

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

# Ready for a Great Wave of Merry Christmas Gift Buyers Tomorrow

## In Order to Learn to Judge One Must Begin by Knowing

All this great business, the growth of sixty years, would be in jeopardy were it not for the good judgment and care we exercise in selecting the merchandise which we allow to be submitted to the people whose tastes and likings we have studied and cultivated.

The Wares and Articles That Please Us

are required to meet standards that our experts have learned by long and close relations with our patrons for a lifetime.

We prefer to miss sales than to have inferior qualities, doubtful fabrics or such articles that we have by experience proved to be undesirable.

Any one has a right to keep a store. Newspapers generally will print any advertisement offered.

If you know the people whose names and practice guarantee what you get, all is well.

[Signed] *John Wanamaker*

Dec. 10, 1920.

## The Smart, Short Fur Coats Young Girls Like

Sometimes they are belted, sometimes they hang straight and full; sometimes they have great furry collars of a contrasting fur, but usually they are in the light colors girls like, and usually in the thirty and thirty-two inch lengths that are so popular this winter.

Marmot coats are well liked—their glistening brown is becoming to many girls. \$150 up to \$245 for the trimmed coats. Black or brown ponyskin coats, plain and trimmed with other furs, \$170 to \$300. Soft taupe nutria coats are lovely, \$400 to \$600. Natural muskrat coats are popular—\$280 to \$325. Natural racoon coats are well liked, too, \$315. And you may be sure of the quality of the fur in every coat!

(Second Floor, Chestnut)

## Silks Are Not Luxuries but Economies This Christmas

They are something that every man, woman and child wears in one form or another, and the use of silks is increasing every year. They are very practical, certain silks wearing and washing better than almost any other material.

And every piece of silk now in the Silk Store has had its price adjusted to meet the new and lower prices of the new silks arriving daily.

Christmas silks are especially attractive this year, many people are giving them for gifts and there are Christmas boxes for all such.

(First Floor, Chestnut)

## If She Likes Outdoor Life Give Her a Leather Coat

It is the coat for all weather, for motoring, skating and every other form of winter sport, and it is the coat for women who go back and forth to business every day.

New leather coats are in short belted models in tan, mahogany or black, lined throughout, at \$62.50, and a three-quarter length style, also belted, in gray, natural or black leather, from \$75 to \$100, or in suede cloth at \$125. These are all new and smaller prices.

(First Floor, Central)

## You Can Give Pretty Handbags and They Cost You Little

Between \$3.75 and \$6.50 we have a remarkable assortment of velvet and velvet handbags in black, navy, taupe and brown. Any one would make a welcome gift.

These bags are in many shapes and sizes and all new styles. They have covered, metal, shell finish and fancy celluloid frames, and some have fancy clasps.

The more you know about handbag values the more you will appreciate being able to get such excellent bags at such low prices.

(West Side and Main Floor, Chestnut)

## 'Way Down in Price—Young Women's Fine Winter Suits \$40 to \$175

Here is a chance to save dollars and dollars, for these are fine suits and prices have been very substantially lowered.

Smart and cut, beautifully tailored, of fine quality materials and in the best winter styles, they are suits of distinction. The most fashionable colors are here—Chinese and other blues, reindeer, Zanzibar brown, tan, henna and brick.

Tricotines, velvines, peachbloom, velours, silvertones, duvet de laine and novelty materials make them. They are trimmed with beaver, natural gray squirrel, nutria, opossum, Hudson seal (died muskrat) and minkskin (dye-coney). Some are handsomely embroidered, some are beaded, some braided. Some are without fur, for girls who wish to wear their own furs. All are richly lined.

\$40 to \$175—and 14 to 20 year sizes.

(Second Floor, Chestnut)

## Many People Are Buying Cotton Goods for Gifts

They are always popular, and especially so this year since prices have dropped so low. Some of the particular favorites are:

- Percale, 25c and 30c a yard.
- Plisse crepe, 28c and 38c a yard.
- Kimono crepe, 50c a yard.
- Figured voiles, 50c to \$1 a yard.
- Galateas, 38c a yard.
- Children's suiting, 38c and 65c a yard.
- Ginghams, 35c to 85c a yard.
- Silk and cotton tissue, 85c a yard.
- Madras shirting, 75c to \$1.50 a yard.

(First Floor, Chestnut)

## Hand-Made White Waists

Ballets mostly. One with square neck has hemstitching and dots, and narrow fllet edging its long collar. The price is \$5.50.

Another has a large fllet collar and wide frills edged with fllet. Price \$16.50.

And some delightful pink, white and blue voiles trimmed with fllet at \$18.75.

(Third Floor, Central)

## As a Change From Plain Imitation Ivory

There are some lovely imitation ivory toilet articles outlined with either pink and gold or blue and gold.

Mirrors, \$9.95 and \$9.75. Hair brushes, \$5.50 and \$5.75.

Hat brushes, \$3.75. Jewel boxes, \$5. Hatpin holders, \$3.25. Puff boxes, \$4.75.

(Main Floor, Chestnut)



## Reynier Gloves Come Down!

Effective tomorrow morning all Reynier short gloves will have new prices as follows:

Women's overseam gloves to be \$3.50. Women's pique gloves to be \$4. Women's washable suede gloves to be \$4.50.

Women's Chevette gloves to be \$4.50.

It is good fortune indeed that this lowering of prices comes just before Christmas.

Old friends of the famous Reynier may now give Reynier gloves with the old-time freedom—several pairs at a time.

It is also good fortune that we are in receipt of a new shipment of Reynier gloves, new, fresh skins, just at this time, to meet the demand that

will follow these new prices. Complete assortment of sizes and shades.

Styles include suede in three clasp; glace in three button and three clasp overseam; suede in two clasp, pique sewn; glace in two clasp pique, and Chevette tanned in two clasp.

On sale tomorrow morning, at these new prices, in the Glove Section.

(Main Floor, Central)

## Memo: To Get for the House

A mahogany table-tray. Here is a fine collection of trays to choose it from—the trays variously inlaid, handled with brass or mahogany, sometimes inlaid with etched glass. Prices, \$12, \$14 and \$15.

Lazy Susans—a great convenience in these days of "doing one's own stretching"—\$16.75.

A newspaper rack for the man of the house to prop his newspaper against, the rest of the family may need the sugar bowl. Brass or nickel, \$3.25.

Adjustable shaving mirrors which take any angle, 8-inch beveled French glass, \$6.50.

Game tables covered with green felt, and very light and strong, being well-braced, \$5.50. Covered with leatherette, \$5.

Detachable covers of stenciled cloth for the same, \$1.50.

Babies' portable bath tubs of rubber on light frames, possessed of faucet and rack; usable both on the floor and in the big bath tub, \$9.50 and \$11.50.

Metal hot-water bottles, lasting and sanitary, \$1.75.

Sweet-toned dinner chimes, four bars, nickel plated on a mahogany-finished base, \$7.50.

Canary birds may be had for \$10 for the untrained singers or \$15 for Andreasburg rollers.

Chaffinches are \$5; linnets, \$5; bullfinches, \$8; parrots, \$25.

(Fourth Floor, Central and Market)

## Shoes at \$4.25

Several thousand pair of men's and women's winter high shoes that

## Were a Half More to Three Times as Much

This is a clearaway of odd lots from our own good stocks. There are many styles and not all sizes in every style, but almost any one can be fitted, and it is certainly well worth taking a little time to look for your size.

All Wanamaker-standard shoes of good style, good leathers and good workmanship.

(Men's Shoes, Main Floor, Market) (Women's Shoes, First Floor, Market)

EVEN if you have a Christmas list a mile long and a heap of things to do, you'll feel better and look better in one of these

## Women's Smart New Hats at \$10 and \$12

They are just out of their boxes, are the newest whims of Dame Fashion, and are as pretty as they are new. There are new duvetyne hats in gray colors, fetching new affairs of glistening satin in fashionable hues, some glistening broadcases with soft furs and others of lustrous velvets.

And there are no two alike—\$10 and \$12!

## We've Reduced More Winter Hats—All \$10 and Under

and there's good choosing for any woman who will take the trouble to try them on till she finds just what suits her. Dress hats—hats for shopping—hats for every day—there's a goodly collection—and prices are considerably lowered.

(Second Floor, Chestnut)

## All the Favorite Colors in Bead Necklaces

are here now—the pretty green of the imitation jade, the deep blue of the imitation lapis lazuli, the soft, lovely coral and ever so many more. The beads are in graduated sizes, they are in the fashionable lengths, and the necklaces begin at \$3 and go to \$10.

Novelty necklaces in many colors and attractive designs are \$1 to \$19.

(Jewelry Store, Chestnut)

## New and Pretty Neckwear for Christmas

Dainty sets of collar and cuffs in organdie or cream or white net and veestes of net with the collar attached. They are just what many women want for the new gowns and they would make the nicest sort of gifts.

The prices are particularly moderate, \$1 and \$1.50.

(Main Floor, Central)

## Silk Bloomers for Women

Knee-length sorts of pink crepe de chine are \$3 to \$8; of wash satin, \$2.85 to \$5.50.

Ankle-length bloomers in the prettiest dark colors imaginable are \$3.85 to \$16.75.

Excellent to go on Santa's list, all of them.

(Third Floor, Central)

## Christmas Decorations

The littlest red wreath of them all is one costing 25c, for an automobile, and the biggest is an 18-inch wreath trimmed with holly and poinsettias at \$5.

Crosses are from \$2 for a plain small one to \$4.50 for a large trimmed one.

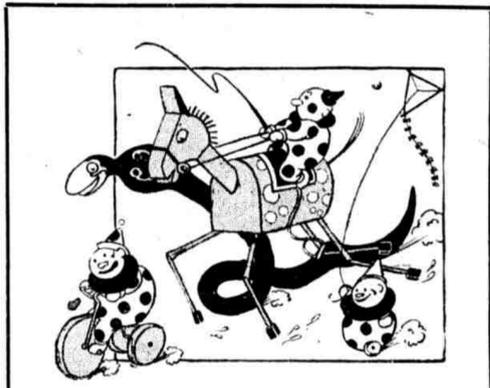
Red festooning, \$1.75 for a piece of 50 yards.

Holly sprays, well-berried, are \$1 a dozen. Poinsettias 12c each and \$1.30 a dozen.

Sprays for cemetery use, and therefore designed to stand weather, \$2 a spray.

Magnolia wreaths with pinecones and poinsettias for the same purpose, \$4.50.

(Fourth Floor, Market)



## Toys!

'Tis get-ting near Christ-mas and all through the Store The peo-ple are buy-ing as nev-er be-fore: And, oh, what a rol-lick-ing, jub-i-lant noise! Is made by the kid-dies ad-mir-ing the

## Toys!

The Grump-ys who want to cut hol-i-days out Are be-ing put swift-ly and sure-ly to rout; They can-not rob child-hood of in-no-cent joys As long as the world can find pleas-ure in

## Toys!

If par-ents should ever lose sight of their youth They'll find them-selves fac-ing an un-hap-py truth— We re-live our lives in our girls and our boys And what is a Christ-mas with-out any

## Toys!

(Seventh Floor)

## Christmas Books for the Youngsters

Youngsters of many ages. For instance here is the "The Bunt Book," by G. Heath Robinson and J. Birch, for six to ten year olds. It has heaps of jolly pictures and costs \$2.50.

"Glands of Oz," by L. Frank Baum, price \$2, is for about the same ages. So is "Seven o'Clock Stories," by Robert Gordon Anderson, with 20 color pictures, three children and a dog in it. This is \$3.50. The "Kiddie Kar Book" is for those even smaller, and costs \$1.50. Right here comes in "The Real Mother Goose" with pictures by Blanche Fisher Wright; price, \$2.

For children from—say, eight to twelve, there are books like

"The Gingerbread House," by Ruth B. MacArthur, \$3; "The Sandman's Mountain," by Louis Dodge, \$3; "East of the Sun and West of the Moon," by Gudrum Thorne-Thomsen, \$4; containing twenty-two of the best-known folk-love tales; and "Stokes' Wonder Book of Fairy Tales," price \$3.50.

And for children of almost any age and grown-ups, too, there is endless charm in such books as "The Happy Prince," by Oscar Wilde, illustrated by Charles Robinson, \$4; "The Sleeping Beauty," illustrated by Rackham at \$2; and "The Three Musketeers," by Alexander Dumas, illustrated by Harold Brett, at \$3.

(Main Floor, Thirteenth)

## Another for Men! A Great Wanamaker Sale of Winter Underwear All at Halved Prices

A sale of underwear that we held two weeks ago was and still is the talk of the whole countryside.

Thousands of men shared in it and thousands more missed it. Now we are to have another—tomorrow morning.

It is a sale of great opportunities.

Every item here is selling all over the United States for double, or more than double the price marked on it at Wanamaker's. No man who needs Winter underwear can afford to let this go by. It is all first quality, fresh merchandise.

There are light weights in shirts, drawers and union suits, but the bulk of the sale is heavy-weight, warm, all-wool or wool-and-cotton goods suitable for men who will have to buffet wind and sleet and snow this Winter.

- \$1 a garment for medium-weight white and ecru and winter-weight ecru ribbed cotton shirts and drawers.
- Also winter-weight ribbed gray wool-and-cotton mixed shirts and drawers.
- \$1.50 a garment for winter and medium weights gray ribbed wool-and-cotton shirts and drawers.
- \$2.50 a garment for winter-weight

- gray ribbed all-wool shirts and drawers.
- \$1.25 and \$1.50 for light-weight ribbed white cotton union suits.
- \$2.75 each for winter-weight ribbed gray wool-and-cotton union suits.
- \$3.75 each for winter-weight ribbed gray and white wool-and-cotton union suits.
- \$5 each for winter-weight ribbed gray all-wool union suits.

(Main Floor, Market)

## Men's British Woolen Half Hose at \$1

Average half price for one of the most satisfactory gifts you could make to a man.

Some taken out of stock and lowered to meet the new price of fresh lots that just arrived.

Heavy and medium weights in ribbed fancy mottled effects, checks, stripes and clocks. Also plenty of plain colors, black, white and heather mixtures.

(Main Floor, Market)

## Men's Knitted Ties at \$1—

They are plain colors and cross stripes in splendid assortment, and at \$1 each they will go out by the dozen and half dozen.

(Main Floor, Market)

## Sweaters for Men and Boys

The Sporting Goods Store has many kinds. Fine imported sweaters for men, \$12 to \$35. American-made coat sweaters with two pockets, \$8 to \$12. Heavy Shaker-knit sweaters in

coat style with collar, pullover with collar and pullover with V neck, in various colors, \$8 to \$18. Boys' sizes in these are \$6.75 to \$13. Men's woolen vests in various colors, \$4 to \$8.

(The Gallery, Juniper)

## Prices Drop on Many of the Men's Dressing Gowns

We have taken four groups of our men's Christmas dressing gowns and lowered their prices. Savings range all the way from a couple of dollars up to half price. As a gift-buying opportunity, it is unique, for such price revisions almost never come before the holidays.

You can buy Redleaf lounging gowns of cloth in oxford mixture, brown, gray or black for \$15, which is in some cases half price and in others close to it.

You can buy gowns of camel's-hair cloth for \$25, a saving of \$2.50 to \$10.

Or you can buy a beautiful English flannel silk gown, warmly lined or unlined, or a rich velvet gown for \$50, which in either case represents a clear saving of \$15.

(Main Floor, Market)

## All These Good Blankets at Half

All-wool, white blankets with pink and blue borders, all cut and bound separately, 60x84 inches, \$12.50 a pair; 72x84 inches, \$18.50 a pair; 80x90 inches, \$15 a pair.

English all-wool blankets, white, with pink and blue borders, cut and bound separately, 70x90 inches, \$17.50 a pair; 70x90 inches, \$17.50 a pair.

English blankets of pure Australian wool, in white, all cut and bound separately, 60x84 inches, \$20 a pair; 72x90 inches, \$30 a pair; 80x90 inches, \$32.50 a pair.

Fine Holland blankets of pure Australian wool and Arctic

wools, with long, heavy nap; and pink, blue, lavender, gold and vermilion borders; single-bed sizes, \$11 and \$14 each; double-bed sizes, \$14 and \$18 each, and some Jacquard woven ones in figured and floral designs and in extra-large size at \$19 each.

Indian style blankets, all-wool filled, made in a large variety of typical Navajo colors and patterns, \$6, \$7.50, \$9 and \$10 each.

Scarlet blankets of all-wool with black striped borders, 60x 80 inches, \$6.25 each.

Tan blankets with dark brown stripes, woven of wool and cot-

ton, 62x84 inches, \$8.25 each. Crib blankets, fine for baby gifts, white, part-wool and with pink or blue borders, 36x54 inches, \$3 pair.

Three lots of part-wool blankets, white with pink and blue borders, with wide binding, some bound in silk, 60x80 inches, at \$4.50 and \$6 a pair.

All-wool blankets for outdoor or indoor use; in white and tan, with blue, gold, black and tan borders and close whipped edges in colors to match, \$12 each, in single-bed sizes.

(Sixth Floor, Central)

## 1000 Chairs Lowered One-Third to One-Half—Good Gifts Every One

Chairs for every room and for everybody are embraced in this very exceptional and unprecedented Christmas Sale.

If you want to realize what a good gift chairs make, think of what the world would be without them. The chair comes pretty near to being the symbol of hospitality—"Won't you take a chair?" This is a great opportunity "to take a chair."

## Library and Living-Room Chairs

Here are living-room chairs in large variety, including a splendid selection of great, upholstered easy chairs that always stand in the front rank as gifts.

Luxuriously upholstered easy armchairs in tapestry, \$75.

Armchairs upholstered in green leather, \$80.

Fire-side chairs upholstered in figured velour, \$55.

Armchairs upholstered in figured cretonne, loose-seat cushions, \$32.

Adam design fireside chair, seat upholstered in damask, loose-seat cushion, \$77.50.

Louis XV mahogany side chair, upholstered in velour, \$50.

Golden oak rocker, wood seat, \$16.50.

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

Bedroom Chairs

Enameled, \$3.25, \$7, \$10, \$10.75, \$13.50 and \$16.50.

Mahogany, \$10, \$12.50, \$13.50, \$15, \$18.

Walnut, \$12.50, \$25, \$27 and \$30.

(Fifth and Sixth Floors)

## Willow Chairs

Mostly in the natural color, but some in stained finishes and some upholstered, \$21, \$25, \$29, \$33 and \$50.

## Dining-Room Chairs

Set of Louis XV walnut chairs, consisting of five side and one arm chair, seats upholstered in genuine leather, \$85.

Set of Queen Anne mahogany chairs, consisting of five side and one arm chair, upholstered in blue haircloth, \$75.

Side chairs at \$50, \$7 and \$22.

Armchairs, \$9.50, \$11.50, \$15 and \$31.

(Fifth and Sixth Floors)