

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

Every New January Day Brings New Price Lowerings Somewhere in the Store

It Is a Great Astonishment to Everybody, Now and Then, to Hear of the Breakdown

of a man or woman least expected to go wrong. It is a common saying that a red-ripe, rotting apple sometimes has a worm in it.

One can destroy the base of his character and undermine it by bad literature, unchaste pictures and by indulging impurities in his thoughts, even when his lips do not utter an impure word. At last the barriers are broken down and the fall comes and an apparently well-built life and name topples over and loses its way, to the everlasting regret and sorrow of family and friends.

"It Is Never Too Late to Mend," is the title of one of Charles Reade's great novels.

[Signed]

John Wanamaker

January 23, 1922.

Hudson Seal (dyed muskrat) Coats and Wraps

For women who like the simpler Hudson seal (dyed muskrat) wraps with self collars we have ever so many styles. Long coats, short coats, coats that flare, coats with belts or without, coats with shawl or muffler collars. They are all in the Annual Sale and prices run from \$225 for a 30-inch jacket to \$425 for a coat 45 inches long.

(Second Floor)

A Group of Luxurious Coats Fur Trimmed at \$100 and \$150

One look at them will be sufficient to convince any woman that their prices must have been far beyond this figure, and that is exactly the case.

They are the finest of bolivias and duvetyns, with large collars of beaver, squirrel, wolf or Hudson seal (dyed muskrat), and sometimes there are fur-trimmed panels.

One or two only of each kind, but they are all extremely handsome and very desirable.

(First Floor)

There Are Four Good Watches a Man May Safely Choose

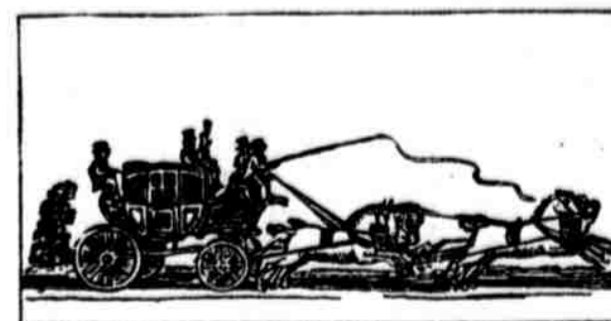
One is the well-known Howard watch and the other three are the Elgin, Waltham and Illinois.

Each, in its own way, is the best of its kind and a man couldn't possibly make a mistake by choosing any one of the four if what he wants is a watch that will give him a lifetime of service and one that he can depend upon always.

(Main Floor)

VEIL pins are necessary when the winds do blow—and are usually very decorative indeed, so that it is no wonder they are worn on the front of the hats. One may have them of rhinestones alone, of rhinestones with black enamel, of imitation jade and various black and white effects. Prices are \$1.50 to \$10.

(Main Floor)



Clearaway of Men's Splendid Winter Suits in the London Shop

This is the Sale to interest men who are particular as to fashion.

The most correctly cut and fashioned two and three button sack suits and lounge suits to be found in Philadelphia are those comprising the London Shop stock.

Now the whole Winter stock of these suits is put into a sale at notable price reductions.

Some of them are marked as low as \$28. Others \$30, \$35, \$38, \$40, \$45 and \$48. The highest price is now \$48.

Some very excellent opportunities.

(The Gallery)

A New Spring Fabric Is Wool Eponge

One of the latest fashion developments and a thoroughly delightful material for straight-line dresses, capes or suits.

It is very soft and of firm enough texture to tailor well and the rough finish is decidedly pretty. In Cairo red, reseda, beaver, navy, Copenhagen blue and black, 54 inches wide, \$5 a yard.

(First Floor)

Arabian Mocha Makes the Finest Street Gloves

Many particular women will wear no other kind of general service glove. The velvety mocha skin of this high quality is exquisite to the touch and to the eye and wears wonderfully well.

Beaver brown and gray shades in fine Arabian mocha strap-wrist gloves are \$5.50 a pair—and well worth it.

(Main Floor)

Fine English Dimity Waists at \$3.85 to \$7.75

From a designer whose waist-making is a fine art come these three new models of irreproachable good taste and daintiness.

Pin-striped white dimity, buttoning in back, the round collar and cuffs bound with linen in maize, rose, delft or tan, priced \$3.85.

Pin-striped white dimity, buttoning in front, the collar and cuffs daintily ornamented with hand embroidery and drawnwork, and edged with Irish crochet. Price, \$5.50.

Fine white dimity with collar and cuffs of colored handkerchief linen in blue, tan or rose, hand embroidered and edged with hand crochet. The front is elaborated with drawnwork and crochet edging. Price, \$7.75.

(Third Floor)

Low Prices on Dainty Vanity Handbags

\$3 to \$5.50 for smart little envelope books of black patent leather and black and colored morocco, with purse and mirror, and some with inner frames.

A woman can always use one of these bags, and prices on this lot are lowered.

(Main Floor)

SOME people—children especially—delight in making their own valentines, and now is about the time to begin. The material for the work will be found in the Book Store and costs 25c a box.

(Main Floor)

Good Things Left in the Sale of Hosiery and Underwear

Stockings and underwear for women and stockings for children, at close to half.

Women's Stockings
\$1.25 a pair for black full-fashioned pure dye silk stockings, "seconds," and brown heather mixed ribbed wool sports hose.
\$1.50 for brown or black and white mixed silk and wool.
\$1.75 for fine gauze-weight chiffon silk in black and colors with French open clocks.
\$2.50 for fine wool sports hose, ribbed and plain.

Women's Underwear
50c for ribbed white cotton union suits, regular and extra sizes.
\$1.75 for figured silk muslin athletic suits in pink or white.

Children's Stockings
25c for black ribbed cotton stockings with fashioned feet.

(First Floor)



Everything Is Moving Perfectly in Preparation for January 28

Saturday next will be the first of three days of preliminary inspection and advance choosing in the—

Great February Furniture Sale

Every day—almost every hour—that passes makes it more certain that this will be a real eyeopener of a sale in all respects, especially in the things that matter most—the furniture and the prices.

It Will Bring Many Surprises chiefly in the way of finer furniture at lower figures—the two things that make a furniture sale or any other kind of sale valuable and serviceable to everybody.

If you have not made your plans to be here on next Saturday, January 28, why not make them now?

This will be the first opportunity the people will have of seeing the floor stocks it takes to start such a furniture sale as was never known, a sale that has nothing in the world to compare with it in—

volume
varieties
value

desirableness
dependableness
distinctiveness

serviceableness

Next Saturday (the 28th) will show.

Basketball Is at Its Height

And here is the equipment for this spirited game: Sleeveless jerseys, \$1 to \$3.
Pants of various styles and colors, \$1.50 to \$2.25.
Basketball shoes, \$3.50 to \$4.50.
Knee pads, \$1.50.
Supporters, 75c to \$1.25.
Team uniforms made to order and special prices quoted on complete outfits.

(The Gallery)



Here Are the New Tweed Suits for Young Women's Springtime Wear

Slim, straight-line suits of tweed, man-tailored every inch, with the close-fitting shoulders, the well-set collars, the right-hanging skirts, the good satin coat linings, and all the details that make a tailored suit successful.

There are models at \$28.50, \$32.50, \$35 and \$48. Most are in tweed, browns and grays and mixtures, but in certain styles there are blue tweed, also, and raisin color.

The sizes are 14 to 20 years.

(Second Floor)

Gingham, Linen and "Garden" Dresses for Young Women

Have you seen the "garden" dress? It is made of quaint flowered chintz or percale, and is designed for young women fortunate enough to have gardens to work in. Priced \$14.50.

New gingham dresses, fresh as the Springtime, are in the silkiest of imported gingham, in charming styles and attractive colorings. Priced \$16.50 to \$21.50.

Linen and cotton eponge dresses in white and colors are going out thick and fast for Southern outdoor and Northern indoor wear. Priced \$14.50 to \$22.50. Sizes 14 to 20.

(Second Floor)

Women's Anatomik Shoes in Certain Sizes at \$3 a Pair

A short time ago we announced the transference of our Anatomik shoe-making to a new factory.

At that time we reduced all the Anatomik shoes in stock to half price.

Of the women's shoes of that lot all that now remain are sizes 3 to 5 in A and double A widths, and sizes 2½ to 4½ in B, C and D widths.

They are all high-laced shoes of black glazed kid or dark tan calfskin, and represent extraordinary value to those who wear these unsurpassed health and comfort shoes.

(First Floor)

Here Are 800 Nightgowns at One Dollar Each

The values in these dollar nightgowns are simply wonderful.

One style of nainsook has a dainty embroidery casing around the top, run with half-inch satin ribbon.

Another is of firm, strong cambric, hemstitched.

A third style has lace insertion and an embroidery medalion.

A fourth has just the daintiest narrow lace insertion.

Other surprising values in White Sale nightgowns up to \$9.50.

(Third Floor)

A New Console Model Phonograph to Entrance Both Your Eye and Your Ear

It is the Cheney Console de Luxe.

Cheney phonographs are world-famed for the quality and sweetness of their tone. One of their exclusive features is the violin resonator which provides not only for vibrant sweetness in each note as it issues forth, but for an increase in mellow and power in the musical mechanism, instead of a deterioration, with time and use.

This New De Luxe Cheney Console

is built more or less on Chinese Chippendale lines, light, graceful and elegant, and is constructed of the finest figured walnuts in rich carving paneling. On the large double doors are splendid panels in Chinese design, in fine lacquer painting in gold and colors or black.

Similar lacquered panels appear also on the INSIDE of the doors, for this superb cabinet is as decorative when opened as when closed. The eight albums for records which it contains are covered in black morocco.

The proportions of the console are 5 feet 7 inches high, 4 feet long and 2 feet deep. It is most moderately priced at \$1800.

(Second Floor)