

STORE CLOSED ALL DAY MONDAY

WANAMAKER'S

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WEATHER
Cloudy

Two Great Sales Will Usher in the New Year at Wanamaker's

Tonight at Midnight, When the Clock Strikes Twelve

we will stop writing nineteen twenty-one on the top line of our letters.

The United States Mint, of which our city is proud, after next Monday will stamp 1922 on its coins.

Would that it were possible to turn the course of the Delaware River into our businesses and homes to cleanse them free of faults and follies, to begin a new life worthy of our historical birthright, inherited from George Washington, Thomas Jefferson, Benjamin Franklin and their associates!

Our city needs a new and larger heart of civic pride and a creating hand and an outlook of vision, pride and purpose.

This city is like a store or like the great mills of John and James Dobson and the Bromleys in Kensington, each of which is not only the offspring of its founders, but is exactly what its workers have made it.

The writer trusts he will be forgiven if it be a fault to refer here to the enterprise and zeal of our city in 1871, when the population was (1870 count) 674,022, and it undertook to celebrate the Centennial and gathered the world in Fairmount Park, where the Memorial Hall and Horticultural Hall remain as permanent exhibits of the public spirit, pride and enterprise of its citizenship of that time.

Now with a population of 1,934,000 (1920 figures), which in 1926 will be probably 2,250,000, we have become stalled in a rut with no one to help the Mayor pull us out.

Where is there a John Welsh, Frederick Fraley, John Price Wetherill, N. Parker Shortridge, Anthony J. Drexel, Jay Cooke or Thomas A. Scott to lead Philadelphia at this hour of supreme need to create a Festival of Peace to gather near Independence Hall the dejected and distracted nations of the earth to sit down together in good will near the old elm tree of Governor Penn, to form a fellowship of re-employment, reconstruction and prosperity to "last as long as the waters run" and the sun shines?

We ought to be able to do as well as the Quakers and the Indians did in their alliance of peace.

[Signed]

John Wanamaker

December 31, 1921.

Enter—the Wanamaker Winter Sale of White

Presenting Ultra-Modern Undergarments at Old-Fashioned Prices!

EVERY woman has a keen eye out for new features, for the latest expression of Fashion's whims, in her more intimate garments as well as her exterior clothing; but what woman objects to paying what Mother used to pay?

In this Winter Sale of White, to open on Tuesday next, both of these privileges will be hers—to help herself from an assemblage of thousands of desirable undergarments—NEW, FRESH, fashionable, and of infinite variety in style—and to pay the smallest prices for these high-grade offerings that she or that we have seen since the monkey-wrench of war was thrown into the economic machine to affect even such simple things as the price of a cotton chemise, a silk petticoat, or a baby's wee white dress.

A more advantageous opportunity could not be offered to the women who, years upon years, have relied upon

This Original Wanamaker Institution,

the Winter Sale of White, to outfit them in under-things for the coming six months or a year, with the greatest daintiness at the least expenditure.

In this whole famous series of sales, the Sale of January, 1922, will be the latest and it will be the greatest of them all.

More garments than we've assembled in any Sale held since the war: women's undergarments, negligees, aprons, corsets, shirtwaists, overblouses—children's garments—even towels and other useful household linens will be included. The variety is so great as to turn any pen giddy in the attempt to describe a tithe of them.

Qualities Are Unexceptionable

Every year the making of fine "undies" for fastidious women is brought to a higher degree of skill and taste.

Fewer frills, perhaps, but finer finishing; less froth of lace, but finer laces!

In these Wanamaker White Sale garments, all the laces are dainty, and, incredible as it may seem, on a \$2.85 nightgown, and on a dainty Porto Rican blouse, priced but \$3.85, there is trimming of real hand-made lace!

Materials are the worthwhile kinds; sheer batistes, lovely nainsooks, exquisite silks—nothing "common" about even the lowest-priced undergarment, which is a 50-cent corset-cover.

Correct cut and honest workmanship, too—no mean "skimps." Everything new and absolutely fresh, ordered expressly for the Sale and ticketed with—

Prices You Haven't Heard Of for Years!

The range of prices appears on this page.

Look them over—you, of course, did so before reading anything else on the page.

Are they not pleasantly reminiscent of the prices you remember paying, or Mother paying for you, in the older and more normal days?

Quantities of the garments are half regular prices; the remainder average one-third less than regular.



Where White Sale Prices Start and Stop Undermuslins

Nightgowns, 75c to \$9.50.
Chemises, 75c to \$5.50.
Combinations, \$1 to \$1.75.
Drawers, 50c to \$1.50.
Bloomers, 50c to \$1.75.
Corset-covers, 50c to \$1.
Short petticoats, 50c to \$1.50.
Long petticoats, 85c to \$7.50.

Hand-Made Embroidered Philippine Garments

Nightgowns, \$1.85 to \$7.50.
Chemises, \$1.85 to \$3.85.
Drawers, \$1 to \$1.85.
Petticoats, \$1.50 and \$1.85.
Silk Undergarments
Chemises, \$2 to \$5.50.
Nightgowns, \$3.85 to \$10.50.
Camisoles, \$1 to \$8.50.
Bloomers, \$2 to \$5.

Corsets

65c to \$5.
Shirtwaists and Overblouses
Cotton, \$1.85 to \$5.
Silk, \$1.85 to \$12.50.

Other Garments for Women

Flannelet nightgowns, \$1.
Silk petticoats, \$2.85 to \$3.85.
Flannelet waistcoats to wear under coats, 25c. (Limited quantity.)
Lustrous cotton petticoats, 85c and \$1.
Aprons, 18c to \$1.
Bathrobes, ripple elderdown, \$3.85.
Striped Japanese cotton crepe kimonos, \$1.85.
Boudoir caps, 35c to \$1.

Children's Garments

Drawers, 25c to 75c.
Princess slips, 45c to \$1.50.
Dresses, colored, with and without bloomers, \$2.25 to \$6.75; 2 to 6-year sizes.
Dresses, white, 85c to \$2.50, 6-month to 2-year sizes.
Creeper and rompers, \$1.75 to \$3, 1 to 5 year sizes.
Boys' wash suits, \$1.75 to \$3.50, 2 to 5 year sizes.
Infants' long slips, 50c to \$1.50.
(Locations: Main Floor and Third Floor)

Ready—The Wanamaker Yearly Sale of Furs

Our Full, Fine Stocks Reduced 25 Per Cent
"AH!" SAYS My Lady Thrifty. "Just what I was hoping for!"

"Hurrah!" cries the exultant daughter of the house, laying down the tiny handkerchief with which she has been making furtive dabs at her eyes. "Now, old Santy, I don't care if you *did* leave that fur coat out of my stocking!"

"Now," says Father, Husband, or haply an open-hearted big brother, "you must go in town and select your own Christmas or New Year's gift for me. If it comes from Wanamaker's, we can trust the values, and at 25 per cent off, I call it an opportunity."

Everybody calls the Wanamaker Yearly Fur Sale an opportunity who has a chance to see its goods and its prices!

This Alone Is a Wonderful Thing—All the Fashionable Furs!

A fur sale is not in itself a peculiar Wanamaker institution.

All retailers prefer not to carry over Winter stocks into the next season.

Therefore, it is no wonderful thing that you can get a price-concession on a nice-looking fur piece or coat toward the end of the Winter, when the first crocus appears—likewise, maybe, the first moth.

But the Wanamaker Annual Sale of Furs is held at the date of greatest service to the customer: sharp on the minute of the arrival of the New Year, which usually introduces the first real Wintry weather, when warm, fluffy furs become no longer a charming ornament, but a vital feature of one's protective clothing.

This year of 1922 makes its bow on Sunday; therefore, the Store will close on Monday, January 2, in celebration of the New Year holiday, to reopen at 9 A. M. January 3d, with a Fur Sale embracing our entire stock of furs, every piece priced 25 per cent less than the price it bears today, December 31st.

With fur prices ascending as they have been doing, this is an important occasion for all who value economy.

Figure It Out

Today you may be in the Store, looking at a handsome fur coat whose price is \$400. Next Tuesday it will be as handsome as ever, but, if still here, it will be \$100 less.

We call these stocks full because they *are* full. The Christmas buying drew heavily on them, but we did not permit them to run down in assortment or



Good Reading in the Wanamaker Fur Sale Prices Fur Coats

Hudson seal (dyed muskrat) coats, self-trimmed, short and long styles, \$262 to \$487.

Hudson seal (dyed muskrat) coats, trimmed in beaver, natural squirrel and skunk, \$288 to \$561.

Mole coats, \$337 to \$468.

Natural muskrat coats, \$131 to \$300.

Caracul coats, \$337 to \$600.

Marmot coats, \$67 to \$112.

Nearseal (dyed coney) coats, \$67 to \$112.

Other fur coats in mink, natural squirrel, kolinsky, Persian lamb, racoon, nutria, beaver, Alaska seal and leopard, various prices, each 25 per cent less than formerly.

Fur Neckpieces

Hudson Bay sable, \$35 to \$109.

Russian sable, \$150 to \$450.

Silver fox, \$206 to \$562.

Dyed blue, black, brown and gray fox, \$30 to \$80.

Skunk, \$30 to \$150.

Mole, \$20 to \$90.

Baum marten, \$35 to \$60.

Stone marten, \$35 to \$60.

Mink, \$22 to \$90.

Beaver, \$50 to \$125.

Lynx, \$50 to \$130.

(Second Floor)

qualities, because that is not the sort of store we keep.

As shown by the wide range indicated in the framed announcement to the right, you will find when you come in here Tuesday morning, not

"All that was left of them—
Left of six hundred—"

but a splendid display of MANY hundreds of fur pieces, scarfs and coats, made up in the greatest imaginable variety of styles and combinations, and in fresh condition, unhandled and unrummaged over.

It is a matter of common knowledge that furs bought here are absolutely guaranteed to be authentic and in the prime of condition.