

Organ Plays at 9, 11 and 5:15
Chimes and Melody at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Rain

Santa's Pack Is Brimful and There Never Was a Better Time to See It

"I Love Christmas," the Lady Said, "Because

I love to see people happy. "Look at that little chap and his wee sister as they see their magnified faces in the mirror that queers their little bodies. They are almost bursting with the fun they give each other."

That's what Christmas is for, to make happiness for all around.

In old times there were Christmas festivals, when jugglers, harpers, singers, masked neighbors, mummers, went to every home in the village, played games and music, danced and told stories, and reveled in a simple meal of coffee, crullers and cross buns.

Before leaving they trimmed the house with red-berried holly and put wreaths of cedar and pine at the windows, and sang a recession of their sweetest Christmas carols.

It is possible to make a joyous Christmas indeed this year. Let us all do our best at this good job.

[Signed]

John Wanamaker

(Written December 16, 1919.)

Gifts

Truly fine enough for those who are dear, truly different enough for those who are fastidious, yet low enough in price to be practical.




The Beautiful Crystal Store Sparkles With a Thousand Gifts

Here are a few of the many beautiful groups of handsome and attractive pieces, all particularly appropriate and desirable as gifts.

Imported glass flower and fruit bowls, 12 inches in diameter and with separate black glass bases, choice of four colors, \$3.50.

Engraved gold crystal baskets, bow's, compotes, candy boxes, specially priced, \$3.

Silver encrusted crystal, a wide choice of practical pieces, special \$3.75.

Salad plates of finest crystal, beautifully cut and etched, choice of plain and colored glass with and without gold and silver encrustations—\$14 to \$85 a dozen.

Newly arrived—black luster glass, extremely attractive, in flower bowls of all sizes, also fruit bowls, vases, and candlesticks—\$2 to \$8.

(Fourth Floor)

300 Fine Warm Wool-Filled Quilts Splendid Gifts, \$8.50, \$10 and \$12

Large selection of floral and figured patterns. Some at \$10 in solid colors, and some in Paisley and floral designs, at \$12.

The wool in all is the same and that is the best used in quilts.

Home gifts of the most sensible, serviceable kind.

(Sixth Floor)

Christmas Silks A Little Girl Will Love These Toilet Sets at \$6

Wonderful days in silk-selling mean that gift-givers know where they can get the newest, loveliest and most pleasing silks at reasonable prices.

Every desirable silk is here—for gowns, wraps, blouses, hats, bags, petticoats, negligees and lingerie uses.

All boxed on request.

The daintiest brush, comb and mirror, in white ivory effect, hand-decorated with a rosette border in pink or blue, and tied with satin ribbon to match.

Thoroughly useful as well as pretty. In a box, \$6.

Baby sets of decorated celluloid, from two-piece, at 85c, to four-piece, at \$5.25.

(Main Floor)

"Please, Santa Claus, Bring Me Handkerchiefs"

The good saint often gets letters with this request, and handkerchiefs are one of his favorite gifts to little children.

The newest French ones have prettily colored borders and a procession of animals around the edge. They have hand-rolled hems and are priced 50c each.

French also are some lovely colored handkerchiefs, one for each day of the week, with the name of the day in hand embroidery, \$7 for the set of seven.

Irish linen handkerchiefs, with the name of the day on each, \$1.50 for a box of seven.

(Main Floor)

Children Are Particular About Gloves

They really do like them to be well-fitting and good-looking, though older people sometimes ignore this fact. Here are gloves that will please the most particular youngsters:

Unlined cape and mocha, \$1.50 to \$2.85.

Cape, suede and mocha, lined with fleece or seamless wool, \$1.15 to \$3.

Fleece-lined gauntlets of cape and buckskin—some with stiff cuffs like Daddy's—\$1 to \$3.50.

Fleece-lined mittens of cape and mocha, some fur-topped, \$1 to \$2.

Wool gloves and gauntlets, 75c to \$1.35.

(Main Floor)

Linens Good to Give New Treasures From the Orient

There are so many attractive gift groups in the linen store that it isn't easy to say which is the most deserving of particular mention.

Two lots in which gift buyers are much interested are a group of fine Irish hemstitched damask tea napkins, 14x14 inches, one kind with plain satin band, the other with a wreath for monogram, price \$7.50 a dozen.

For those who want something lower priced there are linen luncheon sets of 13 pieces, with edges scalloped in either blue, or white. Price \$2.75 a set.

Earrings of crystal and ox-blood coral, price \$24.50.

Earrings of black onyx, in a double hoop, \$24.

Others of rock crystal alone, \$25.

Two odd pair of carved peach pits mounted with jade or with tourmaline, \$25 a pair.

(First Floor)

Christmas is the time when wishes come true, and many women have been hoping for

A Silver Tea Set

THEY are going to have their expectations fulfilled this year. There is no other explanation of the numbers of beautiful sterling silver tea services which have been sold lately.

Among the patterns representing period designs are Maintenon, Hepplewhite, Trianon, King Albert, Portsmouth, Etruscan, Mary Chilton, Lady Mary and Plymouth.

For five-piece tea services the prices are \$250 to \$1050. Kettles, \$145 to \$460. Waiters, \$150 to \$725.

(Main Floor)

A Gift for the Years—Queen Anne Secretary Desk, \$80

THE tendency among gift-givers, especially of recent years, is to give things of service and permanent worth.

This is a principle that can be followed no matter whether the gift is to cost much or little.

To those looking for things of service and permanent worth the Wanamaker furniture display presents a fascinating and unique field.

The Queen Anne Secretary Desk, at \$80, is one of thousands of pieces, every one a gift of the most acceptable character, many of them particularly charming in novelty and beauty.

This beautiful piece is of mahogany veneer. The top has a lattice over the glass doors. There is a well-arranged interior, and when the lid is down there is a fine, roomy writing bed.

Surely a gift for the years.

(Fifth Floor)

A Victrola in a Small Console \$60

A SMALL type of console, called the consolette, is now available, containing a genuine Victrola, for \$60 complete, purchasable on convenient terms.

It is mahogany, of graceful form, standing about 34 inches high, 19½ inches wide and 21½ inches deep. Within the cabinet are record shelves.

This is but one of many types of Victrolas here, priced \$25 to \$850.

N. B. Records are one of the best Christmas presents you can make. Victor and Brunswick—the best—are here.

(Second Floor)

A Chinese Rug With Your Best Wishes

A HANDSOME, home-enriching, home-serving, valuable gift.

Selections are wonderfully interesting, both in carpet and smaller sizes, and seldom has there been such an attractive showing of Chinese weaves in odd, scarce sizes, such as square pieces, 3x3 ft., at \$30; 5x5 ft., at \$75 to \$85.

(Seventh Floor)

Electrical Conveniences for Christmas

An electric percolator is a delightful gift, and so is a toaster, a grill or an electric waffle iron.

Wanamaker electrical appliances are the best grade, carefully constructed to give long service.

Percolators, \$5 to \$8.

Toasters, \$10 to \$25.

Percolator sets with sugar bowl, cream pitcher and tray, \$42.50 and \$47.50.

Chaffin dishes, \$15.50 to \$18.

Tea samovars, \$10.

Grills which fry, stew, toast or broil, \$12.50 and \$16.50.

Waffles, \$5 to \$9.

Heating irons, \$2.75 to \$6.75.

Heating pads, wonderfully comfortable, \$7.50 and \$10.

Pressing irons, \$8.75 to \$7.50.

Fishlights, \$5 to \$7.50.

(Fourth Floor)

Fine News for Young Women and Girls Needing Winter Coats

HUNDREDS of lovely new Winter coats, sports coats and dress coats—marked at special prices.

Every thing about them is the best, from the materials down to the fashionable cut and the excellent tailoring.

Certain models have been here before—but they went out so fast, many young women and girls didn't have a chance to buy them. Now there are all the colors and in all sizes.

Young Women's Coats

Plaid-back tweed coats at \$35. Raglan shoulder, straight full back, large pockets, brown-and-white and black-and-white.

Raccoon collar tweed coats, \$47.50. Herringbone tweed in tan with large shawl collar of fur.

Fur-trimmed bolivia coats at \$78. The finest bolivia in loose, blouse style, brown, kit fox, reindeer, Tunisian red, black or navy

(Second Floor)

with squirrel, dyed squirrel, wolf or beaver collar.

Sizes 14 to 20 years.

Girls' Coats

Plaid-back tweed coats, \$35. Imported material, tailored style. Sizes 13, 15 and 17 years.

Chinchilla coats, \$27.50. Double faced, well tailored with raglan sleeve and belt. Sizes 6 to 14 years.

Women's Afternoon Gowns of Chiffon Velvet—Special

THEY are made of that peculiarly fine soft velvet sometimes described as wedding-ring velvet, and the colors are of the richest—rust, cardinal, electric blue and violet, besides black.

There are two styles—both with little sleeves and long draped skirts and one with fur edging on the sleeves and cabochon.

The price is \$100.

(First Floor)

More Than Anything Else, Some Women Want a Coat

THE loveliest coats are fur trimmed, of course, and there is the best selection around \$100.

A good choice would be a handsome high luster bolivia coat with a huge collar of fine gray squirrel fur.

It is full and loose, with a narrow belt and large sleeves, which, like the back, have silk stitching.

The price is \$100, and it comes in black or navy.

Also at \$100 is a bolivia coat with a large collar of beautiful beaver fur. Hollow panels hang at the sides and the sleeves are bell shaped.

(First Floor)

Riding Suits for Women

Only \$35 to \$47.50, but made of fine strong tweeds, herringbones, chevots and mixtures, in the most favored browns, grays and olive. The work on them is done by custom tailors, and the breeches all have corset-fitted knees.

Breeches alone, of the same materials, are priced \$13.50 a pair.

(First Floor)

Smart Millinery for Holiday Sports, \$10 Up

EXACTLY the soft, becoming and unusual little hats needed if one is going out of town for the holidays.

Ideal for motoring, skating and Winter sports. Felt, velour, velvet, duvetyne, chinchilla and moufflon, in domestic and imported models.

Priced from \$10 upward.

(Second Floor)

Women's and Children's Storm Footwear for Gifts

EVERY article on the list is the best of its kind. And in articles of this kind the best is in the long run the cheapest.

The new Russian boot arctic for women—a high arctic in boot style with turn-over top of gray astrakhan cloth. Piquant and protective. \$6 a pair.

Women's regular four-buckle arctics with low or high heel, broad or narrow toe, \$4.75 a pair.

(First Floor)

Children's four-buckle arctics in sizes seven to two, at \$3.75 and \$4.25, according to size.

Children's high storm rubber boots, fastening above the knee, in sizes 8½ to 2, at \$3.50 and \$4.50.

Children's leggings of unequal variety and quality. Black jersey, at \$1.75. Gray chinchilla, at \$4. Black or brown velveteen, at \$5. Brown leather, at \$9 and \$10.

(First Floor)

Fine Wool Bolivia Coating Special at \$6 a Yard

A quality never before sold under several dollars a yard more.

Rich in texture, weave and finish and beautiful for coats and wraps.

Black, navy blue, delft, chestnut, golden brown and tan. 54 inches wide.

Boxed if requested.

(First Floor)

Parisienne Corsets Lowered a Third, Now \$8 to \$20

About 100 pair, including some of the finest novelty styles.

Broken sizes, and models that will not be re-ordered. The daintiest quality of batiste, broche and satin brocades, all beautifully made.

(Third Floor)

New Jeweled Clasps Special, 85c Each

JUST as pretty as they can be and you would never think they were so low priced.

Some are in antique gold finish, others in dull silver, set with different colored imitation jewels. Still other styles are in Japanese effects or cabochon without jewels.

They are in good sizes for skirt draperies and coats.

(Main Floor)

Toys! Toys! Toys!

More toys, better toys than ever before. What wonderful toys they are!

And what a wonderful, mystic land of fun the Toy Store is. Everything ablaze with color. Everything whirling and moving. Mysterious little figures never pause in their queer procession across the walls.

Santa is in the midst of it all—big, jolly, old Santa, having the time of his life, hearing all the secrets that little folks come to tell. Philadelphia, at its Christmas best, is the Wanamaker Toy Store.

Every "Gilt Edge" Day Has a "Sharp Edge," Too

And a Man's Surest Comfort Is a Big, Warm Overcoat

When the milk comes in every morning it's frozen at the top, every wind that blows has a polar feel that can't be missed.

No wonder, it's almost Christmas, and the wise man will have a new overcoat before another day goes by—the bigger the coat the better.

Wanamaker Overcoats Even Look Warm

Big, robust, through and through manly affairs. Stylish, too—the kind of style that has a swing and dash about it, yet is built to suit the man.

Great ulsters with belts all around, or belts just in the back. Coats more for dress up that have no belts at all to confine the free, flowing lines.

Light, sparkling, gay looking coats and soft, mellow looking solid colors as well as the usual darker mixtures.

In short, most any kind that's in favor, priced \$35 to \$100.

(Third Floor)

Just a Word About Shoes, Sir

Wise men are getting them right now and most men seem to prefer oxfords, although at \$6.40 they can get either kind.

Well made of grained calfskin in either black or tan. Fashioned like a brogue but rather plain.

(Main Floor)

Nearly Every Man Likes a Detachable Fur Collar Best

Has all the advantages of any fur collar and none of the discomforts.

Can be worn on one overcoat all of the time, or two or three different overcoats. Goes on in a twinkling when the wind blows cold and comes off just as quickly when it's mild and fur seems a burden.

It snaps on right over the regular coat collar and looks as if it belonged there.

Long coney, \$15.
Nutria, \$25.
Hudson seal (sheared muskrat), \$50.

(Main Floor)

Who Ever Heard of a Man With Too Many Silk Shirts?

He's just as glad over a half a dozen, a dozen or two dozen more as he was over the first one of all.

And what silk shirts there are for Christmas giving. Stripes, stripes, stripes—so they go. Thin hair stripes, big stripes or clusters of stripes.

In the main the fabrics are silk jersey, broad-cloth and jacquard silk at \$7.50 each. Plain white silk broadcloths at the same price.

(Main Floor)

What Would Christmas Be Without Neckties?

Gay ones, to be sure, for any other kind wouldn't be neckties at Christmas time.

But however they are, any among the thousands at 65 cents are bound to be fashionable.

(Main Floor)

New Suits for the Boys

Many boys will not many different things, but no boy will get anything better than a Wanamaker suit.

There are none better made than Wanamaker boys' suits and the selections are excellent.

(Third Floor)

\$1.25 a Pair Is a Mighty Low Price for Such Hose for Men

Just \$400 pair of silk-and-wool half hose and every pair worth at least a half more.

Fresh, perfect, new merchandise hardly out of the boxes that brought it from one of the best mills in the country and just the kind of hosiery that the better dressed men are after.

Great is the opportunity for the man who wants to regulate himself with a season's supply—just as great is the opportunity of the woman who has gifts to buy for men.

(Main Floor)