

# What Wonderful Times to Make Ready For! And Here's a Store Full of Help

**A Father Speaking to His Son**  
 said, "Wear your learning, like your watch, in a private pocket, and do not pull it out and strike it merely to show that you have one."  
 If you are asked what o'clock it is, reply, but do not proclaim it hourly and uncalled for.  
 Young fellow, fold up your pride and keep it under lock and key.

*[Signed]* **John Wanamaker**  
 November 25, 1922.

## Dressmaking to Measure at Moderate Prices

THE Women's Custom Tailoring Bureau makes to measure not only simple daytime and street frocks, but afternoon and dinner gowns of any degree of elaboration.  
 Many lovely chiffon velvet gowns have lately been made, for \$125. Simpler frocks are priced from \$25 to \$35 (for wool crepe and serge, up to silk or Poiret tulle at \$50, and kasha cloth at \$65.  
 Prices include materials and making.  
 (Second Floor)



## Fine Cashmere Duvetyn Wraps All Have Mole Fur

NO OTHER fur seems to blend as well with this exquisite silk-and-wool fabric.  
 Sometimes it is the natural mole, but if the wrap is black, the fur is the silky black-dyed mole which is now so scarce.  
 One hardly knows what to call such beautiful wraps. They are often more like cloaks with graceful enveloping lines. Another one will resemble a double cape, the shorter cape being lavishly trimmed with the fur. Again it is a full-length cape—for example, one of mole color with broad bands of mole from shoulder to hem and a double high standing collar of mole.  
 No two are alike and the individuality speaks for itself. They are priced from \$250 to \$475.  
 (First Floor)

## Novelty Coats of the Hudson Seal (Dyed Muskrat)

ALL the coats are long, and all of the one dark fur which is becoming to blonde and brunette. And they have a certain distinction, due to simplicity.  
 One, for instance, is quite straight with a muffer collar, rust-colored lining and tasseled braid girdle. The price is \$450.  
 Another, which a small woman or young girl might wear, has its cuffs and collar made interesting by the fur being worked in horizontal lines. Price \$475.  
 A wran coat with a jeweled button to match its blue and taupe lining, \$650.  
 One with circular skirt and huge muffer, \$700.  
 Another with wide sleeves and brown broche satin lining, \$675.  
 As a rule there are only one or two of each style, but the styles are many.  
 (Second Floor)

## 200 Women's Coat and Dress Suits ("Three-Piece" Suits) Reduced, Now \$100 to \$200

A THIRD and sometimes more has been taken from the prices of these fine suits and here they are—just in time for Thanksgiving and just the things to wear at the big game under warm topcoats of fur or cloth.  
 They are made of velour and other pile fabrics; of fur cloths and—in a few instances of homespun and tweeds.  
 All—except the fur cloths—are trimmed with fur, natural and dyed squirrel, Australian opossum, fox and beaver; and all are in the most desirable colors—the grays, dark and lighter browns, plenty of black and dark blues.  
 The coats are long and short; and the upper parts of the dresses are made of silk-and-wool eponge, of printed and plain crepes and various novelties; as a rule the colorings match the coat linings.  
 Hardly two alike but all sizes in the lot.  
 (First Floor)

## New Dresses for the Young Woman to Wear on Thanksgiving

CHARMING little dresses of paisley pattern crepe, the new flat crepe, tulle crepe or crepe de chine. Some have smart blouse jackets to match, others are made in poplin fashion with blouse of printed crepe trimmed with a loop trimming of the plain crepe.  
 Among the most novel is a soft platinum gray crepe, stitched on the blouse and down one side the front with coral red. The little jacket has a trimming of wide loops of the crepe.  
 No matter what the plans are for Thanksgiving there is a new and appropriate dress here.  
 Prices from \$48 to \$89.  
 (Second Floor)

## The Rustle of Silk in a Christmas Box

is a sound every woman likes to hear.  
 Glint of gold and silver, sheen of satin and silk, softness of velvet, richness of brocade, radiance of color—never was there such a display as is now spread out in the great Christmas Silk Store, for holiday choosing.  
 Every gift length goes in a box.  
 (First Floor)

## These Slippers Are Going to the Opera as the proper complement to beautiful evening toilettes.

Cloth of silver, or sparkling silver brocade; cloth of gold or gold brocade; cloth of aluminum (which does not tarnish); and metal cloth shot with all the colors of the rainbow in a lovely Persian sandal effect. Priced \$12 to \$18 a pair.  
 Satin in brown or black, \$9 to \$14 a pair.  
 High or low French heels. Low-cut opera, one-strap or sandal effects.  
 Rhinestone ornaments add to their sparkle. \$4 to \$50 a pair.  
 (First Floor)

## About That New Blouse for Thanksgiving

Some especially pretty ones of a kind many women are asking for have just arrived. They are in the form of jackets, open all the way down the front and fastening to one side.  
 One style is a dark blue or tan blouse with a sash-like silk braiding in the same or a contrasting shade. Priced \$13.50.  
 Another new jacket blouse is in heavy printed crepe, oyster white in color, with navy or black printing.  
 The revers and cuffs are of plain black or navy crepe de chine.  
 The price is \$22.50.  
 (Third Floor)

## "Slip On Your Slippers" Is a Cheerful Invitation to Any Man

Then follows a peaceful evening with—perhaps a pipe and a good book, or cheerful notes to talk to.  
 But the slippers are the first need and what a time Christmas is to give them.  
 And what a wonderful selection there is to pick Christmas slippers for all the men in the family.  
 Leather ones, or felt ones, or the felt that looks rough and ready like some new sort of cloth lined with camel's hair.  
 And what styles! Nine out of ten men never knew before there were so many different kinds.  
 In felt there is the high-low model with the top that looks as if it were folded down and is usually in contrasting colors; or the little Ever cut, or Romeo's, or several other kinds with leather or felt soles. Priced \$1.90 to \$3.50.  
 But the difference is even greater among the leather slippers. Of course, the Juliets and little slip-on kinds lead, then they grow all the way up to the boot style with a fancy plush top, or a gold band or some other mark of distinction.  
 They may be white, red, patent leather in black, or any color at all. Priced \$1.50 to \$10.  
 (Main Floor)

## Read What These Notable Musicians Say of The AMPICO

the crowning achievement of piano invention, acknowledged by these and many other discriminating artists to be the most highly perfected re-enacting piano in the world.

**Sergei Rachmaninoff**  
 the great Russian composer-pianist, says: "Because of its absolute faithfulness of reproduction and its capacity to preserve the beautiful tone painting, the Ampico goes far beyond any reproducing piano."

**Fritz Kreisler**  
 who plays the piano with the same exquisite art that he plays the violin, says: "The Ampico is remarkable in the highest degree—a joy to the listener and to the artist who sees himself in an artistic mirror, so to speak."

**Leo Ornstein**  
 the composer-pianist, whose individuality and expressive art place him in the highest rank of living pianists, says: "To my mind no great artist can honestly proclaim the playing of any instrument as comparable to the Ampico, unless he has missed listening to it."

**Godowsky's**  
 opinion of the Ampico is expressed in these words: "I must state that no recording of mine on any instrument whatever gives me the deep unalloyed satisfaction that these reproductions on the Ampico do."

**Dohnany**  
 the great Hungarian composer-pianist, says: "It is with gratification that I write you after hearing my own recordings for the Ampico. They are true portraits of my playing and have made such a record as I am satisfied and delighted to have represent me. I congratulate you on a supreme artistic success."

**Elly Ney**  
 the brilliant Dutch pianist, employs this significant phrase: "Truly it would be difficult to say whether the artist or the instrument is playing if one did not know."

**Germaine Schnitzer**  
 one of the greatest living women pianists, says: "The day on which I could listen to myself on the Ampico was one of the happiest of my life, and I am grateful to have lived to be Ampico's greatest admirer."  
 The Ampico, obtainable only in the finest pianos, is to be had in the Chickering, the Knabe, the Haines Brothers and the Marshall & Wendell.  
 It is priced from \$1050 up, and for sale in Philadelphia only at the Wanamaker Piano Salons—on the partial-payment plan, if desired.  
 (Capitulum Hall, Second Floor)

## Wanamaker Hall Clocks Travel Far and Wide

One went as far West as Los Angeles, California, where it has become a part of a home. Others have gone to Ohio, West Virginia and many other states.  
 It speaks well for the reputation of the Wanamaker clocks that people should come from afar to buy them. The reputation for reliability has always been upheld and we intend that it always shall be upheld.  
 Mahogany-cased hall clocks from the best American makers, chiming Westminster chimes on tubular bells, are priced from \$200 for one in a plain Colonial case up to \$825 for a finely carved period style.  
 (Main Floor)

## A Dainty Glove With a Silver-Embroidered Cuff

is one of many pretty glove novelties just arrived. It is of chamois-lisse with a fine suede finish, and comes in black, white, gray, mode and beaver. Priced \$2.50 a pair.  
 Longer gloves in the same turn-up cuff style, embroidered to match the backs, \$3 a pair.  
 Other chamois-lisse novelties include eight-button length slip-ons with pearl-buckled bracelet straps at \$2.50.  
 Twelve-button length mousquetaires with novelty embroidered backs and arms, \$2.75 and \$3.  
 Embroidered cuff gauntlets, \$3.  
 (Main Floor)

## New Shipments of Fine Bolivia and Duvetyn Coatings

No security here, whatever may be elsewhere. Every wanted color and every desirable weave in fine all-wool bolivias from \$6 to \$14 a yard and in rich and handsome wool duvetyns from \$6.50 to \$8.  
 Handsome enough for evening as well as day wraps.  
 All 54 inches wide.  
 (First Floor)

## Initial Handkerchiefs to Give Her

Newly arrived and a bit daintier than the ordinary initial handkerchiefs. The linen is finer, the embroidery hand done and the hem spoke stitched.  
 Priced 50c each or \$5.50 a dozen.  
 (West Aisle)

## Holiday Ribbons Are Ready

Bright red or green, the two colors mixed, or mottled, holly or poinsettia—all the different kinds to tie up Christmas packages.  
 From 10c to 50c a piece of ten yards.  
 (Main Floor)

## 300 Pair Letitia Corsets Reduced

to lessen the number of models in Letitia's and we are weeding out some models that are almost identical with others.  
 About 300 pair, all new, all good and of all types and varieties, are cut one-half and one-third.  
 The lowered prices are \$2.50 to \$8.  
 Size lines are incomplete, of course, but all sizes are included, and there are types for all figures, in coutil, broche, batiste, suede cloth or elastic. All are whaleboned.  
 (Third Floor)

## Fine Floor Lanterns

Made of wrought iron and finished in polychrome, some with three feet and the rest with four; and all with parchment, celluloid, banded and tinted. Prices, \$20 and \$33.50 each.  
 Some fine English table lanterns are made of brass. They would be decorative if placed on a mantel. Price, \$9 each.  
 (Fourth Floor)

## Mesh Bags With Black Enamel

Deep narrow bags of silver-plated armor mesh, with dots of black enamel scattered through them, are the latest fad, and graceful and attractive for gifts they are.  
 Two styles, each \$8.50.  
 (Main Floor)

## Oh, Well, It Won't Cost Much to Get A Rug for the Guest Room

It can be made to look cozy and inviting with an inexpensive woolen fiber rug or a Colonial rag rug. And they are much in favor, too.  
**Woolen Fiber**  
 \$12 ft., \$13.50 to \$18.50  
 \$15 ft., \$15 to \$21.50  
 \$20 ft., \$21.25 to \$27.50  
**Rag Rugs**  
 \$12 ft., \$9, \$14.75, \$19.50  
 \$15 ft., \$11.50, \$16.25  
 \$20 ft., \$15.25, \$21  
 (Seventh Floor)



## A Quarter of a Million Dollar Collection of the World's Best Dinnerware for Thanksgiving and Christmas Tables

Never have we shown such a wonderful stock of dinnerware, such a splendid variety of decorations and patterns, such a range of prices in both complete sets and open stock.

Nearly 300 separate and distinct patterns are shown and prices for complete sets of 106 pieces range all the way from \$15 to the rich and splendid sets in elaborate gold embellishments at \$600 and, in individual pieces, to \$350 for a dozen magnificent service plates.  
 The cream of the world's best wares in the most beautiful patterns, that is what the stock represents.  
 And it is doubtful if such low prices for such desirable wares can be found anywhere else.

### Here are a few of the outstanding values:

French china dinner sets at \$135, including two Theo. Haviland patterns; wide border decorations, all with coin-gold handles and gold edges; splendid value, and are in open stock. Complete sets of 106 pieces.  
 French china dinner sets of 106 pieces from Limoges, beautiful decorations, desirable shapes, all with gold edges and coin-gold handles, specially priced, \$75.  
 English semi-china dinner sets of 106 pieces in a brand-new treatment, all pieces in Colonial shape; with wide gold band on edge and quarter-inch coin-gold shoulder band, and matt gold handles throughout; in the center of every piece a large flower basket medallion, the richest and handsomest sets in a long time, \$85 a set.  
 Coin-gold encrusted dinner sets—choice of three designs in fine French china; matt gold handles, handsome shapes and low in price—\$167.50 for a complete set of 106 pieces.  
 A special group of fine English and American semi-china sets of 106 pieces in new border decorations, gold edges and coin-gold handles—unusually low at \$35 a set.  
 Fine imported china dinner sets, three handsome patterns, all new; complete sets of 106 pieces, priced one-third less than regular at \$50 a set.  
 (Fourth Floor)

## Rock Crystal From the Orient

Necklaces of polished round graduated balls are priced \$75 and \$85, while a string of old crystal beads is marked \$120.  
 Rock crystal earrings include many styles—hoops, balls and rings—between \$28.50 and \$40.  
 (Main Floor)

## What More Cheerful Gift Than a Singing Canary?

Gay little Hartz Mountain songsters are priced \$4.75 each. St. Andreasberg rollers, \$7.50 each.  
 Brass cages of all kinds, \$3 to \$18.75.  
 Wicker cages and stands, \$18 to \$34.  
 Also a complete collection of everything necessary to a bird's comfort.  
 (Fourth Floor)

## How Easy It Is to Envy the Man All Snuggled Up in a Big Fur Coat

He looks warm and cozy and even seems possessed of a new sense of well being.  
 Now that cold days have come to stay, more men than ever are seeking the comforting folds of a big fur coat. And most of them are finding it in the London Shop.  
 Naturally the most demanded are the big hairy-looking racoon coats. They are lined with tweeds or worsteds in indistinct plaids or nutria. Price, \$400 to \$525.  
 Fur-lined coats with fur collars have surfaces of tweed, chevrot or melton in overplaids or plain colors. The linings are of muskrat or mink and the collars, beaver or otter. \$185 to \$250.  
 Then there are smart looking tweed coats in a score of colorings with Australian opossum or beaver collars. Priced \$75 to \$135.  
 Even children can get a racoon coat, for the sizes range as small as eight years.  
 (The Gallery)



## How Beautiful Is a Silk Shirt To Top His Christmas Gifts

Shirts that are gay with colors, or just the neat, always-fashionable white broadcloth. There never were more beautiful stripes in silk shirts—stripes in colors so much in keeping with a man's attire. And, surely enough, the best of them must be here.  
 Jerseys, gleaming jacquards and broadcloths in a wonderful medley of stripes and the long-wearing broadcloths in plain white.  
 Price \$7.50.  
 (Main Floor)

## The Mayflower Fire-Lighter Is New, \$3

Of solid brass with a polished surface, this charming bit of brightness will light up any hearthstone.  
 Within is a large piece of absorbent fire-clay on a sturdy rod, to be used as a torch when saturated with kerosene.  
 A brass tray to match is priced \$1.  
 (Fourth Floor)

## Rich and Exquisite Quilts

Quilts in which comfort and richness are magnificently combined.  
 Wool-filled, some down-filled, all beautiful, in coverings of gorgeous silks, satins and brocades and in the diversity of color effects, ranging from the simple, plain tones to the most gorgeous combinations.  
 One entire room is given over to them. There isn't another such cozy, colorful, comfort-full place in America.  
 Prices from \$20 all the way up to \$50.  
 Some of the finest quilts are handsomely enriched with lovely laces and applique work.  
 (Sixth Floor)

## Helps for the Partially Deaf

There is a considerable variety of ear-horns and electrical instruments which are really useful to people who are somewhat deaf, and an expert will explain them to people who may wish to try them before ordering.  
 (Main Gallery)

## Less Than a Month Till Christmas!

All the toys have the word and Santa Claus has started on his journey down from Greenland—to stay until Christmas! He's promised to let us know the minute—the very minute—that he'll reach Philadelphia.  
 And the toys! These are their days. How proud they are of having been chosen—out of a whole world of toys—for the great Wanamaker Toy Store! That means that they are the best of their kind.  
 The best toys must have the best Toy Store as their background, so it is only natural they come to Wanamaker's.  
 (Seventh Floor)

