

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

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER  
Colder.

# "On the Watch Tower Every Hour to Obtain the Newest Goods"

## Those Who Live on the Mountains Have a Longer Day

than those who live in the valley. The daylight and the sun come earlier and stay longer.

Away up in Maine the largest part of this granite building was once a part of a mountain.

The walls of this building, in some places, are three feet ten inches thick. The contents of the building, we have been told often, seem like mountains of merchandise.

Indeed, to get the proper outlook, to find the right kinds of goods compels us to be upon the highest pinnacle of vision, in order to keep in sight the whole world of art and manufacture as it begins to go to work all over again.

Our patrons may depend upon us to be on the watch tower every hour to obtain the newest goods and to secure reductions in value as fast as they appear, that our customers have all the advantages without delay.

*Joe Wanamaker*  
(Signed)

Jan. 3, 1915.

## Over a Thousand Fresh Garments for the White Sale Monday

These new lots include—  
Brassieres at 50c and 75c—made of many different materials, and lace and embroidery trimmed.

Pink batiste nightgowns at \$1.85—a very dainty style, indeed, with feather stitching and tucks. Also the same style may be had in white nainsook for \$1.50.

Empire nightgowns at \$1.50—made of soft cambric with embroidery edging.

Nightgowns at \$1.75—with sleeves chiefly of lace insertion.

Other nightgowns at \$1.50—a V-neck style, of nainsook.

(Third Floor, Central)

Two good high-necked nightgowns at \$2.75 and \$2.85. V-openings, fine blind and eyelet embroidery.

Chemises at \$2.25—with tiny eyelet embroideries.

Other chemises at \$1.50—these being lace trimmed.

Petticoats at \$4 to \$5—with hand-embroidered flounces.

But such items are just the foam on the wave. The great ocean of the White Sale is under all such small lots—an ocean of snowy-white garments, picked out in accordance with our customers' likes and wants, and all priced at 20 to 33 per cent less than regular prices.

## Fox and Wolf In the Great Fur Sale

And they are two of the most important furs of the season from the point of view of Fashion as well as the point of view of the practical wearer.

The fox furs include many varieties of Reynard—tawny, gray, pointed and brown, besides Japanese cross-fox, and prices for sets run from \$41.25 to \$198.75. Prices for separate scarfs are \$30 to \$101.25.

Wolf furs are dyed tawny or brown, and prices for sets are \$41.25 to \$75. For separate scarfs they are \$22.50 to \$45.

All the small furs and coats of whatever kind in the Fur Salon are now 25 per cent less.

(Second Floor, Chestnut)

## Have You Ever Wondered Why Men Don't Like to Carve

Most men will tell you it is due to the fact that they so rarely have a good knife.

The best carvers we know for everyday family use are made of the finest American steel and fitted with stag handles, which are easy to grasp and not liable to slip in the hand.

Three-piece sets, \$6 to \$18.

Five-piece sets, \$10 to \$18.

Bird carvers, two pieces, \$2.25 to \$5.

Game sets, two pieces, \$2.50 to \$7.50.

(Jewelry Store, Chestnut and Thirteenth)

## Cold Weather Helps for the Motorist

Taplex foot warmers, \$5 and \$7.50, complete with fuel.

Extra fuel for Taplex foot warmers, \$1 a box.

Weed chains, all sizes, \$1.50 to \$12.10.

Windshield cleaners, to keep rain or snow off, \$1.50.

Radiator covers for Ford cars, \$3; other cars, \$9 and \$12.

Vacuum bottles, \$2.50 to \$9.

Garage heaters, \$25 and \$27.50.

(The Gallery, Juniper)

## 10,000 Yards of Fine White Silks at Prices Notably Low

The beauty, stability and the extraordinary values of Wanamaker silks are talked of far and wide, even among silk manufacturers themselves.

New receipts from our American-Japanese manufacturers of white silks make up quite the greatest variety, with selection for almost every purpose, that we have had for many seasons, and the prices in probably every instance are lower than those that can be found elsewhere for silk of equal grade.

There are in the showing:

White satins at \$1.50, \$1.75, \$2, \$2.25, \$3.25, \$4 and \$4.50 a yard.

White taffeta at \$2 a yard.

Pongee at \$2 a yard.

White bengaline at \$2.25 a yard.

White jersey silks at \$3 a yard.

White crepe de chine at \$1.50, \$2, \$3, \$3.25 and \$3.50 a yard.

(First Floor, Chestnut)

White silk broadcloth, \$2 and \$2.10 a yard.

White crepe meteor at \$3 a yard.

White Georgette crepe at \$2 and \$2.25 a yard.

White chiffon voile at \$2.50 a yard.

White Japanese habutai at \$1.25, \$1.50 and \$2 a yard.

White Japanese satin at \$1.75 and \$2 a yard.

White schappe warp at \$2 a yard.

## 100 Fine Cloth Gowns for Women Reduced— Now \$37.50 to \$65

A day or two ago their prices were \$15 to \$50 greater than they will be Monday morning. Also they are among the finest and prettiest novelties of the season, being rich duvetynes, wool crepes, jerseys and tricolettes, in browns, greens, navy and black.

There are hardly two alike, and we cannot go into details about them, but they have all the best fashion features of the Winter—the self-drawn work and fringe, the gold traceries, the loose panels and embroideries and braidings. A great many of these will extend their usefulness into the Spring—being worn with furs when women begin to lay aside their outer wraps.

All sizes in the lot.  
(First Floor, Central)

## Young Women's New Spring Frocks of Wool Jersey Special at \$32.50

Dresses which would ordinarily sell for about \$10 more.

Beaver, reindeer, sand shades, Pekin blue and burgundy are the colors, and there are several new models. Some have round necks, some have embroidered and braided tunics, some are much tucked and button trimmed. But all are becoming and attractive!

14 to 20 year sizes.  
(Second Floor, Chestnut)

## A Sale of White Stockings and Half Hose

Save a third to a half on five good lots.

25c a pair for women's artificial silk boot stockings, "seconds."

50c a pair for women's full-fashioned lisle stockings, "firsts."

\$1 a pair for women's full-fashioned thread silk stockings, "seconds."

50c a pair for men's thread silk half-hose, "seconds."

75c a pair for men's ingrain thread silk half hose, "seconds."

(Main Floor, Market)

## Children's Winter Coats and Hats Reduced

\$1 to \$10 each are the new prices on all the children's hats of felt, velour, plush and velvet. There are hats for best and for school wear, hats for knockabout and for play.

\$5 to \$75 are the new prices on the coats, which are of corduroys, broadcloths and chiffon velvets. The simpler coats are smoked or plainly tailored, while the dress coats are beautifully made and fur trimmed.

2 to 6 year sizes.  
(Third Floor, Chestnut)

ANY day is good to go traveling in the Wanamaker Store. Store tours leave the Rendezvous on the Eighth Floor at 9:30, 10:30, 1:30, 2:30, 3:30 and 4:30.

(Eighth Floor, Central)

CERTAIN exquisite negligees are in the windows of the French Room—an embroidered pink chiffon with deep fringe, and a pale blue Georgette set on a corselet of coarse thread-run lace, just by way of example.

(Third Floor, Chestnut)

MUSIC is one attraction in the Tea Room, and certain well-known dishes, such as oyster stew, are another.

(Eighth Floor, Chestnut)

SELDOM anywhere is there a sight so impressive as in the great section given over to Oriental rugs.

(Seventh Floor, Central)

HAVE you heard the bird that sings so deliciously in the Toy Store? Its liquid notes seem to belong to a bit of feathered life rather than to a mechanical toy.

(Seventh Floor, Market)

PORCH furniture is settled now where Santa Claus held merry court before Christmas—and Spring isn't so far off as you might suppose.

(Seventh Floor, Central)

WALK over the Sixth Floor and you will never wonder again why people come from far and near to buy Wanamaker furniture.

(Sixth Floor)

"ROBE blankets" in five patterns—rose, tan, blue, pink and gray, are down to \$7.50 for a 72x90 size.

(Sixth Floor, Central)

THREE of the finest wool-filled quilts in the city are covered with broche with Pompadour stripes and taffeta borders. They are beautiful enough to be worth the \$50 each asked for them.

(Sixth Floor, Central)

EXPERTS in bed clothing will tell you that the very warmest of coverings is a down-filled quilt next the sheet. Apropos of which—the luxurious satin and silk quilts in the Little Salon are practically all reduced. Prices now \$18.50 to \$25.

(Sixth Floor, Central)

THE Oriental Store has received a good-sized consignment of very fine modern Cloisonne bronze—vases, lamp-mounts and incense burners. \$5 to \$85—the last for a set of three vases.

(Fourth Floor, Chestnut)

A BIG round Philippine basket for pussy or work or any other thing you fancy to put in to it—55c upwards.

(Fourth Floor, Central)

BEAUTIFULLY colored pottery bowls may be found in the China Store—especially those of Fulper pottery.

(Fourth Floor, Chestnut)

ANYBODY who wants a pattern tablecloth 2 1/2 yards can have it for \$9.75 because we have only one pattern at the price. Full-bleached, Irish double damask.

(First Floor, Chestnut)

249 Refrigerators at 20 Per Cent Less

(First Floor, Chestnut)

## Clearaway of House Slippers at Half Price or Less

For women there are boudoir slippers and warm felt and crocheted slippers, with soft, padded soles or leather soles and many fur trimmed.

New prices are 50c and \$1 a pair—they were two to four times that much.

(First Floor, Market)

The men's slippers are of felt and are in many different styles. They are now \$1 and \$1.50 a pair, which is about half price.

Anyone wishing to share in these opportunities will have to come early, as the reductions are very unusual.

(Main Floor, Market)

## ZERO ISN'T NERO, BUT HE MAY BE NEAR—

And Thereby Hangs a Blanket Tale

He was a private in the ranks and he was reading an article about the Kaiser which compared him with Nero. "Who was Nero, Bill?" he asked of a brother-in-arms. "Wasn't he a man that was always cold?"

"Naw," said Bill, "that was Zero, another guy altogether."

This is about the time when that "other guy" Zero pays his accustomed visit. And it seems as if he will be on schedule.

For those who would be ready to receive him properly our Blanket and Quilt Store has several groups of high-grade bed-clothing at reduced prices, including these

fresh lots, some of them newly reduced and others newly received to sell at specially low rates.

300 pair of white blankets, cotton warped and with a mixture of cotton in the filling, double size, 70x82 inches, pink and blue borders, wide binding—new lot to sell at a special price. \$7.50 a pair.

400 pair of white blankets, cotton warp, cotton and wool filling, double size, new lot special at \$10 a pair in the double size, 70x82 inches, and \$8 a pair in single size, 60x82 inches.

Three grades of plaid blankets all in double-bed size, 70x82 inches, remarkable value at \$10 a pair—a saving of one-fourth to one-third.

(Sixth Floor, Central)

## A Matter-of-fact Explanation of an Apparently Miraculous Performance

Or Putting Into Plain and Simple Words the Cause of

# THE AMAZING HUMAN-NESS OF THE AMPICO REPRODUCING PIANO

The ordinary player-piano records a note through the impression made by the punch on the roll. The impression ends when pressure is removed from the key—but the sound of the note doesn't.

The Ampico reproducing piano records a note through the VIBRATION OF THE WIRE. As long as the note SINGS the sound registers, until it passes away naturally in the faintest whisper. It reproduces what musicians term the "chemistry of tone."

You can understand what a difference this makes. And how in the Ampico reproducing piano you get the roll as the master made it; you get his spirit as he played.

Or, at least, you can understand after you have heard an Ampico play, for until then you will never believe how nearly human an instrument can be.

The Wanamaker Piano Store invites you to hear a demonstration of the Ampico reproducing piano whenever you have the time to spare. You will be under no obligation whatever and you will be many times repaid for your trouble by the enjoyment you will get from the entertainment.

Here, and here only in Philadelphia, you will find the

- Chickering-Ampico
- Schomacker-Ampico
- Haines Bros. Ampico



Knabe-Ampico  
Marshall and Wendell Ampico  
Any one of them purchasable on convenient terms.

(Exposition Hall, Second Floor)

## A Splendid Lot of Chinese Rugs at Reduced Prices

Between \$145 and \$1413.75 we have as fine a selection of Chinese carpets as can be found anywhere in this country at the prices.

All of these rugs belong to the rich and beautiful collection of Chinese pieces that have been so much admired by hundreds and hundreds of visitors to the great Oriental rug display.

The prices show a straight reduction of 25 per cent from former markings.

The resultant opportunities are not to be equaled. Along with the carpet sizes we are also offering a number of small Chinese mats at prices reduced 25 per cent.

Chinese Rugs, Carpet Sizes		
9.4x8 ft., \$145.	9.10x8.1 ft., \$267.	12.6x10 ft., \$345.
7.10x5.1 ft., \$165.	12x10.6 ft., \$247.	13.6x10.1 ft., \$387.
10.2x6.10 ft., \$197.	10x7.4 ft., \$197.	11.7x9 ft., \$396.
8.2x6.2 ft., \$195.	9.11x8.1 ft., \$235.	11.8x10.3 ft., \$398.
12x9 ft., \$225.	12x9.2 ft., \$289.	13.9x11 ft., \$485.
11.11x9.1 ft., \$265.	11x9 ft., \$295.	11.11x9.3 ft., \$395.
13x10 ft., \$292.	11.11x9.1 ft., \$355.	11.10x8.10 ft., \$385.
11.10x9.1 ft., \$297.	12x9.2 ft., \$384.	11.10x8.10 ft., \$385.
10.1x8.3 ft., \$185.	11.5x8.11 ft., \$287.	Chinese mats, \$11.85, \$13.95 and \$19.75; sizes 2.7x1.6 ft., 3.1x2.1 ft. and 3x3 ft.
8.11x5.11 ft., \$190.	12x9 ft., \$325.	

(Seventh Floor, Central)

## Additional Patterns of Room-Size Whittall Rugs in the Sale

This makes the selection especially good in the most-wanted sizes of these famous Anglo-Persian Wilton rugs.

The savings on these and on other rugs in the sale range from a fourth to a third.

Anglo-Persians	
9x12 ft., \$84.50	10.6x10.6 ft., \$110
8.3x10.6 ft., \$82.50	10.6x13.6 ft., \$167.50
6x9 ft., \$62.50	11.3x15 ft., \$189.50

(Seventh Floor, Chestnut)

Other High-Grade Wiltons  
9x12 ft., \$72.50 and \$78.50.  
8.3x10.6 ft., \$70 and \$76.50.  
6x9 ft., \$47.50

Several hundred bath rugs have been added to the sale at half their former prices.

Carpets and Linoleums  
Plain velvet and Axminster carpet, \$2.75 to \$4.50 a yard.  
Inlaid linoleum, \$1.25, \$1.50 and \$1.75 a square yard.  
Printed linoleum, 75c and 95c a square yard.

## White Mountain Refrigerators Reduced

Top Ice-Door Refrigerators Galvanized-Lined

55 lbs. ice capacity, \$16.75.  
70 lbs. ice capacity, \$17.75.  
100 lbs. ice capacity, \$20.

White Enamel-Lined  
70 lbs. ice capacity, \$20.  
135 lbs. ice capacity, \$27.75.  
110 lbs. ice capacity (hardwood), \$29.50.  
135 lbs. ice capacity (hardwood), \$32.50.

Solid Stone-Lined  
110 lbs. ice capacity, \$45.

Porcelain-Lined  
100 lbs. ice capacity, \$54.  
125 lbs. ice capacity, \$58.50.

Three-Door Refrigerators White Enamel-Lined  
50 lbs. ice capacity, \$27.  
100 lbs. ice capacity, \$35.  
125 lbs. ice capacity, \$38.

Four-Door Refrigerators White Enamel-Lined  
220 lbs. ice capacity, \$55.  
300 lbs. ice capacity, \$85.

Porcelain-Lined  
165 lbs. ice capacity, \$68.  
220 lbs. ice capacity, \$80.

Stone-Lined  
80 lbs. ice capacity, \$36.  
Also good, galvanized-lined ice chests at \$16.

(Fourth Floor, Central and Market)