

Always a Good Time of the Year to Get Things for Less Money

A Great White Fleet of Snow Has Taken the West

by storm, while in the East we have two days and nights of gentle rain, washing the roofs clean of soot before the rough wintry winds have come to blow the black dust into our homes.

The rain of soft, fresh water cleanses and purifies the air; it fills up the little streams, the creeks and the river, that they may be ready for the boys and girls who love to skate.

Perhaps the most cheerful place in town on a stormy Winter day is our big, bright, roomy, comfortable building encircled on all the four streets by trolley cars, with direct entrances from the underground trains and close to the Broad Street Station and the Reading Terminal, where passengers from out of town can take the subway and be under cover every minute to our Store doors.

The entire twelve floors of the Store are open to the public to furnish rest, refreshment, music and interesting occupation in walking about to see things, and to help you entertain your friends.

There is no urgency to buy anything in our advertisement or in our hospitalities.

[Signed] *Joe Wanamaker*

Jan. 3, 1919.

THE ONCE-A-YEAR SALE OF FURS

We can promise plenty of small furs for tomorrow—especially the fashionable wolf, fox, nutria and beaver. Also a very fair assortment of coats.

There are just two things to remember about this Fur Sale—everything in it is exactly 25 per cent below regular prices, and everything in it is guaranteed.

(Second Floor, Chestnut)

The Great Half-Yearly Sale of White

Hundreds of fresh garments will come into it for tomorrow morning—petticoats, nightgowns and chemises both of the straight and the envelope kinds; and all of the moderately priced sorts which appeal to the women who are making their money "spin out" as far as possible.

Also in the Sale are certain large-sized garments such as nightgowns, with high necks at \$2 to \$3.50 and low necks, at \$1.50 to \$4.50; orset covers, lace and embroidery trimmed, at 75c to \$1.75; short petticoats, also with lace and embroidery, at \$1.25 to \$1.85; combinations—corset covers with drawers or corset covers with skirts, at \$1.75 to \$2.50 each, and drawers at 85c to \$2.85. There are even fine Philippine embroidered undergarments—nightgowns, with high necks, at \$5.85, and low necks, at \$5 to \$9.50 and envelope chemises at \$2.85 to \$3.75.

All of these extra sizes are like the other garments in this Sale—from 20 to 33 per cent below regular prices. Also they will be found at the regular counter in the Underclothes Store, instead of on the White Sale tables.

Take a few minutes especially to look at other very fine and simple garments—made with almost no trimming, but quite the prettiest things in the White Sale.

(Third Floor, Central)



A MID all the great clatter of various overburdened clothing stocks disburdening themselves of things that wouldn't sell, and at last bringing goods down to prices that represent their worth, sensible men will be mindful of the

Good Suits* and Overcoats* at Wanamaker's

where stocks are clean and unclogged, where new goods come in daily, where prices have been bedrock from the first, and where there is certainty of getting full and true value for their money at the outstart.

See, for example, the new full-weight suits for Winter and the new ulsters.

Have you found, or could you find, in any sale, such garments as these? * And these are all wool, too.

(Third Floor, Market)

100 Women's Serge Dresses at Late Season Prices—\$20

Early in the season their duplicates sold for \$10 to \$15 more—a fact which helps to place them, as far as value is concerned.

They are good dresses for traveling; to wear under a fur coat when motoring, for shopping and business use.

Navy and black only.

All sizes in the lot.

Several different styles.

(First Floor, Central)

All the Felt and Velvet Hats Reduced in the Gray Salons

All of them—from the fine French models to the less expensive hats.

There are beautiful dress hats, ostrich and feather trimmed; there are velvet picture hats in the fashionable colors and black; there are small shopping hats and comfortable sports hats in becoming shapes and styles.

All are in excellent condition and there is plenty of time for you to wear them, but it is growing late for us, and so we have reduced them a third and a half below the original prices. It will pay any woman in search of a hat to see them.

(Second Floor, Chestnut)

An Interesting Showing of Leather Jewel Cases

Useful at all times but especially on such occasions as trips South.

These cases are in oval, oblong and square shapes and range from quite simple little affairs to good-sized boxes with numerous specially designed compartments.

The leathers are all fine and women may choose from black, blue, dark green, pink and brown.

Prices \$4 to \$15.

(Main Floor, Chestnut)

Particular News of Serge Dresses and Reduced Coats for Young Women

January, February, March—three cold, blustery Winter months—three months when just such sturdy, warm dresses and coats as these are needed.

They are in good styles, and have been much more expensive right in our own stocks.

Serge Dresses, \$20
—are of firm, good quality navy blue serge; many styles, some with round necks, some with square or round collars; some braided, others button trimmed; straight and fitted models.

(Second Floor, Chestnut)

Regarding the White Sale Waists

A fair collection at \$1.50 of waists of striped and cross-barred voile, plain and lace trimmed.

At \$1.65. Samples and overlots of lingerie waists with laces and embroideries.

At \$1.75. Tailored and semi-tailored voiles and batiste—a few with color.

At \$3.85. Georgette crepes and cerpes de chine.

At \$5. Samples of cotton voile and batiste, also Georgette crepes.

(East and West Ailes, Market Street Outposts and Third Floor, Central)

New Robe Patterns With Side-Panel Embroidery

They are fine quality voile of dark blue, Copenhagen blue, pink or other colors and the embroidery is done in silk of exquisitely contrasted colors.

A generous amount of plain voile goes with each robe to make up into any style desired. The entire robe pattern is \$14.

(First Floor, Chestnut)

Women's White Sport Shoes

for wear in the South have been received in the Exclusive Little Boot Shop. They are of white buckskin, with low heels, wing tips—perforated, and they cost \$12.

(First Floor, Market and Juniper)

2000 Pair of Women's Shoes at \$3 Half Price or Less

This extraordinary clearaway brings women's lace and button shoes, slippers and tongue pumps. All are from our own stocks and can be depended upon for fashion and service. Some are a third of regular price.

The high shoes are in a variety of styles and leathers.

Not all sizes in every kind, but it will pay you well to look for your size.

\$3 for any pair in the lot.

(First Floor, Market)

Women's New Winter Coats—All Specially Priced

Brand new, every coat—and specially priced, too, which makes them more attractive.

All are cut generously full, all are lined throughout with lustrous silks and all have soft fur collars by way of finish.

At \$25 is a coat of soft wool velour, belted all around and with a collar of cone fur.

At \$30 is a good-looking coat of two-toned frieze cloth, with shawl collar of cone fur.

At \$39.50 is a velour coat with large shawl collar of lustrous Hudson seal (sheared muskrat), belted all the way 'round and with large pockets.

At \$47.50 is another pleasing coat of velour, of still finer grade, with large shawl collar of the fashionable nutria fur or seal. This has large pockets, is button trimmed and belted.

These coats are in the fashionable brown, tan, blue and other shades worn this Winter.

(First Floor, Central)

Aprons, Bathrobes and Other Things

are still to be had in plenty in the White Sale.

Silk petticoats, cotton petticoats, white aprons, house dresses, blanket bathrobes and various kimonos—all at special prices.

(Main Floor and Third Floor, Central)

Many Pretty Collars Special at 50c

Round, pleated kinds, some in a solid color, others of dainty organdie or net trimmed with lace and embroidery or a touch of color.

Both the square sailor shapes and the long shawl styles. All are fresh and new and ready for immediate wear.

(Main Floor, Central)

Handkerchiefs for Men

Just the kind most men like. Of good, sturdy Irish linen, with shire-stitched hems and of good size. They are \$5.50 a dozen—and special at that.

(Main Floor, Central)

Men's Extra-Service Shoes Special at \$4.65

Made of Army leathers and made to last.

At \$4.65 you get them for the same price the Government pays for them by the million pair.

If we bought them today they would cost us more than we are selling them for.

Some are made with the rough side of the leather out, in a light tan color; others with the grain side out, in dark brown or black. All are blucher lace styles with wide toes, wide shanks and low heels.

(Main Floor, Market)

Men's Shirts at \$1.55 That Are a Bit of Good Fortune

On each shirt a straight-out, sure saving of 45c.

So good at the price that many men are buying them by the half-dozen, and some by the dozen.

Soft cuff negligee shirts of printed, jacquard and woven madras and fine rep in a great variety of beautiful striped designs.

Special at \$1.55.

(Main Floor, Market)

Fine New Redleaf London Caps for Men and Boys

An exceptionally handsome lot, made of cheviot in plaids of rich warm colorings.

These Redleaf caps are distinctive in design and not to be found elsewhere in Philadelphia.

Prices, \$2.50 and \$3.

(Main Floor, Market)

A COMBINATION electric grill which toasts, fries, broils, boils and even serves as a griddle at a pinch is a treasure at \$9.50. (Fourth Floor, Central.)

ARTIFICIAL flowers—roses and lots of other kinds—are blooming gayly in the plant section. And they aren't expensive, either. (Fourth Floor, Market.)

BABY scales which might be said to have taken a degree for accuracy—they weigh all the way up to 25 pounds by ounce degrees—are \$9. (Fourth Floor, Central.)

HALF the pleasure of Winter is in sitting beside a glowing fire while the winds howl outside. Here are the proper fittings for the fireplaces, including coal grates and gas logs. (Fourth Floor, Central.)

MOST houses have a cold spot somewhere—a Majestic electric heater will do wonders for it. \$10 complete with cord and plug. (Fourth Floor, Central.)

THE good Winslow B. E. roller skates are coming in these days. \$2.75 to \$4 a pair. (Fourth Floor, Central.)

SAWBUCKS and bucksaws are timely for people who saw their own or other people's wood. \$5 for the outfit. (Fourth Floor, Central.)

A MAHOGANY serving tray with iridized center is a useful and satisfactory thing to almost any woman. Price, \$6.25. (Fourth Floor, Central.)

ELECTRIC washing machines are saving a great deal of the old-time weekly worry over wash-days. Several kinds to select from. (Fourth Floor, Central.)

A GOOD fire extinguisher in a handy spot may prove to be one of the best investments you ever made. Prices, \$10 and \$12; for a larger type, \$18.50. (Fourth Floor, Central.)

ASBESTOS luncheon mats, plate size, will save marring many a table top. Price, 25c. (Fourth Floor, Central.)

About 100 Pieces of Standard Cut Glass at Half Price

One, two, three and more pieces of a kind.

All of good crystal in attractive patterns, many being exceptionally fine cuttings.

In the assortment are flower vases, berry dishes, sugar and cream sets, celery trays, decanters, compotes, bonbon dishes, ice tubs and a few other items. Prices start at \$1 for a bonbon dish and go up to \$12 for an 18-inch vase.

(Fourth Floor, Chestnut)

New Mackinaws for the Boys

The new group shown tomorrow is an excellent choice of over-pius in greenish, brown and gray shades. They are in sizes for boys of 8 to 18 years, and are priced at \$13.50 to \$15—as low as such good, reliable garments can be regularly marked.

Overcoats in ample choice—for boys of 3 to 10 years at \$13.50 to \$25, and for boys of 11 to 18 years at \$22.50 to \$35.

Boys' suits of highest grade in 8 to 18 year sizes at \$18 to \$30.

(Second Floor, Central)

Why Not Buy Rugs When Prices are Low?

(Especially Whittalls)

This sale of fine domestic rugs brings splendid selection in high-grade Wiltons, wool Wiltons, Ax-minsters and body Brussels, in room sizes, small sizes and extra sizes. Also large quantities of good carpets and linoleums.

Savings range from a fourth to a half.

Whittall Anglo-Persian Rugs			
9 x 12 ft., \$84.50.	6 x 9 ft., \$62.50.	9 x 15 ft., \$147.50.	10.6 x 13.6 ft., \$167.50.
8.3 x 10.6 ft., \$82.50.	9 x 9 ft., \$82.50.	10.6 x 10.6 ft., \$110.	11.3 x 15 ft., \$189.50.

(Seventh Floor, Chestnut)