

Organ plays at 9, 11 and 4:45
Chimes and Melody at Noon
WANAMAKER'S Store Opens 9 A. M. WANAMAKER'S Store Closes 5 P. M. WANAMAKER'S WEATHER Cloudy

There's a Warm Welcome and a Feeling of Friendship at Wanamaker's and the Store Is Worth Seeing

From the Writings of the Founder

Not a Day Comes and Goes That Our Minds Are Not on a stretch all the time to make this Store, the oldest of its kind in the city, under personal direction daily by its actual founder, more worthy and useful to its patrons.
Since April, 1861, we have followed our intuitions and found ways every day of doing something we can improve.
It is not in the past we live, but each day is given to us to do something more and better for the public that has rewarded us with its confidence and friendliness.

[Signed] *John Wanamaker*



A Finer Kind of Willow Furniture

WILLOW is the best, most serviceable and most flexible member of the wicker family. Also, is the most restful. But there are different sorts of willow-furniture as there are different sorts of other things.
The most improved kind, the best kind we know of, is made specially for Wanamaker's.

It embodies the latest improved features and is intended for use with loose cushions, the backs and seats instead of being upholstered, being woven closely and finished attractively.
When stained, or enameled, the resulting color effect is unusually good. The loose cushions, combined with the upholstered seats afford comfort comparable to that of some of the big overstuffed pieces.
As in all Wanamaker willow furniture, the seats are braced with steel and all pieces are made on roomy comfortable lines with deep, restful seats.
Any piece may be bought either in the natural finish or in any finish desired.

A particularly good 5-piece suit comes in a gray stain and is upholstered in a grayish blue figured linen.
Prices are—Settee, \$145. Wing arm-chair, \$58. Arm chair, \$54. Footrest, \$14. Table with 30-inch glass top, \$23.
Another remarkably good willow suit of six pieces comes enameled in two colors and with upholstered seat and back—the settee at \$48; arm chair, \$20.50; larger size arm chair, \$22; rocker, \$22; table, \$12; end table, \$17.50.
The same suit in stained finish and with upholstered seat and back is priced \$40 for the settee, \$14 for the armchair, \$20 for the larger arm chair, \$15.50 for the rocker, \$11 for the table and \$15.75 for the end table.
And in the natural willow, unupholstered, the prices are—settee, \$34; armchair, \$6; larger size arm chair, \$11.50; rocker, \$7.50; table, \$7.75, and end table, \$13.

Mounted Combs

THE fascinating gleam and glitter of the new combs add a delightful festivity to evening occasions. There seem to be shapes for all types of head and kinds of coiffures, as well as a color for every costume.
The combs are set with imitation sapphires, emeralds and rubies for the most part and vary from the close-fitting to the high Spanish types.
Priced \$4 to \$24.
(Main Floor)

Prices Are Lowered on Children's Coats and Hats

THE coats are warm and good, in becoming little styles—and practically all the cold weather is ahead.
COATS AT \$5 TO \$18
Among the coats are broadcloths, chin-chillas and velours, tailored or trimmed with fur. There are dark and light colors among them—not every color in every size, of course, but excellent choosing.
All are fully lined and warmly interlined and there are styles for both boys and girls of two to six years.
HATS AT \$1.50 to \$10
include all the best hats of the season, mostly good tailored hats.
(Third Floor)

Women's Chiffon Velvet Gowns at \$60 and \$80

THREE models just received, one with short sleeves and side drapery, one with a surplice closing, and one sleeveless, with lining of silver cloth to its draperies and accent of silver cabochon.
They come in the most-asked-for and scarcest colors—black and brown.
The prices are substantially less than usual—\$60 and \$80.
(First Floor)

Certain Beautiful Bolivia Coats That Women Like

have just arrived in a fresh shipment. They are of the finest bolivia, soft and silky, and handsomely trimmed with fur.
One is a blouse back model with a little cape which forms the sleeves. It is in black with black fox forming the collar and banding the wide sleeve openings.
Another has a wide collar of golden beaver and the back is semi-fitted. A rather conservative coat with loose panels extending from the waistline in the back. In navy, kit fox gray, wood brown and black.
All are priced \$175.
(First Floor)

Flannellet Nightgowns

BRAND-NEW, white and striped; with collars, no collars, V-necks and kimono necks.
Prices—\$1.65 to \$2.25.
Extra sizes \$1.85 to \$2.25.
(Third Floor)

A Big Help to a Boy Is a Good New Overcoat

IN this fine, bright, roomy store of boys' clothing there is a splendid selection of overcoats representing the top notch of excellence in fabrics, making, style and finish.
It will be the easiest thing in the world to fit your boy in the right one.
In sizes for little fellows of three to 10 years the prices are \$16.50 to \$32, and in sizes for sturdy chaps of 11 to 18 years they are priced \$25 to \$38.
(Third Floor)



The Notion Store Is a Good Place to Invest PIN MONEY

PLENTY of useful pins, in which to invest it!
So many other things, too, that make sewing pleasant—the right kinds of binding tapes, exact shades of sewing silk, thimbles that fit, scissors that really cut, needle cases that immediately furnish the size you want—there is no end to the things at small prices that have great usefulness.
(Main Floor)

NEW YEAR'S greeting cards here in plenty at 1c to \$1. Also calendars for 1923, 5c to \$5.

(Main Floor)

Fine Wool Serge Special at \$2 a Yard

IN two navies and one black; an excellent weight for dresses, being the fine twill known as French.
54 inches wide.
Price \$2 a yard.
(First Floor)

Warm Knitted Night Clothes

NIGHTDRAWERS, sizes two to 10 years, with or without feet, are \$1.75 to \$3—oh, so snugly warm and protective!
Nightgowns, some with draw-strings in the hems, are in sizes for infants to children of two at \$1.35 to \$2.
(Third Floor)

A Low-Priced Rug Can Be More Than Pretty

IN fact, if it isn't more than pretty it isn't a low-priced rug. The most expensive things in the world are those that won't wear well.
Wanamaker rugs, even the moderately priced ones, are woven good clear through and they wear long and well.
Body Brussels rugs, 9x12 ft., \$56 and \$63
Tapestry Brussels rugs, 9x12 ft., \$26
Seamless velvet rugs, 9x12 ft., \$51
Wool fiber rugs, 9x12 ft., \$18.50
(Seventh Floor)

Men's Plain, Useful Handkerchiefs, 35c and 50c

JUST plain ordinary handkerchiefs that a man uses day in and day out and can't have too many of. Good squares of durable white linen, plainly hemstitched.
Father got rather left out of the handkerchief game this year, so a few of these would come in handy.
(Main Floor)

BAYBERRY candles for *New Year's Eve*, 20c a box. Two in a holly box, all nicely wrapped, with an appropriate verse for all good things in the New Year—what a nice greeting for friends!
(Fourth Floor)

Charme D'Amour That Lovely Queen Mary Fragrance

(And one is always so sure of the quality of Queen Mary toilet preparations.)
Extract, \$1.50, \$3 and \$5.50
Toilet water, \$3 and \$5.50
Face powder, \$1.50
Sachet, \$1.50
Talcum, 75c
(Main Floor)



The London Shop Tailors Are Dressing Men Up for the Southland

MANy are the frills and little differences of the newest sports attire. For instance, the four plus knicker is much the rage, and rightly so. It adds four inches in length from the knee point. In tweed or homespun or any of the other imported material for sports wear it is ultra smart.
Extra sports coats or whole suits—either two, three or four pieces—are being made from some of the most striking fabrics that have come over the sea in years. Scotch tweeds, in the homespun or overlaid effects, Orkney tweeds, Shetlands and homespuns are the most chosen ones.
Flannel trousers, either white, plain gray or striped gray, and serge trousers in plain white and white with stripes, of course, will be much worn.
(The Gallery)

The Oxford a Man Wears in Winter

HEAVY, warm and dry. But with it all they must be neat and fashionable looking.
A new style in such Oxfords just arrived. Essentially they are brogues in shape, but little differences here and there show how the fashion is going to turn.
Black and tan and the price is only \$6.40.
(Main Floor)

Almost Every Day Brings New Cape Colony Wool Blankets

BED coverings of any kind never have created such an unusual and constantly increasing demand in such a short time.
One of these blankets is almost as heavy as a pair of ordinary blankets, but the price, \$10, is much less.
The Cape Colony wool of which they are woven warp and filling is long, warm and serviceable, and the construction is the most durable known in blanket weaving, the warp thread and the weft thread being of the same weight.
Size, 72x84 inches, in plain colors or plaid designs.
(Sixth Floor)

Folding Umbrellas in Cases \$5 to \$12

EASY to fold or open and they are good-looking umbrellas that any one would be glad to carry.
They are in an assortment of covers and handles that one doesn't always find even in straight umbrellas! Splendid things to keep handy in a traveling bag or office drawer!
There are both men's and women's, of black cotton at \$5 and of silk-and-cotton at \$7.50.
Women's silk umbrellas, with distinctive handles, are in black and colors at \$10 to \$12.
All fit into neat leather cases.
(Main Floor)

New From the Orient

A CHARMING necklace of white carnelian beads, graduated, is priced \$85.
Another of dark red carnelian beads, also graduated, \$85.
And a third new necklace is of dark green malachite and priced \$85.
(Main Floor)

A Little Sale of Handbags

JUST one or two of a kind and some show signs of handling.
There are leather handbags of all sorts and sizes and all are special value—\$1 to \$5.
(Main Floor)

An Unusual Group of Herez Rugs, \$37 to \$45

HEREZ is in the mountain district east of Tabriz and southwest of the Caspian Sea. It is one of the Oriental districts in which the modern rug is a great improvement over those of earlier times.
Herez rugs show the true Oriental feeling. They are closely related to the Serapi family.
Typical Persian colors prevail in this group, chiefly rose, blue, a dark blue in most cases, and ecru.
All-over figure patterns are the rule and sizes average about 3.5x4.6 ft., prices being exceptionally low, \$37 to \$45.
A companion group comprises Beluchistans, attractive pieces in dark mahogany reds, combined with dark blue and effective touches of ivory.
Average size, about 3x5 ft., remarkable at \$25 to \$35.
(Seventh Floor)

