

9 o'clock—Grand Organ
Noon—Chimes
4:50—Grand Organ

WANAMAKER'S

Store Opens at 9 A. M.

WANAMAKER'S

Store Closes at 5 P. M.

WANAMAKER'S

WEATHER
Rain

Giving a Spirited Start to the Year That Brings So Much Promise

Why Was President Wilson Obligated to Go Seas Over?

To him it evidently was given to see the possibility of a reorganization and rebuilding of the world.

In his personality is incarnated an almost incomprehensible truth.

The President represents the belief of hundreds of thousands of men of both hemispheres, not in detail, but in principle, that wars of swords and guns and battleships shall forever cease.

It is a man and nation savor the world is looking for today.

Whatever others think, the President has no misgiving of the central facts of his mission.

He felt, undoubtedly, the impulse of a world duty.

He has gone to respond to a summons that to him was as powerful and as irresistible as the Star that shone above Bethlehem was to the Wise Men of the East.

Great world eras have always had their beginnings in things that, at the time, seemed unreasonable or unimportant.

What a privilege it is to be living in such times, when continents and empires change, and when kings and parliaments look to the plain citizen President of the new Power of the west for their guidance!

Let us be careful of thought and considerate of speech, for certainly the eyes of the world are upon us.

Surely these are hours of destiny.

The hand of the American people is on the driving lever of world events.

(Signed) J. P. Wanamaker

Jan. 2, 1919.

This Year's New Sports Hats Are Very Gay

Their colors are bright and their shapes are youthful and becoming, so that women going south will be delighted with the new models we have to show them.

There are hats of calico in flower-sprigged patterns and in pretty flame and blue shades; shady brimmed Leghorns, flower trimmed and crepe faced; fine Milan straws and fancy rough straws are all in the collection.

There is really a wonderful variety and there are hats for all occasions.

(Second Floor, Chestnut)

Many Winter Suits for Girls and Young Women Are Reduced

At \$20 are the suits for junior girls—suits of soft wools in brown, burgundy and blue and in 15 and 17 year sizes. They are made in the correct Winter styles, are carefully tailored and finished, and have been more expensive.

At \$25 are suits for young women—suits of burella cloth in sports and dress models. There are reindeer, new brown shades, navy blue and burgundy from which to choose, and there are 14 to 20 year sizes.

And any girl or young woman who needs another suit to tide her over the Winter should surely see these!

(Second Floor, Chestnut)

Prettiest of Plaid Skirts to Be Specials

But such they are and little more than wholesale price!

Also the all-wool plaid these skirts are made of is very scarce indeed and many women have despaired of getting it at all.

A good sports model with elongated pear-shaped pockets and gathers in the back, \$16.75.

A full box-pleated model with the pleats close about the hips, \$18.75.

Both come in several plaid combinations, all extremely pretty ones.

(First Floor, Central)

The New Year Brings New Anderson Gingham

The makers of these fine Scotch gingham tell us that Wanamaker's is the greatest outlet for Anderson gingham in the United States, and nobody can doubt it who sees the assortment here.

Literally there are hundreds of patterns, small and medium checks, large plaids and plenty of plain colors to go with them. Taking as many as we do we have first choice from the new styles.

All are \$1.25 a yard.

(First Floor, Chestnut)



All Thrifty People Please Note —the White Sale Is Swinging Along Splendidly

Everything in it is fresh and new; everything is practical, and everything is well below regular prices, being from 20 to 33 1-3 per cent less than at any other time.

Of course the majority of garments in the Sale are the good everyday sorts—the sorts women want to buy now in quantities for the next six months. They have but little trimming on them and that little confined to good, simple embroideries—many of them on longcloth—to tucks and hemstitching, and a very little lace. But they are well cut and the materials are the very best to be had for the money. Nobody who knows the market conditions of today would expect to see nightgowns and petticoats of any kind for a dollar; yet here is a great variety of dollar styles.

Even the very finest American things in this Sale come inside the list of prices that follows:

Nightgowns—\$1 to \$6.75.

Petticoats—75c to \$5.

Short Petticoats—75c to \$1.50.

Chemises—75c to \$5.

Combinations—\$1 to \$2.50.

Drawers—65c to \$2.25.

Corset covers—50c to \$2.50.

Camisoles—\$1 to \$2.50.

Bloomers—\$1 to \$6.50.

Kindred Garments

Blanket bathrobes, silk petticoats, cotton petticoats, house dresses, white aprons and boudoir caps are all here at special price, although at this writing we cannot go into details about them.

(Main Floor, and Third Floor, Central)

Thousands of Waists

Tailored and trimmed voiles—mostly white—at \$1 and \$1.50.

Lingerie and tailored voiles at \$1.65 and \$1.75—many being samples.

Georgette crepes and crepes de chine at \$3.85.

Finer sorts—lingerie and others—at \$5.

(East and West Aisles, Third Floor, Central)

About the Corsets

Parisienne corsets at \$6 and \$8.

L. R. corsets of batiste, coutil, broche and tricot—a third and a half less.

Madame Lyras at \$3.50.

Wanamaker specials at \$1 to \$2.50.

Letitias at \$3 and \$3.50.

(Third Floor, Chestnut)

HAND-MADE Baby Clothes at Moderate Prices

For little babies hand-made garments seem most appropriate. Those, in the White Sale, are as dainty and pretty as women could wish, and their prices are of especial interest.

Hand-made slips are \$1.50 to \$5 each—and they are as simple or as elaborate as you like.

Hand-made petticoats to go with the slips, \$2.75 to \$5.

Hand-made caps—and dear little affairs they are—85c to \$1.50.

(Third Floor, Chestnut)

Yes, There Are Plenty of Furs in the Famous Yearly Sale

And that means all the splendid furs in our regular stocks, every piece of them reduced 25 per cent, and every piece guaranteed. And we may add that our regular stocks were never finer.

At this moment we cannot go into details about the prices, but the small furs—sets and separate scarfs—include black, gray and cross foxes, natural beaver, black lynx, Hudson seal (dyed muskrat), mole, natural skunk, nutria, squirrel, mink, fisher, sable, racoon and wolf.

The coats include many of Hudson seal (dyed muskrat), plain and novelty styles, besides coats of nutria, natural muskrat, gray squirrel, mole, beaver and other pelts.

Also a few motor coats of hardy furs.

Everything 25 per cent less than regular.

(Second Floor, Chestnut)

Save a Fourth to a Third on Fine Domestic Rugs Including Whittalls

Many people always wait for this Winter Sale at Wanamaker's before buying any new floor coverings for the year. Experience has shown them that they can get better values here than elsewhere.

In the sale this year are M. J. Whittall Anglo-Persian rugs, other high-grade Wilton rugs, wool Wiltons, Axminsters, body Brussels and thousands of yards of good carpets and linoleums.

The Whittall rugs are in discontinued patterns and the other weaves are divided between discontinued patterns, special purchases and reductions from stock.

9x12 ft. Whittall Anglo-Persians, \$84.50.

9x12 ft. high-grade Wiltons, \$72.50 and \$78.50.

9x12 ft. wool Wiltons, \$57.50 and \$59.50.

9x12 ft. Axminsters, \$36.50.

9x12 ft. body Brussels, \$47.50.

Other sizes, small and large, at proportionate savings.

(Seventh Floor, Chestnut)

Five New Groups of All-Linen Towels in the White Sale

All purchased direct from Irish and Scotch mills and priced considerably below today's market value—in fact, some of them are not now obtainable at any price.

All pure flax through and through, a great assortment of qualities and sizes.

At 50c each, heavy huck towels with hemmed ends; size 17x33 inches.

At 75c each, better quality of heavy Scotch huck towels with hemmed ends, size 19x38 inches.

At \$1 each, beautiful soft-finish bird's-eye-weave towels, both in figured and plain effects, all neatly hemstitched, 24x40 inches.

At \$1.25 each, plain weave towels of a fine quality, neatly hemstitched, size 22x38 inches.

At \$1.50 each, beautiful towels in a combination of huck and damask weaves, with neat damask borders in Greek and fleur-de-lis effects, all hemstitched, size 24x40 inches.

(First Floor, Chestnut)

1000 More Bedspreads Go Into the White Sale Tomorrow

Roughly, there are well over two thousand spreads in this sale—fresh, perfect, snow-white, of standard quality and at reductions of one-fourth to one-third from our regular price.

Dimity crinkle spreads, 2x2½ yards, at \$2.25 each; 2¼x2½ yards, at \$2.50 each.

Honeycomb or crochet spreads in a variety of Marseilles patterns, single-bed sizes, the finest single-bed honeycomb spreads woven, are marked \$2 each. Of these there is a wonderful showing.

Honeycomb or crochet spreads in variety of Marseilles patterns in double-bed sizes are now \$2 each. Others of the same type and in double-bed size are \$2.25 each.

Satin-finished spreads are a new group in the great assortment. Two 2x2¼ yards and 2¼x2½ yards, both same price—\$3.25 each.

(Sixth Floor, Central)

Jaunty Roll Brim Turbans That Please the Boys

These handsome hats were always popular, but never so much so as this season—and never so handsome.

This lot made of short ends of fine overcoatings in a variety of colors and designs.

The price is \$2.50, or \$4 for some of English chin-chilla.

(Main Floor, Market)

300 Pair Window Curtains Reduced a Fourth to a Half

Odd pairs, which means in lots of one, two or three pair of a kind.

It is only necessary to know the number of windows in each room for women to find curtains for any or every room in the house. And at such a saving in price!

There are lace, scrim and muslin curtains, and almost all kinds, being leftovers from a busy season's selling.

Prices from \$3.75 for a three-pair lot of scrim curtains up to \$23.50 for a single pair of beautiful point de Paris curtains.

(Fifth Floor, Market)

TWO Good Specials in White Sale Handkerchiefs

\$3.25 a dozen for men's plain hemstitched handkerchiefs of good quality linen.

\$2 a dozen for women's plain hemstitched handkerchiefs with initial.

Both sold by the dozen and the half-dozen only.

(Main Floor, Central)

THE Boys Should Start the New Year in New Clothes

Our stocks of boys' overcoats have been kept well replenished, and that is why we are now so well equipped to serve the boys who still need good, warm garments for the real Winter just ahead of us.

Overcoats, \$13.50 to \$25, sizes 3 to 10 years, and \$22.50 to \$35 in sizes 11 to 18 years.

Suits, \$18 to \$30, in sizes 8 to 18 years.

(Second Floor, Central)