

The Wanamaker Store Will Be Closed All Day Tomorrow

The Wanamaker Jewelry Store Is A-Sparkle With Christmas Gifts

JEWELS and fashions and fabrics and furnishings, making their brilliant show everywhere throughout the whole forty-five acres of the Store's area, speak with one voice of a rich and generous Christmas.

Nowhere is their note clearer than in the Jewelers' and Silversmiths' Hall, mostly spoken of "for short" as the Jewelry Store.

There is much gift-buying already.

There are inquiries from all over the country as to what is new and what is favored.

People are coming in by hundreds and by thousands to enjoy the bright displays, the comforts and conveniences, the sense of safety, and in especial, the feast of new sights and new ideas among this most attractive of merchandise—

Of which they cannot refrain from saying what Shakespeare says in "Cymbeline":

"'Tis plate of rare device; and jewels
Of rich and exquisite form: their value's great."

THEIR value's great—greater perhaps than that of any other gift that could be selected—and for two reasons, universally understood:

What else could you find that's representative of such practical investment value, as the two things by which the world measures all other investment values—precious metals and precious stones?

The man who knew more about jewels and about women than any other of his sex is ever likely to, cast about him for the strongest Oriental imagery he could employ to waken up his fellow-men to the worth of a good wife, when he appraised her preciousness above rubies—

And the statement still attracts attention.

What else could you find that gives the recipient more pleasure and satisfaction, whether it's a beautiful stone sparkling on a woman's slender finger, or a fine, dependable watch that helps a boy just entering business to earn a reputation for punctuality!

THE Jewelry Store, now decked in its Christmas splendors, and sparkling with gift suggestions from every case, counter and show window, might not inaptly be described as a Pleasure as well as a Treasury, of things rich, fine and worthy.

Just to look around (and every one does look around) at these lovely ornaments or ornamental articles of use, and to think of all the delight—all the dancing eyes, the fluttering hearts—they are destined to give at some time to at least two Somebodies, donor and recipient—is to feel one of the distant ripples of that wave of pleasure, even if one doesn't buy a single thing.

To buy even a single thing is to set all the happy ripples in motion!

Lavishly displayed are the new Christmas collections of jewels in attractive settings, of silverware exquisitely patterned, of necklaces, of watches, of rings and brooches and

Dressing the Neck

The vogue of the collarless gown and blouse for daytime dressing, supplementing the low-cut evening gown, is placing on display many beautiful necks and many beautiful necklaces.

A woman may own one necklace, sautoir, lavalliere or pendant to wear with all gowns or she may own one for each gown, but in either case she will find a marvelous selection here to choose from.

In variety of styles and color effects, in flexibility of price range it is unexcelled. One may choose—

A dainty little lavalliere in 14-karat gold for \$9.50 to \$58.

A string of fine Oriental pearls, \$85 to \$4400, according to sizes and grades of the pearls and length of the strands.

A strand of gold beads is \$11.50 to \$31. Sautoirs, some in the form of chains, others consisting of narrow black ribbons, with slides of gold, are priced \$7.50 to \$23.

Pendants and lockets to wear with them, made of 14-karat gold, engraved or engine turned, are \$23 to \$50.

Lovely Necklaces of Semi-Precious Stones

come in all lengths, from that which closely clasps the throat to the long and splendid necklaces that reach the waist and are usually embellished with curious and effective pendants.

Jade, amethyst, moonstone, rose-quartz, lapis and sardonyx are a few among the many stones represented, and the general range of prices is \$40 to \$165.

bracelets, and little precious things to serve as gifts for remembrance and affection.

Our activity in great commercial affairs on both sides of the ocean enables us to secure advantages in jewelry buying.

The comprehensiveness of this great Jewelry Store, that dominates the Chestnut Street end of the Main Floor, is shown by the fact that the tall, imposing hall clocks that meet you in the wide aisles with "the grand air," like gentlemen-in-waiting in a royal court, are not there for mere purposes of show.

They are there to decide some of your problems by showing you how excellently one of them would fit into the furnishing scheme of your home—or of some good friend's home.

What a gift for a daughter newly married! or for any one!

THESE hall clocks, so handsome of face, so stately of figure, at the same time are perhaps the most useful articles in the whole Jewelry Store, for they serve a whole family, not stopping work even when on strike, and outlast a generation.

They are first-rank timekeepers. Besides sounding the hour and half-hour, the majority are fitted with beautiful, silvery chimes.

Reliable timepieces are a hobby of the Wanamaker Jewelry Store that have brought great happiness and satisfaction into thousands of lives.

Not the prettiest-faced clock or watch gets in here until we have investigated its references.

The Christmas watches are ready for the choosing (the earlier, the wider choice) and all their references are signed with the names *Elgin, Waltham* or *Howard*, or a few of the women's wrist watches with the name of some good Swiss maker.

THE bracelet watches for women are smart as can be, and represent the fashionable shapes in all their variety—

square and round and oval and octagonal or even hexagonal, not to forget the "cushion" and "tonneau" shapes. Some have luminous dials.

Prices give almost as wide a range of selection as styles. A 14-karat gold watch on a plain black ribbon can be had for \$40, then going up all the way to \$925 for an exquisite little timepiece surrounded by flashing diamonds.

Silver watches on silk ribbons for women are \$40, \$45 and \$70. Women's watches of 14-karat gold, set on bracelets of flexible links, are \$40 to \$180.

Men's pocket watches in fine assortment start with gold-filled watches at \$17 to \$68, while in 14-karat gold the range is \$28 to \$170. With luminous dials, taking in both gold-filled and gold, prices are \$22 to \$63.

Since there are always inquiries from army and navy men, golf players and other sportsmen for men's wrist watches, it is well to state that we can offer them in quite a variety at present.

EVERY man, woman, girl and fair-sized boy ought to have a good watch, and Kris Kringle usually sees that he or she gets one.

But there's another kind of goods, coming in small but precious packages, that Kris Kringle does love to deliver, especially to a young girl; or to some mother of a splendid family who deserves all that Solomon said about her, and deserves the rubies to boot, only diamonds, are more fashionable, these days—

Yes, of course, we are speaking of **DIAMONDS**.

The Diamond, to look on its possession from the business standpoint as an asset, is steadily appreciating in value.

It is the Stone Supreme, never displaced from its high position by any freak of Fashion.

For one thing, isn't Fashion a lady herself?

How strong the demand is, may be judged from the fact that at present the United States contains over one-half of the world's supply of diamonds, and the Wanamaker Store—well, that the Store contains a goodly proportion of them, and all mighty handsome stones, too, is the impression gained from even the most passing glance at the rich and splendid array of these fine gems in artistic settings which we've assembled here.

With all those diamonds—a billion dollars' worth—assembled in the United States, not every woman has yet her bar pin, or even her diamond ring; so these stocks are extremely interesting around the Christmas season.

The quality of the stones is unimpeachable: supremely brilliant, perfect in cutting, notably free from flaws. The diamonds sold here are the fine, blue-white stones from the mines of South Africa noted for their brilliancy. They are mounted in platinum settings under our own supervision, by some of America's best skilled craftsmen.

SEVERAL hundred new articles, in diamond rings, brooches and bar pins, including novel and fascinating designs, have entered the Store lately.

Diamond rings, from plainest solitaire settings to elaborate designs, are covered by a price range of \$100 to \$3600.

There's a dazzling display of bar pins in the finest platinum mountings, ranging in style and price from straight, paved shape with all the stones of the same size, \$165 to \$825, to fancy bar pins in exquisite lacy designs, starting at \$285 and mounting to \$1100 for a magnificent and elaborate piece, diamond and fern-leaf pattern.

Of the fine gold jewelry which is always in taste and in place, there is a pleasing variety, especially in such little pieces as are suitable for a present for a schoolgirl, a woman friend or relative, and they are comparatively inexpensive.

Gold lingerie clasps are \$3.75 to \$7 a pair; cuff pins, \$3 to \$16 a pair; little finger rings, \$9 to \$62; bar pins, \$8 to \$60; circle pins, \$3 to \$21; cameo pins, \$20 to \$48.

Many of these are in the popular green-gold.

THE incoming fashion of the short sleeve makes that arm undressed that has not a pretty bracelet to grace its whiteness, hence the gold bracelet has freshly emerged into high favor.

There are flexible bracelets, bangle bracelets, and clasp bracelets, engine turned or hand engraved. Some are of plain gold, others set with rare stones—diamond, sapphire, tourmaline.

The prices of the bracelets start at \$10 and go to \$92.

Space fails to enumerate the interesting suggestions which the Jewelry Store can offer in the form of gifts for men—fobs, charms, watch chains, cuff buttons and full-dress sets.

Of scarf pins in particular, every one says, "I never saw so many styles."

Prices depend on the setting, of course. A pin containing a superb diamond is \$310, and one small garnet in a plain gold setting is \$4.75.

ONE of the most remarkable features shown in the Jewelry Store is the superb display of silverware which makes a feast for the eye, as one passes the great glass cases, constructed of finest West India mahogany, that glorify the walls of the East Aisle, Chestnut Street.

Any one interested in selecting silverware, whether it be a single piece, like a vase or basket, or a chest of silver, a tea set, or a complete service of silver, will find it a wonderful place to visit and a desirable place in which to purchase.

And after all these columns, we have but described in part the treasures of the Jewelry Store.

Counting It by Saturdays

(As So Many Shoppers Do)
there is just one more Saturday left
in November, and but three more to
come in December, before—

CHRISTMAS WILL BE HERE!

So it is not strange that many of those with the finer gifts to select are not putting off until the future that which they can accomplish now.

Diamonds and other jewelry, chests or services or even single pieces of choice silverware, fine timepieces, the elegant appurtenances of the dressing-table, are not every-day purchases to the every-day man or woman. They represent not merely investment values, but are lifelong reminders of their givers' taste, generosity and regard.

It is both delightful and desirable to give to their selection the unhurried exercise of one's best judgment.

And many people, with whose judgment we have no quarrel, deem it delightful and desirable to select them at Wanamaker's.

JOHN WANAMAKER

PHILADELPHIA