

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Clear

Good Old-Time Prices in the Great Winter Sale of Hosiery and Underwear

60,000 Pair of Stockings and 16,000 Pieces of Underwear for Men, Women and Children, at Average Half Price

The Wanamaker Winter Sale of Hosiery and Underwear is one of the great merchandising events of the year. And now it is especially important as an occasion when hosiery and underwear may be bought at pre-war prices.

There is \$110,000 worth of goods in this Sale and they will be sold for \$54,000—averaging a little under half price.

Nine-tenths of these goods are our own standard stocks reduced and the remaining tenth consists of two special purchases of such unusual merit that we could not let them pass.

There are all kinds of hosiery and knit underwear in this great clearaway, for every member of the family. Garments for this Winter, for next Spring and next Summer. In fact, many foresighted families will take this opportunity to get everything they need of these goods for the remainder of the year.

The major portion of the Sale will be in the Upstairs Store, but there will also be large stocks of the lower-priced goods in the Down Stairs Store.

The Sale starts at 9 o'clock tomorrow morning and even in a disposal of this magnitude it is important to be early, as best values go first.



Set Your Expectations High

People who know Philadelphia and Philadelphia stores and Philadelphia sales are aware that there is

One Really Great Furniture Sale

and no other sale just like it.

It is not surprising that they have learned to wait for it confidently, because they have found out from experience that it is always worth waiting for.

They will understand us when we tell them that there has never been a sale better worth waiting for than this coming February Sale.

They will also understand that when we make a statement of that kind we must have good grounds for it.

What these grounds are will be apparent on

January 28th

the first of three days of advance exhibition and choosing.

All furniture chosen on January 28, 29 and 31 will be entered as sold on February 1.

Nearseal (Sheared Coney) Coats in the Great Fur Sale

All the nearseal (sheared coney) coats in the Fur Salon are the finest to be found in the market, and when you add to this the fact that a full third has been taken from their prices you will see why they are being eagerly bought.

One wrap model with a cape collar, an opening for the arms and a charming blue figured lining, is \$257.

Another, a dolman with sleeves, has a deep self collar and rich lining, \$285.

A flaring little top-coat with a deep collar is \$212.

Among the nearseals (sheared coney) trimmed with other furs there are many interesting things, beginning with one which has an Australian opossum collar and sells at \$193.25; and ending with a short, full jacket with a splendid collar of skunk and ermine, price \$399.

(Second Floor, Chestnut)

Hall Clocks for New Homes

Hall clocks, too, for older established homes which have just awakened to the real importance of such a timepiece in every household.

There are so many different models of hall clocks here that one may have the greatest latitude of choice, to say nothing of price. There is one thing they have in common, however, and that is that they are all good reliable makes and excellent timekeepers.

Clocks with half-hour strike on gong, \$230 to \$375. Clocks with Westminster chimes every quarter hour, \$275 to \$675.

Clocks, chiming on Westminster, Wiltshire and Canterbury chimes, \$670 to \$1050. Clocks with Westminster, Wiltshire and Oxford chimes, \$690 to \$1065.

(Jewelry Store, Chestnut and Thirteenth)

Women's Underwear

Vests of cotton, fleeced cotton, merino, wool-and-cotton, mercerized, wool, silk-and-wool and glove silk, 25c to \$3.

Glove silk camisoles, \$1 and \$2. Tights of lisle, cotton, wool, wool-and-cotton, silk-and-wool and other fabrics, 25c to \$2.25.

Wool knickers, \$2.50; glove silk bloomers, \$2.50 and \$3.75.

Union suits of cotton, wool-and-cotton, mercerized ribbed wool-and-cotton, and glove silk, 50c to \$4.50.

(East Aisle)

Men's Underwear

Shirts and drawers of cotton, madras, bal-briggan, mesh, lisle, wool-and-cotton, silk and all-wool, 50c to \$5 a garment.

Union suits of voile, gauze, lisle, bal-briggan, mercerized wool-and-cotton, all-wool and silk-and-worsted, 50c to \$10.

(Main Floor, Market)

Children's Underwear

includes nearly everything in knit wear that a youngster needs. Garments for infants, boys and girls in many materials and many styles. Prices range from 12 1/2c for a girl's ribbed cotton vest to \$2.50 for a boy's English union suit of mesh cotton.

(First Floor, Market)

Women's Stockings

20c a pair for cotton, lisle and mercerized lisle.

25c a pair for plain and mercerized lisle.

35c, 3 pair for \$1, for fine cotton.

50c a pair for lisle, some extra-size.

75c a pair for fine lisle.

\$1 a pair for fancy mercerized cotton and black cashmere.

\$1.50 a pair for black and colored silk and cashmere.

\$2 a pair for Richelieu ribbed and clocked silk.

\$2.50 a pair for fine all-silk and extra-size silk with cotton tops.

\$3.50 a pair for silk with openwork clocks and embroidery.

(West Aisle)

Men's Half Hose

18c, 3 pair for 50c, for cotton.

35c, 3 pair for \$1, for plain and mercerized cotton and artificial silk plated.

50c a pair for artificial silk, fancy lisle, black silk, black cotton and black and colored wool.

75c a pair for cotton, wool and unbleached English cotton with clocks.

\$1 a pair for ribbed and plain wool and English cotton.

\$1.25 a pair for fancy wool and shot mixed, striped, embroidered and fancy lisle.

\$1.50 a pair for ribbed wool, fancy English and French lisle and wool golf hose.

\$2.50 a pair for silk-and-wool and English lisle, and fancy-top wool golf hose.

\$3.50 a pair for heavy fancy-top wool golf hose.

\$4.50 a pair for heavy brushed wool golf hose.

(Main Floor, Market)

Children's Hosiery

15c a pair for lisle, cotton, mercerized and artificial silk socks.

Young Women's Velvet Dresses All Change Prices

And the change is to a new and lower price, of course! These are the fine velvet and velveteen dresses, usually but one of each sort, that young women like for afternoon and better wear.

Deep, lustrous black, beautiful rich brown shades. All the dresses are beautifully made—not too elaborate, for the fabric itself needs little elaboration. Some have but a touch of soft fur, some are tastefully embroidered, some have a bit of rich lace at the throat or on the sleeves.

\$27.50 to \$110 are the new prices—and these are just a third below the original markings. 14 to 20 year sizes.

(Second Floor, Chestnut)

Mourning Handbags Are Lower in Price, Too

The newest shipment brings good-looking, good-sized bags of black moire and plain silk with frames of gun metal and black celluloid.

The new prices are \$3.75 to \$9, which is lower than they have been on such fine bags for some time.

(Main Floor, Chestnut)

Women's Pretty Colored Hem Handkerchiefs—\$4 a Dozen

have snowy centers of firm, good Irish linen and plainly hem-stitched hems in rose, tan, green and two shades of blue.

(West Aisle)

COZY corduroy breakfast coats are here again, in any rose and wistaria, and all of them are lined. Price \$13.50 in the Wrapper Store.

(Third Floor, Central)

You Have Got to Keep in Touch With Your Affairs

A celebrated performer upon the piano who was devoted to the instrument he liked best used to say:

"If I quit practicing one day, I notice it; if I quit it two days, my friends notice it; and if I quit practicing three days, the public notices it."

He said that only by perpetual attention and practice he was able to preserve the ease and delicacy of his touch.

It is just like this with every profession or trade or calling, one must be trim and ready by constant devotion to his affairs.

A big splurge and a full-page advertisement with blowing of horns is not sufficient.

The daily details are the real things.

[Signed]

Joe Brannan

Jan. 19, 1921.

Come and See What a Good Suit a Woman Can Buy Tomorrow for \$40

150 brand-new suits are put on sale at that new lower price, many of them duplicates of styles we have had in stock at far higher prices, and a great many of them samples.

They include broadcloths, silvertones, wool velours, tricelines, small checks and homespuns; the colors are good, being the wear-

able browns, taupes and grays, besides the inevitable navy and black; the linings are of beautiful quality and the tailoring is more than excellent. Also, the suits are interlined.

In a few instances there are fur collars.

Sizes are 34 to 44 in the lot.

(First Floor, Central)

Attractive Fur Millinery for Cold Weather

These fur little tams and hats and fur-trimmed hats go very well not only with fur coats and fur-trimmed wraps, but with other Winter clothes and are becoming and most appropriate for cold weather.



There are youthful tams, small turbans and smart small hats in the fashionable shades of the Winter. Usually they have little or no trimming at all, though sometimes the furs are combined with velvet or duvetyne.

Hudson seal (dyed muskrat), nearseal (dyed coney), gray molestin, natural racoon, nutria, seal and squirrel com-

bined are included in the collection. Prices \$18 to \$45.

(Second Floor, Chestnut)

"Are Silks Going Lower?" We Are Continually Asked

It is a hard matter to say, but it certainly seems as if many weaves would have to cost more in the future than we are selling them for right now. In the meanwhile we are giving our customers all the advantages we can.

For example, we have still further lowered the price on some heavy-weight Japanese white habutais. These are the most desirable silks for women's dresses, blouses, linings and for men's shirts.

One grade is now marked \$1.50 a yard and another one is now \$2 a yard. Both are 36 inches wide and formerly sold for nearly double.

(First Floor, Chestnut)

Tailored Waists

Silk and otherwise. The silks are of the washable variety, with fine stripes of color—black, green or tan—on white grounds. One style has a high low self-collar, the other has col-

lars and cuffs of white silk. Either is \$5.50.

The cottons are white—madras with high-low collars at \$2.50, and striped dimities with very fine little pleatings at \$3.85.

(Third Floor, Central)

For the Woman Looking for Good, Inexpensive Corsets

here are several good styles, all at moderate prices.

Corsets of strong coutil, heavily boned, \$2.50 and \$3.

A few Wanamaker Special corsets, in broken sizes, are much less than usual—\$2.

Pink satin corsets are \$2.50 and \$3.75.

Pink broche corsets, of extra-fine quality, \$6

(Third Floor, Chestnut)

White Sale Items

Blanket bathrobes at \$3.90 and \$5—all in light colors and figures.

(Third Floor, Central)

Longcloth at \$1.95 for a ten-yard piece, 36 inches wide. This is a little heavier than nainsook and equally desirable for lingerie.

(First Floor, Chestnut)

A Stout Winter Boot for a Woman

A high lace shoe of tan grain leather, viscolized that it may the better resist the elements.

Made with full, round toe and heavy sole back to the low, broad heel. Sturdy and warm and excellent for a skating shoe.

Price \$11.60 a pair.

(First Floor, Market)