

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

# It Is So Pleasant in the Store These Winter Days, and So Easy to Get Here

## All These Islands in the Seas We Are Sailing Over

have large flocks of wild birds resting on them until the moment they see a strange boat or hear the sound of its engines, and then they rise en masse and fly away.

In one sense we are all travelers, seeing many things at first glance that look pleasing, but like the mirage of the desert they melt away and disappear.

How many persons a young fellow meets who at first sight seem to offer delightful friendships, which wear out on closer acquaintance!

The choosing of a life-long friend is not merely a chance meeting or something that springs up over night.

[Signed] *John Wanamaker*

January 25, 1922.

AMONG the new necklaces to be worn with cloth dresses we mention these—colored cords with pendants to match at 50c; and bead necklaces with tassel effects, metal bead necklaces with imitation stones and red bead necklaces, all priced somewhere between 50c and \$10.

(Main Floor)

## The New Hats for Women Are Pretty Enough to Hurry the Springtime

Many are fashioned of silk and can be worn at once. Others, of silk and straw, need not wait long for an outing. Still others are designed to wear immediately where temperatures are higher than Philadelphia.

"Sports" is a misnomer applied to some of the lovely hats that come under that category. Many of these charming "sports" hats would grace any occasion short of those requiring elaborate attire.

In color, line and material they are captivating. And prices are very moderate, beginning at \$15.

(Second Floor)

## Now It Is Wool Tunics

Something new and shaped like the net tunics we already know, but designed to wear over sports frocks.

They may be had in white, blue, rust and tan for \$20 each.

(Main Floor)

## English Shadow Voiles Are the Daintiest of All

So women are always glad to get them for their finer Summer frocks.

This year's new arrivals are quite a bit lower in price than last year's. They are in the most delicate tints, also navy, black and white and in shadow checks, stripes and plaids. Some are partly silk, others are all cotton.

They are \$1.50, \$1.75 and \$2 a yard.

(First Floor)

## Every One Asks for Peter Pan Waists

The round neckline is youthful and charming and the flat collar sets so well above the slip-on sweater. A new and attractive example is a waist of finest English white dimity, made with pleated front and finished off with dainty hand-embroidered collar and cuffs of delft blue or leaf-brown linen.

The price is \$4.50.

(Third Floor)

## L. R. Corsets

Models of pink broche, cut-pleated and with long skirts, are for average figures and cost \$3.50. Heavier broches at the same price.

L. R.'s in broken sizes and rolaset (front lace) models, each \$5.

Letitia corsets in odd sizes are \$2.

Other Letitia models, discontinued styles, are \$3.50 to \$10.

Wanamaker Specials are \$1 to \$4.50.

American Lady, \$2 and \$3.50.

Madame Lyra corsets, \$4.

(Third Floor)

## Infants' Spring Underwear From Switzerland

First shipment is as fine and soft and white as only Swiss goods can be. We are old this is due to the crystalline water from the melting snows on the mountain peaks.

These goods are so scarce in this country that people in the Pacific Coast send to Wanamaker's for them.

Cotton- and wool- mixed bands, \$1 to \$2.35.

Silk- and wool- mixed bands, \$1.60 to \$3.85.

Wool bands, \$1.30 to \$2.65.

Wrappers of wool-and-cotton mixed, short sleeves, \$1.50 to \$2.60; long sleeves 20c more.

Wrappers of silk and wool mixed, short sleeves, \$2.25 to \$5; long sleeves 25c more.

Wrappers of silk, long sleeves only, \$2.75 to \$5.25.

Prices marked according to size.

(First Floor)

## Clearaway of 100 Young Women's Day and Evening Gowns, Now \$10 to \$98

In this disposal are cloth street dresses, afternoon and evening gowns of silk, lace, net, velvet, crepe de chine and Georgette crepe. Some imported gowns are among them.

Prices are radically cut. Silk dresses now \$10 were originally nearly three times as much. On some of the finer gowns the reductions are as much as \$45. There are lovely things among them. A few typical examples of values are these—

A silver gray charmeuse dinner gown embroidered in silver, with a touch of old blue at throat and girdle. Now \$48.

An evening gown of old rose glaze taffeta and cream lace. Now \$65.

An evening gown of light blue taffeta and silver lace. Now \$10.

An afternoon dress of midnight blue Georgette crepe with cherry garniture. Now \$38.

A tailored dress of beaded tricotine. Now \$35.

An afternoon gown of beige crepe de chine with deep silk fringe trimming. Now \$35.

A gown of apricot Georgette crepe, hand embroidered in white. Now \$45.

Of most of the dresses there is, of course, but a single model, but sizes 14 to 20 will be found in the group, and gowns for almost every occasion.

(Second Floor)

## The White Sale Enriched by Mail Order Reserves

Every woman knows that we reserve sufficient quantities of some of our best White Sale values so that those who order by mail will not be disappointed.

Tomorrow these special mail order reserves are placed on sale with the remainder of the White Sale garments on the Third Floor. Among them are—

Nightgowns at \$1, of nainsook, the round neck and short sleeves finished with a wide embroidery casing run with ribbon.

Nightgowns at \$1.50, of cambric, with high neck and long sleeves. Tucked yoke and wrists have good embroidery ruffles.

Nightgowns at \$2, cambric, square neck and short sleeves, trimmed with cream Valenciennes lace and ribbon.

Chemises at \$1.50, nainsook with lace trimming.

Pink satin camisoles at \$1.65, of extra heavy quality, trimmed with excellent cream lace.

Pink crepe de chine chemises at \$2, with deep lace and Georgette top.

Pink crepe de chine nightgowns at \$3.85, lace and satin trimmed.

(Third Floor)

## Women's Fur Coats With Skunk Trimmings

These are the coats of simple lines and varying lengths from 35 to 45 inches, coats which are cut straight or flaring, but which have no trimming except the huge collars and deep cuffs of natural skunk fur. Their linings are mostly of bright colored figured silks, and their prices run from \$250 to \$550.

This is just one group out of many in a Fur Sale which is interesting every woman who likes to buy furs at 25 per cent less.

(Second Floor)

## Corduroy Breakfast Coats Special at \$5.50

Lined throughout and well made of wide-wale corduroy in soft shades of rose, lavender or Nattier blue. Remarkable value for \$5.50. The quantity is limited.

(Third Floor)

## Fine Slippers and Pumps Going Off at \$5.75 and \$7.75

They are precisely the dainty and fashionable footwear women want, and they are going out at these low prices—less than half, in many instances—only because they have sold down to little lots and broken-size ranges.

At \$5.75 are one-strap slippers of black satin, suede or patent leather.

At \$7.75 are high-grade strap slippers and pumps of fawn buck, fawn buck and tan calf, gray buck and patent leather, tan calf; and oxfords of patent leather.

(First Floor)

30c a yard for white striped and plaided voiles is a very small price and a very attractive one for yard-wide material. A great many women are buying it for shirtwaists and dresses.

(First Floor)

## Metal Desk Sets Are Much Less

We have picked out quite a number that we are anxious should go quickly, and these prices should certainly make them do so:

Brass desk sets with bronze inlay, \$9.

Bronze sets with brass inlay, \$15.

Bronze-finished sets, \$40.

A handsome all-bronze set at \$65.

(Main Floor)

## Fine Suitcases at \$7.50 Much Less Than Half

Splendid brown cowhide cases made by one of the most famous luggage makers in the business.

Some with sewed corners and short straps and others with riveted corners and straps all around.

All standard size and good and deep, and one of the best luggage values in a long while.

(Main Floor)

## Axminster Rugs of the Better Sort

are very different from the common run of Axminster rugs. These are all the better grades and combine great durability with pleasing patterns and colors.

9x12 ft., \$36.50, \$47 and \$56.50.

8.3x10.6 ft., \$42.50 and \$52.50.

6x9 ft., \$23 and \$32.50.

7.6x9 ft., \$28.50.

11.3x12 ft., \$53.50 and \$67.50.

(Seventh Floor)

## Men's and Boys' Mackinaws and Heavy Sweaters

Good things to wear on cold days.

Heavy all-wool mackinaws in various colors, for men, \$10 and \$13.50; for boys, \$8.50. All about a third less than regular.

Shaker-knit pullover and coat-style sweaters with large shawl collars, \$8.

Heavy white pullovers with shawl collars, a style popular with skaters, \$8.50 to \$10.

Boys' pullover sweaters, \$5.

Sweater prices lowered, too.

(The Gallery)

## BASKETS of pretty nearly every imaginable kind may be had these days at prices averaging half. There are Chinese handy baskets and waste baskets, crex baskets, open and closed sewing baskets, grass baskets, hampers, marketing and shopping baskets, sandwich baskets and knife baskets and lots of others at prices varying from 50c to \$11.50.

(Fourth Floor)

## Every Child Does Need a Good Warm Sweater

Nothing but all-wool sweaters will you find here, for the reason that most mothers will only have that kind.

But there are plenty of styles, those that open down the front and slip-on sweaters, some with roll collars, others with sailor collars or none at all.

For tots of two to four years, prices are \$2.50 to \$4.50.

For girls from five to sixteen years, \$4.50 to \$11.50.

Sweater sets, two to four year sizes, \$3 to \$8.50.

(Third Floor)

## Here's a Fine Buttoned Boot for Men

It is of French calfskin in dull black and so smooth and soft that it seems like mott kid.

A five-button model very trim and neat, with shapely toe and finely finished. Looks like custom work.

Price \$15 a pair.

(Main Floor)

## Umbrellas at \$1.50

For men, women and children. They have paragon frames, are covered with black cotton taffeta, and the women's have hardwood handles with silk loops, while the men's have mostly hook handles. They are all full size.

(Main Floor)

## Companionable Clocks With Chimes

In the pleasantest way possible they tell of the passing hours. They share in the family joys and sorrows and, in a very real way, they become part of the household life.

Such clocks possess a sentimental value far above the usual gift and many people like the idea of giving them to a bride for her new home.

Mahogany mantel clocks with chimes for the living room or library, \$65 to \$130.

Fine statuary bronze chiming clocks, \$675 to \$950.

Hall clocks in mahogany cases, fitted with American-made movements and chiming the quarter hour on tubular bells, \$320 to \$960.

(Main Floor)

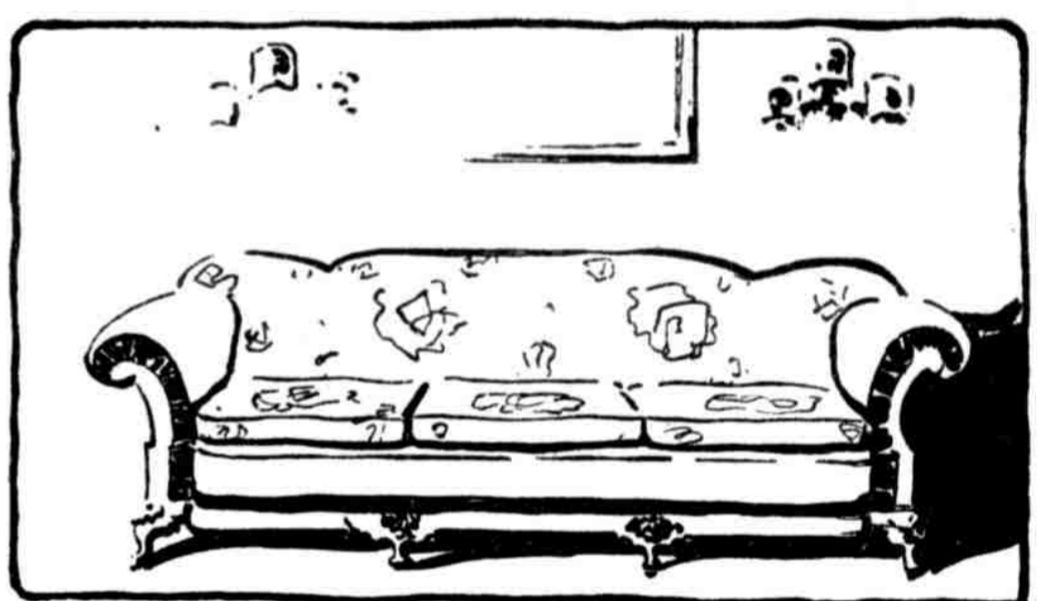
## A Fresh Batch of All-Wool Blankets, Extraordinary at \$10 a Pair

These are blankets of a grade that we have been selling for many years, and now we can offer them at the old, before-the-war price—\$10 a pair.

That is an extraordinarily low figure for blankets of such an excellent grade.

They are woven of all-wool, warp and filling, white, with borders in either old rose or blue, size 70x84 inches, full 5 lbs., and in every way wonderful for the money.

(Sixth Floor)



## In Upholstered Furniture It Is the Inside That Matters Most

For that reason the buying of upholstered furniture has always been something of a lottery, except when one could depend not only upon the bona fides, but also upon the expert, practical knowledge of the one who sold it.

Moss makes a tolerably good filling for upholstered furniture, but of course it cannot be expected to retain its resiliency.

Tow is a bad filling and is used chiefly to offset a seemingly low price.

It has no resilient quality worth mentioning and in time it wads and gets out of place.

## Curled Hair Is the Best Stuffing

for upholstered furniture. It has the quality of resiliency—and it holds it.

It stays where it is put and is practically everlasting in wear.

Now, whenever you can buy a piece of upholstered furniture that is stuffed with all-hair and buy it at a price anywhere near that asked for moss-filled furniture, or substantially higher than that asked for tow-filled furniture, common sense will tell you that the all-hair-filled furniture is by far the best for you to put your money in.

It is timely to keep this in mind just now when there is so much talk about furniture and furniture sales and so much furniture going, the inside quality of which is doubtful.

But above all it is timely to keep it in mind in view of the fact that—

## Every Piece of Upholstered Furniture in the Wanamaker February Sale Is All Hair-Filled

This will probably be the only furniture sale in America in which you can buy no upholstered furniture except all-hair-filled furniture.

And it will bring all-hair-filled upholstered furniture at prices that will make it much less expensive than the moss-filled kind. As for the tow-filled kind—with that there can be no comparison.

All-hair-filled upholstered furniture is one point in which this February Sale will be unique.

It will have others as well.

They will be shown

Next Saturday, January 28, the First of Three Days of Inspection and Advance Choosing

Keep that date well in mind—January 28, next Saturday.