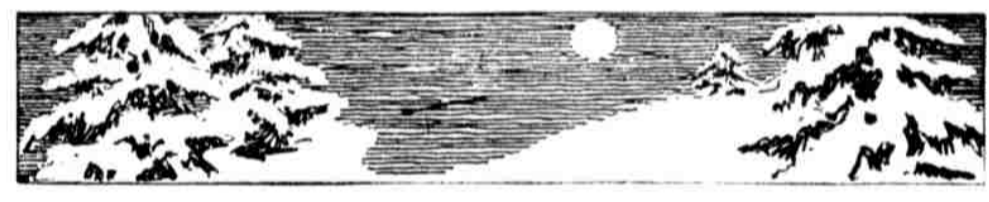
(The Gallery, Chestnut)

MEN'S French Initial Handkerchiefs

are of beautiful quality linen, all in snowy white with hand-hemstitched hems and a medallion in one corner, with a generous size, easily read letter, all hand embroidered.

Price \$21 a dozen.

(Main Floor, Central)



A Gift of Wanamaker Furniture Is a Gift Indeed

It can be anything from a footstool at \$4.50 to a great easy chair at \$233; from a rocking chair at \$13.50 to an exquisite bedroom suit at anywhere from \$250 to \$800, from a tea wagon at \$21 to a magnificent dining-room suit at \$1000.

The particularly popular and gift-like pieces will be found on the Fifth Floor, and the Christmas assemblage is as delightful and varied as any one can desire.

Among the attractive gift pieces are these:

- Upholstered foot stools, \$4.50, \$6.50 to \$25.
- Sewing stands, \$9.50, \$12.50 and \$30.
- Martha Washington sewing cabinets, \$24 to \$35.
- Gate-ler tables, \$45, \$50 and \$80.
- Tea wagons, \$21 to \$70.
- Tabourettes, \$8.75, \$14 and \$18.
- Nests of tables, \$45 and \$70.
- Smokers' stands, \$7.50 to \$62.
- Spinet desks, \$90 and \$95.
- Book cases, \$36 to \$270.
- Music cabinets, \$31 to \$90.
- Plant stands, \$12 to \$75.
- Telephone stands, \$17.50 to \$60.
- Fancy rockers, \$13.50 to \$45.
- Fancy arm rockers, \$13.50 to \$45.
- Ladies' desks, \$21 to \$255.
- Folding game tables, \$4.50 to \$55.
- Easy chairs, \$35 to \$200.

(Fifth Floor, Chestnut)

Three Timely Books

are "The Story of the Other Wise Man," by Henry Van Dyke, price \$2.50. This beautifully told and much beloved story may be had now in an illustrated edition; the pictures in color and line being by J. R. Flanagan.

"The Truce of God," by Mary Roberts Rinehart, price \$1.50. A Christmas story which is a prose idyll with the romantic appeal of the old French days of chivalry.

"The Angels' Lily," by Russell H. Conwell, \$1.25. An Oriental parable and a history of Temple University.

(Main Floor, Thirteenth)

GIFT Linens Unusual at the Price

Three particular lots, all carefully chosen, are of timely interest just now, especially appropriate as gifts and marked for merchandise of such good quality.

Hemstitched damask tea napkins of pure linen in several pretty designs, size 15x15 inches, 85 a dozen.

Plain Irish linen tea napkins, neatly hemstitched, 14x14 inches, \$9.75 a dozen.

Very practical and serviceable scarfs for children, bureau or dressing table, all of pure linen, neatly hemstitched, 18x36 inches, at \$1.50; 18x45 inches, at \$2, and 18x54 inches at \$2.25 each.

All of these goods will be neatly boxed for Christmas presentation.

(First Floor, Chestnut)

A BIG Lot of Good "Seconds" in Silk Stockings

They come from one of the largest and best known mills in the country and their imperfections are so slight that it takes an expert to find them.

Many people will consider them quite satisfactory for gifts.

\$1.50 a pair for full-fashioned ingrain silk stockings in black, white and colors, with five toes and heels.

\$1.75 a pair for full-fashioned ingrain silk stockings in black, white and colors that are mostly all-silk but in some of the heavy weights have silk tops.

\$3.75 a pair for full-fashioned ribbed silk stockings in two-color combinations.

(West Aisle)

You Can Choose Cut Glass Gifts at One-Third Less

In the Christmas Cut-Glass Sale there is a sparkling abundance of pieces, all of our own regular quality and all priced one-third below prevailing rates.

Two special purchases are represented, and these are a few of the attractive pieces:

- Berry bowls, \$8.75 to \$40.
- Orange bowls, \$5.50 to \$16.75.
- Footed fruit dishes, \$2.75 to \$12.50.
- Jugs, \$3.75 to \$9.75.
- Sugar and cream sets, \$4.75 to \$6.50.
- Flower baskets, \$6 to \$22.50.

(Fourth Floor, Chestnut)



Mahal Rugs

- | | |
|--------------|-------|
| 11-7x8-7 ft. | \$370 |
| 12-9x8-5 ft. | \$485 |
| 12-3x8-6 ft. | \$395 |
| 12-2x8-6 ft. | \$325 |
| 12-3x8-9 ft. | \$395 |
| 12-9x7 ft. | \$395 |
| 12-9x7 ft. | \$395 |
| 12-9x7 ft. | \$395 |
| 12-9x7 ft. | \$395 |
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| 12-9x7 ft. | \$395 |
| 12-9x7 ft. | \$395 |
| 12-9x7 ft. | \$395 |
| 12-9x7 ft. | \$395 |

(Seventh Floor, Chestnut)

Chinese Rugs

14x20-6 ft. to 14x20-9 ft. \$50 to \$80.
12x18-6 ft. to 12x18-9 ft. \$35 to \$50.