

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 Brings So Many Advantages to Those Who Buy at Wanamaker's

It Is Recorded in History That the Magna Charta

created fortresses and honors for business when the "Great Charter" made by King John, enlarged by King Henry III, and confirmed by King Edward I in the five and twentieth year of his reign, bestowed on merchants honours and privileges peculiar to princes and in time of war gave them the sanctity of Ambassadors.

True it is that "figures do not lie."

Business deals in money, and merchants are like billiard players, who put money into pockets, but they cannot keep it there.

It is constantly put into a round of circulation that touches the wool on the sheep's back and the cotton tilled in the Southern fields, the railroads and ships that transport it and the mills and workers that weave it and prepare the fabrics to become coins of comfort for the people who need the world's products.

[Signed]

John Wanamaker

January 20, 1922.

Women's Dainty Silk Afternoon Gowns

Two simple straight-line models with fullness at the sides, carried out in crepe de chine and Canton crepe and very delightfully beaded. They are usually black—black with black beads, black with crystal beads. Then there are gray with crystal beads and gray with gray beads.

The price of each gown is \$95.

(First Floor)



Fifty Young Women May Have These New Dresses at \$27.50

They are taffeta, Canton crepe, beaded Georgette, lace and some of the new silky crepe knitted effects, including colors and fashions for both day and evening use.

Ordinarily we should sell them for from \$10 to \$22 more.

But they were a little special purchase of but one or two of each model, and the price marked throughout the group is \$27.50.

No need to describe them. They are charming and individual, and the young women of 14 to 20 who secure them will feel well repaid.

Young Women's Tued Top Coats Special at \$30

Brown herringbone tweed with plaid backing. Raglan sleeves, huge patch pockets, large convertible collar, buckled belt, leather-effect buttons.

A splendid storm coat for riding, walking or motoring. Sizes 14 to 20. Specially priced at \$30.

Girls' New Winter Top Coats at Very Low Prices

They are a coatmaker's winter-end stock, which accounts for prices far below what we earlier sold their exact duplicates for. At \$8.50 they are wonderful little coats—8 to 14 year sizes—of a good brown mixture, soft and warm, sturdily lined and well made in a particularly good model.

At \$25 they are coats of a similar woolen mixture, in blue or brown, made in a different model and topped by shawl collars of rayon fur. These also are 8 to 14 year sizes. Quantities are limited.

(Second Floor)

Women's Plain Pumps for Spat Wear

These entirely plain pumps, without seam or trimming, are designed for outdoor wear with spats, or for indoor wear with or without ornaments. They are in black patent leather, all black or tan calfskin, and have turned sole, moderate French heel, medium toe.

Priced \$10 a pair.

(First Floor)

Corsets at White Sale Prices

Treotone corsets of pink elastic and coutil, light in weight and lightly boned, and good for morning wear, sizes 23 to 29; the price \$1.25.

Wanamaker Specials in a variety of models, topless and just, \$1 to \$3.50.

Crisscross front-lace corsets and L. R.'s in broken sizes, \$5.

(Third Floor)



Many Lovely Hats Will Bloom in the Southland

If one is to judge by the multitude of charming hats that have already left the Gray Salons for that purpose.

But many more are waiting to be chosen, for each new beauty achieved seems to inspire our most gifted milliners afresh.

There are delightful new effects in straw weaves, in ribbon uses, in daring color harmonies, in shapes.

If these hats foretell the millinery beauties of the later Spring, no past season has ever seen women more deliciously "milled."

Prices start quite reasonably at \$14.

There are delightful new effects in straw weaves, in ribbon uses, in daring color harmonies, in shapes.

(Second Floor)

The Fashionable Spring Coatings Are Bolivias and Duvetyns

Some very beautiful ones have just arrived and there are so many women who want these two particular weaves that it doesn't seem as though they would be here long.

The finest cashmere wool bolivias in lovely colorings, 54 inches wide, are \$12 a yard.

New Spring duvetyns in many new colors are \$8 a yard.

And there are new arrivals among the special \$6-a-yard bolivias. These are wonderfully good values.

(First Floor)

CERTAIN enchanting carvings in the Oriental Store are of ivory with onyx, jade, lapis lazuli and rock crystal with onyx. The designs are most artistic, and the prices \$21 to \$60.

(Main Floor)

Brown Gloves From Wrist to Elbow Length

Brown and tan gloves, like brown and tan shoes, look well with almost any day attire. Women like these four kinds particularly:

Brown or tan washable capeskin gloves, one clasp, outseam sewn, at \$2.50 a pair.

Brown or tan French kid, two clasp, pique sewn, at \$3 a pair.

Brown or tan Reynier French kid gloves, 12-button length, now lowered to \$6.50 a pair.

Brown or tan Reynier French kid gloves, 16-button length, now \$8.50 a pair.

(Main Floor)

The Necklace to Match the Gown

Pretty bead necklaces of any length and any color you wish are to be found in the Jewelry Store.

Some new ones are in marbled effects and lovely colorings or imitation jade or jeweled with metal chains. They are surprisingly little in cost, 50c to \$14.

(Main Floor)

Reine Marie Lemon Soap

adds to its cleansing qualities the fragrance of the oil of lemon. It is in lemon shape and color, and priced 20c a cake or \$1.10 for a box of six cakes.

(Main Floor)

Here Are the Good Black Shoes the Children Need

Black patent leather with "kid or cloth tops for "dress-up" wear, dull black calfskin for more ordinary use—every shoe carefully chosen for its good leathers, its good making and its suitability to young and growing feet.

Patent leather with buttoned cloth tops at \$6. Sizes 8½ to 11.

Patent leather with laced kid tops, for girls or small boys, at \$6.50. Sizes 8½ to 11.

Patent leather with buttoned kid tops at \$7.50. Sizes 11½ to 2.

Dull black calfskin, laced, in sizes 8½ to 2, at \$4.75 to \$8, according to size. All have straight tips and medium welted soles.

(First Floor)

Colored Glassware in High Favor

The vogue of colored glassware is remarkable.

In furnishing and decorative effect it is a ware of much attractiveness and unusual possibilities.

The oddness and charm of its colors are striking.

Many new pieces are shown in the assortment—in celeste blue, amethyst, old blue, amber and canaria.

Flower or fruit bowls with matching candlesticks, flower vases, flower bowls, iced tea sets, lemonade sets, nut bowls, bonbon dishes, aquariums.

Prices from \$2 to \$30 apiece.

(Fourth Floor)

New Lot of Fitted Cases for Women

Of black long-grain cowhide, moire lined and with pockets in the ends.

Good sized fittings of white, amber-finish or shell-finish celluloid.

20 and 22 inch sizes. Unusual value for \$25.

(Main Floor)

French Hand Embroidery

on the airiest of batiste insertions and edges is so exquisite of its kind and so very moderately priced that we are glad to remind our customers of it again.

Edges are \$1.50 to \$4.25 a yard.

Insertions, \$1.75 to \$6.75 a yard.

(First Floor)

Sturdy Muskrat and Nearsal Coats

are in the Fur Sale at the same reduction as all the other furs in our stock.

The hardy natural muskrat coats are rather simple topcoats, 36 to 45 inches long, with skins beautifully worked—often in such a way as to form a border. They have big collars, often of the shawl type, and attractive linings and they are usually belted. Prices run from \$106 for a short one to \$150 for one 45 inches long.

Nearsal (or dyed cone) coats are 36 to 40 inches long, have self collars or collars of Australian opossum, skunk, beaver and gray squirrel. Prices are \$168 to \$225.

Short brown marmot coats are the least expensive of any, being only \$67.

(Second Floor)

Now Come Fur-Trimmed Coats for Women at \$45

These are all coats which have been higher in price and there are many whose only fault is that there are but two or three of each kind.

They are chiefly velours and bolivias, some having elaborate silk stitching or braid trimming. They are all silk lined and interlined and the collars are of a good dyed cone fur. Brown, black and navy are the colors in the entire group but not in each style.

(First Floor)

Silk Lingerie the Color of Wild Roses

Throughout the White Sale are these drifts of rose-petal pink underclothes, the color and satiny texture of blossoms, but a great deal more substantial.

Silk and satin camisoles in this wild-rose pink are especially good at \$1, \$1.50, \$1.85, \$2.25 and up to \$8.50.

Nightgowns are \$3.85 to \$10.50.

Chemises are \$2 to \$5.50.

Plain satin bloomers are \$2.75. Lace trimmed, they are \$3.

Of tub silk, they are \$3.75. Of radium silk with picot edge, \$5.

At a number of the prices either lace-trimmed or plain-tailored silk garments may be chosen. All are specially priced.

(Third Floor)

House Notes

"Scar-not" is a varnish for furniture and interior wood work which withstands spilled liquids, hot dishes and hard wear without spotting white. Prices from 50c for a half pint to \$5 a gallon.

"Mechanics' Hand Soap" is a paste soap made especially to remove dirt, grease, grime, paint, ink and such matter out of place on the

hands. It doesn't irritate or chafe and leaves the skin soft. 15c a package.

People are looking on the bright side of things more and more, and this is reflected in their use of Old Dutch Enamel finish for paint. It may be had in white, ivory, white and French gray, prices from 70c for the half pint to \$8 a gallon.

Saturday, the 28th

one week from tomorrow, is a date every home should mark on its calendar, because that will be the first of three days for advance selections in the

WANAMAKER GREAT FEBRUARY SALE OF FURNITURE

Make your plans now to be on the spot when the door of opportunity swings open — AND SET YOUR EXPECTATIONS HIGH.

An Old and Treasured Picture

deserves the best frame one can give it, and a careful restoration of any beauty it may have lost. The Picture Store does very skillfully all this restoration work for pictures, mirrors and frames of every kind.

(Fifth Floor)

Inexpensive Shirts and Ties in the Men's Wear Sale

The shirts have just been reinforced by 600 fresh garments and choosing is excellent. They are chiefly in narrow stripes, all in good taste and colors.

Shirts at \$1.65

Starched-cuff shirts, pleated and plain, and all in neat designs.

Soft-cuff, plain negligé shirts, chiefly woven madras.

Neckties, 50c and 85c

The 50c ties were anywhere from a third more to three times as much.

The 85c ties are a remainder of almost all our finer Winter peckwear.

(Main Floor)

Scarlet Blankets of All-Wool at Half—Now \$10

Scarlet blankets, like white blankets, are of different kinds.

These are of a particularly fine kind, woven in England, of pure wool with black striped borders and finished with neat green bindings.

Size 70x90 inches, now \$10 each.

English varsity blankets, the kind used by Oxford and Cambridge students, all-wool, rugged and serviceable, particularly well constructed—fifty-fifty warp and filling, in a grayish brown color, with gray and brown stripes, good for couches as wraps as well as for beds—now reduced to \$5 each, size 60x80 inches.

(Sixth Floor)

Knitted Wool Caps Lower Than Before the War

The best knitted wool caps for men and boys that we know of come from Vienna. We have marked these caps \$2 and \$3, which is less than they sold for in ante-bellum days.

A good range of colors and some two-color combinations.

(Main Floor)

More of Those \$6 Quilts

filled with pure wool are in. They are covered with figured cambric with plain colored sateen borders and are very uncommon for the money. Find them in the Bed Clothing Store.

(Sixth Floor)

Men's 25c Handkerchiefs Are Here Once More

A new shipment of them has just come. They are "special" in price and even more economical bought by the dozen at \$2.75.

The linen is a remarkably good quality and the hem a quarter of an inch wide. These are very popular handkerchiefs for everyday use.

(Main Floor)

The Liveliest Elephants

a tiger or two, the Thinker and the Discus Thrower are shown among some interesting paper weights at \$4 to \$20. They are of bronze-colored metal over plaster casts.

(Fourth Floor)

Men's Brogue Oxfords of Scotch Grain

They have perforated tips, perforated vamp seams, perforated back seams and combine good looks and comfort admirably. Fine shoes to wear with woolen hose.

One style in black grain calfskin, at \$10, and the other in tan, at \$10.50.

(Main Floor)

Features of the Sale of Men's Half Hose and Underwear

40c a pair for black, navy and cordovan artificial silk half hose.

50c a pair for heavy ribbed wool in heather colors and lighter weight wool with self stripes.

85c a pair for medium-weight cashmere with fancy stripes.

\$1.35 a pair for artificial silk-and-wool in two-color combinations.

\$1.50 a pair for French fancy lisle in black and colors.

Underwear

75c each for athletic union suits of striped madras.

85c each for winter-weight union suits of ecru and white ribbed cotton.

(Main Floor)

An Overcoat or Suit at a Saving for Your Boy

These boys' overcoats and suits that we have taken from our own stock and reduced in price provide a real opportunity.

The overcoats are now marked \$22.50, with savings of 25 to 50 per cent.

They are wonderfully good value, and anybody with a boy needing one should come in at once and make selection.

They are ulster models in oxford, brown and gray, all fine and warm, and in sizes for boys of 12 to 20 years.

Of boys' Norfolk suits there is a choice at \$18.

These were taken from our own stock and reduced.

All made with belts and with pleats in various styles.

Quite a number have two pair of trousers.

In 8 to 18 year sizes.

(Second Floor)