

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Cloudy and Colder

Probably the Most Profitable Page to Read in the Whole Paper

"Life Is Short" and Why Should Advertisements Be Long?

This is a sensible and half-original aphorism worth remembering.

It is respectfully submitted to the business fraternity as a new year's thought.

I propose a toast to be drunk in-side-r by all present at the table, namely—

Good health and prosperity to advertisers in 1922 who practice shorthand in order to gain more readers and be richer and happier ever afterwards.

Remember the fate of long sermons, long public speeches, and long advertisements.

Let us have better newspapers with more news and less advertising and thus get more readers.

[Signed] *John Wanamaker*

January 5, 1922.



New Sports Millinery for Southern Wear

Soft hats of Milan hemp, in the new beige and lark and pleasant tans, have wide velvet ribbon encircling the crown and falling in loops or a bow at the side. Others have many soft loops and folds of Georgette.

Hats of the glistening licere straw in dark or light colors are smartly trimmed with ribbon or quills.

These and others of the new sports hats which exactly duplicate some of the prettiest millinery that Paris is sending to the Riviera.

Prices are \$20 to \$28.

(Second Floor)

Hamadan Rugs Just Out of the Bales—\$27 to \$37.50

Several customers have been asking for rugs of this kind. It will interest them to know that we have just received this new shipment.

The rugs are very good specimens of their kind, heavy in weave and soft and silky in texture.

They come in the usual

(Seventh Floor)

colorings of Mosuls—ecru, blue and red—all of a soft, dark cast.

The sizes are especially convenient and desirable, 2.3 to 2.5 ft. by 3.6 to 4.6 ft., and prices are moderate in the face of market values now prevailing—\$27, \$30, \$35 and \$37.50.

Men's Redleaf Golf Jackets 'Greatly Reduced'

A limited number of as fine golfing jackets as you will find in this country. Cashmeres, alpaca mixtures and Scotch chevrons in blue, gray and brown mixtures and some checks. Best choosing in the smaller sizes, but practically all sizes to start with.

To make a quick clearaway we have priced these fine coats \$10 each. They were nearly double to more than three times this price.

Also some good sweaters, vests and slip-overs reduced to \$3 each.

(Main Floor)

Men's Handkerchiefs of Quality

At \$11 a dozen (\$1 each), we have a group of white, pure linen, tape-bordered, or with tapes through the center.

For service and looks these are particularly excellent, and men who know a good handkerchief when they see one will like them.

For men who like a dash of color in their handkerchiefs we have a remarkably good lot in practically all desired shades, some with hand-rolled hems, some with quarter-inch hemstitched hems, all marked at a low special price—75c each, \$8.25 a dozen.

(Main Floor)

Men, Here's a Great Shoe for Golf

It is a high shoe, of tan Scotch grain calfskin, with saddle over instep, soft, plain toe and brass eyelets.

A good-looking and comfortable shoe in a style much favored.

Price \$14.

(Main Floor)

MUSIC ROLLS AND THE CABINETS FOR THEM

You will enjoy that player-piano you got for Christmas so much more if you have a good selection of rolls to play on it. Here is a wide range of all sorts of music in rolls that will fit all standard makes of player-pianos.

And handsome cabinets to keep rolls and sheet music in, and which are fine pieces of furniture in themselves.

(Second Floor)

EIDERDOWN BATH ROBES SPECIAL AT \$3.85

Pink, blue or rose eider-down, collar and cuffs bound with satin. Cord girdle. A special White Sale Value.

(Third Floor)

Lamps Shades Candles

—A Glorious Sale
Our whole great stock of lamps and shades, lamp shades, and candlesticks (not sundries and fittings) is reduced 10 to 50 per cent in the January Sale.

Hundreds of beautiful floor lamps, table lamps, bridge lamps, piano lamps, boudoir lamps, etc. Parchment shades and silk shades will go out every day to brighten up old and new homes.

We have never had such a collection and never had such a sale.

So worth while are they that they are going very rapidly.

(Fourth Floor)

This Great Snowy White Sale Is a Money-Saver

It is rich in values that are of interest to every woman. Prices on domestic and imported underclothing average 33 1-3 per cent below usual. Some garments are a third less, some a full half less, none offer a smaller saving than one-quarter less.

More important even than the low prices is the quality of the garments. It is a delight to go from table to table examining the fineness of the materials, the daintiness and good taste of the trimmings, the careful making of each article.

It is a long time since women were able to find such undermuslins at such prices, in so great a variety of good and tasteful styles.

Nightgowns go from 75c to \$9.50, with especially good values at \$1, \$1.50, \$1.65 and \$2.

Chemises from 75c to \$5.50, with exceptional choosing at \$1, \$1.35 and \$1.50.

Bloomers, drawers and corset covers start at 50c. There are short petticoats from 50c up, long petticoats from 80c up, and combinations from \$1 up.

A quantity of fine hand-made underwear is priced at an average of about half.

Hand-Made and Hand-Embroidered Philippine Garments

are priced very reasonably—chemises and nightgowns from \$2.65 up, petticoats \$1.50 and \$1.85, and drawers \$1 and up.

There is plenty of dainty silk underwear at lower prices than ever before.

(Third Floor)

Fine Hand-Made Blouses at \$3.85 in the White Sale

Porto Rican blouses of white batiste, hand made and ornamented with hand drawnwork and real filet edging on collar and cuffs are specially priced at \$3.85 in the White Sale.

Blouses of white or pastel-colored batiste with hand-drawn collars and cuffs and wide filet lace on collar are also \$3.85.

Fine white French voile blouses, hand made and hand drawn, with filet insertion and edging, are priced \$5, and worth half as much again.

(Third Floor—Main Floor)

The Annual Sale of Hurt Books Starts Saturday January 7th

(Main Floor)

BOYS' WINTER UNION SUITS SPECIAL AT 85c

First grade goods, made of Winter-weight ribbed cotton, in grays for boys of 4 to 10 years, and in ecru for lads of 12 to 16 years.

Because these suits represent a mill's clearaway you save a third on them.

(First Floor)

OUTFITTING THE TRAINED NURSE

is a part of the work of the Custom Tailoring Bureau. Uniforms and capes are made to measure of desired materials at the lowest prices compatible with good workmanship.

(Second Floor)

DRESS SERGE \$7.25 A YARD

An uncommonly fine quality of all-wool French twill navy serge. It is very good in color and an excellent weight for women's and children's dresses. The width is 10 inches.

(First Floor)

DELICIOUS STRAWBERRY CANDIES

Strawberry cream-covered caramels, 80c pound. Fresh strawberry wafers, 80c a pound.

Also ready are many novelties for engagement parties—novelties in pink, snapping mottoes, Jack Horner pieces, dolls dressed as bridesmaids and so on.

(Down Stairs Store)

Cedar Chests at the Low Prices of \$18 and \$18.50

These cedar chests are the factory clearance of a good manufacturer whom we deal with the year round. They are made of red Tennessee cedar, guaranteed against splitting and warping, are dust proof, and each is equipped with lock, key and casters. Moreover, the chests are in the most wanted sizes:

41 inches long, 20 inches wide and 19 inches high, price \$18.

43 inches long, 20 wide and 17 high, \$18.50.

On each size of chest there is a saving of something like \$10 or \$12.

(Fourth Floor)

Electric Sewing Machine Special, \$58

The well-known Western Electric portable electric sewing machine, sold elsewhere for a price much higher, only \$58, so long as the lot lasts.

Sewing machines may be purchased on \$2 initial payment and \$1 weekly, if desired.

(Fourth Floor)

DAINTY VANITY HANDBAGS AT LOWERED PRICES

Smart little envelope book of black patent leather and black and colored morocco, with purse and mirror and all with inner frames.

No matter how many other handbags she has, a woman can always use one of these.

New prices are \$3 to \$5.50.

(Main Floor)

Woodsilk Curtains and Lace Bedsets Half and Less

The woodsilk curtains are for single doors. They are an odd lot, in green, brown and old rose. All are at half or less, and some may be a little bit muddier.

For single doors, price \$3 each.

The bedsets are in various laces, on foundations of scrim or net. There, too, or at least some of them, may have lost their original freshness, but they are in no sense materially damaged. Now half or less at \$5 to \$15 each.

1000 YARDS OF FINE VOILE NOW 25c A YARD—hitherto more than twice as much.

(Fifth Floor)

Seven Lots of Linen Towels Lowered in Price

All of pure linen from the looms of Scotland and Ireland.

Guest and regular sizes included. Hemmed huckaback towels with damask borders, 14x21 inches, now 40c each. Guest towels, neatly hemstitched and with damask borders, 14x22 inches, now 50c each.

Exceptionally serviceable Scotch huckaback towels with hemmed ends, 20x37 inches, now 50c each.

Hemstitched huckaback towels with damask borders, 18x35 inches, now 75c each.

Hemstitched huckaback towels with medallion borders, 20x36 inches, now \$1 each.

Two grades of towels at \$1.25 each, one in the huckaback, the other in the bird-eye weave, both with hemmed ends and of very good quality; sizes 20x36 and 20x38 inches. These are in a fine, soft finish and combine good looks and good service qualities.

(First Floor)



For Young Women—Unusual Street and Afternoon Gowns

A group of street and afternoon dresses of unusual individuality have just come into the Young Women's Store.

A gown of heavy black Canton crepe combined with bright Paisley messaline is \$42.50.

The gay Paisley silk is combined with Poiret twill to form a charming and original costume, completed by a little coat of the twill. This is \$38.

An overskirt-or-cape costume is of heavy Canton crepe. The graceful overskirt drapery with its sash may be removed

entirely and used as a becoming cloak. This original and attractive gown in henna, dark blue, brown or black is priced \$35.

Coatee dresses of Poiret twill are in the fashionable beige and brown, or midnight blue and silver at \$38.

Other extremely attractive models, in cloth, Canton crepe and crepe de chine, are \$45, \$48 and on up to an effective gown of silver-gray crepe de chine, beaded in hydrangea blue, at \$98.

Sizes are 14 to 20.

(Second Floor)

Women's Bolivia Coats Down to \$150

Half a dozen styles of these fine coats with massive collars of wolf, beaver and dyed squirrel. The bolivia used in them is uncommonly fine and rich, the designs are rather simple and the linings nothing short of beautiful. Many of the coats have the deep armholes. Black, browns, taupe and dark blues are the colors.

The first prices were from \$25 to \$35 more.

(First Floor)

Women's Velvet and Fur Cloth Dresses at \$42.50

We have taken more of these dresses out of our stocks and added them to the already noteworthy group at this price. They have shallow necks and long, three-quarter and cap sleeves; they come in black, lovely brown tones, and dark blue, lighter blue and colors like jade.

They are altogether delightful because of their richness and are the first favorites this season for informal dinners, besides theatre and afternoon wear.

Savings on each dress are \$15 upward.

(First Floor)

Still Good Choosing in the Women's Shoes at \$4.75

They are high shoes of black or brown or tan calf, or of soft black kidskin, some with Cuban, some military and some low, broad heels. They include broad or narrow toes, laced or buttoned tops and styles for business, street and dress wear.

All at \$4.75 a pair, which is about half former prices.

(First Floor)

Washable Laces—Specially Priced

Fancy cotton laces, intended for use on underwear, lingerie and camisoles, bureau scarfs include edges and insertion 1 1/4 to 6 inches wide, and 5c to 60c a yard. Imitation filet and imitation filet crochet are the kinds.

Valenciennes edges and insertions are wonderfully good at 40c to 60c for the dozen yards.

(West Aisle)

The Children's White Sale

Some of the daintiest of white dresses—voiles, batistes, lawns and dimities, smocked and plain, lace and embroidery trimmed, sizes are 2 to 6 years; prices \$2.75 to \$5.

Colored cotton dresses with bloomers, \$2.25.

New supplies of little White Sale underclothes also have arrived—princess petticoats, infants' slips, nightgowns, night drawers and regular drawers among them.

(Third Floor)