

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Increasing Cloudiness

What Fun to See So Many Gay Little Packages Hurrying Into Hiding Places Till That Happy Day Comes

There Are Educated Men and Women Who Sleep on Their Feet

They are going, and going all the time, but are not sufficiently awake to see clearly where their path will end them.

It is not that all the men have no lamp, but that those who have lamps let them burn so feebly.

With the lamps of good birth and fine education much is expected of them, but they land nowhere, and might just as well have been without their inherited advantages of learning and money.

[Signed] *John Wanamaker*

August 2, 1922.

The Loveliest Gift Handbags Come From Paris

In no other city in the world could such novel and beautiful designs be originated. There are exquisite silk bags with a rose pattern done solidly in steel beads. A darling little velvet pouch bag, with enamel clasp, has the velvet cut away in

points to show the bright colored silk beneath. Another wonderfully lovely bag is of silk with Point de Beauvais embroidery. Some have cut steel frames, others are jeweled. A number have no duplicates. Prices start at \$25 and and go to \$65.

(Main Floor)

Brown Cloth Gowns With Prices Dropped, Now \$65 to \$125

Of every favored shade of brown and such fashionable fabrics as Poiret twill, tricotine and novelty cloths.

Scarcely two are alike, except in being satisfactory to wear under fur coats.

One shows vertical lines of the newest ribbon embroidery—something unlike the decoration usually

(First Floor)

described in that way; another buttons high at the throat so that it can be worn on the street without a fur; another has motifs of embroidery scattered over the entire gown; another closes at the side from shoulder to foot, with bands of soutache applied in such a way as to have a curly effect. The saving on each dress is a substantial sum.

Christmas Cottons

Every dress length is put in a holiday box, and you would be surprised to know how many thousands of them are going out for gifts.

Neat percales, unexcelled elsewhere in town for 35c a yard. Dress gingham in truly wonderful variety at 35c a yard. Men's shirtings in various madras weaves, 50c to \$1.25 a yard. Flowered chintzes in pretty English patterns, for quilted frocks, work aprons or house-beautifying uses, 35c a yard.

(First Floor)

Merry Red Candles

Set among green leaves, red berries and frosted pine cones form one of the prettiest table decorations imaginable.

A big one for the center of the table, smaller ones for individual places, each small one joined to the large one by a glistening ribbon of silver. Can you picture a prettier Christmas table? Centerpieces, \$2.50 and \$3.50. Small candles, 50c each. Little red wreaths for napkin rings, 15c each.

(Fourth Floor)

Young Women's \$95 Coats With Squirrel or Beaver Collars

AT LAST another shipment has arrived! There have been any number of inquiries about it.

No wonder such beautiful coats are so popular. The material is the softest richest bolivia. In one case the model is straight and flaring toward the hem with a stitched pleated back, narrow belt and wide armholes.

The other style has the waistline sleeve and bloused back. All are crepe de chine lined and comfortably interlined and have huge collars of the finest beaver or gray squirrel. Sizes 14 to 20.

(Second Floor)

New Beautiful \$165 Coats Hint at Changing Fashions

Take, for example, a lovely cashmere duvetyne in black with squirrel collar which fastens up close to the throat.

There is a circular cape attached to the back which is flat and straight except for a few gathers at each side the waistline. One can hardly imagine how pretty it really is.

Another handsome cashmere duvetyne in black has a collar of kit fox and a pleated bloused back. It has loose panel draperies and fastens to one side.

Still another fine bolivia coat in black with black fox or brown with kit fox has a large fur collar and loose panels trimmed with the fur.

(First Floor)



What Woman Does Not Appreciate Dainty Rest Slippers?

NOT a pair here that is not dainty enough to give to the most fastidious woman.

Fine All-Wool Felt Slippers

with soft padded soles, or light leather soles and low heels—a slipper of national reputation for wear and comfort. In low-cut or high-cut models, or styles that may be worn either

high or low. Plain or ribbed-trimmed or fur-bordered. Gray, brown, dark blue, Copenhagen, pale blue, lavender, rose, pink, taupe. Priced \$1.75, \$2, \$2.25 and \$2.75 a pair.

Quilted Satin Slippers

In blue, pink, black or rose, with soft padded sole, or leather sole and heel, \$2.75. High-cut and fur-topped, with leather sole and low Cuban heel, \$5 a pair.

Motor Boots and Slipper Buckles

High fur-edged boots of black velvet or kid to slip on over evening slippers. Rubber soles and quilted linings. Velvet, \$10; kid, \$12 a pair.

Slipper buckles in every beautiful variety—French cut steel, bronze, rhinestone, marcasite and mock-jeweled gold, priced \$5 to \$50 a pair.

(First Floor)

The Most Distinctive Fur Gauntlets a Woman Can Have \$6.50 to \$65 a Pair

From England. We think there are no others like them in the city. The palms are capeskin or heavy suede, but all the rest of the glove is fur—snowy white lamb's wool, African cat, mole, coney, Tasmanian opossum or Australian opossum.

Imagine how jolly they will look and feel for skating, motoring and all outdoor sports. They are fleecy or lamb's wool lined, too. Prices are \$6.50, \$12.50, \$20 and up to \$65 a pair.

Domestic fur gloves of more familiar furs, \$4 to \$17 a pair.

(Main Floor)

Parisienne Corsets for Gifts

Dainty Parisienne corsets for evening wear, such as are particularly acceptable for gifts, include an attractive pink broche waistline model at \$15; a topless pink broche model with a delicate touch of blue, at \$15; a pink or white satin topless model edged with a puffing of net, at \$15; and an especially dainty model of pink broche with crossed elastic at the top, at \$20.

(Third Floor)

Nightgowns in Large Sizes

Made of cottons in the weights which most women prefer for winter. Low-necked, short-sleeved styles, embroidery trimmed, prices \$1 to \$1.65; with lace, \$3.50 to \$5.

High-necked with long sleeves, \$2 to \$2.75. With V-high necks, \$3. They have embroidery.

(Third Floor)

Mahogany Candlesticks

Just now the Lamp Store has a fine variety of kinds to harmonize with mantel clocks—round, square, fat and thin, with glass tops, with prices.

They have two finishes, red brown and Adam brown. \$2.75 to \$7.50 each.

(Fourth Floor)

The Most Popular Blankets We Have Known

They are the Cape Colony wool blankets at \$10 each, new lots of which are coming in almost daily. We understand that nowhere else in the country are they sold for as little as \$10, and in Philadelphia they are sold exclusively at Wanamaker.

All wool, warp and filling, and the construction is the most durable known in the weaving of blankets. Size 72x84 inches, in a choice of plain colors and in several plaid designs.

One weighs almost as much as a pair of ordinary blankets, but costs much less than a pair of anything like the same quality—\$10.

(Sixth Floor)

Inexpensive Blue Jewelry

Imitation lapis lazuli ornaments, arranged together so that they can easily be chosen, include: Necklaces of the blue alone, or of the blue beads with metal ornaments between, \$2.50 to \$12. Pendants, \$5.50 to \$9. Ear-rings, long and graceful, \$2.50 to \$11. Bracelets, \$7.50.

(Main Floor)

Big Cedar Chests of the Window-Seat Type

They are roomy and wide and have arms at the sides. Each has an inner dust-strip and the lid fits closely; there is a brace for the lid, also casters, lock and key.

Of red Tennessee cedar, beautifully marked and solidly constructed. 48 inches long, 21 inches wide and 20 inches high. With a tray at \$30; without a tray, \$27.50.

(Fourth Floor)

There Is One Supreme Gift for a Woman Who Loves Pearls

THAT is an Oriental pearl necklace—as handsome as possible and which can be added to from time to time.

The really important thing is that the necklace be of the finest quality, no matter what size the pearls, and that the pearls be of good color and luster and perfectly matched.

All these qualifications will be found in the carefully selected Oriental pearl necklaces in the Wanamaker Jewelry Store. They are mounted with platinum clasps and many have the clasps set with diamonds.

The necklaces are priced \$240 up to \$6000.

(Main Floor)

Wise People

are selecting Christmas seals, inclosure cards, stockings, ribbons and boxes now, while they can do it without hurry and jostle.

A full assortment is here.

(Fourth Floor)

The Gift of Good Linen

It may be anything from an inexpensive towel to a table cloth that is magnificent in its embellishments of fine lace and needlework.

Here are a few of many groups that should appeal to those who want linen gifts of particular worthiness at moderate prices:

13-piece luncheon sets, scalloped and prettily embroidered in a choice of five patterns, \$3.50 a set. Irish linen tea cloths, choice of

(First Floor)

Till That Happy Day Comes

"He Never Had Such a Good Time!"

exclaimed his mother when we couldn't resist reaching down to pat his soft curly hair. "He" was a little fellow in rompers, having the time of his life—right down on the floor in the middle of the Toy Store. A train had just been bought and nothing would do but that he must put "choo-choo" into action immediately. The Toy Store was



thronged, but there he was, perfectly safe and happy, even out in the aisle. It is a tribute to the careful planning of the Toy Store that this was so. The Toy Store is so roomy, so well arranged and its aisles so wide that not even such a great crowd as

(Seventh Floor)

came to greet Santa Claus could make it uncomfortable. Air is kept sweet, fresh and pure, and seeing the Toy Store, with all its marvelous sights and wonderful toys, is a delight.

Santa Claus Is Here Every Day

and the high-grade, substantial toys are worthy of such a splendid fine old Santa as he is—and of the sound, true principles of the Wanamaker Store.

It's Easy to Tell What Is Nearest the Heart of a Boy

Every action every day gives some little secret away and it's safe to say that those who know him best will pick his Christmas "treasures" in the Sporting Goods Store.

- Most likely it will be:
- Footballs \$1.50 to \$9
 - Basket Balls \$4 to \$13.50
 - Soccer Balls \$3 to \$10
 - Striking Bags \$3 to \$9
 - Roller Skates \$2 to \$10
 - Bicycles \$2.50 to \$35
 - Boxing Gloves \$2.25 to \$14
 - Sweaters \$3.75 to \$8.50
- And if the answer isn't among those things there are baseballs, exercisers, hockey sticks, baseball equipment of all kinds, and lots of other things.

(The Gallery)

From a Wife to a Husband—A Silk Lounging Gown

Scores of women every day decide what to give when they see how rich and beautiful and comfortable looking the new silk gowns are.

A whole day's shopping couldn't find a gift he would like better.

Richest of all are the gowns of English silk foulard at \$100. The outside is a wealth of color, well-chosen color daintily patterned with typical foulard effects. Inside

is the richest silk lining, padded and matted in the warmest way. And everywhere is a neat trimming of gay silk braid.

Other gowns of gloriously colored Swiss silks are covered with floral scroll and tiny figure designs. Well made and tidily trimmed. Prices \$30 and \$40.

Wool gowns, quieter in colorings but equally attractive, are priced \$25, \$30, \$35, \$50, \$60 and \$65.

(Main Floor)

Men's Handkerchiefs the Good Old-Fashioned Kind

That is, with tape borders and narrow hem.

One style is a close-weave linen which wears and washes exceedingly well. Another style is in

sheer linen and has a hand-embroidered initial.

Both are priced \$1 each or \$11 a dozen, and they are especially liked by conservative men.

(Main Floor)



Spanish Mantillas

SILK crepe shawls embroidered by the Chinese are the most picturesque things imaginable to find inside a Christmas package.

There are white ones with the design in vivid colors, black with white, all white, all black, jade with black, and black with color, and prices vary all the way from \$37.50 to \$125.

(Main Floor)

Made-to-Measure Apparel for Southern Wear

Many who are going south after Christmas are ordering gowns and sports apparel of the Women's Custom Tailoring and Dressmaking Bureau.

New designs, and the most fashionable materials for late winter wear under southern skies, are ready for inspection and choice.

The same moderate prices prevail that have helped to make the Custom Tailoring Bureau famous. Dresses to measure, including materials and making, from \$25 upward.

(Second Floor)

Personal Ornaments From the Orient

A ring bracelet of highly mottled jade is priced \$50, and the jade pendant on a cord which goes with it, \$100.

Another jade pendant, also on a cord, is much heavier and costs \$125; while its companion cord bracelet has tiny pendants of rust and green jade and is priced \$25.

A girle of carnelian circles of destiny strung on a black cord, \$125. Carnelian earrings to go with them, \$42.50.

All in the Oriental Store.

(Main Floor)

French Rose Girdles for the Debutante

In the colors to match her dance or dinner frocks, they are a charming touch to an evening gown of almost any material.

The large flat rose and hanging buds are of colored silk and the girle itself represents the twisted stem on a lattice of metal braid.

A remarkably pretty gift for \$5.

(Main Floor)



Folding Umbrellas for Gifts

Women's and attractive, indeed, coming as they do in holly boxes.

Each has its own little bag to live in besides, can be adjusted in less than a minute, goes easily into a grip or the pocket of the car and can be kept in a drawer where it will not be so likely to invite adoption. Handles vary, but all have loops.

Black cotton, \$3; silk-and-cotton, \$6 and \$7.50; all silk, \$10 to \$18.

Most styles come in colors as well as black.

(Main Floor)



Inexpensive Candies Wholesome and Good

Candy toys are beginning to be of interest, and clear red or yellow, pure-sugar dogs, owls, roosters, hens, elephants, boots, heads, Christmas stockings, etc. Priced 40c a pound.

Caramels at 30c a pound include chocolate, vanilla and nut. They are nice to put into the children's luncheons.

Assorted chocolates and bonbons make a gay appearance and do up nicely in pound, two pound and five pound boxes at 50c a pound.

(Down Stairs Store)

New Paris Perfumes

An entirely new line, from a perfumer who appreciates the importance of attractive bottles and boxes for his exquisite productions.

A long list of titled personages are among the European users of his dainty perfumes and powders. American women will like the delightful extracts, Violette and Chanson d'Éto, each \$7.50 a bottle; Maya and Fleur Ardente, \$5 and \$6.

The toilet waters are priced \$6; face powders, \$2 up; compact powders, 75c.

(Main Floor)

Hamadan, Mosul and Serapi Rugs—Gifts That Endure

Among gifts for the home, Oriental rugs hold a foremost place. Everybody understands why.

Many delightful gift-groups are now on show in the Oriental Rug Store.

Hamadans, in sizes about 2.6x4 to 3x4 ft., in a rich selection of colors, mahogany reds, dark blues, ecru, mulberry and wine shades, all of them excellent, heavy pieces, are priced \$39.

Another group is made up of Hamadans and some Serapis, in sizes around 4.6x6.5 ft., priced \$75 to \$95.

Many handsome color effects in the lot, especially in rose, blue and ecru shades.

(Seventh Floor)

The Candy Store Is Wearing Its Christmas Dress

Bright, glowing red of holly berries or poinsettias and the clear green of holly leaves.

And such Christmas favors, such delightful things to send away filled with candy.

(Down Stairs Store)

England Has Sent an Oxford That Will Stand All Weather

Heavy, warm and durable, yet it is smart, rather trim in lines and the newest of the new in fashion for men.

In general the lines are after the fashion of the brogue—somewhat modified as only the English shoemaker knows how. The leather is the most rugged Scotch grain calfskin with solid white oak soles. Inside a bleached calf lining runs clear to the toe, providing warmth and dryness.

Price, \$13.

(Main Floor)

England Has Sent Some Smart Suitings a Year in Advance

Less than a hundred in all, but there is nothing newer, for in each coloring and pattern is an indication of what the Londoner will wear next Fall.

Fine unfinished worsteds in grays and browns and blues.

Also from Edinburgh, Scotland, have come Scotch chevrons in grays and tans. Men who dress well are

(The Gallery)

Roseville Pottery Lamps

Finest of all lamps to choose for Christmas gifts and the collection is now at its best.

The vases are all simply mounted as the beauty of shape requires; and the colors include plum, flame, Chinese yellow, brick, amethyst and blue.

(Fourth Floor)