

Organ plays at 9, 11 and 5:15
Chimes and Melody at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Fair

It Was Bound to Come Sooner or Later, and There Is No Comfort for a Man Without an Overcoat

Whoever Is Able to Keep in Mind His Weak Points

and gradually learn to avoid them, will in course of time master himself and be more valuable than the man who missteps himself and has only to say, "I forgot," as if that were a sufficient excuse.

Carelessness in business, even in little things, is its worst moth.

There are some good qualities in every one, but they do not pay for losses from thoughtlessness or failures to remember what you were employed to remember.

[Signed] *John Wanamaker*

November 23, 1922.

The Handkerchief Blouse is Quite a Novelty

It is made from the large printed sports handkerchiefs in Paisley design and it comes in the latest colors—in East Indian red or bobolink (a sort of gray-tan). The price is \$8.75. Some of the other new arrivals among blouses for winter suits are a pretty navy blue crepe de chine with bands of printed crepe finished with silk fagoting. Priced \$6.85. Or one may have a beaded crepe de chine to complete an afternoon costume, in navy, or black with a design of red cherries, at \$7.50.

(Third Floor)

Fashion, Too, Has Favorites in Coats



Young Women Will Not Find Better Coats Anywhere—\$110 to \$350

SPORTS coats at less; but the finer garments, made of every variety of thick and soft bolivia weaves, and trimmed with good furs, start at \$110 and go up to \$350. A handsome coat at the latter price is gray squirrel fur from the hips up, rich gray bolivia below. One at \$200 is black caracul above the waist and cloth below. These fur-topped coats give the warmth of fur where it is most needed. A rich coat of blue bolivia embroidered in gray and silver, with squirrel collar and cuffs, \$215. Many novelties in sleeve effects and general line. Luxurious elegance in linings and finish. Young women of 14 to 20 years are invariably delighted with them.

(Second Floor)

A Brown Marmot Fur Coat Is a Pretty Thing

ESPECIALLY when it is made of the soft and silky skins used in Wanamaker marmot coats, as exquisitely put together as more costly coats and as daintily lined and carefully finished. This year the marmot coats are generally cut with a full swing from the shoulders down—a much prettier effect for this fur than straight coats. Nearly all have a border of horizontally worked skins, like a wide satiny band around the bottom. In addition to good looks they are practical and serviceable coats for hard wear. Marmot coats in 36-inch length, from \$90 up. In three-quarter and full length, from \$125 up. With raccoon collar and cuffs, \$135 up. With nutria collar and cuffs, \$175. A handsome full-cut coat with collar and cuffs of Australian opossum, \$225.

(Second Floor)

New Squirrel-Trimmed Coats at the Prices Women Want

THAT is \$100 and \$115, but the coats are such lovely ones most people would take them to be much more expensive. For example, the \$115 coat is in the high luster bolivia coating, deep and exquisitely soft. It has both collar and cuffs of beautiful gray squirrel. The lines are long and straight except under the large armhole, where there are a few gathers ending in pointed panels. The \$100 model is a warm thick pile bolivia with a collar of darker gray squirrel. The back is loose, the belt only appearing in the front. It is prettily stitched in panel effect.

(First Floor)

Baby's First Shoes Must Be Carefully Chosen

Not only for softness and fineness of material, so that not a wrinkle will hurt the rose-petal foot, but also for the proper shaping. Most important to start tiny footsteps right. White buckskin of velvety softness and fineness, buttoned or laced, \$3.75 and \$4.50 a pair. Tan calfskin as soft and flexible as kid, but holding its shape much better, \$3.25 and \$4 a pair. Finely made and hand turned, and in sizes from about nine months to four years.

(First Floor)

The Van Dyke Scallop on a Linen Scarf

It is uncommon and striking. On a group of Italian linen scarfs it is used with interesting effect in connection with neat hand embroidery.

The last lot went quickly and now comes another group. Of fine white Italian linen, size 18x36 at \$5, 18x45 at \$6 and 18x54 inches at \$7. Cream-colored Italian linen scarfs with plain scallop edges, inserts of flet and hand-embroidered dots are in the same collection at \$3.50, \$4 and \$4.75.

(First Floor)

Of Course, There Ought to Be a New Rug on the Dining Room

It will brighten up the whole place and lend an atmosphere of real cheer to the Thanksgiving homecoming. Good rugs are the only kind it pays to buy and there are so

Wool Remnants for a Third Less

As usual, most of them are in good lengths for children's dresses and coats and women's skirts, but there is also a fair assortment large enough for women's dresses and even coats. All kinds of the most desirable fabrics, including serges.

(First Floor)

How About— a Penguin

for a lamp? Or a squirrel with tail curled over his back, or a flying duck?

These and some other oddities from England are the latest comers in the Lamp Store, and may be had for \$50 each.

Certain new lamp shades are made of a strong paper material which many years ago was used for waterpails. Now it is made translucent, decorated and sold at \$12 to \$15 a shade.

(Fourth Floor)

Many Delightful Silver Gifts Are Moderately Priced

They are just the sort of Christmas gifts a woman who takes a pride in her table appointments would appreciate.

There are any number of patterns and every piece is sterling silver.

Bread trays, \$19.50 to \$30. Composites, \$27 to \$37. Sandwich plates, \$22 to \$30. Centerpieces, \$32 to \$115. Berry bowls, \$20 to \$68. Gravy boats, \$61 to \$125. Water pitchers, \$45 to \$165. Bonbon dishes, \$3.50 to \$19.75. Almond dishes, \$26 to \$35 a dozen.

(Main Floor)

At the Saturday Games Young Women Will Find A Cloth Dress Mighty Comfortable

It can be smart and becoming enough to go to luncheon before and tea after, too.

Well-tailored dresses of fine twills and other cloths, from \$25 to \$55. Selected because of the unusually good styles and clever tailoring.

An exceptionally pretty dark blue frock at \$25 is beaded and embroidered in crimson. One at \$30 has the new accordion-pleated panels, and the top and sleeves are all-over embroidered.

An extremely good model at \$45 has a series of loose, side-pleated panels, plaited girdle of black ribbon, finished with a huge fan-shaped cabochon of the ribbon, and long ends. Yoke and sleeves are pin-tucked. Many prices and usually several models at each price, all in sizes from 14 to 20 years.

(Second Floor)

Sports Millinery Re-Priced

The little tickets have changed on a number of sports hats, of felt, velour and novelty materials.

They now read one-half and one-third less than formerly.

Wanamaker sports millinery is famous for style and quality.

To obtain it at lowered prices is an opportunity many will wish to take advantage of.

(Second Floor)

Women's Dark Lace Evening Gowns—\$42.50 to \$60

Nothing is so practical and so ready for almost any emergency, as every conservative woman will tell you.

Add to this the fact that lace is almost universally becoming to both face and figure—it has the obliging trick of making a too plump woman look slender, and a too slender one look prettily rounded—and you will not wonder at its vogue.

These little dinner frocks are in plain brown, brown and gold, and black and silver.

One has a trailing spray of gold and brown berries on its skirt; others have big scarlet velvet poppies at the girdles to give the necessary accent; one has the corsage only of lace.

But they are all rather wonderful for the money—\$42.50 to \$60.

(First Floor)

Ribbon Specials

Ready for Christmas hair ribbons, fancy work and vests.

Some are plaids—everything from the tiniest checks to big double plaids; are five inches wide and 55c a yard, and the others are fancy broads, 5½ inches wide and 75c a yard.

(Main Floor)

The Latest Bracelets

In the Store of Inexpensive Jewelry are gold filled, with various finishes—green, antique and English.

Some are jeweled with imitation stones and one style with two drops will be particularly becoming to some plump wrist.

Prices \$3.50 to \$6.

(Main Floor)

Tortoise Shell From the Orient

Tortoise shell armlets are here at \$25 each; and bracelets, \$15 and \$20.

One dark tortoise shell chain, the links small and delicate, \$32.50. Another of a shell so light it must have belonged to a blonde tortoise has larger links and sells at \$35.

They are among other lovely things in the Oriental Store.

(Main Floor)

The Handkerchief Shop Expands to Full Christmas Size

Still, it scarcely seems large enough to hold the hundreds and hundreds of pretty new gift handkerchiefs which are constantly arriving and constantly being sent out on their pleasant mission.

There is no other such collection of fine linen and beautiful silk handkerchiefs anywhere else in the city. Ireland and France have sent their best ones of linen. England, the pretty silk sports handkerchiefs in unique printings. France and Japan, plain white silk handkerchiefs and, from the latter country, are also pongee silk handkerchiefs. Women's handkerchiefs, 15½c up to \$1.00 each. Men's handkerchiefs, 25c to \$25 each. Children's handkerchiefs, 15c to \$1.25 each.

We are still taking orders for hand-embroidered monograms or initials on Christmas handkerchiefs.

(Main Floor)

A Notable Choice of Overstuffed Furniture at 25 Per Cent Less

But it is hardly feasible to quote many individual prices, because the number of particular suits in some cases is limited.

There are three at \$265 in tapestry and three at the same price in figured velour.

On the other hand, there are ten to a dozen of some other suits, priced \$395, \$495 and up to \$550, those at the higher figures being in velour or mohair.

All of the suits have jounce-spring cushion seats, genuine hair stuffing and are excellently constructed.

In the whole collection there are some hundreds of pieces, mostly matched suits, all taken from regular stock and lowered 25 per cent.

(Fifth Floor)

It Is Estimated That There Are Sixty Times as Many Toys Per Child Today as There Were Sixty Years Ago

And it seems that most of them must be in the Wanamaker Toy Store.

What wonderful toys they are! Entertaining—and more than that. Healthful Building!

Toys that provide exercise; toys that educate; toys that develop the imagination; but above all toys that make a child

happy.

(Main Floor)

Men's Lined Gloves Right Inside the Motor Entrance

A man can step out of his car and get them in no time.

Short, strap-wrist and gauntlet styles, lined with seamless wool, lamb, fleece or fur, \$4 to \$11.50 a pair.

The famous English "Redleaf" gloves, lined with rabbit, lamb or squirrel, \$7.50 to \$16.50 a pair.

Scotch wool gloves, including alpaca, Shetlands, camel's hair, and lined wool, \$1 to \$3.50 the pair.

(Main Floor)

The Cold Wind Blew in New Quilts

Wool filled, covered with satin in a wonderful selection of floral and Persian patterns and in every imaginable color effect.

Priced at \$19 and \$12 each and splendid value.

(Sixth Floor)

Boys' Overcoats Ready for Winter's Worst

Hardly an overcoat fabric imaginable that will not be found in the collection, and overcoatings were never so fine and attractive looking as they are this season.

Styles also show a general improvement over former years.

Smart, distinctive garments, including many tweeds, were never so much in evidence.

Every boy of every age from 3 to 18 years can be fitted. Prices from \$16.50 to \$35.

(Third Floor)

No, Sir! No Man's Got a Right to Tell You That!

It's up to you to wear any kind of a hat you want and you are the man to judge.

There's no such thing as looking foolish for the sake of style.

Of course, the style influences the "tone" of a hat, the curve and the roll of the brim and the fullness of the crown.

But that doesn't mean a stylish hat can look only one way—there's enough leeway for every man to get a becoming one and at Wanamaker's he can. At \$3, or \$4, or \$5, or \$6.

(Main Floor)

In Comes Another Lot of Those Good Scotch Grain Oxfords at \$7.75

Men took the first shipment out as fast as they could walk.

Every pair is worth several dollars more and they are made in a way that the value can be seen at a glance.

Of real Scotch grain in a rich, deep tan. Double white oak soles run clear to the heel and masterful shoemaking shows in every seam.

(Main Floor)



(Third Floor)

Being Manly Yet Pretty Is the Problem a Lounging Robe Faces

But the "Redleaf" robes have found a way—at least the newest style to come over from England is straight, clean cut and as dignified as can be, at the same time full of beauty in a most unexpected sort of a way.

They are worsted robes, soft and almost silky to feel. The roll collars and turn-back cuffs are in contrast with the body color, including some of the most delightful combinations imaginable. For instance, camel's hair color robes with gray; French blue

with gray; gray with tan; green with dark blue; gray with French blue; green with black.

Down the front and around the collar, cuffs and pockets there runs a silk cord trimming in still different colors, somewhat gay.

Everyone agrees they are beautiful robes and they couldn't have arrived at a better time, for hundreds of women are going to make their husbands happy with one for Christmas. Price \$65.

(Main Floor)

The Town and Country Coat Is a Favorite With the Sportsman

There's none of that "bundled up" disadvantage about them—for a fact they are light, yet wind proof and warm.

For golfing, motoring, shooting, skating—for all outdoors—there couldn't be a better coat.

It has leather sleeves and the body is leather lined. The knit neck and wool wristlets make it

snug where it touches the skin and the elastic box pleat in the back expands and gives with every movement.

A fine selection of town and country coats awaits the sportsman in the Sporting Goods Store—corduroy, moleskin, fancy tweeds, overplaids and wool suitings.

Priced \$12.50 to \$22.50.

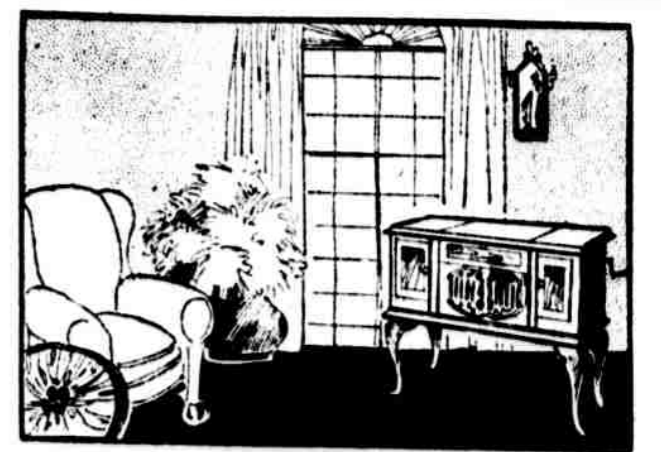
(The Gallery)

Imported China Dinner Sets One-Third Less—\$50

A special group of 75 sets recently received from overseas. Of fine, thin china in a choice of three handsome border patterns.

Complete sets of 108 pieces, marked at an extraordinarily low price—\$50, which is one-third less than regular.

(Fourth Floor)



There's a Hidden Wealth of Music in This Dainty Bit of Furniture

DEEP down in the console—the very soul of it—rests the sensitive mechanism of the Brunswick phonograph, placing at your whim the gems of the greatest musical artists in the world.

Voices that have charmed the critics from Petrograd to Frisco; instruments whose melodies echo around the world are yours to hear any time, all of the time. For

the Brunswick's New Stratford Model

offers all the rich fullness of tone, the charming repertoire of master musicians, the wealth of entertainment that every other Brunswick possesses. And it offers more. The Console itself is really handsome as a piece of furniture. In the Queen Anne period, finished in brown mahogany, or

walnut, it brings a new delightfulness wherever it rests.

Inside is the same mechanism, the same superior music reproducing qualities that have made all Brunswicks popular.

The price for the Stratford model is \$300. Other Brunswicks from \$65 to \$475.