

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  
Rain

# Waving Palms and Sun-Lit Sands Have Beckoned and Merry Folk Are Turning Southward

**From the Writings of the Founder**

**It Has Been a Good Rule for the Writer**

to read books and newspapers and to listen to preachers and lecturers with a pencil in hand and to write a word or two of a sentence printed or spoken which helps me to recall what I have read or heard.

The fact of writing something that impresses us is helpful also in remembering it.

[Signed] *John Wanamaker*

## Some Women Need New Handbags About Now

—especially after the mad scramble of Christmas shopping that handbags have been through.

Fresh and charming bags of soft chiffon velvet, duvetyne and jacquard silks are in flat shapes, puffed shapes and gathered shapes. One has a sphinx head for a clasp. Another shines with marcasite and

one can choose from a number of colored stones for adornment.

All of the bags are made in the careful way that characterizes Wanamaker bags and the linings and fittings are lovely.

A wide choice in navy, black, heaver, brown and beige at \$5 to \$18.

(Main Floor)

## Fine Southern Gowns Demand the Finest Corsets

Some of the new Parisienne novelties for Southern wear certainly are the finest.

Imagine an exquisite pink and blue silk brocade topless corset, with no boning over the hip and the new cording to make the back flat and straight. The trimming is footing and blue ribbon and the price is \$25.

For a bride going South on her honeymoon or any woman who likes dainty things, there is a white satin step-in girdle covered with Brussels net and designs in lace. A frilling of the net trims the top and the bottom, \$35.

Another pink satin girdle step-in is hand-painted on the straight flat front and there are tiny roses around the top, \$40.

Many other exclusive novelties, quite as lovely, have arrived in the fine Parisienne corsets, going up to \$75.

(Third Floor)

## The Woman's Custom-Tailoring Bureau

is taking orders for dresses for Southern wear. Many new Spring models are here and also new Spring fabrics. As usual, moderate prices prevail.

Wool crepe dresses, \$25. Gingham dresses, from \$15 up. Fancy cotton voile dresses, \$25. Canton crepe dresses, \$30 and up. Tweed suits, \$55. Point twill suits, \$75.

(Second Floor)

## Young Women's Sports Coats of Fine English Fabrics

They are cut just like a man's overcoat—raglan shoulders, vent back, patch pockets and all.

Even the materials are of fine English coatings of the type used in the best overcoats for men. In soft mixed colorings, russets, wood browns, misty purples and greens.

Exactly the kind of coats that young women like to slip over sports clothes or riding habits. Also welcome as an extra wrap in the motor, as they are thick and warm.

14 to 20 year sizes, at \$65.

(Second Floor)

## Layettes May Well Be Chosen Now

The daintiest new things are in the Salons for Infants.

Little new hand-made slips show bits of real lace. The Japanese hand-embroidered things are especially lovely. So many exquisite things and so many really pretty, inexpensive things.

One may select a layette for as little as \$10 or make it as elaborate as one wishes—up to \$500. A layette may include shirts, bands, dusters, flannel petticoats, lingerie petticoats, dresses, slippers, knitted and silk squares, blankets (so many kinds), quilts, a wardrobe, a crib and a bassinet.

(Third Floor)

## Jade From the Orient

In the Oriental store are many lovely personal ornaments, beginning with necklaces. They run from a small knotted spinach green necklace, at \$75, to a beautiful pure green one, at \$450.

Pendants are from \$50 for one on a black knotted cord to \$550 for one of emerald green jade mounted with tourmalines and seed pearls.

Rings are priced \$15 to \$60—the first of nuttop-fat jade and the last jade almost wholly green.

Flexible bracelets—pearls and jade or jade alone—\$40 and \$65. A twisted ring bracelet of multifat, \$50.

Earrings, \$22.50 to \$350.

(Main Floor)

## The Hall Clock Tells When It's New Year's

But that is, by no means, its most important work. It must tell the accurate time every moment during the 365 days in the year and for many years in the future.

A good hall clock can be depended upon, but a poor one can't. Only the best makes of hall clocks are admitted to the Wanamaker Clock Store. They are housed in fine mahogany cases worthy of the clocks themselves.

Chiming hall clocks from \$385 for one with Westminster chimes only up to clocks with three chimes each from \$550 to \$850.

(Main Floor)

## Fleur d'Or

—that delightful fragrance, made especially for us by Claire of Paris! Many women would be delighted to take a set of Fleur d'Or with them to the Southland.

Perfume is priced \$5. Toilet water, \$5. Face powder, in white, natural and brunette, \$1.50.

(Main Floor)

## There Still Is a Toy Store!

Santa doesn't pack it up in his bag ("Some bag!" the boys would say) and take it back to the Northland with him.

It's a great big Wanamaker Toy Store all year round. There are always plenty of healthful outdoor toys that children need at all times.

Then there are birthdays! Seem to be a lot of them in January, too—and there are new toys for every one.

(Seventh Floor)

## BAYBERRY candles, every way charming, make excellent New Year's greetings. Two in a holly box, 20c.

(Fourth Floor)

## Novelty Tissue Voiles

are among the first of the new cottons and as crisp and fresh as possible.

Some are in small checks with embroidered dots, some in larger blocks, and some in blocks with hemstitched outlines, and all the colors are dainty.

Yard wide and \$1 a yard.

(First Floor)

## Handkerchiefs That Must Go to the Tub, 25c

All are specially priced, as any one can see at a glance at the distinctive designs, without examining the good quality of the linen.

All colors and all kinds—hemstitched and rolled hems; colored centers and figured borders; white centers with colored borders, etc. It's a fine opportunity.

(Main Floor)

## Large Rugs Are Hard to Find, People Say

Wherever big homes look beautiful, most people know right away that the rugs came from Wanamaker's.

There's a wonderful showing of large rugs here—the best woven, and every one a marvel of coloring and designing.

|                   |                     |
|-------------------|---------------------|
| 11.8x15 ft.       | \$101.00 to \$232   |
| 10.6x13.6 ft.     | \$145.50 to \$209   |
| 10.6x12 ft.       | \$129 to \$185      |
| <b>Axminsters</b> |                     |
| 9x15 ft.          | \$91, \$91 and \$95 |
| 11.8x15 ft.       | \$94.50 and \$109   |
| 12x13 ft.         | \$133.50            |

(Seventh Floor)

## Some More Boys' Overcoats Are Here

The worst of Winter is yet to come, but the best overcoats we have ever had for boys are here in good assortment.

New lots have been coming in almost every day to keep the assortments fresh and interesting.

Such handsome models and smart-looking fabrics have never been seen in garments of the kind.

And every coat in the collection is as good as it is good looking.

For boys of 11 to 18 years, \$25 to \$38.

For boys of 3 to 10 years, \$16.50 to \$32.

(Third Floor)

## Florida, the Mediterranean, the Bermudas, the Caribbean—here are the lures away from Winter. Here are the promenades, the gay clubs, the basking beaches and endless hours of sport outdoors.

And for those hours there are Fashions—vanguards of things that will be the vogue of Spring.

They are at Wanamaker's now, a brilliant company to take where brilliant people gather.



Blue Skies, Green Palms and White Shores Will Be a Perfect Background for These

## Lovely New Fashions for the South

SIMPLICITY itself—oh, yes!

But what a charming simplicity it is; what pure bright colors—greens, pale blues, yellows, scarlets, generally used with white; what simple lines; what really exquisite and novel fabrics from the looms of France!

Very, very many of the dresses are sports dresses, the sort that are put on in the morning and can be worn all day. Among them are such fashion features as these:

Collars which may be worn high or low, and narrow sashes or belts which tie at the sides.

Novel materials—such as fine white silk tricollines, closely printed in rose color, or many heavy dark colors; woven basket weaves in scarlet or yellow (used in coats to white crepe frocks with scarlet or yellow embroidery); cotton crepes printed in vivid colors; silk sponge cloths combined with crepe; batiste with eyelet work in colors, and so on. All materials, by the way, are imported.

Sleeves short, hardly more than caps; the exceptions to this being long bell sleeves.

Box pleating appearing even in the coat sleeves of a white Canton crepe coat-and-dress suit.

Coats very straight or flaring; always very simple.

White wool sponge appearing in coats and dresses with bodies of colored silk.

Paisley printing in delicate colors combined with white.

Brightly bordered white silk handkerchiefs used as drapery on white dresses.

Among evening gowns the most important feature is the new jewel work, combined with beads and making the most artistic decoration imaginable. It appears on all white gowns, and on black and white; sometimes the jewels—many colored—are used on white. One pure red gown has red jewels.

There are many more points of interest—see can only invite everybody to come and see them for themselves.

Prices are really moderate, being \$32.50 to \$315.

(First Floor)

## Fresh and Beautiful as Spring, Are the Hats for the South

TOMORROW they will be shown for the first, and lovelier or more novel fashions rarely have been devised.

There are many interesting new notes which every woman will want to discover for herself.

But among the more important features which can't well be overlooked are the many charming hats in Bankok straw for sports. A soft draped band of three shades of crepe being the only trimming.

Other sports hats with Paris' favorite bandanna trimming in Persian, Egyptian or batik patterns. These hats will be much worn for tennis or golf.

For afternoons or to wear with one's more elaborate frocks there are exquisite flower-trimmed hats in timbo straw or crin, in Milan or leghorn, broad-brimmed or becoming poke shapes and the flowers are all from Paris. Also many fetching little toques in opalescent silks of radiant hues. These are very fashionable.

Prices begin at \$15 and go upwards.

(Second Floor)

## These Are the Mesh Bags to Be Carried South

THEY are the very newest. The mesh is different and as pliable as fabric could be!

They are more charming and delicate than any mesh bags of former seasons. The newest striped kinds are here, too. They combine deep red gold with silver or green gold (all plated) in a most delightful way.

Priced \$19 to \$28.

Green gold is a favorite, and these plated bags have interesting tops, sometimes with an imitation jewel in the clasp. \$16 to \$53.

Purses of plated green gold, \$7.50 to \$33.

Some have fine fringe, often in points.

(Main Floor)

## Sun-and-Rain Umbrellas for Southern Fashion

THEY must have distinction of some sort to be included in the South-going wardrobe. These, with harmonizing velvet cases and longer handles, have it.

They are necessarily long-handled to show the cases to advantage, and the handles have an interest of their own, as well. It is smart to have one to match the costume, and the colors are here. Most also have leather thongs to match and amber bakelite tips.

Other colored silk umbrellas that will be used for the sun have touches of sterling silver about them and there is considerable carved bakelite.

Priced \$10 to \$18.

(Main Floor)



## Every Thoroughbred Youth Going Back to College Has a Thought of Good Clothing Stored Away in His Mind

And before he bids goodbye to the folks at home he's going to dress up in a new suit and a new overcoat.

Christmas checks are coming here every day—a sensible way to use them young men think—and fathers by the score are bringing their college-bound sons for the clothes that look different.

It doesn't take a college course to prove that good clothes are the only kind it pays to buy—and good clothes mean Wanamaker clothes to the college youth as well as the man who has made his mark in the world.

Suits that fairly stalk with the vim and spirit of youth. Light suits, smart suits, yet nothing extreme about them and every one well made.

Overcoats that call to mind the chaps along the Pieddilly. And side by side with them the great coats that speak for nothing so much as robust American folks.

In many ways daring coats—altogether away from anything that ever has been in color or modeling. But all in taste and all the kind that are dear to the heart of youth.

Suits from \$25 to \$55; overcoats from \$25 to \$100.

(Third Floor)

## More of Those Good Scotch Grain Oxfords for Men, \$7.75

A few hundred pair have gotten in—every pair worth several dollars more and every pair built bigger than weather and wear.

Hunting high and low, here are just the oxfords nine men out of ten would pick out for Winter.

Either tan or black and made of the best Scotch-grain calfskin. Double white oak soles run clear to the heel. In style they follow the lines of the brogue but are rather plain and trim.

(Main Floor)

## Red for the New Year's Table

Red twily sticks, red straws, red mints and, oh, the many bright red hard candies, to gladden and gleam and make the table a jolly joy to look upon! 70c a pound.

Salted nuts—there must always be salted nuts for New Year's day—\$1.50 a pound.

Jack-Horner pies for the table are in the form of red balls or decorated red bells, with twelve favors, at \$10.

Red snapping bonbons, 60c to \$3 a dozen.

Little red baskets for nuts, 20c and 25c.

Such things are needed for the holiday-week party, too!

(Down Stairs Store)

## American Dinner Sets Unusual at \$15

Sets of 106 pieces, of fine American semi-china in a choice of two decorations, one a gold band, the other a pretty gold lace design.

Complete sets in every detail and considerably under the regular price at \$15 a set.

Another exceptional group includes American semi-china dinner sets of 47 pieces, services for six persons. Decorations consist of pretty baskets and flowers done in natural colors.

Exceptional at \$8.50 a Set

Imported china cups and saucers—of fine thin ware in a choice of three handsome decorations, splendid values at \$6 a dozen.

(Fourth Floor)

## First Corded Dimity Bedspread Sets in Years

Not since the first years of the war has there been a new shipment of these desirable acreages and sets.

The makers then turned their attention to other lines, but now they are making these goods again and this new group was turned out specially for Wanamaker's.

Known as corded dimity, they have scalloped edges and are

finished in a fancy striped effect on the sides, the spreads being made with cut-out corners.

In the largest double-bed size, 90x100, and priced at \$5 a set (spread and bolster cover).

We have also opened three new boxes of satin-finished spreads in elaborate scroll and floral patterns, done in low relief.

Hemmed, made in size 80x90 inches by the best mill in the United States and priced at \$6.

(Sixth Floor)

## A New Direct Shipment of Beautiful Chinese Rugs

Bought practically off the loom and shipped direct to Wanamaker's.

Splendid, heavy qualities with long, thick nap, just such rugs as give no end of service.

Beautiful choice of color effects in wonderful blues, tans and rose shades, in patterns of a refined character showing of floral effects, urns, baskets and other conventional devices.

Carpet and smaller sizes included, the carpet size pieces, approximately 9x12 ft., priced \$325 to \$350.

The other sizes are 2.6x4.6 ft., at \$25 to \$30; 3x5 ft., at \$40 to \$45; 3x6 ft., at \$50 to \$55.

Of course, there are many carpet sizes larger than 9x12 at prices in proportion, including rugs in sizes 11x15 to 12x15 ft.

(Seventh Floor)