

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

# After All, Business Is Pretty Much What You Make It

## Of the Three Men Who Planted This Business

Two are still on the captain's bridge taking reckonings and watching thankfully the time-tried compass and quadrant by which we have sailed steadily and safely for a lifetime.

This staunch, old, well-trying ship of trade and service has stood the storms of over three-score Winters, gone through three serious and costly wars, and weathered the panics of 1861, 1873, 1915-17, and it never

**stood up so finely**

as it did this last holiday season in its helpfulness to its increasing patrons and in its satisfaction to its owners and its many attendants.

We are glad that each year's experiences add to our education and the strength, virility and excellence of what we are doing in striving to make good what many persons say of us—that we have given Philadelphia the best Store in the United States.

*(Signed)* **John Wanamaker**

January 9, 1922.

## Some Amazing Spring Suits at \$35—for Women

Women who are exacting as to materials, color and cut are particularly invited to see them. The suitings, basket weaves, tweeds and homespuns—all imported—are delightful in color, their pure fresh grays, rose color, violet, tan-and-brown and tan-and-green, and their browns being perfect for Spring days. The linings of fine peau de cygne match the outside; the coats are rather short, and there are half a dozen models, all beautifully smooth as to the shoulders and snug as to the necks, and the skirts are a trifle fuller.

The suits were made in our own workrooms and by our best tailors.

(First Floor)

## More Women's Bolivia Coats at \$150 Arrive

Only twenty-five, but they have been such favorites on account of their quality and their conservative style that we shall probably wish we had more.

They are of fine heavy bolivia in a straight, belted style, with set-in sleeves and ample fullness, and their deep collars and cuffs are of beaver, wolf and mole. Colors are navy, taupe, Malay brown and black. \$150 is less than we have ever asked for such coats.

(First Floor)

## Fresh Cotton Frocks for Girls of School Age

Such a busy section as this is—fitting out all the girls of 6 to 14, whose mothers have learned what sensible and pretty frocks can be had at Wanamaker's.

New gingham dresses in black-and-yellow, green, pink or blue plaids, with hand-embroidered white pique collar and cuffs, large pockets and tie sash, are \$4.50.

Gingham bloomer dresses in pink, blue or green checks, with square neck and short sleeves, are \$6.50.

White dotted Swiss dresses with collar, cuffs and sash of pink, blue or maize organdie, are \$8.50.

The materials of all are good, and the dresses well-made.

(Second Floor)

## Custom Tailoring Prices for January

One-piece cloth tailored dresses with long cloak to match will be made to measure during this month at a special price of \$60.

Tailored suits of tweed or homespun will also be made to measure at \$60 during this month.

Dresses of various materials are made to measure at very reasonable prices.

(Second Floor)

## Women's Two-Strap Calfskin Pumps at \$8.50

Dull black calfskin with medium toe, Cuban heel, welted sole, straight tip and considerable perforation. The two straps buttoning at the side make this an especially becoming type of footwear.

For women who like a practical street oxford of more conservative type than the mannish brogue, here is an exceptionally good chestnut tan calfskin oxford at \$14. It has military heel, medium toe with straight tip, welted sole, and answers all the requirements of good sense and durability without extreme mannishness.

(First Floor)

## Corsets in the White Sale

One extremely pretty topless L. R. model is of pink broche, well boned and with elastic gores in the skirt. Price \$3.

Madame Lyra corsets of pretty pink broche are topless, with elastic, long skirts, eyelets and elastic below the front steels. Price \$4. Ordinarily these are at least twice as much.

(Third Floor)

## Here Comes a New Lace

It is a broche lace, the broche design wrought upon a net foundation and the whole both rich and graceful in effect. Nothing better has yet come out to be used for entire dresses or sleeves or draperies. And it is not expensive, the 32-inch all-over being \$5.25 a yard. Colors are fuchsia, black, white and brown.

But if you prefer other laces, either real or machine made, be sure that you will find a good collection of them here in the Lace Store.

(Main Floor)

## Two-Toned Veilings

Veils with bright-colored chenille dots on darker mesh are as becoming as they are smart. Among the many new combinations just in are fuchsia dots on black mesh, orange on navy, coral on blue, beige-and-brown. These and other color combinations are priced 85c to \$1.50 a yard.

(Main Floor)

## Net Neckwear

Collars, vestees and collar-and-cuff sets of white or ecru net, trimmed with lace, are specially priced at \$1 and \$1.50.

(Main Floor)

## That Famous \$1.50 Wool Serge

Women have bought the earlier shipments so eagerly that we are uncommonly glad to have another lot of it. It is fine and rather soft, of excellent weight for dresses, and the colors are brown, navy and black.

Width 48 inches. Price \$1.50 a yard.

(First Floor)



## Skunk, Black Lynx and Beaver Furs

In all three furs the neckpieces begin with rather small shawl collars and run up through the various shapes and sizes to the really splendid larger pieces.

Beaver neckpieces start at \$33 and end at \$100.

Natural skunk neckpieces—and there is no fur that is more generally becoming, hardy and fashionable—are \$35 to \$168.

Black lynx neckpieces start at \$60 and end at \$138.

(Second Floor)

## A Fine French Black Satin at the Long-Ago Price of \$3

For the first time in years we have from one of the most celebrated silk-makers in Lyons one of his most beautiful products, a soft dull-surface black cashmere-weave satin of exquisite quality to sell at the almost-forgotten price of \$3 a yard.

This silk for years has been more than double this price. The present quantity is limited to 600 yards, and we do not know that we can get more to sell at \$3.

It is all 40 inches wide, and a very great favorite with women who know beautiful fabrics.

(First Floor)



## Philippine Garments in the White Sale at Lower Prices Than Ever

Every woman knows that these undergarments made in the Pacific Islands are entirely made by hand and beautifully hand embroidered.

The materials are batiste of both sheer and substantial weights. Where laces are used, they are excellent, and the ribbons are of good quality. In addition, all our Philippine garments are cut to American patterns.

### Many of the Nightgowns Have Set-in Sleeves

At \$1.85 are nightgowns with scalloped edge and kimono sleeves. At \$2.85 the gowns have beautiful solid embroidery work, and either kimono or strap sleeves.

At \$3.85 are a number of styles, some with the lovely open-work ornamentation as well as embroidery. Particularly good are three styles with set-in sleeves at this price, one with low neck and short sleeves, the other two with high neck and long sleeves. All the sleeves are set in with fine veining, and the long ones are finished with embroidered ruffles.

Other Philippine gowns at \$5 and up to \$7.85.

### The Chemises Have French Fitted Backs

Envelope chemises start at \$1.85 and go to \$3.85. Straight styles are \$2.35 to \$3.50. All are remarkable values, most of them richly embroidered.

The drawers at \$1 and \$1.85 are equally good values, and are all hand embroidered as well as scalloped.

### Hand-Embroidered Long Petticoats at \$1.85

In a year-ago sale these Philippine petticoats were bought eagerly at \$2 more than this price. They are of fine firm muslin, with hand-scalloped edge and embroidered flower design, and are wonderful value at \$1.85.

(Third and Main Floors)

## A Fine Little Lot of Silk Overblouses and Tunics at Low Prices

There are overblouses of crepe de chine and Georgette, in good colors. Tomorrow's price of \$5 is considerably less than their usual selling price.

The tunic blouses are black crepe de chine with gay Bulgarian embroidery, and black crepe de chine with lace. They are \$8.50 and \$13.50, which is from \$6 to \$11 less than their value. The quantity is limited.

(Third Floor)

## Silk-and-Wool Sports Hose for \$2.50 a Pair

We never had such an assortment to choose from at this moderate price.

Tan and black, black and white, gray and black, champagne and white, blue and black and plain black.

(First Floor)

## Children's Nightgowns at White Sale Prices

The nightgowns for babies of one to three years are of nainsook and cambric, lace and embroidery trimmed, at 50c to \$2.25. Hand-made nightgowns in these sizes are \$2.25 to \$4.50.

Nightgowns in 4 to 16 year sizes, cambric and nainsook, with lace and embroidery or hemstitching, 65c to \$2.

Nightdrawers in 2 to 10 year sizes, made of cambric barred muslin and crepe, 65c to \$1.50.

Children's drawers in 2 to 16 year sizes, with hemstitching or embroidery or lace, 25c to \$1.85.

(Third Floor)

## You Can Still Choose Upholstered Furniture at One-Third to One-Half Below Regular Prices

But you must choose at once because every hour lessens the assortment.

In addition to the various upholstered chairs, rockers and davenport there are also some sofa-beds and daybeds at one-third less than former prices.

The choice in leather-covered chairs and rockers is especially attractive.

Reductions on the entire collection are one-third to one-half.

## Madeira Linen Luncheon Sets Exceptionally Good at \$7.75

New goods, of much daintiness. Made of pure linen, and hand scalloped and hand embroidered in the excellent manner peculiar to the needleworkers of the Madeira Islands.

Thirteen-piece sets, made up of six plate, six tumbler spoons and a centerpiece to match.

A most attractive assortment of embroidered designs to select from.

Sets of such excellence are exceptional at \$7.75.

(First Floor)

## Specially Priced Sweaters for Outdoor Sports

Heavy shaker-knit pull-over sweaters for men, girls and boys are now at lowered prices.

All-wool white pullovers, with large shawl collars are \$8, \$8.50 and \$10.

Navy blue, maroon and brown, in pullover or coat style, \$8.

Light-weight all-wool jackets to wear under coats, \$5.

(The Galleries)

## To Prolong Youth

to preserve beauty, and to turn one's best face always to the world, there is no better physical aid than Queen Mary toilet creams. They are notable for purity and efficacy. They come in the following forms:

Cleansing cream, 65c and \$1.20.

Youth and Beauty cream, 60c and \$1.15.

Skin cream, 65c; \$1.20 and \$3.50.

Cold cream, 85c and 65c.

Peroxide cream, 60c.

Delicate skin cream, 75c.

(Main Floor)

## 200 Girls' Blue Serge Middy Skirts Down to \$2

All were higher-priced. They are dark blue serge of excellent quality, pleated to a wide belt, and just what girls of 6 to 16 need to wear with middy blouses.

(Second Floor)

## Dozart Rugs—Handsome and Reliable—\$25

Rich blue, red, ecru and tan shades predominate in these pieces, all of which belong to the Mosul family.

They are of a good, heavy quality, with a high, soft pile, and for looks and wear they are bound to prove well worth the price—\$25, in size 2x3.9 ft. approximately.

Anatolian rugs are here in the most fascinating choice, in all the glory of the vivid red and other bright colors for which they are noted—price, \$6.50; size, 3x1.5 ft. and very good for the money.

(Seventh Floor)

## The New Arrivals in Wilton Rugs

are in the most delightful designs and colorings. They include the finest Wiltons made, and many people have been waiting for them.

9x12 ft., \$84, \$105 and \$120.  
8.3x10.6 ft., \$78.50 and \$109.  
9x15 ft., \$118.50 and \$162.50.  
10.6x13.6 ft., \$132.50 and \$186.  
11.3x15 ft., \$206.

## In the January Sale

Wilton rugs, 9x12 ft., \$68.50 and \$97.50.  
Axminster rugs, 9x12 ft., \$36.50.  
Seamless velvet rugs, 9x12 ft., \$40.  
Tapestry Brussels rugs, 9x12 ft., \$21.50.

(Seventh Floor)

## Men's English Poplin Shirts That Look Like Silk

The fabric is so lustrous that at first glance one would take it for broadcloth silk, and it wears much longer.

Some of these shirts have soft collars attached—and these are sought by young men—and others have neckbands for separate collars.

At a new and lower price of \$5.

(Main Floor)

## A Handsome New Style in Men's Brogue Boots

Of tan Scotch-grain calfskin on a straight lace model, with perforated toe cap, vamp seam and lace stay. Good, shapely toe, too, and altogether a fine, trim-looking street shoe particularly well suited to young men.

Price \$13.50 a pair.

(Main Floor)

## Wonderful Down-Filled Quilts These at \$10

It costs more than \$10 to make one of them. One doesn't need to be an expert to recognize that at \$10 each they are priced away below their value.

Not only are they excellently made, but they are interlined—our own workrooms turned them out.

The covering is a fine French sateen, of splendid quality, and there is a choice of figured and floral patterns, some with deep borders of rose or blue.

You will need to act quickly if you want one. That better quilts have ever been offered at \$10 each we doubt.

(Sixth Floor)

## Women's Hat Boxes of Black Enamel

Good selection right now in both round and square shapes, all leather bound and nicely lined with cretonne. In some the bindings are tan leather, making a pleasing contrast.

Room for two or three hats in each box and some have trays and straps all around.

Prices \$9 to \$21.

(Main Floor)

## English All-Wool Blankets of Finest Quality Now at Half

The finest Australian and New Zealand wools are used in these blankets, and used so liberally and so well that to feel them is like putting one's hand through the soft, warm fleece of a well-washed lamb.

They are woven of the finest wools, warp and weft. And they are all-white—not a touch of color in border or binding, the binding being a white satin.

Prices are now half of what the other blankets in this lot sold for, and even less than half.

Size 2x2 1/2 yards, \$20 a pair, and 2 1/2 x 2 1/2 yards, \$22.50 a pair. Scarlet blankets of pure Australian wool with black striped border, 80x90 inches, are now less than half—\$10 each.

(Sixth Floor)