

STORE CLOSED
ALL DAY TOMORROW

WANAMAKER'S

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WEATHER
Cloudy

The Wanamaker Winter Sale of White Starts Monday

Many Thanks to You and Good-Bye, Good Old Year

You brought us on upon a long through train to "success" stations, notwithstanding the swollen and sometimes muddy currents that swept under the bridges of circumstances over which we had to pass.

In closing the old door of 1920, as the big door of 1921 swings open "just a little crack" and while we are still on the last short three months' stretch completing our sixty years of mercantile life, we are more than ever determined to improve businesswise on the best efforts of the past by traveling only on the broad-gauge road of singleness of purpose to free this one business of ours in New York and Philadelphia from all mere surface sincerities.

[Signed] *Joe Wanamaker*

Dec. 31, 1920.

IT IS our experience that every woman knows an opportunity when she sees it, and that every woman, with inconsiderable exceptions, will avail herself of these exceptional values, which in a single advertisement cannot all be presented in detail.

The goods will be displayed on the Third Floor and the Main Aisle.

"But of a Daintiness!"

a French girl would say, on beholding these many tables high-heaped with snowy, spic-and-span offerings.

Wanamaker White Sales are white. And the world of women knows it.

So far from coming here in mussed or handled condition, these many thousands of garments of various kinds have been packed for us with scrupulous care.

Shirtwaists, as they arrive here, come out fresh from their individual boxes; the interesting box-baskets of plaited rushes brought in from the Philippines show, when the deep lids are lifted, the neatest foldings of the sweetest nightrobes and chemises that eyes ever beheld.

Really Ravishing Philippine Garments

are one of the notable features of the Sale.

We think we have aplenty, and that means a great many, because nothing so appeals to the refined and beauty-loving woman's taste as these finely wrought garments, made of lovely, sheer batistes and nainsooks, with their dainty hand-stitched hems, their exquisite hand-embroidery!

The simplest of them is charmingly scalloped and daintily embroidered, the more elaborate ones are rich in delicate Kalauda

THIS is the White Sale:

The Sale you attend each January, if you are the average thrifty woman, keen to save money; or the average fastidious woman, demanding high qualities along with your economies; and if your wardrobe is the average woman's wardrobe in more or less imperative need of replenishment by the end of the year.

Always great in service, always unrivaled by any imitators in its quantities, qualities and reasonable prices, is a Wanamaker White Sale.

The coming event is going to eclipse all preceding ones. This statement is not bombast, but has as many thousands of witnesses to its correctness as there are garments in the Sale.

Not since the first White Sale in America (a Wanamaker innovation) was held, more than 33 years ago, have people opened their eyes with surprise as they will open them when the store doors swing wide next Monday morning for the eager throngs.



work, or sometimes insets of real lace; their very ribbons are no ordinary-quality ribbons, yet their Sale prices place them within any woman's reach:

Nightgowns, \$1.85 to \$3.85; chemises, \$1.95 to \$2.65. (Regular prices, even at wholesale, average more than this!)

Good Muslin Undergarments—Starting at a Dollar—

will be as plentiful in this old-time kind of a White Sale as snowflakes in an old-fashioned January. The dollar garments include nightgowns in several dainty, simple styles, including both the plain-tailored gown, with ribbon-run casing or stitching in colors; and the lace-trimmed group; also drawers, corset covers and chemises, all in worth-while qualities.

Plentiful, likewise, are the

Delightful Silken Undergarments—

the particular joy of the bride and the college girl, but a welcome offering, in fact, to womankind in general.

Starting prices here, too, are quite wonderful; pretty, lace-trimmed camisoles in more than one style, at a dollar; even attractive, soft, pink silk chemises as low as \$1.95!

Other "Indispensables"

include the fluffiest confections of little boudoir caps, the majority half price; silk petticoats, some of all-jersey, some of all messaline or taffeta, some with jersey top and messaline flounce.

Light and dark colors in a good range, including changeable and evening shades, are represented, and in the finest group some very frilly, attractive evening styles are represented.

It seems incredible that even in this Sale a good (cotton) jersey-top petticoat, with

Starting With More Than 65,000 Garments for Women and Hundreds for Children

All New, Fresh and Specially Bought for This Sale and Priced 25 to 50 Per Cent Below Regular

Women's Undergarments, 50c to \$3.85	Silk Petticoats, \$3.65 to \$5	Aprons, 18c to 85c
Children's Undergarments, 25c to \$2.50	Cotton Petticoats, 85c and \$1	Children's Dresses, \$1.25 to \$10
Corsets, \$1.50 to \$11.50	Shirtwaists, \$1.35 to \$12.50	Women's House Dresses, \$2.85
Bathrobes, \$3.90	Boudoir Caps, 25c to \$1.50	N negligees, Starting at \$1.90

In several kinds of garments, notably among the silk negligees, and the Philippine hand-embroidered underwear, there are groups of fine samples, priced, on an average, at half or less than half. We scarcely expect them to outlast the first day's selling.

accordion-pleated sateen flounce, can be had for only 85c, but it is a fact.

And the 600 flowered sateen petticoats, with ruffle at the bottom, to be offered at \$1, are facts also.

N negligees in Pleasing Diversity include Japanese crepe kimonos, embroidered in colors, at \$1.90 and \$2.85 and 600 warm blanket bathrobes, in both light and dark colorings, \$3.90.

Most interesting of all, however, will be a table of beautiful silk and crepe de chine negligees in a most fascinating range of shades and styles, for, being manufacturers' fine samples, they are mostly only one or two of a kind, and will be sold at HALF their original prices.

Corsets

including some of our own fine and exclusive models, will be placed in the White Sale at prices far below regular. For example:

Wanamaker Specials, several grades and many styles, \$1.50 to \$6.
Madame Lyras, \$3.75 and \$4.
Letitias, \$4 and \$5.
Parisiennes, \$9.75 and \$11.50.

Thousands of Fresh, Lovely Shirtwaists

reflecting the new Spring fashions, will be here for your selection.

Waists of soft Georgette or crepe de chine, richly embroidered or beaded, including some stunning Russian overblouses; waists in simple tailored styles; every fashionable color or color combination among them to start.

Cotton waists of snowy organdies, voiles or batistes—freshness personified; and some at such little prices!

Think of an organdie waist, trimmed with hemstitching, cord tucks and tiny narrow ruffles, for but \$2.50!

Equally remarkable is a special group of fine batiste waists from Porto Rico, hand-embroidered and trimmed with real lace, to be sold for \$3.85.

Most remarkable of all, perhaps, is the fact that among the silk waists may be found several styles trimmed with REAL filet lace, starting at \$5, and going to \$8.75 for a beautiful crepe de chine waist, lavishly hand-embroidered in Paris, and trimmed with filet inserts.

The Children's Share of the White Sale

is a big one, and hundreds of mothers will profit by an early visit to the Third Floor (Chestnut)

Another Great White Sale in the Down Stairs Store

Women's Underthings of Snow White Cotton or Delicate Pink Silk—Corsets Excellently Cut and Marked at About Half—
House Dresses, Aprons and Children's Underwear—3000 Delightful New Blouses—
Snug Winter Quilts, Towels, Crashes and Household Needfuls

All of this merchandise is new and fresh, bought especially for this January Sale, the best and biggest in the history of the Down Stairs Store.

Every article in this sale is marked at lower prices than similar qualities have hitherto sold for. In many instances prices are lower than they were before the war.

The merchandise is of the sensible, practical type that people need and want.

Every article is Wanamaker quality, sound through and through. Nothing is trashy or shoddy, no matter how low the price. You could buy with your eyes shut, so sure can you be of the qualities.

Also On Monday, January 3, Important Sales of Women's Coats and Dresses at Average Half Price

Brand-new things, never shown before, will be ready in all their fresh charm on Monday morning. The prices are astonishingly low; the frocks and coats astonishingly good. Variety enough for women of all types and tastes.