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*

A Store That Is Always Safe, No Matter How Great the Crowds

The New Life of This Big Business Temple Is Easy to Be Seen

and it is remarked often by those who, crossing to other streets, walk through the Store because they like the buzz of something going on.

There is no dullness here!

On every hand you see much that is new on the day you see it.

There are few days in the year that we do not take in at least upward of one hundred thousand dollars' worth of new and fresh goods.

The characteristic growth of the Store is manifest.

There is lots of thinking going on here.

[*Signed*] John Wanamaker

Dec. 13, 1920.

Gorgeous Spangled Scarfs Are Fascinating Gifts

From Paris, of course, and the most elaborate and beautiful that city has ever sent us.

Any woman who goes out at all to evening functions will simply delight in such a Christmas gift, for it is something she can wear season after season without going out of fashion. On black or white net, with spangles, beads and sometimes even embroidery in gold or silver, $15 to $58. These are all new prices.

(Main Floor, Central)

New Redleaf Gloves Came on the "Haverford"

were rushed through the customs and are here ready for our customers tomorrow.

There Are Warm Lined Gloves for Women

Suedes and sturdy capeskins in strap wrist and short lengths, lined with wool or fur. $4.50 to $8 a pair.

Hand-Sewn Gloves for Men

Extra-heavy suede, $4 a pair in gray and brown.

Men's Lined Gloves, Too

Capes and suedes lined with wool or fur. $5.50 to $9 a pair.

To be found nowhere in Philadelphia but Wanamaker's—made especially in England for this store.

(Main Floor, Central)

Beaded Handbags in Beautiful Colors

These bags are very well beaded and in various shapes and sizes with either covered or shell-finish celluloid frames.

For handbags of their moderate prices they are original in design and unusually beautiful in their colorings.

Prices $14, $18 and $25.

(Main Floor, Chestnut)

Embroidered Bordered Serges Are the Height of Fashion

Some of the handsomest gowns of the season are using these beautiful serges and tricotines as their material.

They are chiefly in black or navy blue embroidered in self-color, contrasting colorings or in silver or antique gold. There are others with open-work embroidery. From $5.50 to $12 a yard are the prices.

(First Floor, Chestnut)

Smart Oxfords for Women to Wear With Wool Stockings

Young women of fashion like low-heel, wing-tip oxfords best of all to wear with woolen hose.

These shoes are of black and mahogany calfskin with long wing tips, much perforation and pinking and low, broad, mannish heels.

Their price now is $8.75 a pair; they were a third more.

(First Floor, Market)

Scarf and Cap Sets From Switzerland

These fine woolen scarfs and caps are much liked by girls and women. In plain colors, mostly dark, they are $8.50 the set, and in fancy stripes they are $10. All were to have been much higher in price.

Artificial silk scarfs from Switzerland, in plain colors and a drop-stitch style, $5; in two-color stripes, $7.50. Both much below regular.

(First Floor, Market)

Lovely Waists of Voile

A quartette of charming new styles:

One with tucks, drawnwork and hand-made lace of Irish pattern, $5.50.

A second with filet and embroidered sprays, $6.85.

A third with square neck, real filet and a little hand embroidery, $9.

A fourth has Irish lace, drawnwork and a jabot effect on collar, $9.85.

(Third Floor, Central)

Silk Petticoats Large Sizes

Jersey tops with messaline flounces in black only, $8.

All-messaline at $10; jersey tops with taffeta flounces at $12; all-satin at $15 and all-jersey at $12, may all be had in dark attractive shades.

(Third Floor, Central)

A Woman's Umbrella in Conservative Style

There is one at $7.50 which is a particularly good value for the price, and which will just fill the need.

The cover is of firm, close rolling silk, the handle is in simple, good taste and of hard wood, with a silk loop for carrying.

This umbrella will give excellent service—and it is guaranteed for one year.

$7.50.

(Main Floor, Market)

Bandeaux and Brassieres

Bandeaux of fancy material or broche, 65c, $1.10 and $1.25; also pink moire silk bandeaux at $1.10. Others again of plain pink material are 75c and of pink broche at $1.25.

Dainty pink or white satin and crepe de chine brassieres are $3 and $3.25.

Lillian brassieres trimmed with lace, $1.65.

Pink satin bandeaux, $2 and $2.50.

(Third Floor, Chestnut)

More albatross breakfast coats for women are here—made with short kimono sleeves—in pink, blue and lavender, price $12.

Also more albatross kimonos in the same shades, with frog fastenings and rope girdles, price $16.75.

(Third Floor, Central)

Worthy Gift Furs—Skunk or Black Lynx

Skunk is one of the fine furs which really combine becomingness with service; for the rich brown-black of the skunk *is* becoming to most women, and there are certainly few furs which give better wear. It's a fine cold-weather fur, too—there is warmth and comfort in every piece.

New skunk neckpieces in smart chokers, animal scarfs, stoles and other neckpieces, begin at $56.50 and go to $245—this last price for a handsome stole with two pockets.

Skunk muffs, $35 to $100.

One of the handsomest black furs is the glossy black lynx. It is here in collars and chokers of many styles, in scarfs and stoles—and at many prices starting at $63.50 on up to $365.

Lynx muffs to match are $100 and $110.

(Second Floor, Chestnut)

Fine Christmas News for Women—Fur-Trimmed Coats Are Less

Every woman who has been looking forward to a new coat before Christmas will be delighted to hear it, for they are the handsomer coats and wraps from over $100 up that now average about a fourth less in price.

All the fashionable materials of the Winter, such as velour, bolivia, peachbloom, evora, silk-and-wool duvetyne and others. The furs are dyed and natural racoon, Australian opossum, nutria, wolf, squirrel, beaver, mole and Hudson seal (dyed muskrat).

Some have cuffs as well as collar of fur and many have embroidery as well. New prices are $95 to $475.

(First Floor, Central)

The Newest Spring Silk With a New Spring Price

One of the loveliest silks that ever was thought of for sports costumes, separate skirts and blouses and that is now used for evening and afternoon gowns and wraps.

It has a slightly crinkled surface with designs in the same or a different color in a satin finish. There is a large assortment of both light and dark shades, and the price is $6.50 a yard, nearly half what it was last season.

(First Floor, Chestnut)

Most Women Prefer French Imitation Ivory

Toilet articles made of it are finer and better than those made of the other kinds of this imitation ivory.

This is a good point to remember when choosing Christmas gifts, either starting a new set or completing one already started.

Mirrors, $10.50 and $12.50.
Hair brushes, $5.25 to $10.50.
Hat brushes, $5.
Trays, $2 to $10.
Buffers, $2.10 to $3.75.
Pin cushions, $3.35 and $3.75.
Salve jars, $2.65.
Puff boxes, $10 and $11.75.
Hair receivers, $10 and $11.75.
Combs, $3 and $3.50.

(Main Floor, Chestnut)

Silver Crescents, Set With Rhinestones

and imitation sapphires are among the pretty trinkets in the Jewelry Store. They are in different sizes, and are $1.25 each.

New rhinestone bar pins, all in sterling silver, set with rhinestones are $2.50 to $30.

(Jewelry Store, Chestnut)

Women's Riding Boots

are entirely suitable for holiday gifts, and the Exclusive Little Boot Shop has them of tan and black Russia calf, cut with English legs and men's broad heels, for $35 a pair.

(First Floor, Market)

Hundreds of Blankets at Half Price

You cannot give a better home-gift than blankets, and in the Wanamaker Christmas Sale you can choose from hundreds of the best blankets of American and European manufacture at half price.

More than ten different lots are in the Sale, including all-wool as well as part-wool blankets, all marked at the prices of five years ago—from $6 a pair up to the finest pure Australian wool blankets at $32.50 a pair.

A large choice at several prices in between.

(Sixth Floor, Central)

"Be Sure You Don't Miss the Wanamaker Toy Store"

writes one little boy to another

Dear Friend William:

I take my pen in hand to say that I am well and hope you are the same.

Say, have you seen the Wanamaker Toy Store? Golly, but it's fine!

I have been there twice, once with my Mother and the other time with my Father, and I like to go with my Mother best, because my Father spends all the time around the counters where they have the structureal toys. He bought me a structureal toy last Christmas, but I did not get a chance to play with it.

There are so many things that you cannot see them all in one vizit. There are boats and trains and moving pixture machines and sleds and games and all kinds of annimels.

I dont see why they have so many dolls though and toy kitchins and such things. Nobody likes them but girls.

You ought to see Santa claws. He has a dandy house with a slay and a leter box outside to drop leters in.

Be sure you dont miss it. Your Friend,

ROBERT

(Seventh Floor)

Christmas Notes

Electric heating pads are welcome to invalids and chilly folk, $9.50.

Flashlights for big and little boys and other people are $1 to $7.50. Fresh batteries come into the store daily.

Wanamaker electric irons, some with heel stands and some with metal stands, are $8.50 complete with cord and plug.

Electrical adapters to turn vases and candlesticks into lamps are $2.50 to $6.50.

Electrical percolators in sets, each set with tray, cream pitcher and sugar bowl, besides the six or nine cup percolator, are $32 to $47. Both nickel and copper finishes.

Jerusalem cherries, well berried, $2 a pot. Ferns, palms, crotons, ivies, 15c to $4.

Artificial fruits run from 25c for a plum to 50c for an apple.

Had you thought of vacuum bottles? Prices from $2.75 for a pint size to $11.25 for a vacuum pitcher.

Trays for good little boys and girls are of decorated metal, priced at $3 and $4.

Wooden telephone girls, $1.50. Pasteboard girls, 50c.

(Fourth Floor, Central)

5000 jolly red Christmas candles, hand-dipped, have come into the Lamp Store, and will be going out faster than you can say Jack Robinson. They are of the favorite tapering shape, and are priced at 20c, 25c and 35c.

(Fourth Floor, Central)

Initialed Nightgowns

Another shipment of these always-wanted nightgowns. They have eyelet yokes and are finished with lace and ribbon and cost $1.50.

(Third Floor, Central)

Desk Sets

and desk utilities. Diaries, fountain pens, pencils, gifts that are useful and in good form.

Desk furnishings from a paper weight at 25c to a complete bronze set at $41.

Diaries, including the most complete and elaborate kinds made, 35c to $7.50.

Fountain pens, $1.50 to $35.

Self-feeding or propelling pencils, styles to match the pens, $1 to $35.

In the Commercial Stationery Store.

(Third Floor, Market)

New Axminster Rugs

Because of the vigor of its design and coloring and its reputation for good service, the Axminster is one of the most popular of rugs.

9x12 ft., $63.50 and $73.50.
8.3x10.6 ft., $56 and $67.50.
6x9 ft., $33.50 and $40.
4.6x6.6 ft., $18 and $21.50.
36x70 in., $9 and $11.
27x54 in., $5.50 and $6.50.

Runners

2.3x9 ft., $15.75.
2.3x12 ft., $21.
2.3x15 ft., $26.

(Seventh Floor, Chestnut)

The Rare Book Corner Is the Place to Come

when you are searching for beautiful books for the best bibliophile of your clan. Here is an item or two by way of suggestion:

Francis Bacon, Viscount St. Albans, Works, edited by Basil Montague, with portrait, 16 vols. 8vo. Half morocco, gilt tops, uncut. Pickering, 1825-34, $90.

George Cruikshank, Comic Almanac. An ephemeris in jest and earnest, by Rigdum Funnidos, gent, adorned with right merrie cuts pertaining to the months, sketched and etched by George Cruikshank, 10 vols. in 9, 16mo. Half Levant, gilt tops, uncut. By Root, London, Tilt, 1835-53. Original issue, $110.

Charles Dickens's Works, Gadshill Edition. Edited with the introduction and notes by Andrew Lang, in 36 vols. Sq. Cr. 8vo. London, Chapman & Hall, n. d. Bound in half levant morocco, gilt tops, uncut, $225.

The Life, Letters and Complete Works of John Ruskin. Edited with additions from original manuscripts by E. T. Cook and A. Wederburn. Complete index to all the works. With about 1800 illustrations, many of them tinted, including some 200 drawings by Ruskin not hitherto reproduced. A limited edition. 39 vols. Large 8vo. (6½x9½,) buckram. London, George Allen, 1903-12, $200.

(Main Floor, Thirteenth)

Persian Kermanshah Rugs Rich and Beautiful Gifts

These pieces have all the soft, delicate charm of color and beauty of design for which fine Kermanshahs are noted, and their prices are extraordinarily low.

6x4.4 ft	$135	6.7x4.3 ft	$167
6.8x4.5 ft	$100	6.2x4.6 ft	$135
5.3x3.10 ft	$125	6.5x4.3 ft	$87
6.6x4.7 ft	$175	6.9x4.9 ft	$295
6.11x4.6 ft	$275	6.9x4.6 ft	$287
5.7x4.4 ft	$289	6x4.2 ft	$250

(Seventh Floor, Chestnut)

Fur-Collar Overcoats for Gentlemen

(In the London Shop)

The Men's London Shop has just received a shipment of very fine fur-collar overcoats. As a gift to a man, one of these handsome garments would be hard to match.

Big, warm ulsters with raglan and straight shoulders, half belts and belts all around and some with four pockets.

Fine fleeces and cheviots are the materials used and they are in brown, blue and green heather mixtures and gray. A gray herringbone with plaid lining is one of the most effective.

The big fur collars on these coats are of selected pelts—beaver, otter and Australian opossum.

Prices are $135 to $250.

(The Gallery, Chestnut)

The Good News Has Spread About Velour Door Curtains

That is, that they are back to their old-time prices of before the war—$30 a pair—and a number of people have been in already to buy what they need.

These are made of the finest mercerized velour, double-faced and either the same or with contrasting colors on each side. They are full 2½ yards long and generously wide. Such curtains are investments for years to come, and they are wonderfully warm looking and delightful to live with.

(Fifth Floor, Market)

The Finest Half Hose England Can Make

Isn't that something worth while to give to a man you know well?

A belated shipment just got here in time.

Fine lisle in black, brown, gray and white, $2.50 a pair.

Derby ribbed lisle in dark gray and navy, $3.

Fine black, blue and gray lisle with embroidered insteps and clocks, $3.50.

Luxurious iridescent silk with embroidered insteps and clocks, $7.50 and $8.50.

Derby-ribbed light-weight cashmere in black, navy, gray, white and heather mixtures, $3.50.

Fine silk and cashmere mixed in black, blue, brown and gray, $3.50.

Also an interesting group of fine woolen golf hose at $10 a pair.

(Main Floor, Market)

Girls' Wash Frocks at Low Prices-$2 to $3.50

are dresses that have been higher priced and are good frocks for such small sums. They are of sturdy ginghams or chambrays in plain colors, striped and checked effects and they are in all the pretty colors girls like to wear.

There are many good styles, the dresses are fresh and in good condition, they are in 6 to 14 year sizes and will make sensible school or play frocks for year-round wear.

(Second Floor, Chestnut)

Lots of Boys Would Like

a pair of sturdy storm shoes with buckles and straps at top. Sizes 11 to 2 are $8; sizes 2½ to 6 are $11.

Boys' hip boots, sizes 2½ to 6, prices $5 and $5.50.

(First Floor, Market)

If You Wish to Order the Christmas Candies Now

this is to say that we'll be glad to take your order and send the candies whenever you direct—

Assorted chocolates, 50c, 70c and $1.30 a pound; put up in five-pound boxes, $2.50, $3.50 and $6.50.

Delicious mixtures, 50c, 70c and $1.15 a pound; in five-pound boxes, $2.50, $3.50 and $5.75.

(Down Stairs Store, Chestnut)

Men's Scotch Wool Vests, $10 Instead of a Half More

These fine warm vests, all splendid gifts for motorists, golfers and other outdoor men, are the sort usually sold for half again as much.

They are in gray checks and stripes and heather mixtures.

A new importation.

(Main Floor, Market)

Modern Spanish Organ Music—$2

is one of the many gift books in the Music Store that would delight the musician.

But there are many other Organ Books, too—$1.50 to $2.50.

In this same class of gifts for the musician are bound volumes of Beethoven, Chopin, Chaminade, Liszt and Grieg—all cloth bound, with gilt tops, and $2.50 to $3.50 a volume.

(Second Floor, Market)

Men's English Walking Sticks Begin at $5

and go on up to $30. They are all of that popular wood—malacca—and they are highly polished and in plain hook style or finished with silver or gold trimmings.

(Umbrella Store, Main Floor, Market)

The Most Popular Mother Goose Songs Illustrated—$1.50

Well-loved rhymes set to music and illustrated—the children will enjoy singing them.

Other song books for children—holiday songs—$2.50.

Songs of Happiness, $1.75.

(Second Floor, Market)

Hand-knitted comforts of many sorts are in the Art Needlework Store, beginning with babies' socks at 45c a pair and ending with women's boudoir jackets at $8.75.

(Second Floor, Central)

A Great Time in Chairs—Especially Easy Chairs

For a mother or a father, for any one getting on in years, there is hardly any gift that means so much as an easy chair. Moreover, it is a gift to the whole family.

But it should be a genuinely good chair, and to be genuinely good it has to be as reliable inside as it is impressive on the outside.

Easy chairs and rockers of the genuinely good kind are plentiful in the chair disposal that we are holding. But although they are 100 per cent reliable in quality, we have taken 33 1-3 per cent off their prices.

Luxuriously upholstered easy chair with spring seat and back, wide spring arms, Turkish effect, removable cushion seat, upholstered in high-grade tapestry, $125.

Fireside chair, high back and arms, spring seat and back, upholstered in tapestry, $48.

Large arm rocker, overstuffed upholstering, full spring seat and back, loose-seat cushion, covered in good grade tapestry, $60.

Genuine blue leather easy chair, high-grade workmanship throughout, full spring seat and back, removable cushion, $130.

Queen Anne style armchair, fireside effect, covered in silk damask, removable cushion seat, $95.

William and Mary armchair, high back and arms, fireside effect, upholstered in antique velour, $87.50.

Walnut side chair, polychrome finish, rush seat, $60.

English-style easy chair, extra-high back, fireside effect, reversible cushion seat covered in sateen, $110.

Mahogany fireside chair, covered in figured cretonne, $30.

Large assortment of chairs and rockers from $30 to $160, all one-third less than regular prices.

(Fifth Floor)