

Band at 9; Organ at 11
Band and Organ at 5:15—
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Generally Fair

It's Wonderful to See People Starting In Now to Make Christmas Happy

Watch You to Not Be Disagreeable if People You Counsel

do not take your advice.

First of all, none of us is right every time. Second, there may be circumstances intervening that prevented them. Third, your friends were free to do what they thought best. Fourth, we would be a poor sort of friend to break off a friendship with any one who differed with us.

Let us be loyal in our friendships.

[Signed]

John Wanamaker

November 11, 1922.

The Loveliest Fur-Trimmed Coats for Women at \$150

Luxurious coats, every one. Of bolivia with huge collar and cuffs of beaver, black fox or dyed squirrel. The bolivia coating is ribbed and so silky of finish that it is almost changeable in color. It is deep, and soft. With the extra lining as well as the crepe

de chine lining they are extremely warm coats. The lines are straight and give the effect of slimness, emphasized by the narrow belt. Altogether the model is extremely becoming. In black, the fur is black fox or dyed squirrel. In navy or kit fox gray, beaver or dyed squirrel.

(First Floor)

Women's Fashionable Suits of Fur-Cloth Fabrics

This season people of irreproachable taste are wearing fur-cloth suits—probably because the imported black and brown fabrics of which they are made are so beautiful and drape so gracefully. Some of the suits are coats-and-skirts and some coats-and-dresses—in the latter instance the blouses

are in vividly colored crepe or are embroidered. Often the coats—long and short blouses and straight swinging models of various lengths—are enriched with big fur collars or other trimming. And the jackets can be worn separately. Prices, \$90 to \$160.

(First Floor)



Luxurious Coats of the Finer Furs

A BEAUTIFUL garment of silky black moire caracul is not only hugely collared and cuffed with black lynx, but has two broad bands of lynx around its full swirling skirt. It is handsomely lined with heavy black crepe and blue brocade, and the price is \$1250.

A regal coat of Alaska seal, falling full from the shoulders and ornamented only by its own rich loveliness, is priced \$1000.

An ermine wrap (not like sketch) is full and flowing, with large sleeves, muffer collar, and is priced at \$1200. Persian lamb with lynx trimming composes a handsome garment with wide wrap-like sleeves, at \$900. A coat of Hudson seal (sheared muskrat) with loose side panels dipping below the hem, and wide double sleeves, has all four sleeves cuffed with dyed squirrel, matching the chin collar. Price \$800. A pouch-back Hudson seal

(sheared muskrat) coat is almost wholly sleeved with soft dyed squirrel, with chin collar of the squirrel, and brilliant lining of absteinthe green. Price \$675. Still another coat in Hudson seal (sheared muskrat) is made with loose circular sides, and trimmed with reversed fur bands in ribbon effect. Price \$600. Lengths are from 46 to 50 inches, and the coats are but a few examples from many equally individual.

(Second Floor)

Brilliant Tussah Crepes Are Much Favored

Many of the prettiest afternoon gowns are being made of them and so silky is the finish that it is difficult to convince some women that they are not silk. The weave is a combination of wool and mohair; needless to say

they wear wonderfully. In many delightful shades—amethyst, plum, hona, taupe, cherry, Copenhagen, cocoa, gray and navy. Plain weave, \$2.50. With a crosswise nub, \$2.75. 42 inches wide.

(First Floor)

Nainsook and Longcloth

A reminder to women who like their own or their children's undermuslins made at home. Nainsook in ten-yard pieces,

yard wide, \$1.75 to \$3.50 the piece. 40 inches wide, \$4.25, 45 inches wide, \$4.75 and \$6. Longcloth in ten-yard pieces, yard wide, \$1.75 to \$3.50.

(First Floor)

Three Recent Ships Have Brought to the Young Women's Store

Beautiful Clothes From Paris

LOVELY gowns of various silk crepes, for afternoon teas and matinees, dinner and evening wear.

At \$110 is "Sylvette" in American Beauty red crepe de chine. "Edith," in dark blue and white crepe, with quantities of hand-work, is also priced \$110. Beautiful for a wedding

gown is a white Georgette crystal-headed and hand-embroidered, and exquisitely draped. Price \$125. Others, all made in Paris and fascinatingly youthful and lovely, from \$37.50 to \$250.

Fit companions for them are handsome tailored dresses and fur-trimmed three-piece costumes, from one of the finest tailors in this country, who does only custom work. Made to our order of unusual fabrics in exclusive models.

The dresses from \$65 upward. The fur-trimmed three-piece costumes from \$125 to \$350. All in sizes 14 to 20 years.

(Second Floor)

The "Fairfax" Silver Recalls Old Virginia Days

It suggests a setting of Colonial furniture and the soft glow of candle light.

As a matter of fact, that is exactly the decorative scheme of the dining room in many of the new houses intended for brides, and "Fairfax" silver has become a favorite wedding gift.

The entire dinner service in this sterling silver can be found in the Jewelry Store. It includes the five-piece tea service at \$290. The kettle, \$195. The tray, \$320. The four-piece coffee set, \$258. Also the meat platter, vegetable dishes, compotes, bread tray and gravy boat.

(Main Floor)

The Fashionable Evening Silks Are Chiffon Brocades

What lovely silks they are. In glorious colors and wonderful suppleness. They are certainly the ideal silks for draped gowns.

Some have huge designs done in artificial silk of great brilliancy on

chiffon grounds. They are 40 inches wide and \$6 a yard. Others are exquisite chiffon velours, and are even richer and more beautiful. They are 36 inches wide and \$12, \$13 and \$16 a yard. There are many new colors.

(First Floor)

Custom-Tailored Suits Finished by Thanksgiving

The Women's Custom Tailoring Bureau announces that it will complete before Thanksgiving Day two-piece suits, three-piece costumes and topcoats ordered at once.

Prices on made-to-measure suits

of tweed are \$55; fine twill cloths or velour, \$75; and others according to fabric.

Three-piece costumes from \$85 up in tweed; other fabrics accordingly.

Sports topcoats from \$40; fur-trimmed dress coats from \$150.

(Second Floor)

New Paris Handkerchiefs With a Touch of Black

Right in line with the fashion for black gowns whether one is wearing all-black or not.

Imagine a sheer white linen with a cut hem in fancy scalloped points or interrupted border of black. They are unique and decidedly smart.

\$1.75 to \$2.25 each.

(Main Floor)

Two-Tone Sports Stockings With Embroidered Clocks, \$2.50

Black - and - white with white clocks. Tan-and-white with white or tan clocks.

Gray - and - white with black clocks. Blue - and - white with white clocks.

They are of silk and cotton mixed in an excellent weight for all Winter wearing with oxfords.

(First Floor)

A Slipper With Both Tongue and Strap

The short vamp buttons across the base of the tongue, with pretty effect whether worn with a buckle, a side ornament or unadorned.

In black patent leather, with a short vamp which makes the foot look small, high arch, and Spanish heel. Priced \$16 a pair.

A black suede tongue slipper without the strap, Spanish-heeled and light welt-soled, \$15 the pair.

Both are examples of the finest type of shoemaking.

(First Floor)

Cape Colony Long-Staple Wool in the 50-50 Weave Means a Fine Blanket

It means the finest blanket that can be had in America for \$10.

The Cape Colony wool used is unusually long, strong, warm and serviceable.

Ask the salesman to pull out a strand of it from one of these blankets.

The 50-50 weave is the best construction known in the blanket business. The warp thread and the weft thread are of the same weight, so that one blanket is almost as

heavy as a pair of ordinary blankets.

These blankets can be had in a variety of solid colors as well as in two plaid designs.

They are 100 per cent wool and attractively bound with satin.

Sold exclusively at Wanamaker's in Philadelphia at \$10 each, which is lower than they are sold for anywhere else in America. Size 72x84 inches.

(Sixth Floor)



Notable Lamps From France

Some distinguished novelties have come into the Lamp Store—no two of them alike, except in being made of bronze with gold or silver finish.

The designs are possessed of the utmost refinement and the lamps are equipped with one, two or three lights.

Prices, \$48 to \$200.

(Fourth Floor)

Young Girls' Elastic Girdles

They are increasing so fast in popularity that we suspect it is because they are so immensely comfortable in addition to giving the fashionable figure.

They are made of pink broche or satin and pink elastic; are close in the back and clasped in the front, and suit any slim figure—women's as well as girls'.

Prices, \$1 to \$6.

(Third Floor)

Odd Earrings From the Orient

We pick out half a dozen pair to suggest what the Oriental Store can offer in the way of rare personal ornaments.

Ruby carbuncles and cultured pearls, the design showing three carbuncles in each earring, \$65 for the pair.

Shell combs, \$59.50. Tassels of seed pearls and lapis lazuli, \$60. Rock crystal in a ball and cylinder design, combined with carnelian, \$28.50. Pale carnelian with pearls, \$42.50. Jade pendants hung from circles and mounted with white gold, \$95.

(Main Floor)

Fashionable Combs

are of imitation jet, ivory, shell, crystal, amber, lapis set with imitation sapphires, emeralds, rubies and amethysts.

Certainly this is a wonderful season for color!

The combs are in the new fan and Spanish shapes, and priced \$4 to \$30.

(Main Floor)

Braid Girdles Are Worn on Dresses and Coats

The girdles for the coats are heavier and wider, of course, and they come in the colors of gray, brown or black to match either fur or cloth coatings.

For dresses, the girdles are narrower and there are all kinds of pretty fancy effects in black and colors.

Prices from \$2 to \$7.75. Plain twisted cords with tassels, \$1.75.

(Main Floor)

"Any Color as Long as It's Red"

seems to be the rule in inexpensive jewelry. Certainly there never were so many pretty instances as this season.

One case in the Main Aisle is entirely given up to it; and necklaces of red beads strung with fancy metal links, green gold finished, are priced \$5.50 to \$14.50; while earrings are \$3.50 to \$12.50.

(Main Floor)

The Famous Chickering Piano

WINNER of 130 first medals, including the cross of the Legion of Honor, highest award ever given to any pianoforte. Beloved instrument of Jenny Lind. Pronounced by Liszt "superlatively perfect."

Described by dePachmann as having a tone "like a human voice." The only piano whose builder's statue is given a place in the Hall of Fame in Washington. Priced from \$875 upward.

The Sweet-Toned Schomacker Piano

FAVORITE of musical Philadelphians since 1838. Known as the "Piano of the Presidents," because eight of the nation's chief executives

have used it in the White House. A piano notable for its lovely golden tone, and its endurance. Priced from \$725 upward.

The Celebrated Knabe Piano

ENDORSED by famous singers and musicians the world over. Jeritza, Gluck, Alda, Ysaye, Melba, Chaliapin, Bonci, Fannie Bloomfield Ziesler, Ruffo and scores of other notable musicians have

written unqualified praise and endorsement for this noble instrument, which is—with the two names above—one of the five greatest American pianos. Priced \$875 up.

The Wanamaker Piano Salons

are sole distributors in Philadelphia of these three famous and unexcelled instruments. Any of them may be purchased on con-

venient terms—conditions which apply as well to any one of the following instruments, also sold exclusively here.

Emerson pianos, from \$550 up. Haines Brothers pianos, from \$475 up. Lindeman & Sons pianos, from \$385 up. Marshall & Wendell pianos, from \$425 up.

In addition to player-pianos of various well-known makes, from \$585 upward.

And the marvelous reproducing-piano

The Ampico

It can be had in conjunction with some of the best of the aforementioned instruments.

Could you find a more comprehensive or better-selected assortment from which to choose the instrument for your own home?

(Egyptian Hall, Second Floor)

Fine French Handkerchiefs For Some Men

No Christmas gift would be more appreciated, especially if the donor has the thoughtfulness to have the initials hand embroidered on the handkerchiefs.

A fine linen handkerchief with tape border is priced \$2 each and from there prices mount gradually to an exquisite hand-sun linen handkerchief at \$25.

All have tape borders.

(Main Floor)

A Remarkable Group of Filet Scarfs and Curtains

New and novel and unusual at the prices. Called Russian filet because of the heaviness of the thread and the typically Slavic character of the work, which, by the way, is all hand done.

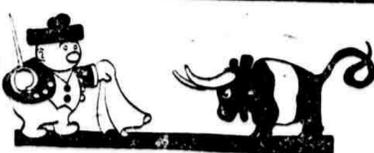
The scarfs are made with a heavy mesh and come 45, 54 and 60 inches

long. They can be used for many purposes—pianos, bureaus, living-room tables.

Prices are remarkably low—\$5 and \$6.50 each.

Curtains to match them are equally good at the prices, \$15.75, \$15.75 and \$20 a pair, all with Russian filet edge and insertion.

(Fifth Floor)



Shh! Boys and Girls! Tell You a Secret: All This Great Toy Store Is for You!

Everything in it, from the smallest toy to the wonderful Northern Court of Santa Claus, with its Northern Lights, is for you.

Santa Claus knows what will please boys and girls and he has prepared the greatest Toy Store in the world—all for you.

(Seventh Floor)



Men Are Finding the New Crepe-Rubber Sole Shoe a Comfort

For Sports and for Street Wear

It's having a tremendous vogue in England. Men are wearing it from morning until evening for golf, tennis, yachting, tramping, indoor sports and even for street wear.

And the crepe-rubber sole shoe is here, made with every care that can be taken to have a shoe made good. The imported shoe is in sturdy Scotch grain and with it another model by a good American manufacturer.

The Advantages of Crepe Rubber for a Sole Are Many

- it will not slip, even on wet grass.
- it gives a vice-like grip on the ground, yet—
- it is light, airy and resilient.
- it will not draw or burn the feet like other rubber.
- it will not track dirt and may be used all over the club house, not ruled out like spiked shoes.
- it will not hurt sand greens.
- it is tough and wearable.

And the crepe-rubber sole shoe is not expensive.

The Domestic Model Is Priced \$10 The Imported Model, \$14

The American shoe is made of a mellow tan calfskin, smooth and soft in a blucher model with the straight, tipless toe.

The English shoe is of Scotch grain calfskin in a dark tan. It, too, has the straight, tipless toe. They are in the London Shop.

(The Gallery)

Men's Lined and Unlined Motoring Gloves, \$3 to \$5

Men who drive a car will find uncommon value in a heavy strap-wrist capeskin glove lined with thick, fleecy lamb's wool, at \$3.75 a pair. Or gauntlets with the same lining at \$4.50. Both in black only, and exceptional.

(Main Floor)

Every Man on the Links Needs a Flannel Shirt

For a fact, every man who finds fun anywhere outdoors needs a flannel shirt when the chill winds blow. Warm shirts, sturdy shirts, yet not ungainly heavy shirts.

There are two kinds here. First, an imported English flannel in half a dozen colored stripes. The soft collar is attached. Priced \$6. A plain gray domestic flannel shirt also has the soft collar attached and is priced \$3.50.

(Main Floor)

A Plain Oxford That Is a Tower of Strength—\$12.50

Made by a manufacturer whose name has come to mean quality footwear from coast to coast. And made as only such a manufacturer can make oxfords.

rich, deep brown. On the brogue last, but perfectly plain—relieved a bit by black stitching along each seam. For the man who banks on service there is no better shoe.

(Main Floor)

It's the Sport of Kings to Bag a Deer on the Go

Soon the season will open—November 15 in Pennsylvania—and the kings of sport will like to wear the deer on the go.

There is ammunition for any caliber rifle and all the good warm tear-proof clothing that a hunter needs for many seasons.

All they need to take along is already in the Sporting Goods Store.

Rifles, such good ones as Savage, Winchester, Remington and Marlin, are priced from \$33 to \$85.

(The Gallery)

Showing an Excellent New Table Linen at \$3.75 a Yard

Irish goods, of pure flax, beautifully bleached, full of service and priced on a moderate basis at \$3.25 a yard. 72 inches wide. Napkins to match, 22x22 inches, \$8.75 a dozen.

Also a remarkably good lot of Belgian linen pillow cases, hem-stitched, size 22x36 inches and priced at \$4.50 a pair.

(First Floor)

New Italian Majolica Coffee Sets of Charm and Novelty

From southernmost Italy have come these attractive sets, all in colors and decorations that are characteristically Italian and charming.

Quaint little after-dinner coffee cups with three claw feet and dragon handles. Novel coffee pots with spouts.

Some sets have rich, creamy colored backgrounds with odd conventional hand-painted interwoven designs.

Others are in dark ivory and royal blue. Prices, \$25 and \$35 a set, each set comprising six cups and saucers and a coffee pot.

(Fourth Floor)

Now for a Comfortable Smoke

Everything to make it comfortable is gathered here.

Smokers' stands of hundreds of different kinds, cedar-lined boxes for cigarettes, jars for tobacco, trays and ash receivers of all sizes, alcohol lamps and cabinets.

England has sent some interesting sets of match box holders and small ash trays done in nickel and bright colors.

Smokers' Stands Are in Endless Variety starting at \$2.50 for one of decorated metal and going to \$34 for a stand with tray and full smoking equipment.

A good stand in mahogany finish has a weighted bottom so that it will not tip easily. The ash tray is in color, nickel mounted, \$7.50.

A cho-kr stand for cigarettes is in mahogany finish, at \$3.85.

Wrought iron stands are new this season and have interesting trays of metal or iridescent glass. \$5 to \$21.50.

Smoking Cabinets, \$19 Of solid mahogany, lined with white porcelain glass with cedar strips to make it airtight.

Other cabinets of solid mahogany at \$12 to \$29.

(Fourth Floor)