

Sound, Good Sense Won't Hear to Anything but Sound, Good Merchandise

Goodness Answers to the Bell of Charity

Action naturally follows when the bell rings, though there may be exceptions when the basket is empty.

Prudence ought to teach us, however, to always have something in the basket, though it may be that our givings may follow certain rules and precedents already recorded.

Doing good for the sake of good and where the most need exists is a necessity.

(Signed) *John Wanamaker*

November 9, 1922.

First Handsome Bolivia Coats With Australian Opossum Collars

A number of women have been asking for winter coats with this fur which is so youthful looking and becoming. The coats are made of a lovely soft bolivia coating in brown, black or navy blue. The opossum collar is large and square and of a beautiful quality and prettily blended. The price is \$75.

Other new bolivia coats at \$95 have big round collars of gray squirrel and another style at this price has a collar of silky black caracul. Both show the new straight lines and the greater fullness toward the hem. They are unusually pretty at \$95.

(First Floor)

New Canton Crepes Both Plain and Satin Faced

All the fine high grade which is so much in request for the fashionable afternoon gown. Canton crepe is one of the many silks whose quality counts tremendously in its appearance. In the prettiest shades of dark brown, cocoa brown, navy and black, 40 inches wide, \$4 a yard for the plain and \$4.50 a yard for the satin faced.

(First Floor)

Charming Silk Nightgowns

New styles in delicate lovely shades of pink, peach and orchid. A tailored style with tucked yoke and shoulder sleeves, and a sleeveless style with lace trimming, each \$5. A style with a bateau neck and inserts of real fillet butterflies, \$6.50. One with pointed shoulder straps, \$7.50. One with yoke of footing, \$6.50. One with square neck and real Irish, \$6.

(Third Floor)

Little Fur Neckpieces, From Mink to Sable

"THE small animal with its tail in its mouth"—as some one calls the little sable scarf—was never more popular or fashionable. It may be a single-animal scarf of Hudson Bay sable, dark and rich and soft, at \$45. Or a two-animal scarf of the rare and exquisite Russian sable, at \$75. Or any one of a number of

(Second Floor)

sables priced between the two. Natural dark mink makes a surprisingly good effect in one-animal scarfs from \$16.50 up, and in two-animal scarfs from \$30 up. Beaux and stone marten furs, softer and thicker and lighter-colored than mink, are priced \$40 to \$70 in one-animal scarfs, and \$100 to \$165 in two-animal scarfs. The collections are increased almost daily.

Smart Tailored Frocks for Young Women, \$25 to \$85

Twill, tricotine, cashmere cloth and duvetyne, cleverly cut and cleverly fashioned. Straight-line, circular, draped, jacketed and coat-dress effects. Braided, embroidered, fur-trimmed; combined with other fabrics such as matisse crepe or velvet; or, as in the case of some of the smartest, ornamented only with clever hand-work in the gown's own material. Collars that button close under the chin; or square, pointed or

(Second Floor)

round necks. Sleeves that surprise with their novelty—many of them clinging tight around the wrist, yet swinging wide and loose above. A study in black and white is a frock of black duvetyne and white silk crepe, the neck outlined in white fur, at \$45. Henna matisse crepe forms the bodice of a navy blue twill, at \$44. Squirrel fur completes neck and sleeves of a gown whose bodice is embroidered velvet, topped a velvet skirt, \$55. Extremely attractive models even from \$25 up. All in 14 to 20 year sizes.

One Can't Help Noticing the New Hand Bags

They are so strikingly pretty in richer materials and ornamentation of rhinestones and silver that they call attention to themselves. Some that women like best are of moire and jacquard silks, of velvet or the finest and softest mocha duvetyne. They are in the newer and slightly smaller shapes and many have beautifully decorated frames. In the majority of cases the bags are exclusive to Wanamaker's. Nevertheless prices are moderate, \$6.50 to \$10.

(Main Floor)

Little Children's Smocked Frocks

Crepe de chine dresses of the finest pink and white, with hand-smocking in delicate colors. They will make charming little party dresses of an approximately size for small children of 2 to 5 years. Price, \$10.

(Third Floor)

More All-Wool Tweed Special, \$2 a Yard

A fine quality and decidedly uncommon at \$2 a yard. It is exactly the weight for winter sports suits and skirts and for medium-weight coats. In three weaves, herringbone, homespun and diagonal twill. There are as many as twenty shades, both light and dark. 54 inches wide.

(First Floor)

Corset Novelties for Negligee

Not really corsets in any instance, but things of a related kind for negligee, athletics or general wear. There are some which have supporters only in front and bandeau tops; others have supporters front and back; a third kind is an elastic and broche hip confiner and bandeau. Prices run from \$1 to \$5. Another novelty has the clasp front, corded girdle and bandeau top to give firm straight lines. This may be had for \$5.

(Third Floor)

Substantial Oxfords for the Young Girl \$6 and \$6.75

Growing girls' shoes, they are called, because built on the easy, youthful lines the schoolgirl likes and needs. But some women wear them with satisfaction. The sizes run 2 1/2 to 7 1/2—both of tan and black; one with very broad toe and low heel; the other a round-toed blucher with heel a trifle higher and smaller. Either black or tan calf at \$6.75—medium toe, long wing tip, broad heel. Stout welted soles on all, and lasts not far from straight.

(First Floor)



Lovely Velvet Gowns for Evening—\$80 to \$150

ANY rich fabric must be made up simply—that is one of the first principles in dress design. Consequently, these chiffon velvet gowns are of a most charming simplicity—but the lines are distinguished and the colors utterly delightful. Dahlia, cornflower blue, sapphire, periwinkle, scarlet, flame, besides a dull neutral tone like beige, and black—the last relieved by steel beading. All are exquisitely draped and some have little sleeves, so that they can be worn for afternoon. But the majority are sleeveless and will fill almost any evening requirement. As a rule there is only one of a kind. Prices, \$80 to \$150.

(First Floor)

Young Women's Fur-Collared Topcoats Special at \$75

Four models, all in a rich, deep-piled bolivia weave, with huge fur collars of beaver, gray or black wolf, or kit fox. The coats themselves are in

(Second Floor)

brown, black or navy, and are fashioned in bloused-back or straight-line models, all lined with heavy crepe de chine to match. In sizes 14 to 20 years.

The Georgette Crepe Sleeve Is a Favorite With Blouses

Many of the new overblouses have it and it does give a dainty appearance that could be achieved in no other way. For example, a new chiffon velvet blouse has the sleeves and sash of Georgette and an ornamental clasp to fasten the sash.

(Third Floor)

It is priced \$10.85 and comes in black, brown and navy. And another new crepe meteor blouse with Georgette crepe sleeves, slashed from shoulder to wrist, has a trimming of the brightest colored silk and tinsel embroidery. In black, brown and navy, \$15.



Almost Everybody Wants The Small Grand Chickering-Ampico or Knabe-Ampico

THESE exquisite little grand pianos in conjunction with the Ampico have been on the market only a short time.

A large number of prospective Ampico-purchasers prefer them, because of the superb musical qualities, the beautiful appearance and the convenient diminutive grand proportions, fitting them for apartments and small homes.

This widespread desire for the small grand Chickering and Knabe Ampico so early in their production is already creating a demand which the piano makers can hardly keep up with. By Christmas the demand is bound to exceed the supply.

We would suggest that those who wish to be sure of possessing a Chickering or Knabe Ampico in the small grand piano form, by or before the holidays, give their order as early as possible, so as to be supplied in turn with no danger of disappointment.

A private hearing of these re-enacting pianos de luce will be given in the Music Salons at any time.

(Egyptian Hall, Second Floor)

A Silver Tea Service Is a Gift Long Remembered

And what better occasion could there be for such a gift than Christmas! There are many collections of family silver dating from this day.

One has the choice of a remarkably large number of the most attractive patterns—all in the finest of sterling silver. The tea service consists of five pieces and the price may be as low as \$245

(Main Floor)

or as high as \$1050, with many variations in between.

The tea kettle and tray are separate or any piece of the tea service may be bought apart from the others if desired. Among the patterns are

- | | |
|-------------|--------------|
| Colonial | Fairfax |
| Newport | Mary Chilton |
| Portsmouth | Plymouth |
| King Albert | Light Mary |
| Hepworth | Stranahan |
| Mainton | Trianon |

Admirers of Arnold Bennett

will be interested to know that his new book—"Lillian"—is ready and now on sale in the Wanamaker Book Store. Price \$2.

(Main Floor)

100 New Wool Quilts Just Unboxed, \$10 Each

Covered with fine sateen, with floral-figured tops and backs and borders of plain sateen.

Excellently made with a 100 per cent wool filling.

Good looking and full of warmth.

(Sixth Floor)

Low-Priced Bath Towels of Merit 25c and 50c

At both prices a choice in either plain white or white with stripes in blue or pink.

Bath towels worthy the name at 25c have been unobtainable for a long time.

The 50c towels are, of course, larger and better in proportion. Hard to improve on either kind at the prices.

(First Floor)

A Favorite Queen Mary Perfume

preferred by many discriminating women, is *Charme d'Amour*, a delicate bouquet odor, daintily boxed and bottled in these preparations:

- | |
|-------------------------------------|
| Extract, \$1.50, \$3, \$5.50. |
| Toilet water, \$3, \$5.50. |
| Sachet, \$1.50. |
| Face powder, \$1.50. |
| Soap, 5c cake, three cakes for \$1. |
| Toilem, 75c. |

(Main Floor)

Standing Photograph Frames Specially Priced

Attractive frames of hand-carved wood in antique gilt or silver effect. For pictures 6x8 to 8x11 inches.

Special at \$2 to \$3.

(Fifth Floor)

Black-and-White Etchings

An excellent little group in sharp black-and-white, all foreign in subject, but the work of both English and American etchers, including Albany Howarth, Katherine Jeffries, McDonald and others.

"Salisbury Gateway" and "Doorway of St. Etienne du Mont" are particularly charming. Priced from \$6 to \$30.

(Fifth Floor)

From the Orient—Personal Ornaments

At the present moment in the Oriental Store there are some interesting examples of amethyst and tourmaline.

Amethyst necklaces begin with a string of rather pale cut amethysts at \$140 and end with one of the dark Siberian stones, round and polished, at \$225.

Earrings to match, \$100. Amethyst pendants on cords, \$70 and \$85. Gold bracelets with amethyst drops, \$8.50. A tourmaline necklace of the clear rose color, \$215. Tourmaline pendants, \$65 to \$250.

(Main Floor)

The Heaviest and Finest Chinese Rugs in an Age

It is doubtful whether rugs of a heavier and finer grade ever came from China than the lot recently unboxed.

In weight and substance they are wonderful, and the colors are as excellent from the decorative and furnishing standpoint as the rugs are surpassing from the standpoint of service.

They were bought practically off the loom by our own representative in the Orient and the

prices are lower than those asked for rugs of a much less excellent and substantial grade.

Carpet sizes as well as the scarce, much-sought-for small pieces are included. The carpet-size pieces range from 12x9 ft., at \$275, to 15x11 ft., at \$485, with a most attractive choice in sizes in between.

The smaller rugs go all the way from 2.6x4.6 ft., at \$30 to \$35 with other sizes at various prices up to 6x9 ft., at \$195.

(Seventh Floor)

Many People are Going to Send a Trunkful of Christmas Happiness and There Is None Better Than the Wanamaker Special Wardrobe Trunk At \$46.50

What a gift a wardrobe trunk is! The traveling man needs one every day. Lots of other people need one almost that much, while most every one has use for a trunk several times a year.

When not traveling a wardrobe trunk is at work right at home keeping things neat and free from dust and moths.

Travel the land up and down and there's not a person who will deny that a wardrobe trunk is the best kind to have.

And no person who knows wardrobe trunks will deny that the Wanamaker Special is the best at anything near \$46.50.

Built of laminated basswood. Has the gibraltarized corners. And every improvement, every little convenience that marks a trunk as "the best," even to the cushion top and the locked in shoe box.

(Fourth Floor)



There Are Men's Suits for \$25 and There Are Men's Suits for \$55

And Both Kinds Are at Wanamaker's

What is more, a man can buy the highest priced suit or the lowest priced one, or any of a dozen in between and be certain he is getting the best his money will buy this whole land over.

Every yard of cloth is selected from the best loomed in the country. Every suit is designed by a master artist who has won distinction by his fashion. Every suit is tailored by the highest paid workmen and hand tailored where hand tailoring counts.

There's a good appearance, an assurance of satisfaction, a certainty of a full dollar's worth for every 100 cents put into Wanamaker clothes that can't be equaled. Sixty odd years have proven it.

The biggest selection of good suits is around \$40 and \$45.

(Third Floor)

Two Things Favor These Beaver Hats and One Is the Price—\$6

Every man knows the other big point is the smart look of difference that goes with such a hat.

Furry and fuzzy and almost fluffy looking, and the carefully dressed man surely wants one in his wardrobe.

Seldom do such hats—soundly good in material and workmanship—come for so little.

Three colors, rich brown, striking tan and gray.

(Main Floor)

House Coats Have Arrived for the Early Gift Seekers

Nine men out of ten like a housecoat for a leisurely hour at home. There's nothing more comfortable to lounge around in.

Therefore hardly a thing could be more pleasing as a gift.

Attractive cloth coats, mostly in dark patterns trimmed with silk cord, are priced from \$5 up to \$20. The luxurious silk coats, gay in colors and patterns, are marked \$27.50.

And it's none too early to select them for Christmas giving.

(Main Floor)

A Man Ought to Hide the Price Tag When Picking Out a Pair of Shoes

Dollars and cents don't mean a thing. It's the leather, the making, the wearability of other things that determine whether or not shoes are expensive.

But it is a mighty fine combination when a man can get

perfectly good, solidly made, long-wearing shoes for little money—say \$10.

Right now he can. They are made of grained calfskin with white oak-soles. Either black or tan. Modified brogues in style and every stitch shows masterful shoe making.

(Main Floor)

Gloves That a Man Need Not Bother to Button

Many men like the loose, easy-fitting slip-on gloves. The closed tops are longer than those of ordinary gloves. They are cut wide enough to allow the glove to be slipped on and off easily and quickly.

In good quality tan capeskin, \$2.50 and \$3.50. In soft doe-finish leather, chamois yellow at \$2.50; mustard at \$3. In light brown or olive buck, lockstitch-sewn in black, \$4.50. All but the buck are washable.

(Main Floor)

Wanamaker Boys' Suits and Overcoats Are Built on a Quality Basis

For service, not for cheapness. For style and satisfaction, not for showiness. Selections are now extensive and of wonderful excellence in materials and making.

The overcoats are in all sizes from 3 to 10 years and priced at \$16.50 to \$35.

Suits in sizes from 8 to 18 years at \$16.50 to \$30.

(Third Floor)