

# Cheer Up! Brighten Up! Dress Up! For the Holidays Are Coming

## When a Man Loves No One But Himself

he will find out some day that he has fallen into hard times.

To be without friendships of the right kind is to narrow oneself and to deprive oneself of the luxuries of living by failing to choose or keep up honest, wise and judicious companionships.

Lonely people are often so because of their own selfishness. Form early friendships and do not lose them.

[Signed] *John Wanamaker*  
November 17, 1922.

## Riding Habits for Girls, Young Women and Women

Custom made, exclusively for us, of the most approved English materials and in the best English models. Straight or flared coats. Breeches cut on the new corset-fitting-knee model, reinforced at knee and seat.

Prices are lower than last year, and quality higher. From \$35 to \$72.50.

Separate riding breeches in all desired materials, \$13.50 the pair.

(First Floor)

## The Prettiest Handbags Are of Silk or Duvetyn

They are the kinds that fashion decries for afternoons. They are much more ornamental, much more beautiful than the practical leather pocketbook or handbag.

According to the costume and the color of it, one would choose silk, velvet or duvetyn, which feels and looks like velvet. The most fashionable shades are black, gray, blue, brown, fawn or beaver.

Between \$2 and \$5 there is a really marvelous assortment. All are the finest materials, beautifully made.

(Main Floor)

## "Let Us Send for the Violet Man"

we say when we go to Paris. And in comes the man who makes nothing but violets—makes them so exquisitely and perfectly that you would think them freshly gathered from a dewy lawn, or heavy with fragrance from the greenhouse.

Shy violet, rich household violets, from him we buy both kinds.

Specializing in rare and fragile orchids is the work of one Frenchwoman. From another we get only waxy gardenias.

Waterlilies, roses, wistaria, primroses, mimosa, geraniums, nasturtiums, phlox, sweet William—did you ever see such a garden of lovely flowers? They are wonderful in their truth to nature. Only France could make such perfection. They will never fade!

You may buy them reasonably in the Millinery section and wear them, or use them for table decoration.

(Second Floor)

## Pretty New Girdles, and Inexpensive, Too

Some with metal chain run through colored rings are only \$1.75, and they are unusually good looking.

Others of all metal in dull old gold or silver finish or they are combined with celluloid ornaments.

They go up as high as \$6.50.

(Main Floor)

## Women's Oxfords and Tongue Pumps, \$8 to \$12

Oxfords of tan or black calf, straight-tipped, well-soled, and military-heeled, \$8 a pair.

Of heavy grained tan calf with round toe, wing tip, low broad heel, and stout sole—a good style for woolen hose—\$9 a pair.

Tongue pumps of tan calf with medium toe, Cuban heel and welted sole, \$11. Of black patent leather with medium toe, turned sole and high Spanish heel, \$12.

(First Floor)

## Penn's Colors in Women's Accordion Ribbed Silk Stockings \$5 a Pair

An extraordinary little lot that, through an accident of the trade, will sell at just one-third of what the same goods in less brilliant colors are priced.

Red and blue combination only at this price.

(Main Floor)

## Nearly Every Woman Wants Bolivia Coatings

At least every woman who wants a coat that is suitable for all occasions.

The finer all-wool Bolivia coatings are wonderfully soft, light in weight and warm.

They are used in the hand-somest wraps and especially the draped ones.

Black, brown, navy, reindeer, tan, a medium shade of blue and mahogany are the colors most often chosen.

All are 54 inches wide and \$6 to \$12 a yard.

(First Floor)

## Letitia Girdles of Pink Elastic

made of the strong surgical webbing usually put only into higher-priced corsets.

Fashioned on straight lines, and unusually firmly boned at the sides, in order to maintain this straight effect.

Both closed-back and laced-back models, some especially designed for college girls, others long in the skirt.

Unusually good for \$4.50, \$5.50, \$6.50 and \$8.

(Third Floor)

## Children's Bathrobes Should Be Warm Ones

They may be of Turkish toweling, corduroy, eiderdown, blanketing or quilted silk with wool between.

There is a good assortment of bathrobes in all these materials and the prettiest colors.

Prices start at \$2.25 for a nice little blanket bathrobe for a two-year tot up to the loveliest quilted silk robe at \$15 for a sixteen-year girl.

(Third Floor)



## Young Women Will Find Surprising Frocks at \$25 and \$45

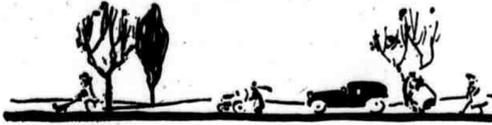
Much finer quality and more distinctive styles than such prices ordinarily buy.

At \$25, really-smart tailored frocks of fine twill, silk-braided or embroidered, many with metal girdles. And quite out-of-the-ordinary afternoon dresses of Canton and satin-faced crepe, crepe de chine and embroidered crepe.

The \$45 group is all in rich silk or satin crepe weaves, most of them beautifully draped, and with many novel touches in the way of sleeve and girdle. Rich-colored bead-work at girdle, wrist and panel ends embellishes some of the loveliest. All are exceptional.

Sizes 14 to 20, and black, navy, light and dark browns among them.

(Second Floor)



## 250 Dresses for Women, Special at \$18.75 and \$25

Afternoon and street dresses, of satin-faced crepe, crepe de chine, Canton crepe, matelasse, Georgette, wool Canton and Poirer twill. The most-wanted dark blues and black chiefly, but some browns also.

Among them are tailored dresses of astonishing style and quality for so low a price; smart-looking coat-frocks; and effective afternoon dresses in draped or undraped models.

All are of considerably higher value.

Sizes from 34 to 44 are included.

(First Floor)

## Ready-to-Wear Sports Hats—\$1.75

For women, young women and schoolgirls.

Soft shapes of velour and scratch felt, with nothing on them but a band of grosgrain ribbon. Brims that may be worn up or down, and crowns that will look well crushed or uncrushed.

A particularly good color assortment, including bitter-sweet, pearl, beaver, sand, beige, cherry, navy blue, brown, black, wistaria, green, drab, tile, blue and copper.

\$1.75 is, of course, a most unusual price.

(West Aisle)

## A Good Day to Choose the Young Woman's Coat

Specially priced at \$25 are several good sports models. Soft woollens in camel-hair colorings, satin-lined throughout. Or double-faced mixtures, shoulder-lined only. All raglan sleeved, generously pocketed and belted.

\$37.50 is the special price on raccoon-collared sports coats of wool mixtures, shoulder-lined; and on attractive dress coats of soft ribbed bolivia, in brown, reindeer, black, navy, satin-lined to match.

Special at \$45 are crepe de chine-lined bolivia coats with black wolf collars. Black and colors.

At \$95 are fine coats of thick deep-piled bolivia, collared with natural or dyed squirrel, beaver or kit fox. In black, navy, brown or kit fox gray, and in bloused-back or straight models.

All in sizes 14 to 20 years.

(Second Floor)



## Practical Coats of Hardy Muskrat Fur

A fur that stands up well under hard service. So universally becoming to the younger set that one thinks of it as a young woman's coat, but many older women who desire a fur coat for general all-around service choose it before any other.

An exceptionally fine collection is priced \$125 to \$300.

The skins are as finely and softly worked as satin, the linings and finish are beautiful, and the variety is sufficient to satisfy each individual taste.

(Second Floor)

## Women's Practical Tweed Coats at \$25, \$37.50 and \$45

Taking them all in all, they are the best everyday coats for women out in all kinds of weather, who want warm coats that will stand hard wear.

There are half a dozen styles, in pleasant toned mixtures and plain colors. They are all-wool mostly with contrasting or plaid backs.

Some at \$45 are entirely silk lined.

The plainly tailored way they are made is especially suitable for sports or business.

(First Floor)



## There's Not a Better Suit at \$25 Nor a Better Overcoat at \$35 This Whole Land Over

Better in fabrics, better in lining and finishing, better in tailoring and better in all the little fixings that go to make a suit or an overcoat good.

They have been put up against the others and compared and found to be better. They have been worn by hundreds of men and proved themselves to be better.



### And So It Is With All Wanamaker Clothes

The best the country offers are selected and improved wherever Wanamaker experience can improve them.

They are good clothes through and through. And they will stay good despite the wear.

There are plenty of suits at \$25, but the best selection is around \$40 and \$45.

There are plenty of overcoats at \$35 with lots of others around \$50.

(Third Floor)

## Where Else Can a Man Find So Many Good Hats?

Every shape, every style that well-dressed men have accepted as being right for the season. Becoming hats in the "tones" that are so much in favor.

And prices are just as varied as the hats themselves—\$3, \$4, \$5, \$6 and so on.

(Main Floor)

## Paisley! Paisley!—Where Will It Stop?—Neckties Have Caught It

Colors and patterns and everything race all over the newest ties. Paisley from start to finish and men have taken to the idea with a real liking.

Colorful ties, in big bold figures, but pretty things. Not nearly as gaudy as a man would think.

But there are thousands of other kinds. Thin little stripes, or the glaring college stripes or the tiny figures on dark grounds. All fashionable and all here at 65 cents.

(Main Floor)

## Men's Woven Madras Shirts at \$3 Are Unusually Good

Day in and day out shirts of the first order. The kind that look neat enough to wear anywhere and are sturdy enough for months of service.

In neat thin stripes, broader stripes and the ever-popular seersucker stripes.

(Main Floor)

## Nine men out of ten are wearing oxfords. Here Are Some Good Oxfords at \$6.40

Heavy, sturdy oxfords that will do the whole winter through.

Of grained calfskin in either black or tan. Naturally the last follows the lines of a brogue, the soles are double white oak, stitched aloft, and rubber heels are already on.

Rather plain shoes, but up with the style and good.

(Main Floor)

## What Kind of a Golf Ball Do You Find Best?

All that are turned out by the best makers are here, and beyond a doubt your favorite is among them.

Most men like the famous Silver King at \$12 the dozen.

Others prefer the Radio, Mystery or Diana, at \$9 the dozen.

Red Flash at \$7.80 the dozen is good and so is the Taplow at \$6.80 the dozen.

They are the Wanamaker famous six, but there are any number of others here, including Dunhill, Kro-Flite, U. S. Royal, Black Domino, Baby Dimple and Glory Dimple, all between \$6 and \$12 the dozen.

(The Gallery)

## If Any Child Wants Really Warm Hands

let him or her be fitted in a pair of fine Wanamaker lined gloves.

Fleece-lined and fur-topped capskin, \$2.25.

Fleece-lined strap-wrist mocha, \$2.

Strap-wrist capskin, fleece-lined, \$1.35 and \$1.65.

(Main Floor)

## 500 Pieces of Rich Sparkling Cut Glass at Half

A remarkable purchase of a discontinued pattern from one of America's best known factories.

The finest quality of sparkling crystal in a beautiful deep cutting of roses and leaves combined with a handsome miter design.

A splendid opportunity to save liberally on Christmas gifts.

(Fourth Floor)

## Madeira Linen Centerpieces, \$2.50, a Gift Seeker's Opportunity

Of pure linen, hand-embroidered and hand-scalloped, 24 inches in diameter.

Choice of six dainty patterns. A new special group, bought at a saving and offered at an exceptional price, \$2.50 each.

(First Floor)

## Kitchen Helps

Butter cutters, which produce a curled up rosette of butter with little effort, 35c.

A long-handled cooking fork of stainless steel, \$1.

Uniformly cut French fried potatoes will brown uniformly. A clever device for cutting several at once, 75c.

A heavy kitchen knife with a ten-inch blade and a good strong beech-wood handle, 75c.

An eggater fryer with a wire basket for draining off the grease, 75c.

Patty irons in pretty shapes are 75c set for the deep kind and 50c set for the shallow ones.

(Fourth Floor)

## Football Candy Scores a Goal

When the conquering hero returns and is given a dinner, there should be an appropriate favor at each plate.

For example, a small football player mounted on a cake of chocolate, 75c each for the smaller size, \$2 for the larger one.

Football to be filled with candy are also attractive, 20c, 25c and 30c each. Larger ones, \$1.75 each. Small clear candies to fill them, 70c a pound.

On the table one might use chocolate straws, 70c a pound, and assorted crisp nut squares, \$1 a pound.

(Down Stairs Store)

## New Victor Records Released Saturday

In response to many requests for a vocal record of "Three o'Clock in the Morning" there will be released tomorrow a record of this popular selection sung by John McCormack. Ask for 66109. Price, \$1.25.

In addition are four other new records:

18957 Nellie Kelly, I Love You (from musical play, "Little Nellie Kelly"). American Quartet.

You Remind Me of My Mother (from musical play, "Little Nellie Kelly"). Henry Burr.

18958 Homestead, Fox Trot, White-Mother and his Orchestra.

18959 Over-Nothing, Fox Trot, Great White Way Orchestra.

18964 Tomorrow, Fox Trot, Great White Way Orchestra.

You Gave Me Your Heart, Fox Trot, Great White Way Orchestra.

18965 I Wish I Could Shimmy Like My Sister Kate, Fox Trot, The Virginians.

Good-Bye, I Hate to Go Home Alone, Fox Trot, The Virginians.

Each is 75c.

(Second Floor)

## Something to See Every Step of the Way in the Wonderful Christmas Toy Store

It is not only the great quantity and amazing variety of toys that make this the greatest Toy Store of all. There is an undeviating high standard of quality. Here are toys that last.

NOTE: Much that is entirely novel, having been brought from far corners of the world, cannot be replaced and it is unavoidable that for the best choice, selection must be made early. But, we will store anything bought in the Toy Store until delivery is desired.

(Seventh Floor)

