

Christmas Music by the Organ at 9, 11 and 5:15 with Brass Quartet and Singing of Carols at 9 and 5:15

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER Fair

Plenty of Goods, Plenty of Room, Plenty of Cheerful People to Serve You

1861— This Is the —1921
Sixtieth Christmas Time
of this business.

To the writer of this little piece, still actively and thankfully directing its affairs, it is a privilege to welcome the people at this holiday season to the enjoyments of this vast edifice, specially and strongly built and equipped for their comfort and safety and to house the large quantities of carefully selected merchandise from almost all parts of the world and place it at their disposal at the lowest ever-changing costs possible, style, quality and freshness considered.

Some of us at the helm in the various sections have been at school from boyhood and girlhood, always studying and adding experience to do it better.

Not one of us workers counts himself or herself perfect, but we are encouraged with a certain progress here and there which keeps us going on hopefully.

If each of our assistants these days would only remember the principles which we have set before them by example and precept, that business CAN be done and should always BE done by straightforwardness—

1. Understanding the business you are employed to do.
2. Telling the truth.
3. Promising only what can be performed.
4. Quickly rectifying mistakes or failures by letter or phone.

Every person employed by us has in his or her keeping the good name, reputation and prosperity of the Store, which wants to be an honor to our great city and useful to its citizens.

[Signed]

John Wanamaker

December 9, 1921.

150 Women's Woolen Dresses Special at \$22.50

There are wool jerseys in a particularly good firm weave, either embroidered or in the sports style which so many women like. There are fine all-wool tricelines and Poiret twills made in simple tailored fashion or combined with satin so that they are quite suitable for afternoon wear as well. Some have dainty vest effects of lace, others are prettily beaded or silk embroidered. In all there are about twenty models, and they are the best that we could find, and every one would ordinarily sell for a much higher price. Navy, black, brown, brick, henna, all these colors are here and sizes from 34 to 44 inches.

(First Floor)



Silk Pajamas It May Be

And if it is we suggest a particularly pretty kind in either pale blue or flesh pink crepe de chine, made in slip-over style with lace trimming.

They are moderately priced at \$5.50.

(Third Floor)

A Silk Petticoat for the School Girl

And, of course, a pretty one such as Santa Claus would be expected to bring.

Every color to go with her various dresses, navy, black, henna, taupe, brown and Copenhagen, also the lighter colors for evening, such as white or pink. They are in messaline, silk jersey, white wash satin or pink crepe de chine with prices starting at \$6.85 and going to \$9.50.

The length is 30 to 36 inches.

(Third Floor)



For the Woman Who Loves Plants—

Oak and mahogany finish tabourettes, with round tops, \$2; square, \$1.75.

Bamboo tabourettes, 18 inches high, 85c.

Narcissus bulbs and the bowls to set them out in, boxed in holiday boxes, 60c to \$5.50.

Decorated small watering cans for indoor use in various colors, \$1.50 and \$2.

(Fourth Floor)

A Pretty New Hat Does Heighten That Holiday Feeling

Especially if the old hat has grown a bit jaded and stale. There are a great many pretty hats in these Millinery Salons. Numbers of them have been much reduced in price. Some of them are now marked so little that even the woman who

may have thought she could not afford a new hat will find its purchase no extravagance at all. As for children's hats, it would be a shame for any little girl not to possess a becoming one when there are so many pretty ones here at such small prices.

(Second Floor)

As for Women's Bolivia Coats With Fur Collars

There is no getting away from the fact that they are the most liked coats of the Winter. There are three particularly good models which women are choosing, and there are new shipments here of all of them.

Fine bolivia coats with raglan sleeve and narrow strap belt. In Sorrento, Volnay or navy, the collar and cuffs are of beaver fur. In black or navy

(First Floor)

they are of mole. The price is \$165.

Another beautiful silky bolivia with full-flared skirt and bands of cording has a beaver collar and comes in black or navy at \$150.

A very pretty style in bolivia with the new huge armhole to the waistline, ties under the arms, has a wolf collar and is \$150.

A Fur Collar or Stole for Her Fur-less Coat

If her Winter coat is without fur you may be sure she will be delighted with one of these fine separate collars of beaver, lynx, skunk, mole or Hudson seal (dyed muskrat). They are shaped and curved collars, or straight stoles or smart little chokers, or gener-

(Second Floor)

ous cape effects. The prices of \$30 to \$225 include a wide variety of choice. Single animal scarfs for the same purpose start at \$15 in squirrel; \$22.50 in mink; \$30 and \$40 in marten; and \$45 in Hudson Bay sable.



Little Gifts in Jewelry Novelties

But very welcome ones where many women are concerned. They are quite new and either gold or silver plated. Coin boxes, \$1.25 to \$5.50. Powder boxes, 50c to \$7.50. Vanity cases, \$4.50 to \$8. Mesh purses, \$2 to \$15.

(Main Floor)

Phonograph Record Albums, Half Price at 60c

We have 1000 of these albums, each with twelve pockets, which we can sell for this low price. A set would make an acceptable gift to any phonograph owner.

(Second Floor)

Givable Manicure Sets, \$1 to \$35

Mother-of-pearl, horn, ivory effects, either plain or decorated, gold plate, or all-steel. The prettiest in a blue enamel set at \$35. A gold-plated set in a morocco case is \$14. A practical man's set in a flat pigskin pocket case is \$5.50. An attractive imitation ivory set in a blue leather basket is \$11. Many novelties among them, and every one givable, from the little \$1 set up.

(Main Floor)

Young Women Like This New Shoe

A five-eyel oxford of black patent leather, with medium toe and vamp, welted sole, and low, broad heel like a man's. The newest footwear to accompany woolen hose. Priced \$3 a pair.

(First Floor)

A Small Girl Will Love These Slippers

They are quilted satin in old rose, Alice or light blue, with soft padded soles and a silk pompon on the toe. Priced \$2.25 and \$2.50 in 8½ to 2 sizes.

(First Floor)

Children's Riding Puttees

They change an ordinary shoe into a riding boot. In tan or black calfskin, splendidly made, priced \$9.50 a pair.

(First Floor)



The Christmas Candies Travel Far and Wide

We have recently sent some to India, Mexico, Canada and various distant cities in the United States. It is a compliment to the goodness of the Wanamaker candy and no mistake.

Here are some delicious five-pound package candies which absent friends will appreciate.

A five-pound tin box of clear, crisp candies at \$3.

A five-pound box of assorted chocolates and bonbons at \$3.

A five-pound box of assorted chocolates at \$2.25.

A five-pound box of fine assorted chocolates, tied with red ribbon, at \$5.

And for the kiddies' Christmas tree there are the good fresh candy toys at 40c a pound.

(Down Stairs Store)



A Truly Exquisite Gift Is a Gold Mesh Bag

It is something that a woman can use for a lifetime and with any costume at any time.

In 14-kt. gold mesh of the finest kind, with square engraved tops, \$270 and \$310. Or with shaped frames, long narrow styles, \$255 and \$340.

These prices are very much less than these beautiful bags cost only a short time ago.

Superb Handbags With Sterling Silver Frames

The frames are all extremely artistic, most of them being the heavy, hand-pierced patterns usually associated with Holland silver.

The bags are of rich French silks and velvets or beaded and the beaded bags are magnificent, some of them resembling antiques.

The fabric bags are \$50 to \$75 and the beaded bags are \$75 to \$125.

(Main Floor)

Warm Knitted Caps for Children

Soft woolen caps that can be pulled down over the ears on cold days.

Prices are 50c, 75c and \$1 and every one represents a decided reduction.

(Main Floor)



Seventh Floor

Bright Christmas Opportunities in Lamps

One-light gold polychrome boudoir lamps, \$3.50.

One-light royal blue English pottery vases, mounted on gold metal base, \$10.50; very attractive pieces.

One-light solid mahogany boudoir lamps, \$1.50.

Little bird lamps (bird decorations on shade), complete with metal base and silk shades with bird decorations, \$5.

Also a lot of hand-decorated candlesticks in a full variety of colors—rose, blue, ivory and such—with decorated candles to match, \$2, \$2.25, \$2.50 and \$2.75.

(Fourth Floor)

Electric Sewing Machines Special at \$58

The well-known Western Electric portable electric sewing machine, sold elsewhere for a price much higher, here only \$58, so long as the lot lasts.

Sewing machines may be purchased on \$2 initial payment and \$1 weekly, if desired.

(Fourth Floor)

You Can Give Cut Glass and Save a Third

We have an interesting selection of pieces, all of genuinely good crystal and in a variety of the most desirable cuttings, at prices about one-third less than current rates. In fact, some pieces are almost at half these latter being exquisitely cut and engraved.

Among the cut pieces are: Berry bowls, 7-inch size, \$5.50 and \$5.

Water jugs, \$4.50, \$5 and \$7.50.

Footed nut bowls, 7-inch size, \$4.50.

(Fourth Floor)

You Should See the Choice of Easy Chairs at \$37.50 to \$200

THERE is no need to urge the giving of easy chairs, especially to people of years.

But there may be need to remind people who wish to give easy chairs that they should give the kind that can be depended upon to do them credit.

If they are as particular about the choosing of easy chairs as we are about the making of them, they are bound to get the right kind.

The variety shown here in tapestry, velour and mohair plush, leather and other coverings is believed to be the largest at the service of the public.

The furniture displays are full of other gift pieces in a variety that is fascinating in range and character.

One has to see an exhibition of this kind to understand how much a gift of good furniture can mean.

(Fifth Floor)

Every Home Will Welcome an Oriental Rug

Here are four lots from which the Oriental rug gift can be chosen with confidence that it is the best of its type on the market for the money.

Daghestans and Shirvans, 4x5 to 4x6.6 ft., \$50 to \$100.

Kazaks, in pronounced colors and bold designs, 7.10x4.6 ft. to 9.4x5.7 ft., \$75 to \$145.

Saruks, superb Persian weaves, 6.7x4.2 ft., \$225 to \$250.

Anatolian mats, 2.8x1.8 ft., \$5 to \$10.50.

And many other lots besides, all of them splendid for gifts.

(Seventh Floor)

A Sectional Book-Case Is a Real Gift

A sectional book-case is a gift that stands for culture, convenience and service.

It is a gift for students, clergymen, professional men and women. What might grow into quite a library may be started with one section, a top and base, for as little as \$13.50, and the variety ranges all the way up to a mahogany case in Sheraton design for \$119.

We have them in mahogany, mahogany finish, light oak, golden oak, fumed oak and walnut finish.

Tops, \$4.25 to \$13.75. Sections, \$5.25 to \$23. Bases, \$4.25 to \$13.75.

(Third Floor)

Has the Boy a Good Overcoat?

If not, is it not the first thing he should have?

Wanamaker overcoats for boys are made of good, sound woolsens, and they are built for service and fashioned for good looks.

They are not priced so low as to endanger the quality, nor any higher than is justified by their quality.

Selections are good in the most desirable colors, patterns and styles.

In 3 to 10 year sizes at \$15 to \$38 and in 11 to 18 year sizes at \$25 to \$45.

(Second Floor)

Every Small Boy Must Have Rubber Boots

Nearly hip-high boots of best rubber in available sizes are going out of here very rapidly at \$3.50 and \$4.50 a pair.

(First Floor)

For Athletic Boys

The Sporting Goods Store has many, many gifts.

Basketballs, \$4.50 to \$15.

Footballs, \$2 to \$10.

Punching bags, \$3.50 to \$10.

Punching bag platforms, \$6 to \$12.

Excisers, \$2 to \$15.

Ice skates, \$2 to \$5 a pair.

Roller skates, \$2.50 a pair.

Baseballs, 50c to \$2.

Baseball gloves and mitts, 60c to \$2.

Hockey sticks, 50c to \$2.25.

Pull-over sweaters, with or without collars, \$6 and \$6.50.

Bicycles, \$35 to \$47.50.

(The Gallery)

Warm Slumber Robes for You or Your Friend, \$15

Woven with a fine California wool welt and a cotton warp.

Four patterns to choose from in rose, pink and blue.

Some in solid two-tone effects, that is to say, reversible.

All have wide taffeta silk binding on the ends.

Excellent for use on couch, chair, bed or day-bed.

Size, 70x84 inches; price, \$15 each.

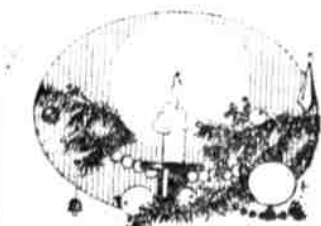
(Sixth Floor)

Linen Pillow Cases \$3 and \$3.75 a Pair

Regulation size, 22½x36 inches, and all neatly hemstitched.

One grade marked to sell at \$3, the others, of a somewhat better grade of linen cloth, at \$3.75 a pair, both kinds being particularly good at the prices.

(First Floor)



For a Man Fine Gift Gloves

Capeskin, English and American, including smart hand-sewn gloves, \$3.25 and \$3.50.

Tan and brown.

French Reynier chevette kid in ruddy tan, \$4.50.

One-button buckskin gloves in drab, tan and brown, \$4.50.

French lightweight suede gloves, washable, in gray stitched with black, \$5.

Lined skin gloves from \$4.50 to \$12.50. Wool gloves from \$1 to \$2.50.

New English Walking Sticks, \$5

Smart sticks of natural horn ash, with horn handle, horn ferrule and tassled leather loop. Straight from the smartest cane-maker in England.

Other walking sticks from \$1.50 to \$5.

Golf Jackets and Sweaters

Finest of all and eminently suitable for gifts are the Red-leaf London golf jackets of alpaca and cashmere in various colors at \$18 to \$35.

Domestic golf jackets of wool, \$5 to \$12.

A little lot of imported woolen vests, not all sizes, specially priced at \$10.

Pull-over and coat style sweaters also.

Most Men Prefer a Wood-Stick Umbrella

We have them in satin gloria at \$5; yarn-dyed taffeta at \$6.50; all-silk at \$8.75, \$10, \$12 and up to \$27.50.

The wooden stick is topped by a handle of malacca, box-wood, ash, cherry, apple, pimento or whangree; and some are silver and ivory trimmed.

All have 28-inch strong paragon frames.

Why Not Give Him Some Really Handsome Socks?

He probably sticks to funeral black or unbleached cotton half hose because he is too modest to dress his ankles fashionably.

\$1.50 a pair for eight distinctive patterns in novelty, plain and mercerized lisle—plain and shot grounds, plain and fancy checks and various stripes.

\$1.75 a pair for vertical barred design.

\$2 a pair for artificial silk in black and colors with embroidered checks.

\$3 a pair for brilliant colored lisle with fancy checks.

\$2.50 a pair for ten distinctive styles in black and colored brilliant lisle—checks, stripes, figures and vertical effects.

Christmas Slippers

Fine leather slippers in low-cut opera style, Romeos, Faunts and Cavalier booties; also traveling slippers, in kidskin and suede and in black and color. Prices \$3 to \$8.

High and low felt slippers in colors, with soft padded or leather soles, \$2.25 to \$3.75.

Leather moccasins with soft soles or heavy leather soles, \$2.75 to \$4.50.

(Main Floor)