

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

# A Safe, Clean, Spacious Merry Christmas Store for a Fact!

## To Observe Christmas as Only a Form of Habit

touching only the pocket nerve, at this particular time of the year, is to lose sight of the sky lines that led the wise men to the thought of gifts and to the bringing of them in person to the little Babe in the barn.

To make a real happyfying Christmas for any one there must

Be a Christmas Heart

somewhere near.

A very little thing from one man to another or from one woman to another, that shows the feeling of the giver, means more to the recipient than can be put in words.

Our Store, so roomy and comfortable and full of pleasures, seems to be trying to show

A Christmas Heart

by the stars bright red shining through the green trellis work of the Grand Court, and the mighty organ every morning floods the big building with Christmas music.

These are days of enthusiasm and joy to the young and old, both being welcome.

[Signed]

*John Wanamaker*

Dec. 11, 1920.

## Young Women's Delightful New Frocks

Crisp taffetas, soft charmeuse, soft Canton crepes and spring-like Georgettes—here they are in this new collection of brand-new frocks in brand-new styles. They are delightful dresses. There are afternoon frocks and the prettiest of party dresses. Quite a few are lace trimmed, some have the new, basque-like bodices, some have very full skirts, many have pleated ruffles in expected and unexpected places and there are any number of new fashion ideas that are charming.

Navy blue, brown shades, black, sunset, turquoise, rose pink, Nile green, coral and Copenhagen blue—these are the colors.  
\$20 to \$110—and 14 to 20 year sizes.  
(Second Floor, Chestnut)

## Women's Fresh Evening Gowns of Net, \$65 to \$167.50

Net and charmeuse, to be precise, the net often of the wide-meshed sort, with chenille dots or embroidery or beads on it and usually dyed the color of the charmeuse—in browns or blues, black or henna. The girdles are often very bright to provide contrast and the sleeves are short or non-existent.

Prices are \$65 to \$167.50.  
(First Floor, Central)

## A Fascinating Corner of the Handkerchief Shop

is the one that holds those exquisite French handkerchiefs and those equally exquisite handkerchief cases. The very finest handkerchiefs are these—the cobwebby finest, the delicate French colors, those wonderful French embroideries, and the real lace handkerchiefs that patient Old World fingers have made, are all here.

Handspun handkerchiefs, in plain white, are \$3 to \$6.  
Embroidered handkerchiefs, \$8 to \$35 each.  
Colored handkerchiefs, \$4.50 to \$15 each.  
Real lace handkerchiefs, \$8 to \$15.  
Paris handkerchief cases, \$20 to \$35.  
The gift of any one of these would be a compliment to a woman's good taste and appreciation!  
(Main Floor, Central)

## Women's Fine Mocha Gloves

Fine news, this, and just in time for Christmas! \$4.75 a pair for short gloves, 1 button or 1 clasp, in gray, light tan, brown, beaver or taupe.  
\$6.50 a pair for strap-wrist gloves, with 3½-inch tops, and in a soft gray shade.  
\$9 a pair for strap-wrist mocha gloves, with 5½-inch tops and embroidered backs, in tan and beaver shades.  
(Main Floor, Central)

## Pongee and Plaid Silk Waists

Tailored pongees with high-low, Peter Pan and flat collars, \$3.85 and \$5.50.  
Plaid silk waists, \$7.50.  
Striped crepes de chine—white grounds with colored stripes—\$8.50.  
(Third Floor, Central)

## Warm Nightgowns for Children at 95c

They are of a good heavy quality of flannel in pretty pink and blue stripes, and this is really a remarkably little price for these nightgowns. It is much less than they have been for a long time past.  
Sizes 6 to 14 years.  
(Third Floor, Chestnut)

## Good News! New Hudson Seal Coats at \$350 and \$400

The other day we were able to get hold of a few of these beautiful coats—and they stayed a very short time. For Monday we have been able to procure a few more, and this is certainly an opportunity for any woman who wishes a handsome Hudson seal (dyed muskrat) coat, for they are indeed unusual for the price. The fur is glossy and soft and thick, the coats are in the fashionable knee length and they are one of the smart styles of the Winter.

\$350 for Hudson seal (dyed muskrat) coats with plain fur collars and cuffs.  
\$400 for Hudson seal coats with full, deep collars and wide cuffs of beautiful brown beaver, or fine skunk.

They have been made up with the greatest care, and they are richly silk lined, too.  
(Second Floor, Chestnut)

## A Unique Situation Arises in Silks This Christmas

It is intensely interesting to people who always give silks as gifts and it is even more interesting to people who don't but who likely would if they understood the unusual opportunity it offers.

From the high prices of war time, silks have gone to exactly the other extreme. We firmly believe that good silks have reached the lowest limit possible; in many cases they are priced at less than it costs to make them. Not only the new Spring silks coming in have these lower prices but all the silks here have been adjusted to meet them. And there is no more fashionable fabric today than silk or one that most women and men would rather wear.

The assortments are at their best right now, and among the finest and most popular gift silks are—

Crepes de chine, 40 inches wide, chiefly white, black, flesh, navy and a few colors, \$1.65 a yard.  
American silk broadcloth, washable, plain and striped, \$3 a yard.

Figured soft taffetas and radiums, \$3.50 a yard.  
Silk-faced chiffon velvets, 41 inches wide, mostly black, brown, taupe and navy blue, now \$7 a yard.  
Georgette crepes, 40 inches, all colors, \$2 a yard.  
Georgette crepes, black only, 40 inches, \$1.50 a yard.  
Soft taffetas, 36 inches, mostly navy blue, \$2.50 a yard.

Messalines, 36 inches, all wanted colors, \$2.25 to \$4 a yard.

Charmeuse, 40 inches, good shades, \$3.50 a yard. Black, \$3.

Spring foulards, 40 inches, \$3 a yard.  
Crepes de chine, 40 inches, very heavy, \$4 a yard.  
American No. 1 choice Japanese white habutai, \$1, \$1.25, \$1.50, \$1.75, \$2 and \$2.25 a yard.  
Colored habutais, 36 inches, mostly navy blue and pink and a few other colors, \$1.50 a yard.  
Tricolettes, brown, blue and black, \$1.65 a yard.  
(First Floor, Chestnut)

## Suppose You Come Straight to the China Store

Think of all the practical, beautiful and artistic gifts you will find in china, pottery and glassware.

ITALIAN MARBLE busts, figures and pedestals. This exhibition includes an unusual number of charming and original subjects.

ARTISTIC POTTERY, including amphora, Fulper, van Biiggle, Italian, Dutch, Cowan, French and English.  
ORNATE PICKARD WARE in gold and colors.  
AQUARIUMS, some on wrought-iron stands.

TEA SETS, breakfast sets, chocolate sets, ice cream sets, berry sets and, of course, dinner sets, all of which are at low lower prices.

CUT GLASS, colored glass, gold decorated glass, etched and engraved glass, inexpensive light-cut glass—these make a brilliant gift world in themselves. And much cut glass is one-third less.  
(Fourth Floor, Chestnut)

## More Real Filet Laces From 25c to \$3.75 a Yard

A brand-new importation of these beautiful laces, every bit hand made, and in the prettiest of patterns for trimming all kinds of dainty gift things or for making Christmas neckwear.

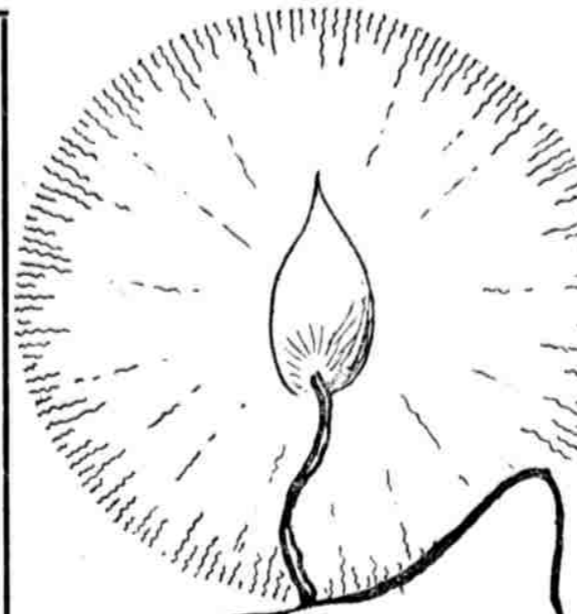
There is an excellent variety of both edges and insertions from picot edgings up to one seven inches wide. This includes many that are just right for collars.  
(West Aisle)

## All-Wool Taffeta \$1.50 a Yard

Not since the good old days has this taffeta been as low as this in price.

It wears as well, in some cases better than a serge and it is in great request for women's and children's dresses because of this and for the reason that it is a very fine weave.

In two shades of navy blue and 38 inches wide.  
(First Floor, Chestnut)



## Light on the Gift Problem

### New Mosul Rugs \$15, \$19, \$37 to \$75

Sizes 3 feet by 6.6 feet up to 3.6 feet by 7 feet  
Gifts of value and service.  
(Seventh Floor, Chestnut)

### Pictures

More of the always wanted Wallace Nutting pictures are here, landscape chiefly, a few foreign subjects, and all framed in mahogany or toned antique gilt.  
Prices are \$5c to \$50.  
(Fifth Floor, Market)

### Odd Mirrors

A miscellaneous lot of them are just out of their crates—oval, high and narrow, and oblong; but all alike in having polychrome frames. They can be used over consoles, in bedrooms and in almost any other room in the house, and they cost only \$5.50 to \$30.  
(Fifth Floor, Market)

### The Fashionable Flexible Bracelet

is particularly pretty when it is of sterling silver, set with glistering rhinestones or imitation sapphires, amethysts or emeralds—like these at \$5 to \$26.  
Other new gold-filled bracelets in bangle style, or with secret locks, or novelty bracelets, begin at \$1 and go to \$7.50.  
(Jewelry Store, Chestnut)

### New French Tunics All in Black

They are of black net, trimmed with many tiny jet beads and bugles and any woman can see at a glance what possibilities they have for handsome evening gowns.  
Prices, \$50 and \$55.  
(Main Store, Central)

### Silk Nightgowns

As good a choice as ever for gifts to an intimate woman friend, and the styles are, if anything prettier.  
They are of crepe de chine, and some are Georgette trimmed; they all are pink, and some are severely tailored, while the rest are as lacy and fluffy as the most frivolous of feminine hearts could desire. Prices are \$5 to \$19.50.  
(Third Floor, Central)

### Women's Sports Stockings for \$1.35 a Pair

A special lot of wool and cotton mixed stockings in heather mixtures that came to us at such a low price that we were obliged to lower prices on some similar goods in our regular stocks.

The latter include ribbed wool and wool-and-cotton stockings in various colors.  
(West Aisle)

### Decorated Leather Novelties

Useful and inexpensive, and including such things as book marks, scissors cases, guest books, whisk holders, blotters, tobacco pouches and many other articles. Prices start at 25c for evenness winners.  
All in the Art Needlework Store.  
(Second Floor, Central)

### Aprons and Aprons— and More Aprons

Big aprons, snowy and full and large enough to cover a whole frock. Little tea aprons—fluffy aprons with lace ruffles and embroidery frills, some with ribbons and some without.  
Prices begin at 50c and go to \$7.50.  
(Third Floor, Central)

## Men's Silk Mufflers Put the Rainbow to Shame

They're in all the colors you ever heard of—and some more. And the Redleaf London silk mufflers are in the most exquisite color combinations. Prices \$13.50 and \$16.50.

Domestic silk mufflers, \$7.50 to \$10, with some of fiber silk at \$5.

One of the smartest types of muffler is the English cashmere square, in white with small colored dots and figures. You can wash them as you would a handkerchief, and the price is \$3.  
(Main Floor, Market)

## Men Like the Luxury of Silk Underwear, Too

But not so many men will buy it for themselves, however much they would appreciate it as a gift.

We have received from Japan some very fine habutai silk underwear in sleeveless shirts and knee-length drawers and sleeveless and knee-length union suits. Shirts and drawers, \$4.50 and \$6 a garment. Union suits, \$7.50 and \$10.  
(Main Floor, Market)

## Superb New Fitted Luggage for Women

The newest fashion in women's fitted traveling bags and cases is one of the most effective of all. As gifts, these pieces are delightful.

Fine imported natural pigskin makes these bags and cases and most of them are lined with rich dark blue moire silk, which contrasts beautifully with the golden-brown leather. The fittings in these are of white celluloid, plain or with blue inlay to match the silk.

One handsome case is lined with putty-color moire silk and equipped with fine shell-finish fittings, while a green cloth cover keeps the pigskin clean.  
Prices \$47.50 to \$150.  
(Main Floor, Chestnut)

## Think of All the People Who Want Sectional Bookcases

Clergymen, lawyers, doctors, teachers, students! As a home gift, a sectional bookcase carries a nice compliment.

It is a gift of culture, a gift of convenience, a gift that will grow with the library of the recipient and that will not be forgotten.

Our office-furniture store is showing sectional bookcases in six styles, including mahogany, birch, fumed oak, early English and golden oak.

A good, substantial case consisting of top, three sections and base can be bought for \$37.50.

Separate pieces are:  
Top, \$4.25 to \$17.  
Sections, \$7.50 to \$20.50.  
Bases, \$4.25 to \$17.  
(Third Floor, Market)

## Anybody Who Can Read Can Use a Book

Only, of course, you exercise your discretion in deciding which is for whom; and with this big Wanamaker Book Store all ready with piles and piles of books conveniently classified even that decision need not take long.

Here are gay picture-books for babies, and the bigger babies who have only reached the stage of begging Mummy to "read" to them; heaps and heaps of wholesome stories for little boys and girls—stories of home and adventure and brave people who lived long ago; here are volumes of beautiful poetry and serious prose for true lovers of literature; volumes of history, biography, psychology for students; illustrated books for people who delight in Rackham and N. C. Wyeth and other geniuses; jolly entertaining fiction for people who "want a book to amuse them"; devotional books, and, for the lovers of rich bindings, there are the finely bound and rare books which live in the Rare Book Corner.

And it's worth remembering that when you give a book the chances are that you are giving your friend a pleasure that will last throughout the year.  
(Main Floor)

## These Are the New Prices on Fine Domestic Rugs

Whitetail Anglo-Persian rugs and body Brussels rugs may now be bought for considerably less than they were a short time ago.

	Anglo-Persian	Body Brussels
22½ x 36 in.	\$10.25	\$5.50
27 x 54 in.	15.50	8
36 x 63 in.	24.50	12.75
54 x 90 in.	52	28
6 x 9 ft.	93	48
8.3 x 10.6 ft.	137	71
9 x 12 ft.	150	78
9 x 15 ft.	206	107
10.6 x 12 ft.	206	107
10.6 x 13.6 ft.	232	121
11.3 x 15 ft.	258	141

(Seventh Floor, Chestnut)

## This Is the Christmas Gift of the Wanamaker Piano Store

For the benefit of those who wish to give pianos or player-pianos for Christmas, and who want inexpensive instruments that can be counted on to give satisfaction, we make the following Christmas offer—

### 15 Lindeman Upright Pianos at \$375

—A Saving of \$160 on Each

### 10 Lindeman Player-Pianos at \$685

—A saving of \$165 on Each

And in addition to this substantial lowering of prices we will make convenient terms of payment to those who wish them.

All these instruments are new and fine and in every way desirable. They are among the best-known pianos and player-pianos on the Wanamaker Roll of Honor, and may be depended upon for purity of tone and long service. They are sold in Philadelphia at Wanamaker's only, and musicians tell us they have no equals at their regular prices. At the new low prices they are remarkable values.

The upright pianos are in mahogany, walnut and oak.  
The player-pianos are in satin-finish mahogany. Beautiful instruments, every one of them, and whoever gets one at its lowered price will have good cause for congratulation.

### Player-Piano Rolls at 50c

We have 500 song rolls (words and music) that we will sell at 50c each, though the original price was more than double this.  
Also a large selection of other rolls to fit all makes of player-pianos.  
(Egyptian Hall, Second Floor)

## Fine Quilts Fine Gifts

In the Bed Clothing Store one room is given over to the finer kinds of quilts. We might call it a Comfort Shop.

All the quilts shown here are of the gift kind and are all at recently lowered prices.

Wool-filled quilts covered with excellent Japanese silk in plain colors are priced at \$20.

At \$22.50 they have figured tops and at \$25 they come in brocaded satin tops, with backs of plain Japanese silk and they grade up to \$50 for a very rich French quilt in all-satin covering in all desired colors and in elaborate and beautiful floral designs, the tops being of one seamless piece. These have been one-third more.

The full choice of wool-filled quilts ranges up to \$125. Down-filled quilts in plain-colored Japanese silk begin at \$22.50 and grade up through a great many different prices—\$27.50, \$32.50 to \$295 for a magnificent French one in fine satin in green, blue, old rose gold and white, each one elaborately embroidered in contrasting colors.

Some very handsomely embroidered quilts in Japanese silk in plain rose and blue are marked at \$40.  
(Sixth Floor, Central)

## Irish Hand-Embroidered Scarfs and Tea Cloths

These are a new and timely Christmas shipment. As home-gifts they are as dainty and exquisite as the heart of any home-loving woman can wish for. They are made of a fine, pure Irish linen, carefully hemstitched and beautifully hand-embroidered in three floral designs. Prices are moderate for goods of such excellence.

### Scarfs

18x36 inches, \$4.75, \$5 and \$5.75 each  
18x45 inches, \$5.75, \$6 and \$6.75 each  
18x54 inches, \$6.75, \$7 and \$7.75 each

### Tea Cloths

45x45 inches, \$12.50 and \$13.75 each  
54x54 inches, \$16.50 and \$18.75 each  
(First Floor, Chestnut)

## Girls' Blue Cotton Middies, \$5

are of sturdy material in a good blue, with white braided-trimmed collars and silk laces in red. They are made for us in our own workrooms and are a kind girls like, 6 to 16 year sizes.  
(Second Floor, Chestnut)

## A Chair for Everybody in the Christmas Sale

Living-room chairs, library chairs, bedroom chairs, dining-room chairs; every one a good gift and every one lowered one-third in price.

The fine, splendidly upholstered easy chairs and rockers so much sought after for Christmas gifts, especially for older folks, are numerously represented.

They include upholstered easy arm-chairs in tapestry at \$75 and in green leather at \$80.

Fireside chairs in figured green velvet at \$55.

Arm chairs in figured cretonne with loose cushions, \$32.

Fireside chairs, Adam design, in damask with loose cushion seat, \$77.50.

Mahogany side chair, Louis XV style in velvet, \$50.

Other living room and library chairs and rockers in large variety at \$16.50 to \$100.

Bedroom chairs, enameled, from \$22.50 to \$45.50; mahogany, \$10 to \$18.

Willow chairs, \$21 to \$50.  
Dining-room chairs, \$9.50 to \$22 for arm chairs.  
(Fifth and Sixth Floor)

