

Organ Plays at 9, 11, 11:55 and 4:50 Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

The Winter Sale of Hosiery and Underwear Has Certainly "Hit It Right"

Up in the Engadine, Near Pontresina, Switzerland
 ars ago our walking parties kicked and scraped the snow aside to pick flowers growing beneath. It was worth the trouble!
 So also it is often well worth while to quietly dig down through chilly human nature and find beautiful things growing under the frozen surface.
 It is common in certain kinds of rock to find gold mixed with quartz.
 Our aim in store-keeping is to make the Store deal something more than the people expect.

[Signed] *John Wanamaker*

All Our Winter Suits for Women Are Down—New Prices \$32.50 to \$125

On some of these suits it is the first reduction; on others it is the second. Also the suits are, naturally, all broken sizes. But they are the things, admirably cut and of beautiful materials, such as velour, broadcloth, home-spin, tricotine and gabardine. The colors are the browns, greens, navies, oxfords and henna, besides black; and the linings are lovely. Many of the suits are novelties.
 The new prices are \$32.50 to \$125—the majority of them close to half of the early season prices.

(First Floor, Central)

From the Simplest Little Scarf to the Handsomest Fur Neckpiece, Every Fur Is Now Half Its First Price

Not a fur has been overlooked, and every fur neckpiece, every muff, and every set of furs has been marked precisely half its original price, so for any woman contemplating the purchase of furs, we don't know of a better time than right now. The furs are good, dependable kinds—the skins are always of beautiful quality and there is a very wide and interesting choice:
 Black lynx scarfs are \$32.50 to \$82.50; muffs, \$37.50 to \$50.
 Skunk scarfs (and skunk is such a practical fur) are \$25 to \$50; muffs are \$22.50 to \$45.
 Black, brown and taupe fox scarfs are \$20 to \$67.50.
 Black, brown, taupe and cross fox sets are \$57.50 to \$150.
 Taupe and brown wolf scarfs are \$20 to \$47.50.
 Taupe and brown wolf sets are \$40 to \$72.50.

(Second Floor, Chestnut)

Many New Pieces Arrive in Sterling Boudoir Silver

So that this is a good time to match up one's set with the missing pieces.
 Hand mirrors, \$21 to \$29.
 Hair brushes, \$13.50 to \$19.
 Combs, \$3.50 to \$7.
 Also all the smaller pieces at corresponding prices.
 (Jewelry Store, Chestnut and Thirteenth)

Replenishing the Special Group of Women's Low Shoes at \$12

Of all the twenty-one styles of women's fine and fashionable shoes that we have reduced to \$12 a pair, the six styles of low shoes are selling fastest. So fast that we have brought in over 500 more pair, to keep the assortment good. They are all oxfords and the descriptions are:
 White buckskin with straight tips and perforations, white soles and white covered military heels.
 White canvas with nut-brown Russia calfskin wing tips, lace stays and collar; military heels.
 Black and mahogany calfskin with full wing tips and low Cuban heels, or with straight tips and Cuban heels.
 In addition to these beautiful low shoes there are fifteen styles of fine high shoes at \$12 a pair.
 (First Floor, Market)

Now Is the Time for Women Wanting Leather Coats

Tomorrow all prices come down—every leather coat here will be marked at a substantial saving from its former cost.
 And for downright wearing qualities there is almost nothing exceeds leather coat. As for warmth, women who motor have long since found that they will withstand icy winds, snow and rain, and they are favorite for skating.
 Both shiny and dull leathers, natural color, gray, mahogany and black, a few reversible ones, \$57.50 to \$135, the latter with removable collar. Not all sizes in each style.
 (First Floor, Central)

Hand-Made Waists From Porto Rico

Exceedingly dainty and refined, as hand-done things are apt to be. One style is of batiste with a square collar and frills prettified with drawn-work, price \$7.55.
 One is voile with high-low collar and its drawn-work forming a panel. This is \$9.55.
 (Third Floor, Central)

Wanamaker Special Corsets

Topless model of pink coutil with elastic insert near the front. This is average figures. \$1.50.
 Two models of pink broche, topless, with long skirt, \$2.
 Pink-dotted material with semi-elastic top, very low, \$3.
 Front-lace model for slender to average figures, topless, with insert elastic and elastic band in the back, \$3.
 Two L. R. models in broken sizes, discontinued styles, \$1.50 and \$2.
 (Third Floor, Chestnut)



Exquisite New Afternoon and Evening Frocks Herald the Spring

In the Young Women's Salons

Some perfectly fascinating new frocks have just been lifted from their tissue wrappings—and we decided (and you will, too!) that each was lovelier than the last, as they came to light.
 A charming little white Georgette frock of delicious simplicity is quite round as to neck, short of sleeves and has side draperies of filmy, lovely lace. It might be used for a dinner frock or a party dress or a graduation gown.
 Of French blue taffeta, shimmering and springlike, is another dress with V neck, short sleeves, quaint ruchings of the taffeta and a dash of color by way of a velvet rose tucked in at one corner of the bodice.
 Of a woody brown, with a glint of gold lace beneath, is a charming net dress which has a very wide satin girle and a most Japanese bow in the back.
 And a most bewitching party frock is of a color hard to describe because the orchid satin beneath and the colored lace over it combine in a charming shade.
 Anything more girlish and lovely than the new shell-pink Georgette, which has many pleats, short sleeves and very little trimming, would be difficult to find.
 But see them for yourself!
 \$98 to \$165—and 14 to 20 year sizes.
 (Second Floor, Chestnut)

A KIMONO NOTE

Japanese crepe kimonos in Copenhagen, wistaria, pink, rose and gray, hand-embroidered with flowers and birds, \$4.50 to \$6.75.
 Silk negligees of crepe de chine and messaline, \$16.50 to \$50.
 Maternity dresses of crepe de chine, in black and navy, with white satin collars and cuffs, \$38.
 Others of messaline in taupe, navy and wistaria, made collarless, \$31.50.
 (Third Floor, Central)

New Books

"The Swing of the Pendulum," by Adriana Spadoni, \$1.90. A sincere and keenly analyzed story of a modern American woman; in a certain sense it might almost be called a great novel of modern womanhood.
 "Where Dead Men Walk," by Henry Leverage, \$1.75. A mystery story with a hero and heroine whose lives are a motion picture between covers.
 (Main Floor, Thirteenth)

BEADED DOOR-TOPS ENHANCE THESE SILK HANDBAGS

The bags are in a good-sized, deep pouch shape, with tassel, and are of fine black and navy moire silk. The linings are beautiful, brightly colored silks.
 The beaded door-tops are in various colors and have mirrors on the inner sides.
 The price of these bags is \$25. Same style with door-top covered with same silk as rest of bag, \$13.50.
 (Main Floor, Chestnut)

IF YOUR HANDKERCHIEFS ARE MARKED WITH YOUR OWN INITIAL

you are much more sure to get your own back again, when the family laundry is sorted out. At least that's what most people think.
 We've some particularly good handkerchiefs for women, of sheer Irish linen, with hand-embroidered initials, for \$3 a dozen.
 (West Aisle)

A Little Clearaway of White and Colored Frocks for Little Girls

\$1.25 to \$10 Each Are the New Prices
 Ones and twos and threes of a kind, so we have taken all the odd frocks of the sort and grouped them in this special collection—and at the same time changed their prices.
 There are fine hand-made frocks, dainty little party dresses and practical, everyday school and play frocks, in white and colors. There are many styles and there are sizes from 2 to 6 years.
 (Third Floor, Chestnut)

IT IS a good thing to remember in these days that there is

A Wanamaker White Sale

going on, with prices at a quarter to a third below regular.
 (Third Floor, Central)

It could not have come at a better time, either as regards the weather or the desire to save money where possible.

There are Winter goods, to wear now and next Winter, and Summer goods, to buy now because you cannot get them for so little for a long time to come.

Over 72,000 pair of stockings and half hose.

Over 17,000 pieces of underwear.

\$72,700 Worth of Merchandise at a Little Above Half Price

Chiefly our own regular goods reduced, with some good "seconds" from mills we know to be reliable. Not all sizes in each group, but all sizes in the lot.

Men's Underwear

50c for shirts and drawers of lisle and cotton mesh; also madras coat shirts and knee drawers.
 \$1 for medium-weight cotton shirts and drawers, silk-mixed coat shirts and knee drawers, lisle, madras and nainsook union suits and light-weight merino shirts and drawers that are "seconds."
 \$1.25 for madras and silk-mixed coat shirts and knee drawers, lisle union suits and medium-weight merino shirts and drawers that are "seconds."
 \$2 for merino shirts and drawers, silk-mixed coat shirts and knee drawers and union suits of cotton, merino and mercerized.
 \$3 for shirts and drawers of wool, linen mesh and merino, and union suits of silk mixed and mercerized lisle.
 \$5 for shirts and drawers of silk and wool and medium and heavy-weight merino union suits.
 (Main Floor, Market)

Men's Half Hose

18c, three pair for 50c, for black and colored cotton, medium and heavy weights, some "seconds."
 25c for colored mercerized silk, and colored silk "seconds."
 35c, three pair for \$1, for black and colored mercerized cotton "seconds."
 50c for colored silk, colored merino and black and colored silk "seconds."
 75c for colored and striped silk and medium and heavy colored ribbed merino.
 85c for black full-fashioned silk "seconds."
 \$1 for silk plated, white wool with colored clocks and footless wool golf stockings.
 \$1.35 for black and colored silk, some "seconds."
 \$2 for plain and clocked silk.
 \$2 for clocked and ribbed silk.
 \$3 for fancy and clocked silk.
 (Main Floor, Market)

Women's Underwear

15c for white cotton and lisle vests, "seconds."
 25c for ribbed cotton vests, lisle corset-covers and ribbed lisle vests, "seconds."
 35c, three for \$1, for ribbed lisle and cotton combination suits.
 50c for fleeced vests, cotton and lisle suits, mercerized tights and cotton drawers.

\$1 for silk and lisle vests, merino tights and drawers, wool spencers and glove silk camisoles.
 \$1.25 for fleeced cotton and athletic suits.
 \$1.50 for merino vests and pants and fleeced cotton suits.
 \$2 for merino suits.
 \$2.75 for mercerized cotton and merino suits, "seconds."
 \$3 for wool spencers.
 \$4 for glove silk bloomers.
 (East Aisle)

Women's Stockings

35c, three pair for \$1, for black, white and colored drop-stitch lisle and black and white lisle.
 75c for black-and-white silk, black, white and colored artificial silk, black and colored openwork silk and white and bronze cashmere.
 \$1.25 for full-fashioned silk in colors and black and white silk "seconds."
 \$1.50 for full-fashioned colored silk.
 \$1.75 for thread silk in black, "seconds."
 \$2 for black, white and colored silk and clocked effects, with some "seconds."
 \$2.50 for black, white and colored silk and clocked and fancy effects in openwork.
 \$5 for embroidered and ribbed silk, some "seconds."
 (West Aisle)

Children's Underwear

35c, three for \$1, for cotton pants and vests.
 50c for boys' balbriggan shirts and drawers and plaid muslin suits. Also infants' merino wrappers and ribbed cotton suits and black cotton pants for girls.
 \$1 for boys' natural merino shirts and drawers, infants' silk and wool wrappers and children's bathing suits.
 (First Floor, Market)

Children's Socks and Stockings

10c for white cotton socks.
 12½c for black ribbed cotton and mercerized stockings and plain and fancy cotton socks, some "seconds."
 18c, three pair for 50c, for mercerized lisle socks in plain colors with fancy tops.
 25c for plain and fancy artificial silk socks.
 35c, three pair for \$1, for black and white ribbed cotton, black ribbed cashmere and black and white silk stockings.
 45c for white ribbed cashmere "seconds."
 60c for white ribbed silk and cashmere "seconds."
 (First Floor, Market)

It is nothing new for the Wanamaker Store to have the goods needed to make the

ONE GREATEST FURNITURE SALE

It is the usual thing. This time we have tried to do the usual thing in an unusual way as we know how, and from this distance it seems pretty certain that the result will be something wonderful. At least it will be something of extraordinary advantage to everybody who has a home or an apartment, and an interest in the same.

There will be three days of inspection—Thursday, January 29th; Friday, January 30th, and Saturday, January 31st. Orders will be accepted on any one of these three days, all such to be entered as dating from Monday, February second.

A Good Word Regarding Upholstery Fabrics

Everybody who tried to have furniture re-covered or draperies made last year discovered that there was a great shortage of materials.
 Many of the goods that should have come then are arriving now and they are at last year's prices. Just at this time, too, the work can be done in our factory at very short notice. Later, when the Spring orders come in, it will take longer.
 (Fifth Floor, Market)

The Wild Geese Have Flown South and Shrewd Men Are Coming This Way for Overcoats

Old-time observers are predicting a hard and long, lingering Winter. The flight of the wild geese is only one token. Most of us here don't need even that to convince us that there is something like a revival of the good "old-fashioned Winters" that some people say they like.
 Fortunately our stock of men's overcoats is remarkably good for this season; and what is still better, we have received a new lot of those fine overcoats to sell at the special price of \$55, which represents a saving of something like a ten-dollar bill. These are good, roomy, well-made ulsters and ulsterettes in a selection of gray, brown and greenish overcoatings of warm, serviceable woolsens. It is a really fine opportunity for men who don't delay.
 Our regular assortments of overcoats are priced at \$40 to \$100.
 (Third Floor, Market)

Japanese Jute Rugs Meet the Demand

For thick, heavy, handsome rugs at small prices. Their designs and colors are very pleasing and they will give excellent service.
 We have just received a large shipment of these rugs, direct from Japan, which we can sell at decidedly special prices. Some have plain centers with band borders and in others the designs have been cut out by hand, giving the effect of raised figures.

Plain	Figured
9x12 ft., \$49	9x12 ft., \$67.50
3x9 ft., \$13	6x9 ft., \$34.50
3x6 ft., \$11.50	3x12 ft., \$17.50
2.6x12 ft., \$14.25	2.6x15 ft., \$18
2.6x9 ft., \$10.50	2.5x9 ft., \$13
24x42 in., \$4.50	

(Seventh Floor, Chestnut)

Still Time to Save on Men's Shirts and Ties

Plenty of the woven madras shirts with soft cuffs at \$2.15 each.
 Not so many of the finer madras and percale shirts, reduced out of stock to \$2.15 each.
 And a small but worth-while group of the extra-fine woven madras shirts reduced from neck to \$3 each.
 Good plenty of the fine four-in-hand neckties at \$1 each.
 Savings of a fourth to a half.
 (Main Floor, Market)