

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
Fair

January at Wanamaker's Is Noted for Its Money-Saving Opportunities

All the Great World Forces Producing Art Textiles and Fabrics

quote this store as a foremost representative of the

AMERICANISM OF STOREKEEPING

and our favorable relations with them in this country and abroad enable us to be constantly supplied with the best merchandise as rapidly as it comes out.

We are pleased to maintain the kindly interest of many years with the makers of trustworthy articles and fabrics.

The best of everything lasts so much longer and always looks good.

[Signed]

John Wanamaker

January 7, 1922.

New Millinery at Moderate Prices

Monday a flock of attractive new hats at \$10, \$12 and even lower prices will settle down in the Moderate-Priced Millinery Salon. They are likely to be off again quickly, for they are quite the most attractive small-priced hats that have lately appeared.

They are silk, Canton crepe, satin, satin-and-straw, nearly all in small and medium shapes, of a kind that can be put on and worn at once in this climate.

A Russian turban in hydrangea blue silk with beaded brim is \$12. A petite hat of henna silk with great cherries at the side is \$10. A pretty jade green turban embroidered all over in white and gold is \$11.50. Others equally jaunty and pleasing are even less.

Black and high and sober colors will be found among them.

(Second Floor)

Hardy Coats of Fur in the Annual Sale

Such furs as natural muskrat and marmot make ideal sports coats, and at the same time have the merit of being equally good for street wear. In all our coats of this kind the skins are particularly well worked.

Natural muskrat coats, some self-collared, some with collars of another fur. 36 to 40 inch lengths. \$131 to \$175.

Marmot coats, usually plain, but a few of the higher-priced sorts trimmed. Lengths 33 to 40 inches, prices \$67 to \$115.

A few other sports coats are of leopard and brown ponyskin.

(Second Floor)

"What an Opportunity to Get a Handbag!"

Think of beautiful duvety and velvet handbags at \$2 and \$3!

And good leather handbags at \$1.50 to \$2.75!

Clearaway prices which are close to half the prices for which these bags have been selling.

The duvety bags are in brown and beaver and the velvet bags in black and brown.

The leather bags, which are all in the new, flat styles, are alligator and spider calf-skin in gray, brown and tan, and black cobra grain leather.

(Main Floor)



Babies' Dresses in the White Sale

Quantities of sheer, dainty little things have come in for this second week of the Sale. They are for the tiniest babies of all and for the others up to two years. Those which are machine made are \$1.25 to \$3.50 and those which are hand made—having wee yokes and hand embroidery—are \$3. Heaps of other things for the babies and children are in the White Sale, beginning with layettes and ending with petticoats for young girls.

(Third Floor)

Printed Cotton Voile 38c and 50c a Yard

The voiles are in dark colors chiefly, with delicate, indefinite designs upon them in white and light colors. Width, 32 inches.

(First Floor)

NEW quilted negligees of changeable silk are \$15 each in the French Room. They are in lovely colors—orchid, rose, blue, gray, apricot and purple.

(Third Floor)

Wanamaker Special Corsets

in the Sale of White include such models as these:

Topless pink broche corsets at \$1.50 and \$2.

A coutil model, topless, at \$2 and one with a low bust at \$1.50.

Pink coutil corsets heavily boned at \$2.50.

Lace-front corsets at \$2 and \$2.50.

Pink broche topless corsets, \$3 and \$3.25.

(Third Floor)

A Favorite Scent

Charme d'Amour is one of the best-liked Queen Mary toilet preparations. It has a delicate bouquet odor, and is attractively put up. The extract is \$1.50, \$3 and \$5.50, face powder and sachet, each \$1.50; toilet water, \$3 and \$5.50.

(Main Floor)



Women's Fur-Trimmed Coats at \$200 and \$300

Nearly a hundred women can still find something beautiful among these fine coats which have just so much from their first prices—from \$50 to \$125, as a matter of fact. They are cut from the richest bolivia cloths and silk-and-wool duvetynes in such colors as Volnay red, Sorrento blue, midnight and navy blues and

black. The furs which appear in collars and cuffs (and often other trimmings) are beaver, dyed caracul, flying squirrel, mole, wolf, Australian opossum and gray squirrel, and the entire effect is one of luxury.

The styles include both coat and wrap designs. Prices \$200 and \$300.

(First Floor)

A New and Charming Jersey Frock for Young Women—\$14.50

Specialty shops in this and other cities are selling this same smart two-piece model in a little heavier jersey for more than double this price.

Ours is a good firm wool jersey, in beige, gobelin or navy blue, henna and walnut brown.

The skirt is both box and side-pleated and the overblouse is shirred on a wide elastic girdle, forming a

charmingly youthful hipline. White linen collar and cuffs finish the neck and long sleeves.

In sizes 14 to 20, priced \$14.50.

In the same sizes is a cleverly tailored new one-piece coat dress of good navy blue tricotine braided in black with black satin vest. The price of \$28 is surprisingly low for its style and quality.

(Second Floor)

1000 Silk Overblouses at One-Half and One-Third Value—\$2.85 Each

Every blouse of the thousand is usually at least twice this price, and some three times as much.

Examples are: A dinner blouse of black silk shadow lace and satin. A waistcoat blouse of taupe taffeta and Georgette with touch of pink. A navy messaline overblouse embroidered in

white. A white or colored satin overblouse with flet-edged Georgette collar and vest.

There are nine models, including black, white and colors, and the materials are Georgette, satin, lace, crepe de chine, taffeta and combinations of these silks, laces and crepes.

(Third Floor)

Silk Underclothes at Wonderful Savings in the White Sale

The many women who wear these dainty silken underthings are finding delightful styles in this Sale at extremely low prices. Silk chemises start at \$2, nightgowns at \$3.85, camisoles at \$1, and bloomers at \$3.75. In every detail of quality and style they are far above ordinary values. Newcomers in the Sale are these especially good silk garments:

Nightgowns of Flesh Pink Crepe de Chine at \$5

One with square neck, shirring, lace insertion and satin ribbon. Another with lacy top and shoulder-straps of the lace. The third a hemstitched, tailored style with short kimono sleeves.

Chemises of Flesh Crepe de Chine at \$2.85 and \$3.85

One with broad tucks and lace insertion, the other with lace edging and insertion, shirring, two-tone ribbon bows and ribbon shoulder-straps.

Chemises of Radium Silk at \$4.85, \$5.50 and \$6.50

Pink, blue or orchid, trimmed with hemstitching, fine picot edging and best quality satin and moire ribbons. One has a touch of handwork.

Camisoles of Flesh Satin at \$1

with ribbon-run lace tops and satin shoulder straps.

Besides silk garments the White Sale contains wonderful values in domestic undergarments of white nainsook and cambric, and in Philippine hand-made and hand-embroidered garments.

(Third Floor)

Women's Black Shoes at \$4.75—Extraordinary Value

Several hundred pair of fine, high black shoes have been added to the clearance of women's higher-value shoes at \$4.75.

They are laced shoes with cloth tops, dull calfskin vamps, narrow toes and Cuban heels. They regularly sold for more than twice this price.

There is still excellent choice among the various good black and tan shoes priced at \$4.75 for early disposal.

(First Floor)

Men's Fine Pajamas of Imported Poplin

Because of its great durability, poplin is an excellent fabric for pajamas, and because of its density it makes good winter pajamas. Moreover, very fine poplin, like this, has a sheen to it that resembles silk.

Two new lots of severely plain pajamas in the style many men prefer have just come in. One lot of superb English poplin, in white and tan, at \$8.50, and the other of fine poplin, in white only, at \$5.

(Main Floor)

Here's a Great Winter Shoe for Outdoor Men!

It is a heavy black box calfskin blucher with full, broad toe, double sole all the way back to the heel, inverted welt and rubber heel.

For policemen, postmen, firemen or others requiring unusually stout and damp-proof footwear, it cannot be surpassed.

The price is \$9.

(Main Floor)

How About Your Share of Hurt Books?

Here are thousands of them to pick from—books which were damaged more or less in the Christmas scrimmage and have been reduced to a fraction of their original prices on that account.

Fiction, history, children's books, general literature—all are spread out on tables easy of access in the Book Store.

(Main Floor)

A Little Lot of Dinner Sets Special at \$62 a Set

This is a great deal less than the other sets belonging to this group sold for.

So much less that at the new low price, \$62, they are very unusual.

They are of Nippon china, and come in two patterns, one a conventionalized border

(Fourth Floor)

with forget-me-nots and roses in black panels and with coin-gold handles and coin-gold edges.

The other pattern is a border design with panels in sea green and rose garlands between maroon lines.

All are sets of 106 pieces.

New Shipments of Fine Wilton Rugs

make selection in these particularly desirable floor coverings unusually good.

9x12 ft., \$84, \$105 and \$120.

8.3x10.6 ft., \$78.50 and \$109.

Also new 9x12 ft. body

(Seventh Floor)

Brussels rugs at \$60.

Special

Wilton rugs in 9x12 ft., \$68.50, and 8.3x10.6 ft., \$67.50.

Velvet rugs in 9x12 ft., \$40, and 8.3x10.6 ft., \$37.50.

Irish Table Linen, \$3.50 and \$4.50 a Yard

In quality and weight these are goods that can be absolutely depended upon.

They were made specially with the purpose of turning out the best grades obtainable anywhere at these prices, and they fill the bill. Both are full-bleached pure linen damasks, one somewhat heavier and finer than the other, and both are 72 inches wide.

Breakfast Table Cloths, Special at \$4.50 Each

A recent special purchase of pure linen cloths in a soft, mellow finish, size 60x60, suitable for breakfast-room use and marked at a special price—\$4.50 each.

(First Floor)

Women's Mussed Handkerchiefs at Half

White handkerchiefs, colored handkerchiefs, all of pure linen, all with hemstitched hems and all at half the former prices.

(West Aisle)

Take Your Choice of Hundreds of Pieces of Upholstered Furniture at One-Third to One-Half Less Than Former Prices

Take your choice, but please take it at once.

This is an opportunity which permits of not a moment's delay.

The furniture is the kind we have been selling for years.

The frames, the fillings, the coverings—all are good and dependable—none more so.

Tapestry, velour, mohair and some real leather coverings.

Many fine, luxurious overstuffed pieces in the collection.

Some pieces in a combination of upholstery and cane paneling.

Individual pieces can be bought in most cases, but some suits are so very exceptional that they can be sold only as suits.

The important thing to keep in mind is that the opportunity is unprecedented at this time and that you must take advantage of it at once if you are to take advantage of it at all.

(Fifth Floor)



Handsome Mahal Rugs at Notably Moderate Prices

These recently unbaled pieces are especially notable for the richness of their colorings and for the soft, lustrous nap, back of which there is a good, substantial body in the weave to insure plenty of service.

Grounds of deep blue or soft rose are profusely figured and flowered. Sometimes the ground is a mahogany red with a border elaborately figured in ecru.

Flower designs are liberally used and tan, ecru and ivory white are quite prevalent in the general color effect.

For such good-looking pieces prices are distinctly moderate.

Mahal Rugs	
10.7 x 9.2	\$215
8.8 x 7.2	175
10.2 x 7.4	165
10.10 x 7.3	157
10.5 x 6.10	145
10.3 x 7.2	\$167
10.7 x 8.8	235
10.7 x 7.0	157
11.0 x 6.11	185
11.2 x 8.5	195

Saruk Mats
Average size 1.6x2.6.....\$27 to \$30

(Seventh Floor)

Lamps to Light the New Year—the Annual Sale

10 to 50 per cent reduction now on our whole stock of electric lamps and shades, candlesticks and shades (not sundries and fittings).

Boudoir lamps, table lamps, bridge lamps, floor lamps in the greatest variety.

Silk shades and parchment shades for lamps and candlesticks. The most admirable collection we have ever seen.

At 10 to 50 per cent reduction in this sale.

(Fourth Floor)

SOME of the most delightful models for little tea-table covers and napkins have their first showing in the Art Needlework Store Monday. The material is a firm, fine-bleached muslin, on which the design is stamped and applied in color; the table cloths are 36 inches square and sell at 50c each; and there are napkins to match at 50c for four. There are two designs for tea tables and two for game tables—all charming.

(Second Floor)

You Can Buy a Phonograph Here in Haste or at Leisure

Without Repenting Either at Leisure or in Haste!

"No phonograph unless a WORTHY phonograph"—is the policy of carefulness we both preach and practice.

Often—sometimes two or three times daily—we receive requests to do that which we cannot do—to take in part exchange for one of our new, high-grade phonographs some inferior-grade instrument; one that was of little enough account even when new, and of still less in its premature old age; one with which the rash purchaser has become heartily disgusted.

"The only way to prevent what is past," said Mrs. Malaprop, "is to put a stop to it before it happens."

If you select Wanamaker's as a store in which to choose a phonograph, you will be amazed at the choice offered in different sizes, styles, woods and designs—the largest assemblage of the kind to be seen in any retail store.

Yet it is in another sense a rigorously EXCLUSIVE assemblage, being representative solely of the four famous instruments which we confidently believe to be the world's leaders in quality and value, and which we can therefore confidently guarantee—

Brunswick Cheney Sonora Victrola

All are obtainable in the handsome console models now so fashionable, as well as in the compact uprights.

(Second Floor)