

Christmas Music by the Organ at 8:30, 11 and 5:15 with Brass Quartet and Singing of Carols at 8:30 and 5:15

WANAMAKER'S

Store Opens at 8:30

WANAMAKER'S

Store Closes at 6

WANAMAKER'S

WEATHER Rain

Ready for the Christmas Week With Freshened Stocks and Strengthened Service

Dear, Good People of Philadelphia, You Are Giving Us

a wonderful Christmas time this year and everybody is so gracious and considerate, patiently waiting at counters, overcrowded at times at certain points.

The fact is that we have almost everything that people want and that it is rightly priced and that the quality is always trustworthy.

It is such a satisfaction to see so many happy people finding the abundance to select from and fairly prompt attention. Our wide, straight aisles make it easy to get everywhere.

[Signed]

John Wanamaker

December 17, 1921.

SILVER-PLATED mesh bags are a good choice and come in various sizes and shapes—either the much-liked deep narrow styles or those with square frames; prices \$5 to \$20. Small silver-plated purses to carry with these bags are \$1.75 to \$5; powder boxes are 50c to \$2.50 and vanity cases \$2.50 to \$7.

(Main Floor)

200 Women's Rich Suits Reduced—Now \$50 to \$85

These are the fine novelty suits of soft pile fabrics in black, brown, navy, henna, taupe and beaver, sometimes made up with severe simplicity so that the owner can wear her separate fur piece with them; sometimes furred with beaver, mink, mole or opossum. They are all very beautifully cut and tailored, not to say lined, and the coats include box styles and straight styles, some belted.

The savings on these suits run from \$15 to \$30.

(First Floor)

Send Handkerchiefs to That Distant Friend

That is one gift that doesn't in the least mind traveling and it is one that everybody likes.

It may be anywhere from one handkerchief tucked in a Christmas letter up to a dozen or more in a box, but, of course, they should be the prettiest handkerchiefs that one can afford. Never were women quite so fastidious about the quality of the linen or the daintiness of the embroidery or stitching.

Perhaps the most fascinating are the gay French handkerchiefs in their lovely and unique colorings. Or, in the all-white handkerchiefs, the exquisitely fine French hand embroidered, or rever, or tape border, and so on up to the hand-spun bits of linen, some of which are trimmed with real lace.

One can pay as little as 12½¢ for an Irish linen handkerchief or all the way up to \$150 for one edged with the finest real Duchesse lace.

(Main Floor)

There Is an Elegance About a Fine French Glove

that puts it in the class of irreplaceable gifts. It is a little thing that does not cost a great deal; yet it is a perfect thing, being the choicest and most elegant article of its kind. Be sure a woman is always complimented by such a gift.

Fine French kid gloves in the two-clasp length most desired for general wear, and in white, black and the fashionable colors, are priced \$8, \$9.25, \$9.50, \$9.75 and \$4 a pair.

They include exclusive kinds not found elsewhere.

(Main Floor)

A Mule to Match Every Neglige

Velvet mules in turquoise, American Beauty, delft blue and other lovely colors as well as black.

Silk and satin and velvet and metal brocade mules in even more accommodating color variety—emerald-and-gold, blue-and-rose-and-gold, black-and-crimson-and-gold, jade-and-nasturtium, variegated Paisley designs, black embroidered in Dresden pink and blue, wine velvet and gray fur, old blue and silver brocade and so on.

Prices range from quilted satin at \$4 to exquisite brocade at \$17 a pair.

(First Floor)

How About the Material for the Dress She Needs?

That would make a good Christmas present, wouldn't it? For a warm woolen dress for everyday wear the favorite choice seems to lie between these weaves. They are all moderate in price.

Crepes poplin, \$1.50 a yard. Plain poplin, \$2 a yard. Crepe cloth, \$2 a yard. Wool Canton crepe, \$2 a yard. Serge, \$1.50 and \$2 a yard. Tricotine, 54 inches wide, \$3.50 a yard.

(First Floor)

YES, even corsets are much liked for gifts, and especially beautiful things like the Parisiennes. Here is one of silk broche with embroidered elastic top for \$25; another of pink broche, well boned and with low top and long skirt, price \$17.50; still another of pink broche with low top and elastic insert over the diaphragm, strong boning, \$20.

(Third Floor)

The Gift of a Fine Fur Coat

"What can I get a fine fur coat for—a coat of Wanamaker guaranteed fur, of irreproachable quality and style?"

The answer to that, Sir or Madam, is found in the following list, depending on the kind of fur you have in mind.

A fine little coat of silky brown Russian marmot may be had for \$90.

A coat of lustrous black nearsleal (French-dyed coney) is \$185.

Sturdy and handsome coats of the durable natural muskrat start at \$175.

A dashing little coat of either leopard skin or civet is \$200.

Raccoon coats, warm and hardy and good-looking, begin at \$300.

A coat of soft brown nutria is \$300.

Thick gray Australian opossum coats come at \$400.

Beautiful coats of glossy black caracul—one of the favorite furs of the year—may be had from \$350.

Untrimmed coats of Hudson seal (dyed muskrat) start at \$385, and the more elaborate coats and wraps of this fur, trimmed with beaver, skunk, squirrel and other furs, begin at \$400 and go up to \$775.

Exquisite coats of the silvery Scotch moleskin start at \$400.

A coat entirely of golden brown beaver fur, or of gray Siberian squirrel, or of beautiful black Persian lamb, may be bought, any one of them, for \$625.

A coat-wrap of brown kolinsky is \$700, and a fine coat of Alaska sealskin comes at \$775.

And so one may go up to a regal coat of brown mink at \$1800 or an inimitable mantle of snow-white ermine at \$2000.

In most of the furs named there is a considerable variety of choice, both as to style and price.

(Second Floor)



WATCHES

Elgin and Waltham for Men and Women

You can be sure that you are buying a good watch when you buy either one of these two makes. That is the most important thing with most people.

The Elgin and Waltham watches are American watches of the best type and they are made by the most experienced watch makers. They are not the highest in price, but they are the best at their prices that can be bought, we believe.

It is the fact that they are such satisfactory timepieces that makes them much sought after as gifts.

Women's Watches

Elgin wrist watches in special 14-kt. gold hand-made cases, \$110 and \$112.

Diamond and platinum wrist watches, Waltham and Elgins, on ribbon bracelets, \$510 to \$745.

Convertible bracelet watches on flexible link bracelets, 14-kt. gold, \$44 to \$220. Gold filled, \$19 to \$42.

Men's Watches

Waltham and Elgin, in white, green or red gold, \$48 to \$122.

Waltham watches, 14-kt. gold and gold-filled cases, \$45 to \$120.

Thin model Waltham watches, 14-kt. gold cases, \$200.

Thin model Elgin watches, 14-kt. gold cases, \$75 to \$300. Gold-filled cases, \$50.

(Main Floor)

What \$5 Will Buy in the Oriental Store

A tea set of gold-and-white Nippon china.

A little bronze panther on a stand—the panther, incidentally, is the symbol of strength and courage.

A small bronze tiger or elephant.

A little ivory netsuke.

A string of indestructible pearls.

(Main Floor)

For the Woman Who Loves Perfume

there are many delicious kinds, beautifully bottled and boxed, and the finest face powders, creams and other toilet aids to go with them.

(Main Floor)

For Every Woman's Dressing Table

there are toilet articles in ivory, amber and shell effects, either separate pieces or entire matching sets, in the Toilet Goods Store. Or silver plate for those who prefer it.

(Main Floor)

Such a Variety of Fine Manicure Sets

we never had before. Imported and domestic, all in real leather cases, and priced \$4.50 to \$35.

(Main Floor)

Beautiful Marie Antoinette Lace Bed Sets Down to \$10, \$12.50 and \$15

The first of these fine bed sets sold for double the prices, but these are a lot of late comers from France that we have decided to get rid of and we have made them so low that the resistance should be quick and final.

Of fine hand-made Marie Antoinette lace, all in white and in sizes for double and single beds at each price—\$10, \$12.50 and \$15 a set.

(Fifth Floor)

Hemstitched Linen Cloths and Napkins to Gladden Mrs. Housekeeper

People looking for particularly good gifts of linen should see these excellent new cloths and napkins. They are of pure linen beautifully bleached and hemstitched all around. Intended to sell in sets of one cloth and half a dozen matching napkins, but you can buy a single cloth or a half dozen of the napkins, if desired.

A 66x86-inch table cloth and six napkins, 20x20 inches, can be bought for \$12 a set.

A 66x86-inch table cloth and six 20x20-inch napkins cost \$14.75.

Circular and oval designs.

Any good home will welcome such a genuinely useful and handsome addition to its linen closet.

(First Floor)

A Big 20c Worth of Music

will be found in "Gems of Christmas Song," a small book containing words sets, \$3 to \$12. Grape juice sets, \$2.50 to \$5. Sherbet sets, \$8. Fruit sets, \$7.50. Footed fruit bowls, \$4.50 to \$10.

Baskets, \$2.75 to \$5. Cracker-and-cheese dishes, \$1.50 to \$4.50. Handled sandwich trays, \$1.75 to \$4.50. Candy jars, \$1 to \$3.50. Sugar-and-cream sets, 50c to \$1.50. Covered bonbon dishes, 75c to \$1.75. Vases, 25c to \$7.50.

(Fourth Floor)

Consider the Worth and Symbolism of a Chinese Rug

Here, for instance, are some new ones that we have just unbaled, and the patterns of which are an interesting study.

For in this one little lot alone there is the most naive revelation of the Chinese imagination.

Of course, you know how they love strong, decisive colors, remarkable blues, golden hues, mulberry, salmon and orange tones of varying intensity.

But it is in the pattern or decoration that the distinctive Chinese note becomes assertive.

In these particular pieces it takes the form of birds and butterflies for longevity, the Dragon for sovereignty; and it expresses itself in dogs and monkeys and other strange forms, rich in symbolism for the Oriental mind.

It would seem as if these people having gone through all the cycles or stages of esthetic evolution had frankly turned toward strange and barbaric standards.

That a good Chinese rug makes a valuable and most interesting gift there is no need to say.

It is with the greatest pleasure we call attention to these new ones, for they are of just the quality and in the colors and designs that invest them with exceptional interest.

Sizes as low as 2x4 and 2.6x5 ft. and up to 4.6x7 ft. at \$57 to \$105.

Carpet-size Chinese rugs, approximating 9x12 to 11x15 ft., \$250 to \$695.

(Seventh Floor)



CROWNING the furthest heights which the genius of man has reached in the development of piano-forte music for the home, stands the

AMPICO Reproducing Piano

The love of which this noble instrument shall be the Christmas emblem will never lack expression. Morning, noon or night, in Summer or Winter, on bright days or dull, in quiet hours or when the home is filled with friends, the marvelous Ampico will speak for the giver—speak in the voice of music played by great masters like Godowsky and Rachmaninoff, just as you hear them on the concert stage.

The modern miracle of music, most worthy to express the ages-old miracle of love.

Choose here from Ampico reproducing pianos associated with three of the most celebrated pianos in the world—

Chickering-Ampico Schomacker-Ampico The Celebrated Knabe-Ampico

Any of these instruments may be bought on convenient terms.

(Second Floor)

Men's Crocheted Silk Neckties for \$1.15 (A Special Disposal)

This is such an extraordinary disposal in the way of values that we have devoted a separate counter to it.

All splendid crocheted silk ties in plain colors, heather mixtures and diagonal stripes, including the always desirable college stripes.

Until recently these ties were nearly double this price and by putting these several thousand on sale at \$1.15 we provide a great gift opportunity.

(Main Floor)

Men's Kid House Slippers Lowered to \$2.25

Of dark brown kidskin, soft and easy on the feet, and with soft padded soles thick enough to make comfortable walking.

One of the most desirable of the Christmas gift slippers and we have lowered the price on about 500 pair to \$2.25 a pair.

(Main Floor)

Lamp Lighters

Here are bayberry candles, thousands of them, priced at 25c for two in a box.

Mahogany-finished wood candlesticks are 25c, 50c, 70c and up to \$3.50 apiece.

Fine metal candlesticks with silver, gold, ivory and combination finishes, priced \$6.50, \$7, \$10 and \$15 each.

Wrought iron bridge lamps complete with parchment shades, \$10 to \$25.

(Fourth Floor)

The Growing Tendency to Give Lasting Things Leads to Wanamaker Furniture

There is an evolution of thought as applied to the choosing of gifts, and its tendency is towards an ideal.

All this is quite natural and it is interesting to observe. Perhaps the ideal gift for a home has not been and never will be discovered, especially as individual requirements enter so largely into the matter.

But there is no mistaking the general trend to give tangible and lasting things, and the quest for these seems to lead towards Wanamaker furniture.

It is not our business to dictate to our customers what they should select, but to provide for them the best selection of what they prefer.

As regards furniture, we are glad to let our selections speak for us, and this applies to all our furniture, from the littlest novelty up to the great staple things that are the mainstay of the home equipment.

For a fine old Colonial four-poster bed with its Georgian carving in leather or flambeau is one of those things likely to last down through many, many Christmases, and, of course, the same is true of the wonderful settees, and highboys, and dignified and luxurious chairs.

We might well call these heart-gifts, because of the kind of people who are giving them and the kind of people they are giving them to.

There are other gifts of the same family, as everybody knows, and they are numbered by thousands.

They include bookholders and writing desks and tea wagons and muffin stands and tables and chairs in vast variety.

(Fifth and Sixth Floors)