

Christmas Music by the Organ at 9, 11 and 5:15 with Brass Quartet and Singing of Carols at 9 and 5:15

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER Fair

There Is Nothing Quite So Jolly as a Merry Christmas Crowd

This Store Is Like Its Spring
So long as the spring is pure and clean at its source, the river that flows out of it must be clear, fresh and sweet to its last inch. That's the secret of all business operations that expect permanent success. To acquire the necessary qualifications for such business one must begin young and be on guard day and night.

[Signed] *John Wanamaker*

December 5, 1921

A New Collection of Russian Sable Scarfs

Timely for Christmas choosing, there has just come into the Fur Salons a new group of Russian sable scarfs of uncommon beauty. They are rich, dark velvety skins, of that quality of which the far Siberian trapper is not likely to catch more than a single one or two in an entire winter. They are made up into effective one-skin and two-skin scarfs, and afford most satisfactory choice for those who wish to buy for themselves or for others a scarf of this precious and jewel-like fur. The two-skin scarfs are priced from \$475 to \$750, and the one-skin scarfs from \$200 to \$350. (Second Floor)

Women's Beautiful New Coats Choose Wolf and Squirrel Fur

They are two of the latest arrivals in the Coat Salons, and they combine many of the best features of the season. Both are made of bolivia of the warmest and loveliest quality. They have the exaggerated armhole and larger sleeve, the straight back, loose in one case, partly fitted in another, with the narrowest of strap belts and the widest of skirts. In one style the fullness is put on in gathers at each side the back. The collars and cuffs of these beautiful coats are of carefully chosen wolf fur or dyed squirrel, the latter being used on a brown coat. The price for either model is \$185. (First Floor)



Young Women's Fine Afternoon and Evening Gowns Reduced

About 150 gowns for afternoon, dinner and evening wear have just had their prices lowered, from 20 to 25 per cent. They include beautiful beaded Georgettes, taffetas, laces and nets, Canton crepes, Russian crepes, and a few tricolettes. Both day and evening colors are among them. A dinner and dance frock of watermelon pink Georgette, threaded with silver, is now \$45. A gown of cafe au lait Georgette and embroidered filet net, with flower garnitures, is now \$55. A heavy black Canton crepe, richly embroidered in shades of pale and deep violet and green, is now \$95. The new prices range all the way from \$10 to \$150, so that there is wide variety of choice in both quality and expenditure. On some the saving is as much as \$50. Sizes 14 to 20 are included in the collection. (Second Floor)

Plain Pumps Expressly Designed for Spat Wear

Designed especially to wear with spats are these entirely plain pumps of various leathers, with a choice of high or low French heel. Patent or dull black leather, with narrow toe and high Louis heel, at \$5.50. Patent leather, dull black or tan calfskin, with low French heel and medium toe, at \$10. Patent leather, black or tan calfskin, with high Louis heels and narrow toe, at \$12.50. Fine hand-made pumps of black, tan or mahogany calfskin, or patent leather, with narrow toe and high French heel, or with a fuller, rounder toe and low French heel, at \$15. (First Floor)

The Custom Tailoring Bureau

A traveler to Alaska—a lady going up the Nile—a judge—a clergyman—a nurse—a lady going to Palm Beach—from one after another the orders come to the Custom Tailoring Bureau for suits and costumes of an individual kind, for gowns and robes and uniforms. No clothing that can be made to measure, whether of a conventional or out-of-the-ordinary kind, is beyond the scope of this Bureau. The work will be found satisfactory and prices invariably reasonable. (Second Floor)

The Christmas Candy Is Delicious at \$1 a Pound

You may have either bonbons or all chocolates, just as you wish. The box of bonbons has all kinds of nuts, nougat, jelly candies, cocoanuts, fascinating fruits, and so on, made of almond paste, mint creams and pistachio chocolates. They are put up in one, two, three or five pound boxes and tied with red ribbon, at \$1 a pound. Or you may prefer some of the pretty cellophane boxes to put them in, at 50c and 75c apiece. (Down Stairs)

Now comes the dainty tasseled chain for the neck, the green-finished gold-filled chain set with imitation amethysts, sapphires, topazes, and jade, and hung with delicately wrought pendants of tassel, prices \$4.50 and \$5.25. Chains with two tassels, \$6.50. Bracelets to match these chains, \$2.50. Being the very latest fancy, Santa Claus will be safe about putting many of these things in his pack. (Main Floor)

New Chinese Shantung Silks at the Old Original Price

This is, \$2 a yard, and it is an interesting fact to be noted that these silks are selling for less than they did five years ago, but they are exactly the same good quality. They are all-silk and there is practically no such thing as wearing them out. In point of economy they are the most inexpensive silks a woman could buy. In natural color, 32 inches wide and particularly acceptable as gifts for either a man or a woman because there are so many things these silks are used for. There are Christmas boxes for all silks. (First Floor)

A Beautiful Glove for a Gift

is a novelty French slip-on glove that has just come in. It is of heavy pique kid with six-inch top and tab-wrist fastening. A double cuff effect is formed by a pointed row of contrasting embroidery, which matches in color the embroidery on the back of the hand. They are in white, white with black embroidery, white with brown, black with white. The price is \$6.50 a pair. (Main Floor)

Beautiful Gift Handbags of Duvetyn and Velvet

The two fabrics most in favor right now with well-dressed women. These are all brand-new bags in brand-new styles. Mostly in dress shapes of moderate size, but some large, roomy bags among them. Of silk duvetyn and velvet in brown, beaver, navy and black, with covered, shell-finish celluloid and fancy metal frames. The prices, \$3 to \$7, give no idea of the beauty of the handbags. (Main Floor)

New Canton Crepe Overblouses Beaded in a Novel Way

Incidentally they are among the prettiest beaded blouses for suits that we have seen in a long time. They have the fashionable round neck, the severity taken off by a narrow band collar. The entire sleeves and wide crush girdle are beaded with iridescent beads, the front and back of the blouse being plain. In brown, hickory, rust or navy at \$18.75. (Third Floor)

Coats for Very Small Persons

For children of two to six years there is a splendid collection of coats in the Infants' Store priced from \$8.50 to \$32. The materials are chinilla, broadcloth, velour and camel-hair, and the colors navy, tan, brown, delft blue, pale blue and pink. Many are fur trimmed. All are carefully made, and well lined. (Third Floor)

Garters and Corset Bags

The garters start with plain satin ribbon styles at \$1 to \$2.25; then come garters ribbon flowered at \$1.35 to \$2.25; garters, lace-and-tassel trimmed at \$2.50 and \$3.50. Colors are very dainty—blue, black, buff, lavender, old rose and pink. Organdie corset bags are \$5.50; Japanese hand-embroidered corset bags, \$5.75. Little fanciful brassieres, pink and black, \$1 to \$3. (Third Floor)



There are few Christmas gifts which give as much pleasure for as long a period of time as

Fine Diamond Jewelry

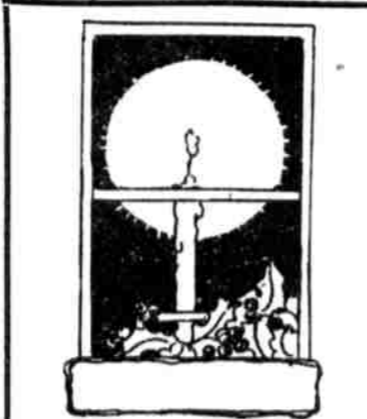
And it is quite true that the enjoyment in wearing such jewelry is much greater if the setting is artistic and beautiful. Another and even more important point is that the diamonds used should be of perfect quality and blue white in color. Every diamond used in our fine jewelry has passed a rigid test for both these qualifications. They are mounted by experts in unique and carefully designed settings to bring out the full brilliancy of the stones. Burpins, \$90 to \$1150. Bracelets, \$250 to \$3000. Rings, \$41 to \$2900. La Vallieres, \$140 to \$1000. Scarfpins, \$50 to \$425. Cuff links, \$100 to \$200 a pair. Oriental pearl necklaces, \$1150 to \$6000. (Main Floor)

Lighter Notes

100 small floor lamps made with stationary arms; colors—rose, blue, brown and ivory; shades banded to match; price, complete, \$7. White candles are sure to be wanted no matter how pretty the colored ones may be. Here in all shapes and sizes, 5c to 25c apiece. Quantities of wicker lamp shades, with variously colored linings and in nine sizes, 65c to \$4.75. (Fourth Floor)

New Madeira Linen Luncheon Sets—Fine Gifts—\$6.75

The greatest tribute that could be paid to these dainty and home-enriching sets is the number of people who are buying them. Each set comprises 13 pieces, of pure linen hand scalloped and hand embroidered in a choice of five designs of real daintiness. Of course, we box them in very neat fashion for Christmas presentation. Price, \$6.75 a set. (First Floor)



Four Gift Specials in Stockings and Socks

\$2.25 a pair for women's pure dye, good weight, full-fashioned ingrain silk-to-the-top stockings, in black, tan, cordovan, African brown and gray. "Seconds" of our famous "Wanssik" stockings of almost double this price. \$2.85 a pair for women's full-fashioned black, white and cordovan openwork clocked silk stockings, silk to the top. "Seconds," or they would be nearly double. (West Aisle)

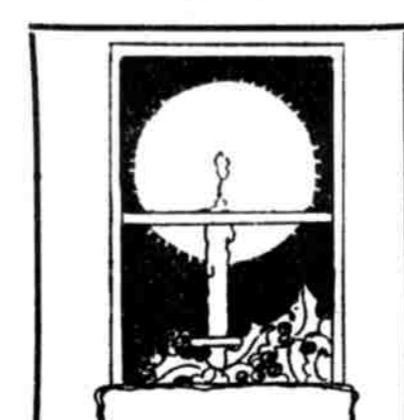
\$1.15 a pair for men's full-fashioned imported light-weight wool half hose in heather mixtures. Right for all-year wear in low shoes and regularly much higher priced. \$1.35 a pair for men's full-fashioned silk-and-wool clocked half hose in heather mixtures. "Seconds" of goods almost twice this price. (Main Floor)

SOMEWHERE in the Wanamaker Book Store you may be perfectly certain to find the answers to many of your Christmas problems. Drop in and look over the tables heaped with books on every conceivable subject.

If you cannot call in person, the Mail Order service is at your disposal. (Main Floor)

A Word to the Gift-Puzzled—Pillows

Round, roll and square shapes. Velour, damask, taffeta coverings, often effectively combined with tapestry and gold braiding. A wealth of color effects to choose from, ranging from plain somber-hued velour to daring plaids and back to the most tasteful shades and combinations in taffetas and damasks. Prices from \$3.50 to \$20. (Fifth Floor)



To Make Up and Tie Up the Christmas Package

Seals, tags and labels. Gummed ribbon in a variety of designs. Tinsel cord and ribbonzene. Tissue paper in white and colors. Crepe paper in several colors. Red and green twine. Wrapping paper in white and red. Holly and poinsettia designs printed on white and "glassine" paper. Boxes, holly and poinsettia designs, all in the Commercial Stationery Store. (Third Floor, Market)

A New Rug to Brighten the House for the Holidays

Here are some of the best-liked weaves in the most wanted size, 9x12 ft. Wilton, \$84 and \$110. Body Brussels, \$60. Seamless velvet, \$52.50. Axminster, \$33, \$42.50 and \$65.50. Tapestry Brussels, \$24.50 and \$33.50. (Seventh Floor)

Sweaters for Every One in the Family

Heavy shaker-knit sweaters in navy, brown, crimson and white, for men, boys and girls. V-neck pull-overs with large shawl collars, \$9 to \$12.50; plain, \$8 to \$11.50. Boys' sizes, \$6.50 to \$8. Coat style with large shawl collar and pockets, \$10 to \$14. Lighter weight coat style with two pockets—a fine sweater for girls, \$6 to \$10. Boys' special shaker-knit sweaters with shawl collars, \$6 and \$8.50. (The Gallery)

Christmas Starts the Season for Warmer Bathrobes

That is one reason why bathrobe blankets are used so much as gifts. There is the best assortment of these blankets that we have had for several years, a great many pretty and unusual patterns, light and dark colors at \$5.75 each, complete with neck and waist cord. Also the soft warm double-faced eiderdown to make bathrobes out of. All patterns suitable for men, women and children, 76c a yard. (First Floor)

"The Finest Show of Furniture in America" Is Full of Gifts

VERY often it is only when things are seen by visitors from distant places that people at home realize how fine they are.

There is no better way to appreciate the Fifth Floor layout of furniture than to go through it, if you could, with a visitor from a distance, especially one familiar with stores in several large cities.

It does us good to see such a one walk about among these displays and to see on his face the look of one who has made a discovery, of one who has come on something far above anything of the kind he had known.

With us that is no unusual experience. It is nothing for us to hear from visitors that we have on this floor something unequalled from coast to coast.

We are sorry if we seem to glorify it, but we want to remind people on the lookout for gifts of permanent value, sterling character and charm of appeal that here is where they will be found, here among all these things of luxury, novelty, usefulness, not to speak of the various rarities from foreign countries and faithful copies of old and valuable pieces of many kinds.

By way of suggestion:
Spinnet desks
Secretary desks
Typical writing desks
Sewing tables
Easy chairs and rockers
Bookcases



Book holders
Tea wagons
Hanging mirrors
Chiffonieres
And many other things in varieties ranging from 20 to several hundred different styles of each article. (Fifth Floor)

The Gift-Quality of Oriental Rugs Is Unquestioned

They are gifts of the kind that seem made for people who want to give something beautiful and lasting. Their gift-quality is obviously fine.

An Oriental rug gift can cost anywhere from \$5 for a little mat to several thousand dollars for a palatial piece destined to become a family possession.

Small Oriental rugs are, of course, particularly favored for gift-giving, and of these we are showing several new lots from which you can choose with certainty of getting the best the market affords and getting it at the lowest market prices.

Chinese rugs, 2x4 ft., of fine quality in weave and decoration, \$25 to \$30. Dozarts (fine Persian Mosuls), 3.6x6.6 to 7 ft., \$45 to \$65. Anatolian mats in delightful cheery reds, \$5 to \$10.50.

In our stock also are many very attractive Daghestans and Shirvans, 4x5 to 4x7.6 ft., at \$49 to \$87. (Seventh Floor)

OUR own importation of fine Japanese luster tea sets is in colors chosen by us—blue, blue with gold lining, gold with blue lining. Each set consists of six cups and saucers, a teapot, a sugar bowl and a cream jug, and costs \$12.50. Tea plates, either blue or gold, 7 1/2 inches in diameter, \$10.50 a dozen. Attractive little bouillon cups with covers, all gold or all blue, \$2. (Main Floor)

Special New Purchase of Imported Dinner Sets Exceptional at \$50

They are of real china, a good, clean white ware, and in a plain gold-band decoration. Each set comprises 109 pieces, and the price, \$50 a set, is so exceptional that the entire lot, not a large quantity, will surely sell quickly, now that so many are on the watch for a good china dinner set at an advantageous price. (Fourth Floor)

The Best Automatic Shaving Brush Yet

An automatic shaving brush—no most people know—does not wield itself. But it does cream and lather itself.

Hitherto a special cream had to be used in it and there was no guarantee against leakage.

Now, however, there is a new automatic brush, which seems to be the first entirely satisfactory one devised.

It may be charged with any good shaving cream and it will not leak out. The metal handle or carrier cannot rust or corrode. The bristles are set in rubber and may be sterilized in boiling water.

With French bristle brush the price is \$9.50. With mixed badger bristle brush it is \$5.

Shaving brushes in general range from 50c to \$15. (Main Floor)

Good Gifts That a Man Can Wear

Handkerchiefs Special at \$4 a Dozen

Initial handkerchiefs, hemstitched and with plain block letter, a really wonderful value from linen. Plain hemstitched handkerchiefs, quarter-inch hem, a good sturdy quality linen, 35c each or \$4 a dozen. (East and West Aisles)

Real Style to Leather House Slippers

Since the days of the old-fashioned carpet slipper men's house slippers have had a real evolution. You may have them now in really good style designs and they make fine and thoughtful gifts. Here are low-cut opera slippers in red, tan and black kidskin and gray and dark tan suede. Romeoos in black and tan kidskin, leather lined. Faust slippers in tan kidskin, with snap. Cavalier booties in green, red and tan kidskin, with cuffs at tops. Traveling slippers of fine imported leather and in various colors. Prices, \$3 to \$8. (Main Floor)

Handsome Scarfs of Silk or Wool

will solve many a gift problem and solve it satisfactorily. The silk scarfs are both domestic and imported and are in exquisite plain colors or the most effective combinations of colored stripes, both lengthwise and across. Also many of the favored black and white stripes and mixtures. Domestic silk scarfs are \$4 to \$10; imported, \$10 and \$12. Fine wool scarfs in plain colors and stripes range from \$3.50 to \$16.50, the last price for finest cashmere. (Main Floor)

Redleaf London Silk Hats

The rather pointed top-hat that had such a vogue some years ago has given place to these new shapes, with larger tops, and men who like to be correctly dressed, especially on formal occasions, will want the new style. \$10 will buy one of these fine London toppers and make a splendid gift. (Main Floor)