This Christmas Busy-Ness Is a Good Sign for Next Year's Business

We Begin December Today **Greatly Pleased**

with the splendid preparations we have been able to make to get together from all over the world so many good things of interest to our patrons to see or to make choice of in their Christmas plans.

The safety, light and comfort of our building from top to bottom are gratifying.

Its abundant entrances, exits and tower staircases save us from overcrowding.

Its ventilation and freshness is also a healthful consideration.

What we said yesterday about our purchases of fresh new goods for Christmas was interesting and much talked about, but the entire stocks in our two stores, Philadelphia and New York, for people to choose from this year amount to much more than twenty millions of dollars.

[Signed] John Manage,

THE Little Salon of Riding Apparel announces that it is ready with Winter stocks of-Riding suits with breeches and knickerbocker suits at \$35 to \$125.

Separate knickers at \$16.50. Separate riding breeches at \$18.50.

\$38.50 Will Buy Uncommonly Good Dresses Tomorrow

The first thing a fabric-wise woman will think when she sees them is that it is very unusual to find such good qualities of tricotine and Poiret twill in dresses at this price. And she will be right. Moreover, the dresses-chemise, coat and waistline models-are usually braided and embroidered and most of them own to a dash of brightness in the shape of a gay girdle. Colors are navy, black and brown.

"The Most Successful Coat of the Season"

That is what we call a certain beautiful fur-trimmed bolivia. It is the one coat that every woman seems to like, and practically every woman who tries it on looks well in it.

Naturally it stays here but a short time, but many women will be glad to hear that there are more of these coats tomorrow.

The material is a particularly lovely, deep, soft bolivia with a large collar and cuffs of the finest beaver, wolf or mole fur. The holes are large, the fullness confined by a narrow strap belt and the kirt part widely flaring.

In Volnay red, Malay, Sorrento and black, \$165.

Beaver Collars Top These Young Women's Coats at \$95

They are wool bolivia, in several shades of blue, black or brown; lined with self-colored crepe de chine and interlined. The model is a simple, straight-line belted coat of conservative lines; and the beaver collar is neither too large nor too small, but just right for warmth and good looks. Priced \$95, in sizes 14 to 20.

THINK of getting a ma-hogany-finished wood

candlestick for only 25c!

We have a few thousand

(Fourth Floor)

such but could sell more.

Neck Cords and Sashes to Brighten Her Gown

Price \$38.50.

New neck cords are the most fascinating little affairs imaginable with their gay colors and dangling ornaments. They do help the too-severe neckline and are very much worn at present, 50c to \$1.25.

New sashes come in almost any shade you wish and in silk, metal cord, braid and wooded bead effects. The new loose dresses simply can't get along without them. \$1.25 to \$10.

We are selling many of both neck cords and sashes for Christmas gifts. (Main Floor)

Silk Stockings Always Popular Gifts

And at Wanamaker's you will find what is probably the most complete assortment, with prices at the lowest.

\$2 a pair for the famous Wanasilk" pure dye, in black, white and colors, with cotton tops. \$2.50 a pair for black silk with \$3, \$3.50, \$1 and \$4.50 a pair

for full-fashioned silk to the top in black, white and colors.

\$3.50 to \$7 a pair for black, white and colored silk with hand

\$3.50, \$5 and \$7 a pair for black, white and colored chiffon

\$4 a pair for "Wanasilk" fullashioned ingrain silk, wonderfully durable.

\$4.50 to \$15 a pair for black, white and colored openwork silk. Lots of other styles, up to exquisite French silk with lace insertion, at \$50 a pair.

Special

\$1.50 a pair for full-fashioned

(West Aisle) \$2.50 a pair for vertical stripe penwork black, white and colored

\$3.75 a pair for fine black,

white and colored silk with openwork ankles.

(First Floor)

If the Christmas Coat Is to Be Hudson Seal

Many a wife, mother, sister or daughter, if she were to speak right out to her Santa Claus, would say, "Oh, please, a coat of Hudson seal!"

And, indeed, we cannot think of a lovelier gift than one of these beautiful fur coats, which will carry as much sweet comfort and warmth as it will satisfaction in appearance.

It may be of fine quality Hud-

son seal (dyed muskrat), un-These, in 36 to 45 inch lengths, and in the conservative models most women prefer, are priced \$325 to \$450. Richly trimmed with skunk or

beaver or squirrel fur, they are \$385, \$400 and \$450. They are exquisitely lined, and of a quality throughout that fits

them to be the choicest and most satisfying gifts.

Delightful New Gowns for Young Women—\$28 to \$115

charming new dresses has just arrived in the Young Women's They are silk crepes, Georgettes and panne velvets, in ex-

A collection of altogether

tremely pretty fashions. Even the least-priced of them-at \$28 will do for "occasion" frocks. for these are of turquoise and black crepe in combination, or of black with coral crepe. At the same price are uncommonly

Exquisite Imported

Beaded Handbags

as soft and crushable as a piece

These are all draw-string bags,

The designs are in the highest

degree artistic and are mostly of

a floral nature and the colorings

are a joy. As gifts, these hand-

bags are hardly to be surpassed.

(Main Floor)

A String of Imitation

Pearls

will please some persons more

than others could be pleased by a

necklace of real pearls. These creamy, translucent imitation

pearls are strung in graduated

necklaces of 16, 18, 20, 24 and 30

inch length, fastened with gold

clasps, and priced from \$5 to \$15.

(Main Floor)

A Pretty Silk Scarf Has

a Multitude of Uses

And some new and very pretty

ones from Japan are just the nicest thing possible to throw

over the shoulders with a fluffy

evening dress or to wear under

the fur coat as so many women

They are in chiffon and crepe de

rose, also black and white, \$6

chine, the loveliest pale tints of

orchid, blue, pink, corn color or

(Main Floor)

Women's Undermuslins

nightgowns at \$3.50 and \$3.85.

Combinations, \$1.85 to \$3.85.

Corset covers, \$1 to \$2.25.

Drawers, 50c to \$2.25.

Chemises, \$1.85 to \$5.

Philippine hand - embroidered

Other nightgowns, \$1 to \$5.75.

Prices \$35 to \$60.

crepe, velvet and beaded Georgette, each different, each very inare 14 to 20 years.

Something in

Bodkin sets, \$3. Photograph lockets, \$4 to \$8. Lip stick cases, \$2.25 to

Rosaries, \$5.50 to \$8.

For a Man

Cigarette cases, \$11.50 to

Match holders, \$4.75 to

Military brushes, \$20 to \$38 Buckles with belts, \$5.50 to

Cigar cutters, \$1.75 to \$3. Key chains, \$2 to \$3. Pipe cleaners, \$3.25. (Main Floor)

The Christmas Book Store Has a Book for Everybody

Of the multitude of gifts that Christmas morning discloses, there are probably no two homes that ever have the same. But in EVERY home into which good old Santa Claus goes he has always left a BOOK, or several books. Here are his headquarters.

It is roomy and full of cheer. There are books of every conceivable kind, entertaining and informative-books for everybody from baby to grandmother-books with cloth bindings and books with the finest leather bindings-books by new authors and books by the immortal authors of all times-books published in America and books published abroad,

Children's books are one of the pet hobbies of this store. We have studied what books to buy for children of all ages and have them on hand well displayed. Picture books galore-game books-children's stories-biography-travel-everything from the animal books for the two-year-old up to the serious books for the young girl and the youth of seventeen years.

There is plenty of good service in every section of this wonderful Book Store, always ready to wait on the shopper who is limited for time.

Amber for Her Dressing Table

Not real amber, but so admirable an imitation that it serves all the ends of beauty and usefulness. The design is very attractive. Each piece is decorated in black and gold or some other color. And they may be matched up into complete sets or bought piece by piece. as desired.

Hair brushes are \$11.50 and \$14.50.

Mirrors, \$13.

Combs, \$4. Cloth brushes, \$9 and \$13.50.

Hat brushes, \$7.25. Puff boxes, jewel cases and hair receivers, \$10. Trays, \$5 to \$15.50. Manicure and other small arti-

cles, \$4.50 and \$5.25.

Give Her Fine French Revnier Gloves for

Christmas These are the finest gloves France sends to America. They cost very little more than gloves of less exquisite quality. Their bestowal as a gift is a delicate compliment, for the woman who wears Reynier gloves as a rule understands the art of perfect

dressing. In the shorter lengths any of these would be a faultless choice;

Three-clasp overseam-sewn kid in white, black, white with black, tan, brown, taupe, gray, at \$3.50 a pair.

Two-clasp pique-sewn kid in the same colors as above at \$4 a pair.

Pique-sewn kid with two pearl buttons, in black, black with white, white with black, tan or brown, at \$1 a pair.

pastel and mode shades (washable), or in black, \$4 a pair. Chevrette gloves, pique sewn,

Two-clasp pique suede in soft

two-clasp tan or two-button white, \$4.50 a pair. (Main Floor)

Good Items From the Sale of Waists

Waists at \$2.85 and \$3.85 include some of the new two-color overblouses for suits, plenty of tailored crepes de chine in white and colors and many Georgette crepes in the more frivolous styles for afternoon or evening.

These are mostly samples and overlots and few are "seconds," that is with a slight imperfection. They are all kinds that usually sell for a great deal more.

Waists at \$5 are a number of styles in hand-made veile with hand embroidery and hand-drawn work. Also some very charming Georgette crepes, white and colors, trimmed with cat-stitching or lace. Some have real filet. (Enst and West Atales)

A Victrola for Christmas

In a Beautiful Console Cabinet, \$95 Music can be housed no

more beautifully than in a console type of phonograph, There is no better phonograph in the market than the universally known Victor Talking Machine. By purchasing a number of

the models, we are able to offer the fine console model pictured above, equipped with Victrola

The storage space inside for records is ample, and the mahogany cabinet, whether in use or not, is an ornamental niece of furniture.

Many other console types, prices \$225 to \$1500, in Victrolas and in Brunswick, Cheney and Sonora phonozraphs. Convenient terms,

Best All-Wool Blankets We know Of at \$10

They are made of Cape Colony vool, warp and weft, which means wool of superfine quality.

Not only are they unsurpassed in warnith, but they are also an attractive bed-dressing, being made in plaid patterns as well as in solid colors.

The weave is the old-fasinoned homespun kind, which gives additional strength that makes for long service.

Satin bindings match the prevailing shade of the blanket. Each blanket is woven 102 inches wide and then shrunk to 72 inches.

(Sixth Floor)

Furniture to Give

The gift of furniture can be any one of a thousand things, according to individual tastes and requirements.

Of some individual articles we have a choice embracing hundreds of different styles.

We show scarcely less than 20 different styles of any one.

Women's writing desks in oak, mahogany, walnut and other finishes are in wonderful assortment at prices going all the way from \$14, \$17, \$18.50 and \$20 up to \$205.

Spinet desks, mahogany and mahogany finish, \$52 to \$168.

Bookcases in oak, mahogany, walnut and other finishes. \$19 to \$210.

Secretary desks, Chippendale, Queen Anne and other periods, \$70 to \$360.

Easy chairs in a variety of coverings, \$37.50 to \$200.

ers, mahogany and mahogany finish, \$12 to \$57. Tea wagons in oak,

Fancy chairs and rock-

mahogany, walnut and other finishes, \$19.50 to Hanging mirrors in a

notable variety of designs, including many attractively carved and decorated, \$19 to \$260.

Highboys, Chippendale design, \$120 to \$360. Colonial post beds. some plain, others in decorative carvings, \$24

to \$220. Chifforobes, a splendid assortment of types. \$42.50 to \$230.

Vanity toilet tables and dressing tables, mahogany, walnut and other finishes. \$49 to \$145.

And many other things that are gifts of enduring worth.

The Latest Dance Folio Special at 50c Each

Be ready for the Christmas festivities with the latest up-todate dance music A complete collection will be

found in the Sheet Music Section at the unusual price of 50c apiece. (Second Ploor)

DEMATURE & the MOYAL ISSIL From THE WHITE FIRT, HORISICH, 1832

Men's Uncommon Suits and Overcoats

(In the London Shop)

The suits are fine and fashionable and beautifully tailored. The materials in them are high-grade woolen worsteds in blues, grays and browns. Prices are \$48 to \$65.

The overcoats are chiefly from London and there

is no denying the inimitable style of these British coats. In the light-weight coats there are single-breasted straight-shoulder and raglan models and in the medium and heavy-weight coats there are both single and double breasted styles; many belted.

Of Saxony cloths, Shetlands, cheviots, West of England coverts and fleeces, in browns, greens, grays, heather mixtures and plain blue. Prices are \$55 to \$100.

Men's Finest Knitted Neckties for \$2

We have just about 600 of these ties to sell at a price which not much over half what such fine neckwear usually brings. It is an opportunity to get that many unusual \$2 gifts.

Stripes, plain colors and heather mixtures to choose from and all of a high grade of knitted silk.

Men's Combination Cane-Umbrellas at \$4.50

Here's the gift for a man-a natty walking-stick that in a twinkling becomes a black silk umbrella.

The stick is highly-polished wood, light or dark, with crook handle. Sheathed closely within it is the umbrella. When the umbrella is in use the collapsible stick can be carried in the

We have only a few hundred to place on sale at the special price of \$4.50. Last year they sold rapidly for three times as

Here's a Great \$10 Shoe tor Men

Of dark tan Scotch-grain calfskin in blucher style, with inverted welt, rawhide slip and sole stitched aloft. The toc is both shapely and comfortable. This is a shoe that will look well on the foot and will give

(Main Floor)

In Tea Sets Choose From 50 Patterns—\$5 to \$65

In French, English and Japanese china. Also in English semi-

Mostly 17-piece sets, comprising teapot, sugar bowl, cream jug and six cups and saucers, but some have six tea plates in addition. They come in a fascinating choice of decorations.

The latest arrivals are sets to sell at 85, in a raised gold-border.

These are of Japanese china and are really remarkable at the Along with them come ten sets of a similar ware in a solid pink,

blue, yellow and green, with black handles, to sell at \$9.50. Sets in both groups consist of a teaper, sugar bowl, cream jug and six cups and saucers. New also are 23-piece sets of Japanese luster china at \$15. Fourth Ploor

Lots of Good Gifts for the Motorist

Luncheon kits for four or seven persons, \$20 to \$65. Unbreakable Ferrostat bet tles, \$7.50 to \$20.

Luggage carriers, \$4.75 \$35 and \$45. Stoplights, \$5,50. Mirrors, \$1.25 to \$5

Trunks with two suit cases. Flower vases, \$2 to \$0 Radiator ornaments, 32 to Radiator caps, 90c to \$2.25. Cigar lighters, \$5 and \$6. Spotlights, \$3 to \$10. Windshield wings, \$30 Parking lights, \$1, Hood and radiator covers, \$6 Standard makes of tires and

tubes at the new low prices.

Boyce motor meters, \$5 to

Concerning Wrought Iron Lamps

The Gallery

We have 100 wrought-iron bridge lamps, najd-table, with parchment shades, for \$10 cach. And 100 heavy wrought-iron floor lamps, also adjustable and deco-/

rated in polychrome, with decorated and banded shades, \$25 each,

The singing fire is aided and abetted by the

that till one fascinating section of this Housewares Store. Here is every kind of a fire screen and implement, wood box and basket, coalhod, fire lighter, bellows, poker, tongs, log turner, shovel, fender and other hearth-place furnishing that has been devised for

gift for somebody; and so would a French hammered-brass woodbo, at \$18 to \$40; or a wood basket from \$8.50 up.

Next Are the Canaries

Directly adjoining the fireplace furnishings are the Harz Mountain canaries and the sweet "rollers" from St. Andreasberg. The tiny things in their cages keep up

A Singing Fire, a Singing Bird and a singing heart are three essentials of the happy home,

Fireplace Furnishings

the kindling and keeping of the flame that burns on the hearth of Home. One of those quaint English wrought-iron coalhods at 89 would be a thoughtful

a sunshiny melody on the darkest day and suggest the sweetest possible gift of joy for somebody. They are \$6 and \$8. Interesting new cages for them are shown. The singing heart we can't provide, but one roud to it is to come here and see all the joyous people choosing things like these to make other people happy at Christ-

The Loveliest Things Have Come From Paris for Little Children Even before the war it was rarely that we succeeded in

getting such exquisite little garments at such moderate prices. These were ordered by us personally last June. Every piece is made by hand, with the most fairy-like stitches, and every piece, even down to the simplest wee dress or cap, would make a worthy and gracious gift to some rosy little bit of humanity. The dresses are in sizes varying from those for infants to those for six-year-olds; some of them have nothing but hand tucks for ornament, some of dotted swiss have real Irish, and

others real Valenciennes. Many are fine enough for party dresses, yet the prices do not go above \$25 and the lowest are \$4. Little petticoats and drawers in the same sizes are \$2 to \$8. Bibs of the utmost daintiness are \$2 to \$6.50. Fillow cases, oval. square and heart shaped, \$3 to \$15. Caps are \$2 to \$15.

Around \$45, \$48 and \$55 there

black, with an openwork braid fagoting and trimming of ball

is delightful choice-these mostly in black or blue or brown silk crepe. From this price on up to \$115 there are exquisite gowns of dividual and striking. The sizes Sterling Silver For a Woman Mesh bags, \$37 to \$58. Vanity cases, \$13.50 to \$32. Powder boxes, \$4 to \$9.50.