

Christmas Music by the Organ 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

Christmas Week Will Find the Christmas Store Ready for All Demands

The Wonderful Hospitality of the Poor to Each Other

these Christmas Days is beautiful to see, when, moved by the spirit of friendliness in the air, they divide their meals with the poorer ones and share with an incoming immigrant their last handfuls of meal, potatoes and bread.

If we only had a neighborly world and knew for sure that it was more blessed to give than to receive, what a wonderful Christmas 1920 would be!

The unnoticed or perhaps careless wastages of our homes would be gratefully accepted in the little back streets and light up a dreary, lonely day for some who feel that they have been forgotten.

Your priest or pastor or the Church nearby you would gladly be your servant in distributions.

[Signed] *John Wanamaker*

Dec. 18, 1920.

Girls' Winter Coats

Aunts and grandmothers, uncles and fathers, looking for practical gifts for girls are asking for warm winter coats—like these. They are of polo cloths, of sturdy chinchillas and soft velours in dark colors, plenty of blues and browns, and good styles. \$20 to \$55. And all are lined and warmly interlined.

(Second Floor, Chestnut)

Finer coats, fur trimmed, and in styles for better wear, are in pretty winter colors, in new styles and are finished with collars of nutria, natural gray squirrel or Australian opossum. \$42.50 to \$77.50.

6 to 14 year sizes.

A Raincape Is Necessary to Protect a Fine Wrap

These capes are made especially for this purpose. They are in Inverness style with covered arm holes and a belt in front and they are generously full and long. Many women are buying them for themselves, and, of course, they make the nicest sort of Christmas gifts.

(First Floor, Central)

The pretty oilskin capes are \$28.50. Rubberized silk capes are \$48 and they come in tan, gray, navy or black.

All kinds of raincoats are here also, in rubberized cloth from \$16 to \$47.50. In weather-proofed material, \$40 to \$85. In oilskin, from Japan, \$26.50.

A Real Christmas Surprise Baronet Satin Skirts at \$10

Only 50 altogether, but they are all made of a beautiful quality baronet satin and in the prettiest styles you would want to see. The colors, too, are all that one could wish—turquoise blue, pink, navy blue, seal brown, black and white.

(First Floor, Central)

There are sizes to fit every woman except those taking over 32-inch waistband. And, because they are so givable, we have ready holly decorated Christmas boxes to put these skirts in.

How About a Glove Silk Vest or Bloomers?

Or both together, if a woman wants to be real nice to some intimate friend. A new shipment has just arrived of heavy glove silk the vests, in pink, at \$3.50 and the bloomers at \$5.

(First Floor, Market)

Women's Wrappers of French Flannel

Thoroughly good-looking affairs of fine quality, made with half high necks, satin bindings and rope girdles. Colors are rose, pink and dark blue, price \$21.

Such garments will appeal particularly to women of conservative tastes.

(Third Floor, Central)

She'll Like These Novelty Bracelets

They are quite fashionable this winter, the present fashions in sleeves permit their wearing, and there are many attractive designs from which to choose.

Silver-plated link bracelets with imitation amethysts, topaz, emeralds or sapphires are \$1 and \$1.50.

Chain bracelets with little animal pendants, \$1.

Novelty bracelets with dainty pendants, 50c, \$1 and \$1.50.

Cord bracelets with different color pendants, 50c and \$1.

(Jewelry Store, Chestnut)

Inexpensive White Waists

So many people ask us for them that we set down: Lawn waists with pink and blue collars, two styles, \$2.25.

Dimity waists, three styles, one with tucks, one with fine pleatings, one with pique collar, each \$3.85.

Waists with lace trimming, \$3.85.

(Third Floor, Central)

Warm, Cozy Bathrobes for Boys and Girls

They make such practical gifts—and they are welcome gifts, too.

\$3 for blanket bathrobes in Copenhagen blue and rose and in 2 to 6 year sizes.

\$3.85, \$4.50 and \$6 for other bath robes in Copenhagen, red, tan and other colorings, and in 8 to 18 year sizes.

\$7.50 to \$9.75 for corduroy bathrobes in rose or blue, and in 2 to 16 year sizes.

(Third Floor, Chestnut)

Her Favorite Perfume Is Always a Welcome Gift

So many women like Queen Mary Toilet Water that we suggest this as an excellent choice.

There are a number of delicious odors—heliotrope, Queen of Violets, Jasmine, Rose Speciale and Muguet—all are \$2.50 a bottle.

(Main Floor, Chestnut)

600 Yards Blue Corduroy at 75c a Yard

A wonderfully little price for this good quality of wide wale corduroy—and it is from 30 to 32 inches wide.

These is only the one color of navy blue, but that is perhaps the best color of all for women's wraps, skirts, children's dresses, coats and particularly for women's negligees.

(First Floor, Chestnut)



Fur Wraps of Great Beauty

Picture the delight of any woman who receives one of these handsome fur wraps for Christmas!

Of genuine Alaska seal skin is a wrap of conservative cut, with cape collar. It is generously proportioned and is \$1400.

One of the most unusual fur pieces is really a costume—there is a smart, straight jacket-like top and the bottom gives the appearance of a skirt. It is all of Hudson seal (dye muskrat) with Australian opossum collar and cuffs. \$850.

Quite handsome, too, is that wrap of taupe caracal. This is decidedly unusual, has a collar of taupe-dyed squirrel and a gorgeous blue and silver brocade lining. \$1000.

A beauty, too, is a whole wrap of rich brown mink—the skins beautifully matched and the coat a lovely affair. It has a deep collar of the mink and is \$3100.

Natural squirrel makes another lovely wrap which is \$1350.

A mole wrap that is rather cape-like in its lines has a deep collar of taupe-dyed squirrel and is \$1200.

For the woman who likes squirrel but wishes a change from the natural gray, there is a stunning wrap all of taupe-dyed squirrel. It is very new, very smart and is \$975.

Out of the ordinary is that new mole wrap, with the mole worked in striped effect. The skins are particularly fine, the wrap quite distinctive and the price, \$1000.

(Second Floor, Chestnut)

HAVE YOU SEEN THE DIAMONDS?

To meet the requirements of customers who desire to make gifts of the highest possible excellence, we have a collection of exquisitely mounted pieces, set with selected diamonds and other gems.

Present prices are distinctly interesting.

- Diamond Rings
- Diamond Bracelets
- Diamond Scarf Pins
- Diamond Bar Pins
- Diamond La Vallieres
- Diamond Wrist Watches

(Jewelry Store, Chestnut)

For Gift Handkerchiefs, We Would Suggest—

If the gift is to be a practical one, a dozen of our fine linen initial handkerchiefs—starting at \$3 a dozen for women and including many good styles and different qualities up to the fine initial ones for men at \$21 a dozen.

One corner hand-embroidered handkerchiefs are much liked by many women—between 50c and \$2 apiece there is wonderfully good choosing.

Most folk have a liking for colored handkerchiefs—and there are some of the prettiest we've seen in this collection. Women's colored handkerchiefs, 35c to \$1.5 each. Men's, 75c to \$2.50 each.

(Main Floor, Central)

A Bit of Real Lace Is a Gift Indeed

There never was a time when fine, beautiful lace counted for so much as it does today. Many women are buying these laces to make into collars and cuffs or are giving a yard or two as a gift.

- Filet
- Irish
- Point Venise
- Duchesse
- Cluny
- Binche
- Valencienne

(Main Floor, Central)

SOME light notes are of brass candlesticks for one, three or seven lights; prices, \$3.50 to \$50. The finer ones are carved and hand chased.

Also here are fifty fine gilt and polychrome floor lamps of medium height; price, \$40 each.

5000 mahogany - finished candlesticks are half price—seven and nine inch sizes, at 25c and 50c each.

(Fourth Floor, Central)

Don't Forget the Candy—

and it won't take but a minute to order it.

Mixtures, \$2.50, \$3.50 and \$5.75 for five-pound boxes.

Delicious chocolates, \$2.50, \$3.50, \$5.75 and \$6.50 for five-pound boxes.

Hard candies, \$3.50 for five pounds.

(Down Stairs Store, Chestnut)

Antique Hooked Rugs for Colonial Rooms

They were made many years ago, by New England women in their own homes, and made with but one object in view—that of covering the floors as beautifully as possible. Such work belongs wholly to a generation which has passed away.

Each piece was made from materials prepared by the maker—she even gathered the materials for the dyes; and each expressed that maker's individuality; no two rugs are ever alike. Nothing could be more effective in Colonial rooms. And, like all antiques, their value is likely to increase as time goes on.

The finest is 85x77 inches and has a diamond block center in red, gray, green and blue; the background is tan and black, with a floral border; and the price is \$600.

The smallest is 18x41 inches, has a brown and gray border, a black center with floral design, price \$30.

The other rugs come between these two extremes in regard to both sizes and prices.

Find them in the furniture store.

(Fifth Floor, Chestnut)

ANOTHER 5000 of red Christmas candles go on sale Monday. They are hand-dipped and tapering—the most desirable kind—and are 20c, 25c and 35c apiece. Fatter red candles, 9 inches long, are 50c each.

(Fourth Floor, Central)

Books! Books! Books!

Don't forget that they are among the best of presents and the easiest to buy.

Also there are thousands of them here to make selection from.

(Main Floor, Thirtieth)

Fine Lace Bed Sets for Women of Exquisite Taste

Such women can best appreciate such a beautiful gift as this and, since the war, these bed sets belong in the unusual class.

Some are of fine scrim, combined with a variety of laces, such as filet, Cluny and also embroidery. In some cases real laces are used, \$9.50 to \$27.50.

Even more handsome are the hand-made Marie Antoinette lace sets at \$21, \$25 and \$27. Both kinds come in single and double bed sizes.

(Fifth Floor, Market)

Wool-Filled Quilts of Warmth and Service

Except blankets, no gifts are more expressive of warm friendship than quilts.

But apart from sentiment their practical value is obvious. We have an excellent assortment of wool-filled quilts at new lower prices.

In coverings of Florentine silk (silk and cotton) they are \$10 each.

In coverings of figured silk mull with plain borders they are \$12 each.

At \$20 each we have some in plain Japanese silk, in all desirable colors. Others with figured silk tops and plain borders are \$22.50.

(Sixth Floor, Central)

Fine White Blankets at Half

All-wool, warp and filling. Single bed size \$12.50; double bed size, \$13.50; a pair, \$26.50. Hitherto they have been twice as much.

Can you think of a better home gift?

(Sixth Floor, Central)

Turkish Towels Down to 50c and \$1

The towels at 50c come in plain white as well as with pink and blue striped borders, with a space for monograms.

Those at \$1 are of an exceptionally good quality, being full-bleached Turkish weaves with Jacquard borders in blue and pink.

Towels of either kind will make very practical gifts. In fact, it would be hard to think of any goods so inexpensive and useful for the home. Prices are close to half the original figures.

(First Floor, Chestnut)

Madeira Linen Tray Covers Special at 50c Each

Madeira, as applied to these, means that they have been hand-embroidered and hand-scraped in the Madeira Islands.

They are of pure linen, size 6x12 inches, and the price, 50c each, is exceptionally low.

One could hardly think of anything better among inexpensive home gifts. We will box them neatly for presentation.

(First Floor, Chestnut)

Lower Prices on the Men's Finer Silk House Gowns

We have taken the finest of our silk dressing gowns for men and lowered their prices. They are now \$50 to \$100, which means a saving of from \$15 to \$50 from what they were a short time ago.

All handsome gowns and some of them—the imported silk gowns—really magnificent.

Plain colors and a great variety of patterns in striking combinations of colors.

(Main Floor, Market)

Men's Imported Angora Caps—First Since the War Began

There's no denying the distinction of these imported Angora caps. Designs are different and colorings inimitable and they are the softest, warmest, most comfortable caps made.

Price, \$6—and splendid for gifts.

Other woolen caps for men at \$4 and \$5; for boys at \$2.50, \$4 and \$5.

(Main Floor, Market)

Men's London Walking Sticks From Henry Howell—

who is a world-famous maker—have just been unpacked in the Umbrella Shop.

There are ash root sticks—and these are rare. Several styles, a number silver mounted, all good-looking sticks, are \$5 to \$7.75.

Malacca walking sticks, highly polished sticks, many gold or silver mounted, \$5 to \$7.50.

And other fine walking sticks of ebony and other beautiful woods, in the correct styles, \$5 to \$50.

(Main Floor, Market)

FURNITURE IS THE GREAT HOME GIFT—Wanamaker Furniture

Furniture, Wanamaker furniture, is the gift of character and permanence, the kind of gift that keeps the giver in kind remembrance.

Any one of ten to fifteen thousand pieces will be a good gift, whether it be a mahogany serving tray or a palatial suit for dining room or bedroom. These are a few of the particularly practical pieces.

Chaise longue with spring seat and back upholstered in figured cretonne, \$75; others in different coverings and styles, \$55 to \$310.

Mahogany day-bed, cane panel ends, upholstered in figured cretonne with extra pillow; other styles and finishes, \$90 to \$338.

Colonial four-post beds, single size, \$35; others in single and full size from \$35 to \$450.

Mahogany vanity dressing table, with triple mirrors, \$90; other styles and finishes up to \$260.

Colonial mahogany console table with folding top, \$65. Mahogany table, beautifully decorated in floral design; folding top with book shelf underneath, \$27.50.

Large selection of fancy tables in different styles and finishes, \$11.50 to \$65. English easy chair, upholstered in satin, \$93; other easy chairs and rockers, \$30 to \$205.

And then a whole multitude of other things, including:

- Secretary desks
- Desk chairs
- Hall chairs
- Easy chairs and rockers
- Davenport
- Chiffonieres
- Bookcases
- Library tables
- Gate-leg tables
- Muffin stands
- Tea tables
- Card tables
- Console tables
- Tabourettes
- Foot stools
- Smokers' stands
- Hanging mirrors

(Fifth and Sixth Floors)

LUGGAGE—There's the Answer!

Every one uses luggage and every one admires fine examples of it. As a gift there is nothing more certain to please.

There's a wonderful collection here right now and you are entitled to know that prices are noticeably lower than they are on goods of equal quality elsewhere.

Traveling bags and suitcases, fitted and unfitted, for men and women. All new in fashion and fine in workmanship.

The leathers used are cowhide, seal, walrus, pigskin and goat, in black and various shades of brown and tan. In the fitted cases both dull and shiny black leather are used and fittings are white and shell finish celluloid, ivory, ebony and sterling silver.

Prices of the unfitted bags and cases range from \$10.75 to \$97.50, the last price being for a handsome natural pigskin kit bag.

Fitted pieces are from \$35 to \$265, the last for a magnificent sterling silver fitted travel case.

(Main Floor, Chestnut)

Many Charming Gifts in Pottery

Pottery is one of those things in which the gift quality is inherent. It always has been given and it always will be given.

Anybody who would like to know what a charming gift a piece of pottery can be would do well to visit the pottery displays in the China Store. One of the attractions of this place is that it holds something for people of the most varied intentions in the matter of expenditure.

There are pieces as low as \$1.25 and as high as \$50 and there is a most interesting choice at various prices in between. In the collection will be found Amphora Sclardo, Holland, Italian, French, Fulper, Van Briggle, Doulton and Cavan pottery.

(Fourth Floor, Chestnut)

Room-Size Domestic Rugs at Half Price

To make Christmas memorable in the Rug Store we have taken 95 fine, room-size domestic rugs in five of the best weaves and marked them at half the prices for which they have been selling—in some cases less than half.

Any one wanting a handsome new rug for Christmas will find this a wonderful opportunity. As there are not many rugs of any one size and kind, it will be well to come in early.

Seamless Wilton Rugs

9x12 ft., \$97.50 8.3x10.6 ft., \$87.50

Axmister Rugs

9x12 ft., \$41.25 11.3x12 ft., \$49

Velvet Rugs

9x12 ft., \$32.50 and \$47.50 9x15 ft., \$55

Imported Chenille Rugs

9x12 ft., \$67.50 9x10.6 ft., \$60

Seamless Chenille, Double-Faced

9x15 ft., \$75 10.6x13.6 ft., \$80

10.6x12 ft., \$75 12x15 ft., \$86

(Seventh Floor, Chestnut)

A Splendid Suction Cleaner That Is Not Cheap, but Superb, Jr., at \$57.50

is genuine and powerful and worth every cent of its price, is the advantage of the most careful workmanship and selected materials.

It cleans a twelve-inch width, runs steadily and quietly has a brush to take up threads and lint, moves as easily as a carpet sweeper and weighs only thirteen pounds.

There are many lower-priced cleaners, but none that we know of that will give anything like the service for the money that this one will give.

An excellent gift to any housewife.

(Fourth Floor, Central)

Want to See How Prettily a Golfer Can Smile?

Give him, or her, something in the list below: 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.

A