Wanamaker's Down Stairs Store

Specializes New, Good, Happy, Christmas Gifts at Low and Moderate Prices—Mostly at $5 or Less

Women's Wanamaker Special $1.75 Silk Stockings

On each pair of stockings a little gold-colored ticket tells you, or your friend to whom you give them, that

"These hose are made of superior quality pure unadulterated silk without artificial weighting of any kind. We recommend them to give exceptional service and satisfaction.
John Wanamaker, Philadelphia."

Our Christmas shipments have brought these praiseworthy stockings in practically all wanted gift colors.

Black, white, slate, navy, African brown, Russian calf, pearl gray, Mandalay, castor, aluminum.

(Down Stairs Store, Central)

Men and Women Are Asking for Lined Gloves

Wintry weather means warmer gloves for all outdoor people. Here are gloves not only warm and comfortable, but also smart and not in the least "bunglesome" looking.

For Women, $5 to $5.75

Strap-wrist capeskin, with full flare cuffs, wool lined, in tan, brown and black, $5.

Strap-wrist capeskin, fur lined, in brown only, $5.50.

Strap-wrist capeskin, wool lined, with flare cuffs edged with muskrat, particularly suitable for gifts, $5.75.

For Men, $4.50 to $6

Suede, outseam sewn, fur lined, in gray and reindeer, $4.50.

Finer suede, lined with a finer fur and in dark gray and brown, $6.

(Down Stairs Store for Men, on the Gallery, Market)

Silken Chemises, $3.50 and $3.85

It's hard to say whether they appeal most to women because of their dainty beauty or because they are so very easily kept fresh and clean.

Pretty in a bewildering number of ways, with their lace insertion and ribbon trimming. Flesh and white in several luscious styles. Mostly crepe de chine, though some at $3.85 are radium.

(Down Stairs Store, Central)

Women's Silk Jersey Petticoats, $2.85 and $3.85

Green, navy, henna, purple, vanilla and brown. Interesting scalloped pleated hems with sometimes touches of embroidery.

(Down Stairs Store, Central)

Fur Coats Are as Warm as the Christmas Spirit

A gift that will add amazingly to its owner's comfort and air of fashion.

Coats in the Down Stairs Store Fur Shop are made on the same lines as much more expensive ones. Furs are truly named and will give the service that is promised.

New seal-dyed coney coats with big collar gathered into the lapels and wide sleeves are 45 inches long.....$100

Seal-dyed coney coats with skunk collars and cuffs, 40 inches long...$150 to $175 45 inches long...$160 to $185

Plain seal-dyed coney coats, 40 inches long, $80 to $115.

One and Two Skin Animal Scarfs, $5 to $60

Young girls will be delighted with them and find them particularly becoming. Opossum, squirrel, mink, fitch, Japanese marten and stone marten. (Down Stairs Store, Market)

Women's Wool-and-Cotton Stockings With Two-Color Clocks, $1.15

Lowest price yet for these first-quality gift stockings of wool and cotton. Two-color embroidered clocks and sports ribbing make them extremely smart looking.

Combinations of black-and-silver, cordovan-and-silver, camel-and-silver, black-and-cordovan and all black. Seamless, but well shaped and in sizes 8½ to 10.

(Down Stairs Store, Central)

$5 Hats Have Captured Holiday Happiness

They are just full of spirit, these taffeta and satin hats. It sparkles in metal bandings and embroidery. It shows in the clever twists and turns of brim or the smart angle of a feather ornament. Every single one of them has got hold of it somehow, and is sure to pass on to its wearer a gay little holiday air.

There's a whole delightful room of $5 hats from which to choose. (Down Stairs Store, Market)

Dainty Crepe de Chine Negligees $5.50

$5.50

Beautifully graceful and simple of line, as the illustration shows. Becoming slip-over style with modified square neck and just suggested sleeves. Shirring back and front gives the sides longer draped lines. Pink, light blue, rose, orchid and purple.

(Down Stairs Store, Central)

Full-Bleached Irish Linen Damask, $2 and $2.25 Yard

Give Mother enough snowy pure linen damask for a new table cloth and see if she isn't much pleased. Several very pretty patterns at these two prices, all 68 inches wide, and a firm smooth weave that will serve her well.

(Down Stairs Store, Central)

Turkish Towel Sets 50c to $1.65

Conveniently boxed gift sets.

50c for white towel and washcloth embroidered in orchid.

$1.35 for solid color towel and two matching wash cloths with silky contrasting stripe. Blue, yellow, pink.

$1.65 for two white towels and two matching wash cloths with jacquard striped ends.

(Down Stairs Store, Central)

Children's Gloves 35c to $1.75

Knitted wool mittens in brown, gray and navy, 35c.

Jersey mittens, fleece-lined, in gray and brown, 35c.

Knitted wool mittens in white and heather mixtures with contrasting cuffs, 50c.

Jersey gloves, fleece-lined, in gray and brown, 50c.

Jersey mittens, fleece-lined, with fur tops, in gray and brown, 65c.

Knitted wool skating gauntlets in heather mixtures, 85c and $1.

Leather gauntlets, fleece-lined, variously priced, 50c to $1.75.

(Down Stairs Store, Central)

Crepe de Chine Bootees for Baby's Pink Toes

Baby may not be big enough to talk, but we'll wager he will manage a happy chuckle at sight of these irresistible "silken shoon." Soft crepe de chine outside and in, and with exquisite bits of hand embroidery across the funny square toes. Pink or blue.

$1 and $1.25.

(Down Stairs Store, Central)

Pure-Wool Filled Comfortables, $7

Gaily flowered sateen covers with plain-color matching borders give them a decidedly gifty look. A pretty one to match a friend's guest-room furnishings is sure to be a happily chosen gift.

Soft and thick and mighty warm!

(Down Stairs Store, Central)

Embroidered Muslin Pillow Slips 75c Each

Very Christmassy they look, with their graceful embroidered designs and nicely finished hemstitched or scalloped hems. Several pretty patterns.

$1.75 and $3 pair for other muslin pillow slips already boxed for giving. All have scalloped edges and are trimmed with hemstitching and embroidery.

(Down Stairs Store, Central)

Showers of Lovely Handkerchiefs for the Whole Family

Every handkerchief among them is all-linen or all-silk. Wanamaker's Down Stairs Store hasn't even a single cotton handkerchief. Linen ones are so much nicer—and especially for gifts.

Women's Handkerchiefs, 12½c to 65c

12½c for plain white or dainty colored linen handkerchiefs.

12½c for white silk with printed borders.

15c for taped white linen.

25c for spoke-stitched white linen with embroidered corners.

35c for white and colored fine linen with taped borders, spoke stitching and embroidered corners.

35c for new colored linen with contrasting threads run through the border.

50c for hand-embroidered white and colored linen with deep spoke-stitched hems.

35c to 65c for Madeira hand-embroidered linen.

Children's Handkerchiefs, 18c and 25c

18c for white or colored linen with attractively-embroidered corners.

25c for plain colored linen.

3 for 50c; colored and white linen with embroidered corners or initials.

(Down Stairs Store, Central)

Lucky Is the Woman Who Gets Pearl Beads for Christmas

Wanted Lengths of Indestructible Artificial Pearls, $3.85 to $10

Think how happy the recipient of such a gift will be when she opens up the interesting looking box and sees a string of such beautiful artificial pearls.

Perhaps they will be carefully graduated in 24, 27 or 30 inch lengths. Perhaps they will be the lovely long 54 and 60 inch ones to be worn doubled like the one sketched. Or the shorter or longer lengths of either the usual size pearls or somewhat smaller beads. However, that will be for the gift-seeker to decide, for at $3.85 to $10 price range there is practically unlimited choice.

(Down Stairs Store, Central)

Nearly 1000 New Dresses

Specially Priced $5 to $45

$10.75

$23.50

$5 dresses in more than a dozen styles. Corduroy, pin-striped velour, navy blue serge and pretty two-piece affairs of wool jersey. Sizes 16 to 44 among them, but not in each style.

$8.75 dresses of Poiret twill with braid trimming. Navy blue only.

$10.75 dresses of navy Poiret twill with duvetyn-like vest.

$12 dresses of black satin combined with satin matelasse are stitched with gilt threads. These are several dollars less than a recent special purchase.

$10 and $16.50 dresses of wool jersey come in navy and brown and are extremely popular.

$16.50 for charming evening frocks of taffeta with flowers, ribbons and enchanting ruffles.

$15 to $45 for evening frocks of many kinds, including the lovely one of chiffon and gold lace sketched at $23.50. Others are of taffeta, chiffon and chiffon velvet.

(Down Stairs Store, Market)

Early December Sale of 600 New Coats for Women, $10 to $65

$15

$38.50

$10 for satin-lined tweed coats in black and white or soft tan mixtures.

$10 for polo coats in favorite brown or tan mixed materials with warm suede cloth lining.

$15 for plaid-back herringbone tweed coats partly lined with satin; either brown or reindeer combinations.

$25 for polo coats beautifully tailored, lined with good silk and having the new smoke-stack pockets.

$38.50 for an astonishing group of fine dress coats. Some have collars and cuffs of Manchurian wolf or caracul. Some have collars of nutria. Either straight of silhouette or youthfully bloused in back. Many are delightfully stitched into plaids or elaborately embroidered or the material is corded into stripes to make one look more slender.

$45, $55, $65 for dress coats of bolivia. Those at $65 have collars of beaver or gray squirrel. Those at $55 have becoming collars of taupe wolf. Some at $65 have collars and cuffs to match of nutria.

(Down Stairs Store, Market)

New Shoes Are Christmas Gifts a Woman Owes to Herself

Especially When Such Good Ones Are $4.85 to $6.50

At $4.85 there are some very special oxfords of tan calfskin with sturdy welted soles and low or medium heels.

At $4.85 there are also some unusually fine dress pumps in Colonial style with one strap. Among them are brown ooze leather, dull kid and patent leather with welted soles and Cuban heels.

At $6 and $6.50 are one-strap pumps of black satin, patent leather or black calfskin. Those at $6.50 have turned soles and baby Louis heels. Those at $6 have welted soles and covered Cuban heels.

Women's Christmas Slippers

include felt and leather in many pretty styles. Prices begin at $1 for felt and go up to $2.50.

Women's Spats, 75c

Sizes 13 to 3 in eight and ten button cloth spats. They are half and less than half last year's price.

(Down Stairs Store, Chestnut)

Men's Gifts Chosen By Men

Are in the Men's Furnishing Shop Down Stairs Store Gallery, Market Street

Gifts men like. Gifts selected by men who know the right thing to give to men. Neckties in down-to-the-minute colors. Shirts well cut so that you can be sure they will fit (look in an old shirt for the size). Bathrobes warm and soft and in the colors and styles usually found in the more expensive kinds.

Everything fresh and new. Christmas boxed upon request.

Men's blanket bathrobes.....$5, $6.50, $7.50, $10
Men's plain colored cotton pajamas with frogs.....$1.50
Men's white madras shirts.....$2
Mens checked shirts with separate collars to match.....$1.85
Men's woven madras shirts with colored stripes.....$1.50
Men's plain color mercerized cotton shirts with attached collars; the new blue, tan and gray.....$2
Men's rubberized tan raincoats.....$5
Men's fiber silk mufflers in black and white, black and gray and other combinations.....$2 and $3.50
Men's silk mixed crepy mufflers, not likely to stretch.....$3
Men's woolen mufflers.....$1.50, $3
Men's suspender and garter sets.....$1, $1.50

Men's Neckties, 35c, 50c, 65c, 85c

Thousands of them. Fine new neckties. Many of them specially priced. All-silk ones as well as silk mixtures at every price.

(Down Stairs Store for Men, on the Gallery, Market)

Good Leather Brief Cases, $4 to $5

Brief cases that are really "carry-alls." Papers can be carried safely in them with yet room enough for a week-end wardrobe if need be!

Made of real walrus with one pocket, $4; two pockets, $4.25; three pockets, $4.50.

Heavy black or tan cowhide brief cases with unusually long, strong straps in two-pocket style, $5.

(Down Stairs Store, Central)

Men's Linen or Silk Handkerchiefs, 25c to 75c

25c and 35c for the plain white hemstitched ones that every man likes.

50c to 75c for wider hems, taped borders or initials.

55c for extra-large white linen ones.

75c for bordered silk pongee.

50c and 75c for white linen with lavender, green, tan or blue borders.

6 for $1.25; boxes of six white linen handkerchiefs with embroidered initials. (Down Stairs Store, Central)

Luggage Always Pleases a Man

Leather Suitcases and Traveling Bags, $10.75

Men whose business takes them on frequent trips are always glad of an addition to their luggage supply.

Black or tan cowhide traveling bags with sewed frames and tan leather linings, in the good, roomy 18-inch size, are $10.75.

Tan cowhide suitcases with sewed corners, strap loops and all-around straps, come in 24-inch length and are extra deep, at $10.75.

(Down Stairs Store, Central)

Men's All-Wool Full-Fashioned Half Hose, 65c

Good "seconds" at less than half the price of the "firsts."

Popular heather mixtures, plain or with embroidered clocks. (Down Stairs Store for Men, on the Gallery, Market)

Men's Wanamaker Standard High Shoes Are $5

Men's black kidskin shoes with welted soles and rubber heels are the kind that a man can work in comfortably day after day.

Smart brogue shoes of dull black leather at $5 are for the man who wants a little more dressy shoe. These will fit and wear well.

Boys' Shoes, $3.25 and $4

Boys home on vacations will have a chance to come in and be fitted this afternoon or tomorrow.

Good tan leather shoes with welted soles and rubber heels attached are in sizes 10 to 13½ at $3.25, and sizes 1 to 5½ at $4.

(Down Stairs Store for Men, on the Gallery, Just Inside the Subway Door)

Men's Particularly Good All-Wool Overcoats $25 to $37.50

Oxford gray, heather mixed and plaid-back overcoats of chemically tested all-wool materials.

Tailored in the way they should be. Cut plenty full, so that they are comfortable and look right at the same time.

Men's All-Wool Suits, $25

Good cheviot and worsted suits for business wear. Excellent variety of patterns.

(Down Stairs Store for Men, on the Gallery, Market)

Seamless Velvet Rugs Look Well and Wear Well

Rugs like these—firmly woven of good yarns in well-chosen patterns—keep their freshness and richness through much service. Designs are picked with real knowledge of what people want and what harmonizes best with modern furnishings. They will make appreciated gifts to many a housewife.

6x9-ft. rugs.....$22.50 and $27.50
7.6x9-ft. rugs.....$34
8.3x10.6-ft. rugs.....$35 and $42.50
9x12-ft. rugs.....$37.50 and $47.50

A special group of 9x12-ft. Axminster rugs in attractive designs and colorings at $39.

(Down Stairs Store, Chestnut)

Things You'll Love to Make

A Square or Oblong of Chiffon Makes This Adorable Negligee

If you wish to give an exquisite gift and one that will be useful at the same time, make this simple negligee. Get double width material. Use a strip this is double the desired length of the completed negligee. Fold it in two and cut after the pattern "A." Bind or picot the neck opening. Finish the lower edges with fringe or monkey fur. Sew a row of fabric flowers around the neck. Run a ribbon through a casing at the neck. This negligee should be worn over a silk slip, with a girdle of flowers to match those around the neck. FLORA.

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