

HEARN

West Fourteenth Street

The Great White Sale

COMMENCES TO-DAY.



The Wanamaker Store

The White Event

A Sale Unprecedented in the History of American Retailing

WE begin the New Year with a mercantile demonstration that exceeds in magnitude and importance anything of its kind ever associated with the name of Wanamaker. Surely a statement of strength and significance.

Following the custom established by ourselves twelve years ago, the opening of the year is marked by a Sale of Muslin Underwear. The overwhelming superiority in magnitude, character and value of the offerings we make in this line would alone be enough to warrant the strongest possible announcement;—but Muslin Underwear is not all the news to-day. Preparations almost equally extensive have been made in other lines, especially in Household Linens, Muslin Sheets and Pillow Cases, Muslin and White Cloths, by yard and piece, and Laces. Note the dominance of white, which is further shown throughout the store in other offers less extensive in quantity but no less attractive in given values. The cumulative power of the entire movement has never been equalled nor approached in American store history.

The decorations, details and unities throughout the store will be found entirely in keeping with both the central thought and the practical importance of this event.

The occasion offers excellent opportunity for the comparison of Wanamaker efforts with any of the numerous imitations thereof, now current.

The Desirable and Reliable
In
Muslins, Sheetings,
Linen, White Goods,
and
White Embroideries.
The Good,
Only the Good,
and
Notwithstanding Advance
in
All these Fabrics
Prices will be
The Lowest Yet Named.
This will
Most assuredly be
The Opportunity of the Year.

Everything
In
Fine White Underwear
for
Ladies and Children
and
Everything Good in
Babies' Wear.
No Inferior Goods
at any price.
Every Article
is of
Fine Material, well made,
full measurement and cut
and all
Trimmings and Embroideries
The Latest Styles.

MUSLINS.

Fruit of Loom	yard wide	3%
Wamsutta	yard wide	6%
Yard wide Brown—fine and heavy		4%

READY MADE SHEETS.

24x24 yards	37 cents
24x24 yards	30 cents

Every one of these Sheets is made at Utica Mills of Utica Sheetings, first quality; and every one measure 2 1/2 yards long finished; in other words, 3 inches longer than usual. The regular prices of the shorter Sheets are 50 cents and 55 cents. These prices break the record.

PILLOW CASES.

No	Better and	
Dressing	fine quality.	
42x36	5	8
45x36	6	9
50x36	7	10
54x36	8	10

SHEETINGS.

BLEACHED		UNBLEACHED	
42 inches wide	8	7 1/2	7 1/2
45 inches wide	8 1/2	8	8
50 inches wide	9 1/2	9	9
54 inches wide	10 1/2	10	10
58 inches wide	11 1/2	11	11
62 inches wide	12 1/2	12	12
66 inches wide	13 1/2	13	13
70 inches wide	14 1/2	14	14
74 inches wide	15 1/2	15	15

Linens and Towels.

TOWELS	
Honeycomb Towels—48 inches long	8
Heavy Huck Towels—20x40 inch	10 1/2
All Linen Hemstitch Huck—39 inch	10
All Linen Damask Towels—40 inch	10
All Linen—hem or fringe—36 inch	9
Heavy Linen Huck—20x40	12 1/2
Heavy Linen Huck—22x48	19
Satin Damask—lace border—knot fringe	19
Extra large Towels—value 31 and 35	25
Barbers' All Linen Huck—14x25	25

Table Linens

All Linen—cream and white—64 inch	30
All Linen—cream and white—70 inch	40
All Linen—high satin finish—64 inch	30
Heavy Scotch—cream and white—70 inch	30
All Linen Double Damask—72 inch	70
Fine Scotch and Irish—72 inch	80
Fine Scotch and Irish—81 inch	98

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Dealings in Table Linens

Our Linen Store, always a safe and economical place to buy, has made some extra efforts for White Week. That brings extraordinary chances:—

TABLE CLOTHS

Fine double damask bleached Irish table cloth; not fringed. Several patterns; 2x2 yds., \$2 each; 2x2 1/2 yds., \$2.30 each; 2x3 yds., \$3 each; 2x3 1/2 yds., \$3.50 each. Napkins to match, 20x20 in., \$2; 24x24 in., \$2.75.

Splendid quality grass bleached German damask table cloth; no starch or dressing in them to give false weight or appearance; not fringed; several pretty patterns; 70x70 in., \$1.50 each; 70x88 in., \$1.90 each; 70x106 in., \$2.25 each.

Fine double damask table cloths from Germany; the old-fashioned "Barnsey" type; that of which housekeepers are so proud; several choice patterns; 2x2 yds., \$1.90 each; 2x2 1/2 yds., \$2.40 each; 2x3 yds., \$2.85 each.

Table Cloth, by the yard, at 30c., 35c., 50c. and 56c. All supplies for you.

NAPKINS

At 60c. doz.—Good wearing Bohemian napkins; almost white; half yard square.

At 75c. doz.—Good size, good looking napkins; a few washings will bring them to a permanent white; 20 in. square.

At 95c. doz.—Old-fashioned German drill; grass bleached; 18 in. square.

At 95c. doz.—Grass bleached German; 18 in. square.

At \$1.15 doz.—Silver bleached soft finished heavy napkins; just the thing for hotel and restaurant use; 20 in. square.

At \$1.50 doz.—Splendid quality snow white Irish damask; 20 in. square.

At \$5 doz.—Handsome double damask dinner table cloth from Ireland; you've paid nearly double this price for their equal; 26 in. square.

Sheets and Pillow Cases

We begin this sale with 65,000 sheets and 40,000 pillow cases—all decidedly better than the usual home-made, and costing no more than you'd pay for the goods by the yard. The muslin used in these is one of the best known makes, and is standard in weight and count. A limited quantity of these sheets and pillow cases has been set aside for this sale, at prices lower than ever before. After the sale market prices will again prevail:

PILLOW CASES

42x36, 9c.; regular price 11c.
45x36, 9 1/2c.; regular price 13c.
45x38 1/2, 10 1/2c.; regular price 15c.
50x38 1/2, 11 1/2c.; regular price 16c.
54x38 1/2, 12 1/2c.; regular price 17c.

BOLSTER CASES

42x76 1/2, 19c.; regular price 24c.
45x76 1/2, 20c.; regular price 26c.

SHEETS

34x90, 29c.; regular price 36c.
63x90, 32c.; regular price 42c.
72x90, 36c.; regular price 47c.
72x99, 39 1/2c.; regular price 50c.
81x90, 40c.; regular price 50c.
81x99, 44c.; regular price 55c.
90x90, 44c.; regular price 55c.
90x99, 49c.; regular price 60c.

About Linen Handkerchiefs

Buy linen handkerchiefs here with the full assurance of obtaining only those that are linen. And then the surprise at an offering like the following must be all the greater:

All-linen handkerchiefs, neatly initialed, at 50c. a doz. You may have 6 for 25c. We've never found them retailing so low. Have you?

To keep in harmony with the above we take several lots of other qualities, and have marked them correspondingly low. These:

Women's plain hemstitched linen handkerchiefs, at \$2 doz.; were \$3.

Women's plain hemstitched linen handkerchiefs, at \$1.65 doz.; were \$2.40.

One Million Pieces of Muslin Underwear

The showing to-day is the product of the largest orders that have ever been given in this country for goods of this kind. The aggregate offering is twice larger than any previous one of our own, and from eight to one hundred times larger than that given by any of our friends and imitators.

We assume that you know the character of our goods. You have had a four-fold experience with them. We present them, with no fear whatever of even pretended dispute, as the cheapest good pieces that can be bought.

Everything shown to-day is fresh,—made especially for this sale. We present only new, clean, fresh, good pieces, conscientiously made from the highest class materials.

The conditions of manufacture are in the highest degree clean and sanitary, and, as compared with city workshops, enviable. The entire process of manufacture is at all times under our own supervision.

The prices quoted are low,—lower than we have ever been able to quote before, because our order was never so large. Not only are they low and lower,—they are lowest. Intelligent comparison of qualities will convince any one of this, in case of any pretence at competition.

Night Gowns

At 38c.—Of muslin, 2 styles; high or low neck; trimmed with embroidery and plaits.

At 50c.—Of muslin or cambric, 4 styles; high necks and V necks; some trimmed with embroidery, others with cotton torchon lace.

At 65c.—Of muslin, 4 styles; V necks and empire styles; some trimmed with embroidery and insertion; others with plaits yokes or yokes of lace insertion.

At 75c.—Of muslin or cambric, 5 styles; high necks, V necks, square necks; some trimmed with embroidery and insertion; others lace trimmed.

At 85c.—Of muslin or cambric, 8 styles; high necks, square necks, V necks and round yokes, with insertion and ruffle; some trimmed with embroidery and insertion; others hemstitched with plaits; still others trimmed with torchon cotton or Valenciennes lace.

At \$1.—Of muslin or cambric, 11 styles; high necks, square necks, V necks and empire styles; some trimmed with embroidery insertion and plaits; some with yokes of all-over embroidery; others trimmed with torchon lace, and some ribbon trimmed.

Corset Covers

At 8c.—Of cambric, 2 styles; high back with square or V fronts, trimmed with neat embroidery and pearl buttons.

At 15c.—Of cambric; V front and high back; trimmed with neat embroidery and pearl buttons.

At 18c.—Of cambric, 2 styles; square front with V back, and V front with high back; trimmed with pretty embroideries.

At 25c.—Of cambric, 5 styles; square, round and V necks, trimmed with pretty embroideries; some with insertion, others with lace.

At 35c.—Of cambric, 2 styles; round or V necks, trimmed with embroidery, insertion and clusters of plaits; others torchon lace trimmed.

At 50c.—Of cambric and nainsook, 10 styles; V, high, round and square necks; trimmed with pretty embroideries and insertions; some with torchon lace, others with Valenciennes.

Various other styles at between prices and up to \$2.75.

Infants' and Children's White Dresses

We haven't forgotten the needs of the little ones in our preparations. Here are dresses, both long and short, in the immaculate cambric and nainsook, trimmed and frounced and laced as good children's dresses should be, but cheap beyond experience.

SHORT DRESSES

At 50c.—Of cambric; yoke of Swiss insertion and plaits; ruffle of embroidery on neck and sleeves; 6 mos., 1 and 2 year sizes.

At 75c.—Of nainsook; yoke of Swiss embroidery; ruffle of embroidery on neck and sleeves; 6 mos., 1 and 2 year sizes.

Petticoats

At 50c.—Of muslin, 3 styles; umbrella ruffle of cambric; or gathered ruffle of cambric with cluster of plaits; plaits above; flounce, 19 in. deep, hem and cluster of plaits.

At 75c.—Of muslin, 3 styles; umbrella ruffle of cambric; deep hem and cluster of plaits and dust ruffle; or umbrella ruffle trimmed with embroidery.

At 85c.—Of muslin, 2 styles; deep flounce of lawn and hemstitching, with dust ruffle; or umbrella ruffle of lawn, trimmed with torchon lace; dust ruffle.

At \$1.—Of muslin, 5 styles; umbrella ruffle of lawn with 4 rows of hemstitching and plaits; umbrella ruffles trimmed with embroideries; some with insertion; others with torchon lace and 3 rows of insertion.

Short Petticoats

At 25c.—Of muslin; cambric ruffle, hem and small plaits.

At 35c.—Of cambric or muslin, 3 styles; umbrella ruffle of lawn or deep gathered ruffle of cambric with hem and cluster of plaits, and gathered ruffle of cambric trimmed with embroidery; finished with hemstitching.

At 50c.—Of muslin or cambric, 3 styles; umbrella ruffle of lawn, deep hem, with finish of hemstitching; or ruffle of lawn finished with embroidery or torchon lace.

At 75c.—Of cambric; deep ruffle of lawn, trimmed with dainty embroidery and cluster of plaits above.

At 85c.—Of cambric; deep ruffle of embroidery; neat patterns; cluster of plaits above.

Drawers

At 10c.—Of good muslin; hem and 3 plaits.

At 15c.—Of fine muslin; deep hem, 6 plaits.

At 25c.—Of muslin; 3 styles; ruffle of embroidery and cluster of plaits above; cambric ruffle with embroidery edge; deep cambric ruffle with cluster of plaits.

At 30c.—Of muslin, 2 styles; umbrella ruffle of lawn, hemstitched; or cambric ruffle with 2 plaits.

At 35c.—Of cambric, 4 styles; trimmed with pretty embroideries or torchon lace; some with lawn ruffles edged with lace.

At 50c.—Of muslin or cambric, 5 styles. Many other styles up to \$2.50.

Chemise

At 18c.—Of muslin; round necks, trimmed with cambric ruffle.

At 25c.—Of muslin; square neck, with yoke of two rows of insertion and clusters of plaits; neck and armholes trimmed with cotton torchon plaits.

At 35c.—Of muslin or cambric, 4 styles; round necks, trimmed with embroideries; some with insertion and clusters of plaits.

At 50c.—Of muslin or cambric, 5 styles; round or square necks, with yokes of insertion and plaits; others with ruffles trimmed with lace.

At 65c.—Of cambric; round or square necks, trimmed with embroidery and insertion; clusters of plaits; others with torchon lace and 3 rows of insertion.

At \$1.—Of cambric or nainsook, 4 styles; trimmed with pretty embroideries or torchon lace and insertion; ribbon finished.

At \$1.25.—Of fine nainsook; round neck, trimmed with choice embroidery and insertion; ribbon run through.

Infants' and Children's Underwear

Girls' Muslin Drawers, with hem and cluster of plaits:

2	4	6	8	10	12	14	16	18	20
6	10	15	18	18	22	25	25	25	25

Girls' Muslin Drawers, with plaits and ruffles of Swiss embroidery; 2 styles:

2	4	6	8	10	12	14	16	18	20
17	20	25	25	30	30	33	33	33	33

Girls' Night Gowns, of muslin; yoke plaited; cambric ruffle on neck and sleeves:

2	4	6	8	10	12	14	16	18	20
25	30	35	45	45	55	55	55	55	55

Girls' Night Gowns, of muslin; square yoke of plaits and Swiss insertions; ruffle of embroidery on front of yoke, neck and sleeves:

2	4	6	8	10	12	14	16	18	20
50	50	60	60	70	70	75	75	75	75

The Upholstery Store in White

The entire detail of the preparations made in the Upholstery Store is something for another day.

This morning we can do no more than ask you to come and look, and assure you that you will not waste your time.

Of course the item of Lace Curtains has received special attention, and there are offers to be found in Irish Point, Swiss, Tambour, Brussels and Arabian Net Curtains that will make you glad you came.

Towels

Fine, soft, German damask towels with prettily knotted fringe at 40c. each. They're 24x48 in. Splendid quality at that price. There are these others proportionally low priced:

Good quality bleached German damask towels, with pretty borders and knotted fringe; 18x38 in.; 12 1/2c.

First-rate quality bleached German damask towels, with hemstitched ends; 21x42; 18c.

Blue Devon huck towels, of splendid quality and ready hemmed; all white or bordered; 20x38 in.; 15c.

Splendid quality well-made huck towels from Ireland; hemmed ends; 24x40 in.; 20c.

Some New Laces

For those who care little for the economy of ready-to-wear under-clothing, and who must have theirs made to order, we've provided this splendid showing of laces for trimming. All the desirable patterns and widths are here, and the prices are about one-third less than the market:

French Valenciennes Laces and Insertions, at 22c. to \$1.10 a doz. yds.

Imitation Torchon Laces and Insertions to match, 5c. to 11c. a yd.

Normandy Valenciennes Laces, 4c. to 45c. yd. Platt Valenciennes Laces, 9c. to 13c. a yd. Point de Paris Laces, 9c. to 22c. a yd. Imitation Duchesse Laces, 10c. to 20c. a yd. Broadway.

Corsets

A special preparation for this sale. They represent solid worth and true economy. Among others:—

At 75c.—"R. & G." Corsets; long waist, medium bust, short hips; trimmed top and bottom with lace and ribbons. Of imported coutil, in white only.

At \$1.—"R. & G." Corsets; medium waists, well boned; white, drab, pink, blue and black; trimmed prettily with lace top and bottom.

At \$1.25.—"H. & S." Corsets, of imported coutil; extra long waist, high bust; short over hips; trimmed top and bottom with lace; white, drab, pink, blue and black.

At \$1.75.—"R. & G." Corsets, of coutil and satin; long and medium waists; bias cut; gored bust and hips; some short on hips, others long; trimmed with lace and ribbon; white, drab, pink, blue and black.

Social Correspondence Papers

These are deserving of no little attention in this great White Week. Qualities, quantities, prices—all claim recognition. This single item may prove the justice of that claim:

At 10c. pound—High-grade papers in azure, cream and regimental gray; envelopes to match at 5c. package. The paper would be only moderately priced at 35c. to 50c. a pound; envelopes should be 15c. a package.

These, too, are hardly less interesting: At 10c. box—Rich, pure white paper; neatly boxed; 24 sheets and 24 envelopes. Made to sell at 15c.

At 25c. box—Papers of high standard, richly boxed; some with 24 sheets and 24 envelopes; others with 48 sheets and same number of envelopes. Goods that have been 35c. to