

Christmas Music by the Organ
at 9, 11 and 4.45

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Time Now for People to See About Their Own Personal Needs

Amid the Shows and Shams There Are Realities

worth seeing in business things which are not "wreaths of smoke" or "floating clouds" in the blue sky. We are trying our best, and so are others, to build business with

the bricks of sixty years' experience

The terrible power of the old habits and customs of business are noticeable in every city and much space in the newspapers is still taken up as if the city was lit with old gas lamps.

The first upward step is often the most difficult. Do it.

[Signed] *John Wanamaker*

December 28, 1921.

For Young Women a Fine Collection of New Dresses \$14.50 and \$25

Like breaths of summer are the new cotton sponge frocks at \$14.50. They are fashioned in a youthful one-piece model, bloused over elastic at the waist; with white collars and bell-shaped three-quarter sleeves. There is coral, delft blue, white, pink or orchid. And the sizes are 14 to 20.

At \$25 is a special group of dresses in tricotine, taffeta, canton crepe, satin-and-lace and silk sponge. These include tailored dresses, sports costumes and afternoon and dinner gowns. There are not many, and there are but two or three dresses of a kind—of some only a single one. All are exceptional values, and those who wear 14 to 20 year sizes will do well to choose early.

(Second Floor)

Millinery and Trimming Velvets in Large and Interesting Variety

Every desirable shade will be found in the assortment—blue, gray, green, yellow, taupe, purple, fuchsia, henna, brown, also black.

The colored velvets are priced at \$3 and \$3.50 a yard, and the black at \$1.75 to \$4 a yard, all being 18 inches wide.

Another particularly handsome and excellent group in the Silk Store comprises dress chiffon velvets, which are shown in all the latest shades at \$8 and \$9 a yard, the width being 41 inches.

(First Floor)

Parisienne Corsets

The word Parisienne to those who know is a synonym for the finest designs and the finest material combined by the finest workmanship. Three of the newest models to come in are these—

A pink coutil topless with elastic insert, \$8.
A white broche girdle top having a long skirt with double elastic front garters, \$11.75.

A topless model of pink broche with long skirt, not too heavily boned, \$13.

(Third Floor)

Women's Fitted Cases— Uncommonly Good for \$25

They are of black long-grain cowhide, with moire linings, and large, practical fittings of amber or shell-finish celluloid. All 22-inch size.

We doubt if you can match these cases at this moderate price in Philadelphia.

(Main Floor)

Georgette Overblouses Specially Priced, \$9.85

A limited quantity of effective waists in two-colored Georgette—navy and old blue, navy and jade, navy and henna, black and king's blue. The brighter color forms an underblouse with three-quarter sleeves; the darker color forms a finely pleated overblouse with narrow velvet szsh.

\$9.85 means a saving of several dollars on each.

(Third Floor)

These Women's Oxfords Are From a Man's Shoemaker

They are not mannish in style, but are made of the plump, full leathers usually put into masculine shoes, and made in a sturdy way that spells good service.

The medium toe has a straight, perforated tip, and the vamp is perforated and sawtooth-edged. They have five blind eyelets, military heels and unusually stout welted soles.

In black calfskin, \$8. In chestnut brown calfskin, \$8.75.

(First Floor)

Beautiful Millinery for the South

How lovely it is to be going away to a land where the sky is blue, the sun golden, the mocking-bird sings in the moonlight, and the air is sweet with the breath of flowers!

But even the delights of a Southern clime will fail to charm if a woman has not the pretty clothes such a setting demands. Especially hats!

For every one knows that once the right hats are achieved the rest is not difficult.

The Wanamaker showing of

(Second Floor)

beautiful millinery for the South provides for every play-time and daytime and evening need of a woman's twenty-four hours. There are morning and play and sports hats of every kind; street and tailored hats; afternoon and dress hats.

In particular there are a large number of small silk and straw tailored and semi-tailored hats that will serve as well North as South.

The hats were never prettier, and the prices were never so little, beginning modestly at \$14.

Women's Chiffon Velvet and Fur Cloth Dresses at \$42.50

125 of them—some brought in new from the manufacturers at late season prices and the rest reduced out of our own stocks to match them.

The velvets are of uncommonly good quality, and made in ever so many different designs, some for street and some for semi-evening wear. They are in black, brown Copenhagen and jade colors; some

(First Floor)

are braided, heads appear on others; the sleeves are apt to be picturesque, and altogether they are as charming as they are simple—which is as it should be, considering that they are mostly copies of very distinguished models.

Some of the fur-cloth dresses are combined with broadcloth, and they as well as the velvets are really rather wonderful for \$42.50.



50 Women's Fur-Trimmed Coats Drop to \$150

Favorite styles of the slightly conservative order—which means that they are twice as desirable as though they were of the type which "dates." The fabrics in them are the deep-faded bolivias and duvetyns, all in fine tones of blue, brown and taupe, besides black; and the massive furs, which trim them

are mole, beaver, wolf, dyed squirrel and dyed fox. One coat may have merely a large fur collar or collar and cuffs, but the next will have fur on the skirt and be an exceedingly stately garment.

There isn't one of these coats on which the earlier prices were not at least \$25 more.

(First Floor)

Fireless Cookers to Be Sold at Once at \$15

A few remaining one-well aluminum fireless cookers to be cleared away at one low price—\$15.

Each cooker contains one eight-quart vessel, one four-quart vessel,

(Fourth Floor)

one two-quart vessel suitable for cooking cereals and baby food as well as for roasting, and baking, large enough for a good size roast or fowl, complete with thermometer and stone radiators.

Silver-Plated Toilet Articles at Halved Prices

Triple-plated silver brush, comb and mirror sets, manicure sets, large combination sets, men's military sets, shaving sets and nung, jewel boxes, puff boxes and hair receivers. Also some nickel shaving sets.

(East Aisle)

All will be placed on sale tomorrow at exactly one-half former prices. They range from a nickel shaving set now \$1 up to a complete silver-plated dressing-table set now \$17.50.

Women's Union Suits at a Special Price

Medium-weight ribbed cotton suits, low neck and sleeveless or bodice style top, with knee or ankle length legs. Regular sizes \$1, extra sizes, \$1.15.

All first grade goods that are regularly a half more.

(First Floor)

Long Gloves of French Suede

Fine French kid suede gloves in 12-button length, fastening at the wrist with three pearl buttons, are both elegant and fashionable. Three of the best colors are brown, gray and a golden sand. Pique-sewn, with needlepoint stitched backs, they are \$6.50 a pair.

(Main Floor)

A Tall Hall Clock Should Chime the New Year In

An old "grandfather's" clock on the stairs or hall landing seems like a living thing.

It has ticked through all the years of the family's life, perhaps through generations—chiming in the births, and tolling out the farewells, and pealing all the sad and happy hours, until it is almost a human member of the family.

Every such clock was young once.

To start off life with the young households just beginning, or to enrich the middle-aged households that "haven't had time to see to it yet," we have here a fine company of chiming hall clocks that will all be "grandfather's clocks" some day.

We know that they will be true time-tellers, for they are all from the best clock-makers in America.

They are all in fine mahogany cases that will adorn any household.

They not only tell the hours and half-hours and quarter-hours of the day and night, the minutes and seconds of the hour, but they show the lunar month as well. And they need be wound but once in eight days.

For a tall Colonial clock with silver-finished dial and sweet chiming Westminster chimes, the price is \$340. For a handsome and eloquent time-teller with chiming Westminster, Whittington and Oxford chimes, all three, it is \$960. Between these two are many kinds and prices.

(Main Floor)

New American Dinner Sets of Excellence

Four new patterns are represented in a new and very interesting shipment of American semi-porcelain dinner sets.

One of the rarest decorations we have seen in dinner sets is shown on one of these. This is a mosaic pattern in brick red, turquoise, green, white and primrose with an outer edge in ochre.

This set is marked to sell for \$55. At \$37.50 there are

(Fourth Floor)

dinner sets with a conventional border in a delicate yellow and blue, with pink rosebuds, gold edges and traced handles.

At \$45 there are sets in a spray pattern of Dresden flowers with green lines on edges and handles.

The finest sets in the collection are decorated in a reproduction of the famous old Indian tree pattern, and these are priced at \$67.50.

All are sets of 106 pieces.

(Fourth Floor)

Some Very Good Mosul Rugs at \$45 to \$50

These are the latest lot of rugs that have come to us, and they are very excellent pieces, heavy in weave, well colored in blue, India red, ceru and tan.

(Seventh Floor)

They are mostly in figured patterns of the all-over type, some in medallions.

For pieces of this size and merit, the prices are distinctly moderate—\$45 to \$50.

New Shipment of Seamless Velvet Rugs

We have just received some in the most desired size, 9x12 ft., which we will sell for \$48.50. There is a good range of attractive designs and the colorings are very pleasing.

(Seventh Floor)

9x12 ft. wool Wilton rugs, \$84.

Small Wilton rugs of the finest makes, 27x54 in., \$9 and \$12.50; 36x63 in., \$14.50.

(Seventh Floor)



You Have Room for a Grand Piano

Almost every one who owns any other kind of piano has somewhere in the back of his or her mind the ambition to some day own a grand piano. Why not bring that ambition forward, and satisfy it.

Until recently the possession of a grand piano meant that there must be some room in the house of noble proportions, and there was a wide difference in price between grands and uprights.

But these beautiful little grand pianos they are building today take up no more room than an upright piano. They are designed especially for people living in apartments, or small houses.

In spite of their size these small grand pianos have all the power and volume required for any instrument used outside a concert hall.

Chickering
Schomacker
Emerson

Knabe
Lindeman
Brambach

In the Wanamaker Piano Store are small grand pianos in these six famous makes, at prices ranging from \$695 to \$1300. Any of them may be bought on convenient terms.

If you have any doubt that one of these grands can be placed in the same space occupied by your upright piano, ask us to send you a paper pattern to prove it.

(Second Floor)

A Sterling Silver Locket

on a black ribbon sautoir, with silver slide to match, will hold the photograph of the two persons you care most for. The lockets are engraved or engine-turned, and complete with sautoir and slide, \$5.

(Main Floor)

Something About These Boys' Two-Trouser Suits at \$16.50 to \$22.50

There is something about them that people seem to recognize as very unusual. It is partly in the good woollens they are made of, and partly in the way they are made, but it is something real and worth while.

The only thing that can be said about many kinds of two-trouser suits for boys is that they have two pair of trousers. With only one pair these would be good suits. With two they are unsurpassed at the prices—\$16.50, \$18, \$20 and \$22.50.

Browns, grays, oxfords. Norfolk styles, in sizes for boys of 8 to 18 years.

(Second Floor)

Men's Heavy Winter Shoes Low Priced at \$4.75

Made of black and tan calfskin and black kidskin, with medium broad toes and heavy single soles.

Chiefly in blucher styles, though one of the kidskin models is straight lace.

Good, stout, serviceable shoes and unusual value at the price.

(Main Floor)

Down-Filled Quilts for Grown-Ups and Kiddies

Down is one of those inimitable things which only Nature knows how to produce.

But all sensible people know how to use it. On a cold night, down is at its best in a well-made quilt. The lowest-priced down quilt we sell is \$13.50.

The reason it isn't lower is because a quilt of this quality cannot today be regularly sold for less.

The covering is of plain sateen, and there is a variety of colors, including rose, pink, blue and Copenhagen.

This is a particularly fine grade of sateen woven from Egyptian cotton.

Kiddies' quilts—that is, quilts of the same grade and materials, only made in smaller sizes, to suit children's beds—are priced at \$5 and \$8 for sizes 3x4 and 4x5 feet.

And young folks are just delighted with them.

(Sixth Floor)