

Christmas Music by the Organ at 8 and 5:20. With Singing of Carols from Christmas Eve Hour

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER Fair

These Are the Days When the Great Store Gives Its Best Service

The Wares and Stuff That We Choose for This Store

are such as please the people who, in the course of years, have taught us the kind of things they like best. It is a pleasure to represent the clientele of this business.

It is one thing to make collections of articles of fashion and furnishings for educated people, such as our patrons are, and an entirely different matter to get up an ordinary gathering of stocks that would easily sell perhaps because of large profits possible.

We value very highly the privilege of preparing specialties in merchandise through our foreign and domestic offices.

We are in no sense speculators, but we are proud to provide as we do for our patrons.

[Signed]

John Wanamaker

Dec. 20, 1920.

Here Are Women's Dresses for Christmas Festivities

Gay little dresses of satin and net and lace, in delicate and delightful shades of pale blue, pale pink, jade green and yellow. They are rather simple and airy in appearance, and not extreme in fashion, often showing tiny sleeves of the net or the satin.

The present price—\$75—means a comfortable saving of \$10 to \$25. (First Floor, Central)

New Silk Plush Coats Arrive at a Very Good Time

Many women have put "a warm winter coat" on their Christmas list, and these silk plushes are certainly good coats for cold days. They are made of the very best silk plush, the kind with a thick, deep pile that looks so much like fur and a number of them have big collars of nutria, Australian opossum and beaver.

The untrimmed coats, from 36-inch length to full length, are \$75 to \$100. The ones with fur collars, all in shorter styles, are from \$100 to \$175. This is exactly \$25 less in each case than formerly. (First Floor, Central)

Desirable Gifts of Silk

New foulards in Spring designs, \$3 a yard. New taffetas in various shades of blue, \$2.50. New black charmeuses, \$3 a yard. New satins in all colors, \$2.50 to \$4 a yard. New tub silks, \$3 a yard. All lengths bought for gifts will be boxed on request. (First Floor, Chestnut)

Women's Cold Weather Gloves

Here are some fine, warm kinds—Short wool gloves—Scotch gloves of Altona wool, cashmere and camel's hair, \$2 to \$4.50. Gauntlets of camel's hair, brushed wool or alpaca, \$3.50 to \$15 a pair. Lined gloves, short gloves and strap-wrist styles, of capekin or the suede, with wool or fur linings, \$6 to \$10 a pair. (Main Floor, Central)

Young Women's Pretty Midwinter Frocks

Some are of soft satin, quite simply made; some are of crepes de chine, some are of charmeuse, exquisitely beaded; some are of the pretty crepes Georgette in the pretty Canton crepe—but whatever its fabric you may be sure the frock is attractive! There are afternoon frocks, there are street frocks, there are frocks to wear to the theatre or to card parties. The fashions are those of the late Winter and early Spring, the dresses are fresh and lovely and new, and the styles are youthful and becoming.

Brown shades, navy blue, black, Chinese blues, soft grays and other colors are included. \$35 to \$132—and 14 to 20 year sizes. (Second Floor, Chestnut)

Crepe de Chine and Plaid Waists

The crepes de chine are of fine, heavy qualities in flesh color and white, are all of the tailored persuasion, with tucks or hemstitching or fine frills for their only ornamentation and are priced at \$8.75, \$9.85 and \$10.85. Plaid silk waists, \$5.00. Velvet waists, rich and warm looking, in brown, navy, tan and Copenhagen blue, \$6.85. (Third Floor, Central)

Women's Silk Stockings "Seconds" at \$1.50

3000 pair of full-fashioned silk stockings in black and colors that would be at least a dollar more if first-grade goods. Their imperfections are so slight that many people will buy them for gifts. (West Aisle, Market)

Women's Blanket Bathrobes

are pretty safe things to select for Christmas gifts, if the future recipient likes to be cozy. These are figured, in light and dark shades, and are satin-trimmed, priced \$5 to \$8. (Third Floor, Central)

Warm Footwear for Gifts

The Shoe Store has many really practical things that are popular as gifts for men and women. Articles with high or low heels. Carriage articles. Carriage boots of velvet with rubber soles. Overgaiters. Rubber boots. All good for the stormy days coming. (Main and First Floors, Market)

A Pretty Bureau Scarf

There are some very attractive ones with cotton centers and deep imitation flit lace edging, starting as low as 86c each and going up to \$3.75. Also these scarves in three sizes. (First Floor, Chestnut)



Women's Exclusive English Country Suits, Topcoats, Leather Coats, Short Topcoats in a London Shop Clearaway Sale

THIS is the collection of women's garments known as the most notable and exclusive in Philadelphia—the Wanamaker London Shop collection. They are garments particularly fashionable at this moment, and the topcoats and raincoats particularly are suitable for Christmas gifts. Reductions in the prices of such things are very unusual; this is an opportunity not likely to occur again. The savings are 25 per cent or more throughout. 50 English country suits, \$40 to \$75. These are made of Shetland and Saxony wools, of tweeds and chevrons. The colors include grays and brown effects, heather mixtures and a few brighter shades. (The Gallery, Chestnut)

An Imported Evening Scarf Is Something a Little Different

Something that almost any woman you know would appreciate a great deal. There are both French and English scarves in this collection, a number of them are not likely to be found elsewhere, and the colorings and printings are very lovely. Some are plain crepe de chine, these start at 1 w as \$5 and prices go up to \$30 for the finest printed scarves. (Main Floor, Central)

Most Women Wear Bar Pins

and most women like these pretty ones of sterling silver set with gleaming rhinestones. Any number of attractive designs, some all of rhinestones, some set with imitation amethysts. (Jewelry Store, Chestnut)

Timely New Shipment of Imported Beaded Bags

These are chiefly French beaded handbags and every one of them is a beautiful gift. They start as low as \$6.75 for a dainty little hand-crocheted, draw-string bag and go to \$50. Exquisite in their coloring and design and some of the finer ones are as soft and crushable as a glove. A group of beaded handbags with shell-finish frames, which came on the same boat, are \$25. (Main Floor, Chestnut)

"Charme d'Amour" in Delightful Gift Form

This delicious odor now may be had in a most attractive set of extract and toilet water at \$6.50 a set. Or extract, toilet water and face powder at \$8 a set. Or there are the single bottles of the extract at \$1.50, \$3 and \$6 a bottle and the toilet water at \$3 and \$6 a bottle. "Charme d'Amour" is such a general favorite that many people choose it for a gift. (Main Floor, Chestnut)

Navajo Rugs Make Spirited Gifts

Their vivid colors and original designs add a warm touch to den or hall. 42 x 54 in., \$35. 45 x 60 in., \$42.50. 50 x 66 in., \$48.50. 59 x 62 in., \$52.50. 51 x 83 in., \$78.50. 54 x 91 in., \$87.50. Oval Plaited Rugs in wool and cretonne and in Colonial or light effects. 23 x 35 in., \$7. 27 x 39 in., \$9.50. 30 x 51 in., \$13.50. 33 x 52 in., \$18.25. 44 x 78 in., \$36.50. (Seventh Floor, Chestnut)

Silk Nightgowns Embroidered

The silks are dainty crepes de chine, all charmingly embroidered by hand in Japan. Nightgowns in flesh color are \$15 and \$16.85. Chemises in flesh color, \$12.50 and \$13.75. (Third Floor, Central)

New Mattress Pads Priced a Third Less

Only a limited quantity of them, but there is a good assortment of sizes for cribs, single and double beds. From 50c to \$3, according to size. (First Floor, Chestnut)

People Must Have Towels

Things that people must have are good to give. We have just opened up some new lots of very good towels in time for Christmas choosing. All of them are of pure linen, of sound quality. Irish huckaback towels with hemstitched ends, size 18x33 inches, \$1.25 each. Huckaback towels with damask borders and place for monogram, 20x38 inches, \$1.50 each. Fine hemstitched damask towels in a good assortment of designs, size 20x38 inches, \$2.50 each. Hemstitched huckaback towels, 24x38 inches, \$2 each. Handsome hemstitched damask towels, 23x40 inches, \$2.75 each. Any of these we will gladly box for gift purposes. (First Floor, Chestnut)

A Piece of Italian Marble Statuary

is a truly elegant gift, a fact which will become agreeably apparent to anybody who visits the display of these interesting objects in the China Store. One of the striking points of the exhibition is the novelty and attractiveness of the subjects, all of which moreover, are executed with remarkable grace and skill. Prices range from \$20 to \$300. (Fourth Floor, Chestnut)

Kermanshah Rugs Rich, Lovely, Lasting Gifts \$85 to \$135

These are gifts of the kind that there is no mistaking. They are given only by people who "mean it." And people of that kind will think a long time before they discover gifts that are as rich, as lovely and as lasting. In size these pieces average about 4x6.6 feet. (Seventh Floor, Chestnut)

Juvenile Handkerchiefs

Every youngster loves to have his own handkerchiefs! All kinds are here—white handkerchiefs, colors, initials, French prints and quaint embroidered effects—25c to \$2 apiece. (Main Floor, Central)

Women's Paris Handkerchiefs \$2.50 to \$3.50

are of sheer linen, with the most attractive applique designs, all done by hand, to form the hems and borders. Quite new, made for us, and in three styles—\$2.50, \$2.75 and \$3.50 each. (Main Floor, Central)

Good News for Men Who Like Imported Half Hose

We have just received a belated shipment of some fine French and English half hose of wool, lisle and cotton. And though these goods are high priced at their source the rate of exchange enables us to sell them at less than they have been for some time. As gifts they are unsurpassed in their line. Lighter weight ribbed black wool, \$3. Ribbed black wool shot with colored silk, \$3.50. Light-weight ribbed cashmere in clerical and heather mixtures, \$4. Very light weight, fine black cashmere shot with colored silk, \$4.50. For the Golfer Light-weight woolen golf stockings in blue and brown, \$4. Lovat and heather mixed woolen stockings with neat fancy tops and in light weight, \$5. Fine heavy gray woolen stockings without turnover tops, \$7. (Main Floor, Market)

Some of the Best New Songs

which have been published in the last few months are these—most of which come in two or more keys. Just Like Your Eyes, 40c. Barefoot Trail, 40c. Somewhere, Some Day, 40c. Lassie O'Mine, 40c. Friends of Yesterday, 40c. I Passed by Your Window, 40c. Southern Lullaby, 40c. When Your Ship Comes In, 50c. Out Where the West Begins, 40c. Come to the Sea, 40c. Red Rose of Love, 40c. Hush A Bye, Baby Mine, 40c. Heart of Mine, 40c. Ole Carolina, 30c. (Second Floor, Market)

Gifts for Gunners and Fishermen

Shotguns from American and English makers, \$55 to \$750. Rifles of various makes in all models and calibers, \$11 to \$75. Revolvers, \$16 to \$50. Gun and shell cases, \$10 to \$125. Fishing rods for fresh and salt water fishing, \$1.50 to \$75. Reels for them, \$5 to \$100. Tackle boxes, \$2 to \$25. And all other equipment for these sports. (The Gallery, Juniper)

Cameo

Some of the most delightful new French boxes have lately arrived in the Cameo Shop, and we've filled them with the fine Cameo chocolates, tied them with ribbons and they are all ready to have a card tucked in and be sent out with your Christmas wishes. The boxes are both original and charming, they will be useful when the sweets are gone—and the sweets of course, are delicious. \$3, \$5, \$10, \$15 and up to \$45 complete. Cameo chocolates are always delicious—\$1.80 a pound. Glace nuts, \$2 a pound. Assorted caramels, \$1 a pound. (Main Floor, Chestnut)

THE Book Store has still plenty of books for Christmas and all other buyers—fiction, poetry, biography, travel; books for little children and boys and girls; devotional books, Bibles and Prayer Books; and last but not most dear to the book collector's heart, books in fine bindings.

Tea wagons, \$21 to \$70. Fancy tables, \$11.50 to \$65. Card tables, \$4.50 to \$35. Smokers' stands, \$4.50 to \$52. Telephone stands, \$17.50 to \$60. Women's writing desks, \$13 to \$350. Desk chairs, \$7 to \$60. Hall chairs, \$15 to \$125. (Main Floor, Chestnut)

THE JEWELRY STORE

Is Helping Right Merrily Toward the Happiest Christmas That Ever Was. There is the very atmosphere of Christmas everywhere in this fine big Jewelry Store with its hundreds and hundreds of wonderful gifts, all sparkling and glowing under the brilliant lights. You can almost feel the pleasure awaiting the woman who receives a beautiful piece of diamond jewelry, a tiny wrist watch or, perhaps, the beautiful silver she has so long wanted for her dressing table. Christmas is the best time in the year to start or add to the sterling silver for the table. And there are many really delightful gifts in electro plated ware. Clocks are always a wise choice. The Clock Store has a splendid collection of good reliable clocks—all the way from the tall hall clocks down to the compact little folding clocks for any one who travels. And, for those who are looking for "little gifts" there are many things in gold jewelry, often set with semi-precious stones, sterling silver jewelry, fine boxed stationery, and so on. (Jewelry Store, Chestnut and Thirteenth)

Men's Tape Border Handkerchiefs, \$12 a Dozen

If women knew how well many men like this style they would choose them more often for gifts! These are of beautiful quality linen, snowy and fresh. (Main Floor, Central)

The Choice in Gift Furniture Is Splendid

And as a gift for the home, a piece of Wanamaker furniture holds a place of its own. You cannot realize this half as well by reading about it as you will by coming in and seeing the delightful multitudes of pieces that are here for your choosing and of which this list gives an idea: Easy upholstered chairs, \$80 to \$160. Upholstered foot stools, \$4.50 to \$25. Tabourettes, \$8.75 to \$18. Hanging mirrors, \$15 to \$190. Fancy rockers and chairs, \$11.50 to \$100. Gate-leg tables, \$32 to \$90. (Fifth and Sixth Floors)

Men's Gift Vests, Sweaters and Cardigan Jackets

It is right that this group should be led by the Scotch wool vests that we are selling at \$10 instead of a half more. They are in gray checks and stripes and heather mixtures. Also inexpensive are the coat sweaters at \$8.50 and \$11, pullover sweaters at \$10.50 and sleeveless jackets at \$6.50. Black cardigan jackets are \$8 and \$10. If you want to give a notably fine sweater or sports coat here is a group at \$18 to \$35 in a remarkable range of colors and designs. Materials include Australian wool, merino, cashmere and Shetland wools. (Main Floor, Market)

Almost Any Man Would Like a Fur Collar

His overcoat will look the finer for a handsome fur collar and any man will enjoy the luxury of it. The Men's Hat Store has a splendid collection of fur collars, starting at \$15 for one of sealine and going through such furs as muskrat, racoon, nutria, beaver, Hudson seal (dyed muskrat), Alaska seal and natural otter, up to \$220. (Main Floor, Market)



Umbrellas—Thoughtful Gifts for All

To give someone an umbrella is a sign that you think of him in all sorts of weather. Certainly nobody could accuse you of being a fair weather friend. And few gifts are more practical, for a good umbrella, with care, will last for years. The Umbrella Shop has a fine collection of this year—umbrellas so well made you are sure of their good service; umbrellas so attractive it will be a pleasure to carry one of them. For Women—\$2.50 to \$25. Umbrellas with sturdy cotton covers and slightly handles, umbrellas with silk-and-cotton covers; other with pure silk covers; black and colored umbrellas; novelty umbrellas; folding umbrellas; umbrellas with the smartest handles—all are in this group. For Men—\$2.50 to \$25. This takes in every good kind of umbrella man wishes to carry. Well-made, good-looking umbrellas with handles that men will approve. For Children—\$1.65 to \$7.50. School umbrellas and better umbrellas—finished with handles of animal heads, fancy rings, loops, crooks and plain wood. Men's Walking Sticks—\$2 to \$50. Fine sticks from London, beautiful woods from all over the world—plain sticks, sticks with gold and silver mountings—all the kinds that men like are here. Riding Crops—\$5 to \$12. These are for men, and are in the fashionable styles and sizes, and include many English crops. (Main Floor, Market)

Down-Filled Quilts Will Be Welcome

Especially the kind we are showing at \$15 in sateen and \$22.50 in coverings of plain colored Japanese silk. Others at various prices up to \$49 for those in fine satin. We make all our own down-filled quilts and we are never satisfied to have them second best to any others. As a matter of fact, we know them to be the finest of their kind and we know also that as a Christmas gift any one of them is bound to be welcomed in any home in which the better kinds of furnishings are appreciated. (Sixth Floor, Central)

To Fix Up Your Christmas Packages

All the handy and reasonable requisites will be found in the Commercial Stationery Store—seals, tags, cards, twine, wrapping paper, holly paper, tissue paper, gold and silver tinsel cord, ribbonzine in "Christmas" colors and other last-minute necessities. Last-minute gifts can be chosen here very satisfactorily also, for example, desk sets, fountain pens and self-feeding or propelling pencils, diaries, engagement books and other inexpensive things easily chosen in a hurry. (Third Floor, Market)