

# Wanamaker's Down Stairs Store Is a Happy Christmas Store Because There Are So Many Unusually Pretty Gifts at Low and Moderate Prices

**Women's Sports Coats, \$9.25 to \$42.50**  
**Smart Fur Cloth Balkan Blouses, \$25**  
**Fur-Trimmed Long Coats, \$38.50 to \$65**  
**Extra-Size Coats, \$25 to \$78.50**

That's the coat story as concisely as we can put it. It's the Big story of the day, because now that Winter begins to show its blustering wintriness, warm coats can no longer be evaded.

But the coats are more than warm—they are of beautiful woolly materials that one likes to see and touch, and the styles really "fit" and drape and give one the proper silhouette and a pleasantly American air of independence.

**Beautiful Coats With Gray Squirrel Collars, \$65**  
 Navy and black bolivia coats of particularly good style with large collars of fine gray squirrel. They are lined with peau de cygne and warmly interlined.

Other good coats at \$65 are of bolivia with straight or shawl collars of nutria. Some also have fur cuffs. Plain or fancy silk linings. Plain style or elaborately embroidered.

**Sports Coats, \$9.25 to \$42.50**  
 Herringbone tweed double-faced coats at \$9.25.  
 Rough loosely woven tweed coats, \$10.  
 Polo coats with fur collars, \$20.  
 Tweed and herringbone coats with wadger, brown opossum, natural raccoon and even beaver at \$38.50 and \$42.50, according to fur and material.

**The New Black Coats So Much Wanted \$42.50, \$45, \$50**

Straight of line or youthfully bloused in back. Trimmed with luxurious collars of black or brown furs.

**100 Coats Specially Priced, \$38.50**

Plain and cut bolivia coats and others of various popular trade-marked coatings. Often only one or two of a kind. Plain and embroidered. Almost any color one would want. Fur collars and sometimes fur cuffs of Manchurian wolf-dog, beaver-dyed coney, nutria and caracul. (Down Stairs Store, Market)



Extra-Size Coats \$25 to \$78.50

Sizes 4 1/2 to 5 1/2. Velour coats with beaver-dyed coney collars at \$25. Plain good bolivia coats without fur at \$38.50. Bolivia coats with large caracul collars, \$45. Finer wraps up to \$78.50.



Caracul Fur Cloth \$25

## Remarkably Good Shoes for Women and Children Moderately Priced

All of them made specially for Wanamaker's. Such comfortable, shapely lasts, such sound, serviceable leathers, such down-to-the-minute desirable styles that they are remarkable in shoes as low-priced as these.

**Fashionable Pumps and Oxfords for Women, \$5 to \$6.50**

Black or tan calf and black kid oxfords on welted soles, with Cuban or military heels and comfortably rounded toes. Rubber top lifts already attached. One and two button one-strap pumps in brown or black calf, black satin, patent leather and brocade combinations on turned or welted soles, with medium, Cuban or Spanish Louis heels. Full range of sizes in almost all styles; none over \$6.50. (Down Stairs Store, Chestnut)

**Infants' Shoes, \$2 to \$4**

Infants' shoes in black or brown kid, black or brown calf, white leather or white buckskin; priced according to size or leather.

**Girls' Shoes, Special at \$2.75**

High lace shoes of tan or black leathers; stout soles, full toes. Sizes 6 to 1.

**Spats for Men and Women, 75c**

Less than half last year's price. Six button ones for men, on the Men's Gallery; eight and ten button ones for women in the Down Stairs Shoe Store.



## More Than Two Hundred Styles of Fashionable Frocks Specially Priced \$5 to \$25

29 styles of crepe de chine, velour, serge and corduroy dresses, all ..... \$5  
 43 styles of crepe de chine, charmeuse and satin back crepe dresses, all ..... \$7.85  
 5 styles of Poiret twill dresses, all ..... \$9.75  
 27 styles of velveteen, crepe de chine, lace and Poiret twill dresses, all ..... \$9.75  
 9 styles of Poiret twill dresses with braid, all \$12

36 styles of velveteen, Poiret twill and silk dresses for day wear and light and light colored taffeta frocks for evening, at ..... \$15  
 19 styles of silk, velveteen, lace and Poiret twill dresses, at ..... \$16.50  
 39 styles of lace, velveteen, Poiret twill, rich silk crepe and crepe-back satin frocks all ..... \$25  
 17 styles of extra size frocks in sizes 4 1/2 to 5 1/2, at ..... \$12.75, \$15, \$25

**That's This Week's Frock Census!**  
 It may sound interesting, but the clothes themselves are ever so much more interesting.

It is so delightful to know that there is a place where one can always find an appropriate frock for any occasion—and at just the small price one wants to pay. Fresh, becoming, last-minute fashions.

**Dresses at \$5**

Corduroy with braided duvetyne-like vest and cuffs. Navy blue serge of the better sort with good braid. Brown or navy velour attractively embroidered. Wool jersey with pleated skirts. All silk crepe de chine with the new crochet trimming.

**Dresses at \$12, \$13.50, \$15, \$16.50**

Charming evening frocks of light colored taffeta at \$15. Delightful lace frocks so suitable for dinner and theatre and of the nice inconspicuous sort that can be worn on trains or subway are also \$15. At \$13.50 velveteen frocks with gleaming bodices of gold or silver brocades.

At \$16.50 fine Poiret twill with a suede colored duvetyne vest and sleeve puffs daintily stitched and tied with ribbon, a copy of a far more expensive gown. Many others.

**Dresses at \$7.85, \$8.75, \$9.75**

Black crepe de chine combined with lovely black lace, \$9.75. Poiret twill with dignified braid, \$8.75. Poiret twill with Paisley printed silk bodice, \$7.85. Brown lace frocks, \$9.75.

**Sample Frocks at \$25**

One and two of a kind, models so fine that they can be called gowns. Here a beautiful velveteen with the new blouse back and set with flashing jewel colored "stones." There a black velveteen with medievally slashed sleeves showing bands of vivid blue. Here a beautiful frock of rich crepe in quiet but perfect navy blue.

Or a satin and matelasse frock. Or a velveteen with striking Egyptian embroidery done in gold threads. Or a really good Poiret twill. Many other models.

## Festive New \$5 Hats

The little "roomful of \$5 hats," of which you have perhaps heard and which you will certainly find interesting to visit, has had to make space for fascinating new arrivals. They are among the most welcome hats of the season, anticipating the gayeties of the coming holidays in their bright metal cloths and brocades, in their large drooping softness or dashing smart smallness.

Draped turbans, some combining duvetyne with metal cloth. Metallic brocade turbans with fur and metal flower trimmings. Large hats with sweeping coque feathers, with swirls and loops and bows of velvet and unusual "jeweled" pins.

Bright, dashing, unreservedly gay hats, all \$5. (Down Stairs Store, Market)

## Sample Silk Hats Specially Priced \$3.85

These samples were bought so advantageously that their price averages a quarter to a third less than one would expect. Also, most of them have the fashionable narrow back brims wanted for wear with fur coats or cloth coats with big fur collars.

Other shapes among them turn up in front and back and are becomingly pulled down at the sides or have brims slightly rolled all round. Brightly colored flowers, grapes and cherries with sometimes folds of silver brocade are used as trimmings. French blue, pearl gray, sand, rust, dark brown and black in silk faille and silk taffeta, silk lined. (Down Stairs Store, Central Aisle)

## Exceptional \$5 Pearl Bead Necklaces

Dealers and customers, experts who appreciate their unusual quality and enthusiasts who admire their extraordinary beauty all agree that these are most realistic imitations of real pearl necklaces and decidedly uncommon at this popular price.

Quite indestructible and guaranteed against peeling and discoloration. Carefully matched and graduated in 24, 27 and 30 inch strands. Also very attractive 18-inch necklaces which we call the "Debutante" are of smaller beads, graduated. All have solid gold clasps. Delightfully acceptable and moderately priced for Christmas giving.

**\$5 Pearl Bead Costume Necklaces**

Ungraded strands of small or larger imitation pearls, 54 inches long. Indestructible. Lustrous and carefully matched. (Down Stairs Store, Central)

WANAMAKER'S Down Stairs Store has all sorts of shops of low and moderately priced gifts; furs and sweaters, linens and quilts, stockings and slippers, handbags and jewelry, gloves, art "wooden" ribbons and many others; all of standard quality, of course.

## Women's Specially Priced Good Gloves \$1.65 to \$2.65

Made of soft, elastic leathers which combine good looks and comfort. In the gray, brown and tan shades which tone in best with new Winter colorings.

\$1.65 for one-clasp mocha gloves, outseam seven soft gray.  
 \$1.65 for one-clasp capeskin gloves in tan and brown.  
 \$1.85 for slip-on French lambskin gloves, overseam sewn. Tan and brown. Six-button length flare cuffs.  
 \$2.65 for strap-wrist French lambskin gloves, pique sewn. White, black, tan and brown. Five-inch cuffs and hand-crocheted backs. (Down Stairs Store, Central)

## Soft Brown Fox Scarfs Specially Nice at \$27.50

Really soft, silky, full-furred ones in the favorite animal style. Their deep brown will be found almost universally becoming.

**Women's Seal-Dyed Coney Coats With Skunk Collars for as Little as \$150**

They are representative of the many good truly named, moderately priced furs in the Down Stairs Little Fur Shop. 40 inches long, silk lined and with either fur belt or silk cord girdle.

Same style coat in a better grade of pelt ..... \$175  
 15-inch seal-dyed coney coat with skunk ..... \$160 and \$185  
 40-inch seal-dyed coney coat with squirrel ..... \$190  
 45-inch seal-dyed coney coat with squirrel ..... \$200  
 40-inch seal-dyed coney coat with beaver ..... \$190  
 45-inch seal-dyed coney coat with beaver ..... \$209  
 (Down Stairs Store, Market)

WANAMAKER'S Down Stairs Store has a Baby Shop crowded with adorable gifts for Baby all at low and moderate prices.

## Sale of Wool Hat and Scarf Sets, \$2 and \$2.90

Won't schoolgirls love them and won't their older sisters with cropped hair welcome them just as gladly!

\$2 sets include woolen tam and long scarf, both stitched with gayly contrasting color and with tassel or deep knotted fringe to match.

\$2.90 sets have the hat pictured as well as the striped scarf and come in all sorts of striking colors that can be worn with every coat or dress.

Both sets come in tan, beaver, buff and gray, some plain, some contrasted with orange, orchid, red, rose, Copenhagen and other colors.

**Bertha Collars and Real Lace-Trimmed Sets Half Price, 50c**

Another fortunate purchase of those dainty collar and cuff sets of net and imitation Valenciennes with insertions of real Irish or flit lace. They will make delightful Christmas gifts at 50c.

**Silver Grapes, 25c**

Pretty touches for an evening costume. Larger and more effective corsage bouquets of gold or silver at 50c. (Down Stairs Store, Central Aisle)

## The Man Who Needs a New Overcoat for Thanksgiving

will certainly want to see these that have just come in to sell for

**\$32.50**

They are of all-wool heavy, warm, soft-finish herringbone weave overcoatings in brown, darker brown, gray and greenish-gray effects.

Double breasted, raglan sleeves, belted all round and patch pocketed. The sleeves are lined. Ulsterette length. A mighty fine \$32.50 worth!

**Other All-Wool Overcoats for Men, \$25 to \$37.50**

Full and semi-belted ulsters and ulsterettes in plain cheviot overcoatings and a large assortment of herringbones and novelties. Good, big, warm overcoats, the large majority of them plaid backs. (Down Stairs Store for Men, on the Gallery, Market)



## Men's Furnishings That Can't Be Had Elsewhere

All Wanamaker quality neckties at 35c and 50c are now in the Men's Down Stairs Store on the Gallery, just inside the Subway door.

Men's mercerized cotton shirts in the new plain blue and tan shades are extraordinarily good at \$2 in this same Men's Store on the Gallery.

Men's blanket bath robes and men's rubberized tan coats are specialized at \$5.

Men's plain-color pajamas with frogs are exceptionally good at \$1.50.

Men's Domet nightshirts are "special" at 85c.

**Men's White and Striped Shirts Specially Priced, \$1.10**

White cheviot or striped percale and a few madras shirts. Odds and ends! Some show marks of soil. Prices are a third to half less. (Down Stairs Store for Men, on the Gallery, Market)

## Mighty Good \$5 Shoes for Men

The best, men say, they can find anywhere in such an assortment of styles and in all sizes, at the price. Black or tan leather or black kidskin high straight lace or blucher shoes and oxfords. Conservative and semi-conservative styles, with straight tips, shield tips or wing tips. Plain or elaborately perforated.

**Boys' Shoes, \$3.25 to \$4.50**

Tan leather, tan elkskin and tan calfskin shoes in sizes small 10 to large 6 and priced accordingly. Stout welted soles; comfortably rounded toes; all with rubber heels attached. (Down Stairs Store for Men, on the Gallery, Market)

## Winter Coats for Girls a Fourth to Third Less

Serviceable sport coats for school and everyday wear; finer fur-trimmed ones for dress. All specially purchased to sell at considerably less than usual.

**Girls' Polo Coats With Fur, \$11.25**

Tan or brown with beaver-dyed coney collars. Belts all round, patch and muff pockets, novelty strap or inverted pleat backs. Fully lined; sizes 8 to 14 years.

**Girls' Good Chinchilla Coats, \$8**

Exceptional! Double-breasted chinchilla coats in brown and navy. Flap and muff pockets, belts and strap sleeves. Lined; sizes 6 to 12 years.

**Fur-Collared Polo Coats for Girls, \$15**

Chamois-cloth lined throughout. Beaver-dyed coney collar. Others are cloth lined and similarly fur-collared in brown and blue. Sizes 8 to 14 years.

**Juniors' Sport Coats, \$23.50**

Raglan sleeve, leather-buttoned model with beaver-dyed coney collar and half lining of silk serge. Brown and tan; sizes 15 to 17 years.

**Juniors' Sample Coats a Third Less, \$25 and \$38.50**

Velours at \$25 and bolivias at \$38.50. With nutria or wolf collars, some with fur-trimmed pockets. Straight and blouse styles, all lined in plain or novelty silks. Sizes 15 and 17 years.

**Girls' Coats, \$11.25 to \$25**

Bolivia and velour, some with fur collars, some in plain sports styles. Sizes 8 to 14 years. (Down Stairs Store, Market)

**New Dresses for Juniors, \$6.75**

Combining twill-back velveteen bodice with box-pleated skirt and trimmings of novelty prunella cloth. Brown or blue. Pictured. Sizes 15 and 17 years.

**Velveteen Dresses for Girls, \$8.75 to \$16.50**

All-velveteen or velveteen-and-cerise combinations. Embroidered in silk or wool. Brown, blue and black; sizes 6 to 14 years.

**Girls' Raincoats, \$1.75 and \$2**

Checkered raincoats of Canton cloth in red and blue. Billy Burke hood, some of them lined with silk; sizes 6 to 14 years. (Down Stairs Store, Market)

## Fur-Trimmed Overblouses, \$9.75

Unusually good, simple models in straight-line overblouses with plain round neck and short fur-cuffed kimono sleeves. The fullness is gathered into a side-fastening cuff over the hips, emphasized by two rows of fur trimming.

Reseda green, rutilin brown, dark brown, gray, navy and black. (Little Blouse Shop, Down Stairs Store, Market)

## Women's Blanket Cloth Robes Specially Priced \$3.85

Especially soft warm blanket cloth. Cut particularly full and long with satin-banded flat collar, pockets and cuffs. Navy, rose, lavender, gray and Copenhagen. Regular sizes. (Down Stairs Store, Central)

WANAMAKER'S Down Stairs Store has complete stocks of fine gift gloves for men, women and children, and all the prices are low and moderate, many are "special."

### Brown Matelasse Suit With Cape Coat



By CORINNE LOWE  
 The black bone of fashion has been broken. Today brown in every tint from the lightest beige and tan tones to the deepest of tobacco colors has supplanted our black costume of yesterday. Here we find the irrefragable shade in a suit of brown matelasse colored in brown fox.

The striking feature of this costume, apart from its fabric interest, lies in the dashing cape coat. The skirt observes the edict against regularity. With this is worn a blouse of printed silk which presents a pattern of black on a background of turquoise blue. The little matching hat of matelasse is trimmed with a narrow band of fox. Rust and henna colored hats often appear in conjunction with these brown costumes. These tints, in fact, are often worn with black, gray or navy costume. And, in speaking of millinery, one must not forget the fancy for such narrow bands of fur as we see in today's drawing.

1000 ARRESTS FOR SHOPLIFTING  
 A glimpse into the organized business of shoplifting, which has attained such proportions that the above number of arrests were made in one year in a single large department store, is a timely article, which appears in the Magazine Section of the Sunday Public Ledger. "Make It a Habit" —Ad.

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