

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  
Snow

# "It Is Always Christmas Weather Here—Welcome!"

## Old Philadelphia Changed the Name of Its

principal street from High street to Market street, because the center of the street from Front street to Eighth street was filled with Market sheds always crowded with buyers.

Where there is fresh, healthy, worthy merchandise you may be sure the buyers will crowd.

These days of happy buyers thronging this big Market shed have been most gratifying to us.

You can safely trust the people to know where they can get the worth of their money.

The entire store is a merchandise chest of Christmas things worth giving, reasonably priced and good.

It is always Christmas weather here—Welcome.

[Signed]

*John Wanamaker*

December 14, 1921.

## All Early-Winter Millinery at Decided Reductions

Only those hats are spared that are recently fresh from our workrooms.

Many that were \$10, \$12, \$15 and up to \$20, are now a third and a half less than original prices.

Nearly all the finer millinery, domestic and French, is likewise drastically lowered in price. Some of the French hats have lost from \$15 to \$45 from their original figures.

A woman always has time to consider a new hat, and this is a specially opportune time.

(Second Floor)



## Warm Furs to Come Between Woman and Winter

☐ A fur gift is probably as ancient a gift as man ever gave to woman.

☐ It dates back to the primitive days when he killed his own wild beast and brought her the skin.

☐ It is a gift that has lost not one iota of its charm and value through all the ages. Because it is a gift that combines so effectually the three virtues of common sense, usefulness and beauty.

☐ For warmth and decoration women always have worn furs and always will wear furs.

☐ It is no wonder that every moment of the day sees in these Fur Salons of ours some one intently choosing this fine and sensible gift for some dear and appreciated woman, young, middle-aged or even older.

☐ Fur Scarfs from \$15 to \$750.

☐ Fur Coats from \$90 to \$2000.

(Second Floor)

## Evening and Semi-Evening Frocks for Women

Prices \$35 to \$65

Wonderful things they are, too, for the money. Made of chiffon velvet, brocaded chiffon, radium taffeta, sequins and Georgette. Their colors are lovely and the styles of the frocks rather simple and very charming. There are chiffon velvets in fuchsia color; a flame-colored chiffon has gold stitching and a bouffant skirt; a jade Georgette has a silver girdle; a combination of plain and brocaded chiffon is altogether heliotrope. Also there are plenty of all black frocks of beads or sequins and tulle.

Ever so many people are buying such things for gifts and putting them into Christmas boxes.

Prices, \$35 to \$65.

(First Floor)

**FANCY mounted combs** are here in profusion—set with imitation sapphires, emeralds and amethysts, besides fuchsia-colored stones combined with black. Prices are \$3.50 to \$11.

**Bandeaux** are equally important whether the hair is dressed high or bobbed. They are set with colored stones and rhinestones. Prices \$2.75 to \$21.

(Main Floor)

## Pongee Blouses for Women Who Wear Brown

Peter Pan collars are the favorites, of course; so, out of four styles in these blouses, three have this kind of a collar. The other has a Tuxedo collar with a narrow pleating.

Prices begin as low as \$3.85, and there are two models at \$5 each and one at \$5.50.

(Third Floor)

**BEWITCHING negligees** for women are to be found in the French Room. Made of crepe meteor, crepe de chine and soft taffeta, they are lovely in color and their prices are moderate—\$51.75 to \$55.

(Third Floor)

## The Judge, the Clergyman, the College Woman and the Nurse

are four types of the world's workers who, avail themselves of the service of our Custom Tailoring Bureau. Judicial and clerical gowns and robes of any material required are made to order in the shortest possible time.

College women and nurses have long appreciated the service of this Bureau in supplying custom-made gowns and uniforms quickly, satisfactorily and reasonably.

(Second Floor)

**WOMEN'S pink and blue crepe de chine pajamas, slip-on style and trimmed with lace, are admirably adapted for intimate gifts and priced at \$5.**

(Third Floor)

## Fitting Her Feet for Rough Weather

A nice thing to do at Christmas. Four-buckle arctics, with low heel and broad toe, are \$7.50 a pair. Not a bit clumsy, arctics used to be, either.

(Third Floor)



## Little Miss Six-to-Fourteen May Appreciate CLOTHES

Yes, indeed, that's an age when a pretty dress, or a nice warm coat, goes straight to her girlish heart.

**Dainty Chambray Dresses at \$6.50.** Rose, tan or blue chambray, featherstitched in black. White collar and cuffs, big pockets, and narrow tie sash. 6 to 12 years.

**Black Satine Bloomer Dresses, \$8.50 to \$16.50.** Hand smocked or fagoted, cheerfully trimmed in blue or orange. Sizes 6 to 10 years.

**Regulation Dresses, carefully made in our own workrooms, with hand-embroidered chevron, shield and collar. Blue union linen at \$8 to \$10. Pure linen in white, blue, brown, rose, green, maize, \$10 and \$12.50. Sizes 6 to 14.**

**New Party Frocks of silk and silk crepe, in charming fashions, expressly designed for little girls to look their loveliest in. Priced from \$20 to \$38.50. Sizes 6 to 14.**

**Fine New Polo Coats at \$25 and \$35**

Made of soft wool and camel's-hair sports coating in light tan color, with button-high collar, buckled belt, slot pockets. The \$25 coat has raglan sleeves and a satine lining. The \$35 coat is of finer cloth with set-in sleeves and peau de cygne lining. Both warmly interlined. Sizes 6 to 14 years.

(Second Floor)

## A Raincoat for a Woman

We are sure nearly any woman would be glad to own one of these good-looking rubberized silk raincoats. They are completely waterproof, made very full with a belt and high buttoning collar. The seams are cemented and the colors are smoke and navy at \$12.75.

One woman thought so highly of this particular style that she bought four for gifts.

Also newly arrived are rain capes of rubberized silk, made extremely full and with shaped shoulder and arm slits at \$12.

(First Floor)

## Glove Silk Underwear for Intimate Gifts

These garments are made of soft, heavy glove silk, which, being a knitted fabric, is elastic. It is durable and easily laundered.

Vests and bodices, \$5, \$3.50 and \$5.	Sports bloomers, \$3.85, \$5, and \$7.50.
Fancy novelty vests, \$5, \$6.50 and \$7.	Envelope chemises, plain, \$6; fancy, \$7.50 and \$12.
Knee bloomers, \$4, \$5 and \$9.	Union suits, \$7.
Lace pants, \$6.	Nightgowns, \$10, \$15 and \$16.

Specials

\$3.25 for envelope chemises.  
\$5 for lace-trimmed envelope chemises.  
\$3.75 for low-neck, knee-length union suits.

(First Floor)

## Tub Silks Are Equally Good for Men or Women

In fact they are the most popular silk for Christmas-giving that we know. And they are going out so fast it keeps us very busy to keep fresh supplies always on hand.

Either striped tub silks or plain white tub silks—there couldn't be a mistake in choosing either one. The price for either kind is \$2 a yard and that is very moderate indeed for such excellent qualities. We will be glad to box any silk on request.

(First Floor)

## Irish Linen Napkins of Solid Merit at \$10.75 a Dozen

These are a new purchase on sale now for the first time. They are a distinct improvement on any napkins we have seen in a good while at this price.

If you need a dozen napkins of the full-bleached handsomely finished kind that look beautiful and can be depended upon for service these are the kind to buy.

Generously sized, 22x22 inches, and in a choice of rich and tasteful patterns—striped and floral effects.

Price, \$10.75 a dozen.

Acceptably boxed for Christmas presentation.

(First Floor)

## Fine Gloves Are Always a Welcome Gift

Only a woman knows how many pairs it takes to keep her hands always freshly and suitably gloved. She will welcome a pair or two of these fine French kid gloves with smart-looking heavy crocheted embroidery on the backs. They are black with white embroidery; white, tan and brown, with black embroidery.

Two-clasp, overseam-sewn, priced \$3 a pair.

(Main Floor)

**N. B. 1800 pairs of imported lambskin gloves in glace finish are specially priced at \$1.95 a pair. Two-clasp with Paris point embroidery. Black and white, each with self or contrasting embroidery; tan, brown, gray.**

(West Aisle)

## Women's Amber-Handled Umbrellas Favorite Gifts

The imitation amber appears in handles and tips; sometimes it is combined with silver, sometimes the amber is tipped with 14-k. gold. The umbrellas have covers of fine silk and paragon frames, and prices are \$10 to \$30.

(Main Floor)

## The Prettiest Rest Slippers for Women

are of fine all-wood felt in old rose, lavender, eudora blue or pink, with soft satin ribbon run through the top and a pom-pom on the toe. They have the finest-quality padded soles and heels, and are not to be confused with cheaper and poorer cotton-felt slippers on the same order. Priced \$2.50 a pair.

(First Floor)

## Brassieres for Gifts

Here are some of the very daintiest Lillian brassieres in the Coast Saloon—

An all-over black lace model lined with pink satin, \$7.50.

A pink broche with neat edge top and bottom, blue in the trimming, \$5.

Pink double-faced satin at \$12 and another model tucked in front at \$10.

(Third Floor)

## Sterling Silver Gifts Almost Any Woman Would Like

Particularly the substitute or her younger sister.

Mech bags ..... \$42 to \$58

Mech purses ..... \$9 to \$10.50

Powder boxes ..... \$1.75 to \$11

Vanity cases ..... \$15 to \$28

(Main Floor)

## Fine Leather Handbags, Some Gold Mounted

A new lot of flat envelope books and bags in dull long-grain seal and polished pin seal, chiefly black, but some colors, in various shapes and sizes.

Price starts at \$2 for plain leather bags and at \$5 for those with 14-k. gold corners or flexible gold edges, and go to \$10.

(Main Floor)

## Inexpensive Handkerchiefs

They are just the sensible, everyday handkerchiefs that most people like to keep on hand all the time. All are specially priced.

Women's plain Irish linen handkerchiefs with quarter-inch hem, particularly good for the car.

Boys' Irish linen handkerchiefs, a sturdy, fine-wearing quality with quarter or half-inch hem, at 25c. These are also bought by women who like an extra-sized handkerchief.

Men's Irish linen handkerchiefs at 50c, with quarter or half-inch hem. These usually are half as much again.

(East and West Aisles)

## Console Tables Are Much Given

Among furniture gifts the console table is one that possesses every point of suitability, not the least of which is its adaptability, usefulness and importance in modern furnishing plans.

There is scarcely anything in this Christmas collection of furniture of which we show a better and more captivating assortment than console tables, the prices going all the way from \$15 to \$240.

At \$42, \$45, \$52, \$57 and up to \$100 the choice is most interesting, including tables in mahogany, walnut and other finishes, some decorated.

There are Queen Anne, Chippendale, Sheraton, Adam and variations of these popular designs.

Gifts of this kind are given by people who want to put their good wishes into lasting form.

That is a fine idea, and in Wanamaker furniture they are choosing the right thing to carry it out.

Thousands of pieces to choose from, of which console tables are only one item.

(Fifth Floor)

## A Saruk Rug the Gift Superb

All Oriental rugs are fine gifts, but a Persian Saruk is something superb.

In weave, color, texture and weight Saruks are incomparable. Their shades of rose and blue and amber and soft mossy green hold a subtle and compelling charm.

We are showing Saruk rugs in the sizes most desirable in gift pieces—2.7 ft. x 4.8 ft. to 6.4 x 4.2 ft., at \$125 to \$225. Mat size Saruks, captivating things, are \$27 and \$30.

(Seventh Floor)

## New Lustrous Cowan Pottery Greets Gift-Seekers

Gift-seekers are very much taken by this beautiful ware, one of the charms of which is its rich, captivating luster.

It comes in a choice of four beautiful colors, marigold, larkspur blue, apple green and purple.

The shapes are appealing in their simple lines, and from the viewpoint of suitability as a gift a piece of this ware has so much to commend it that it is no wonder so many are buying it.

Prices, \$2 for a small flower vase to \$60 for a handsome and impressive 18-inch vase in purple.

(Fourth Floor)



## Men Will Stay at Home Night After Night

after Christmas, just for the comfort and satisfaction of their fine new

## House Coats and Dressing Gowns

The house coats are here in great assortment in double-faced cloth, lined with silk, fur and pockets. They are in a wide range of colors and designs, and this year's prices of \$5 to \$15 are much lower than last year's.

The Readleford London dressing gowns are of silk and wool and there is a marked decline in their prices, too.

The woolen gowns start at \$25, for the normal checks and stripes, and go through various styles and prices up to \$85, for a superb vicuna gown.

The silk gowns start at \$25 and go to \$65. Among them are rich, heavy silks in Persian and floral patterns, pongee and other lightweight silks and silk corduroy.

## Men's Black Soft Hats for Evening Dress

Many men prefer them to stiff hats, largely because they are not only comfortable but can be folded up and stuffed into an overcoat pocket.

Hand-tailored of dress suit cloth, they are quite correct and would make unusual gifts.

Price \$6, which is just half last year's price.

## Men's Rough Weather Shoes With Lots of Style

Decorative Scotch grain calfskin bladders with inserted wets, provide style and soles—stitchless all over. The toes are shapely and comfortable, and besides looking well on the feet the shoes are about as non-slip-proof as you can get a street shoe.

Price \$10 a pair.

(Main Floor)

## A Little Light on Gifts

Here are very fine desk lamps with metal bases and decorated glass shades, in dozen designs, priced \$8.50 to \$12.

And here also the oil-burned brass oil-lamps for students—strange to say, they are nearly in request—for only \$12.50.

Polychrome bonbon lamps, one light, are \$3.50.

8-ft. mahogany table lamps with two lights are \$7.50 and \$8.00.

(Fourth Floor)

## Boys Must Have Overcoats Come What Will

And what is true of overcoats is equally true of suits. Wanamaker boys' suits and overcoats are as good at their prices now as they have ever been, and that is certainly good enough.

It means that in fabrics, style and making they represent the highest point of excellence attained in the making of ready-to-wear clothes for boys in this country.

That is what we aim at and that is what we achieve.

Norfolk suits in 8 to 18 year sizes are priced at \$16.50 to \$35. Many suits at \$16.50 have two pair of trousers and are remarkable value.

Splendid overcoats for boys of 3 to 12 years priced from \$18 to \$38.

(Second Floor)