

Grand Organ, 9, 11 and 4:50  
Chimes at Stroke of Noon

WANAMAKER'S

Store Opens at 9 A. M.

WANAMAKER'S

Store Closes at 5 P. M.

WANAMAKER'S

WEATHER  
Fair

# How a Crisp, Clear, Cold Winter Day Keens Everyone Up!

## The Big Steamship, the Northern Pacific, With Two Thousand

of our beloved soldier and sailor heroes, some of them war-wounded and suffering, came up to Fire Island, within a few hours of port and welcoming homes, and there sat down in the hallows of low tide, and with many perils landed her precious cargo by piecemeal.

It is easy to be a good navigator and skim across the deep ocean, but to make a good landing is not always easy—for a ship or anything as big as this Store.

This Store is a big steamer. The war took from us three-fifths of our crew. We crossed the sea of a year's work successfully, but when it came to the port called "Christmas," our old crew had forsaken us for war work, and we had to take on "greenhorns" and try to serve our people, but it was only a half service, because it lacked the "Wanamaker" training, knowledge and experience.

This is to ask the public to overlook whatever was lacking, and to assure it that we did the best we could under the conscriptive circumstances.

We are now just at the beginning again of our idea of proper storekeeping.

Little by little, almost all of our boys will come back to us. We are not so certain of our girls. They are mercurial. They all need the advice of a good man.

We did the best we could. We gave the people our good goods at low prices from the first.

It was astonishing how they took them in such quantities. But they have learned through all these years that we may be depended upon to do justly.

Now that we are taking in some things at lower prices, we shall sell whatsoever comes in at lower prices.

We shall not deal in bankrupt nor old, left-over stocks.

(Signed) *John Wanamaker*

Jan. 6, 1919.

## The Fur Sale Continues

and the variety both of small furs and coats is still well worth while.

The small furs include practically all that most people are asking for—the foxes, wolf, racoon, beaver, nutria, mole, Hudson seal (dyed muskrat).

Coats are mostly Hudson seal (dyed muskrat), with a few novelties and a few of the hardy furs.

(Second Floor, Chestnut)

## White Silks in Every Weave and Every One at a Saving

We are willing and glad to have them compared with white silks elsewhere, for we know that, quality for quality, the prices are less than such silks are bringing at this time. And we know, beyond doubt, that there is no such comprehensive showing of white silks anywhere outside the Wanamaker Stores.

These are white silks for every purpose and every occasion, and never were white silks more fashionable.

- |   |  |  |
|---|--|--|
| Silk broadcloth, \$2 and \$2.10 a yard. | Crepe de chine, \$1.50 to \$2.50 a yard. | Chiffon voile, \$2.50 a yard.                  |
| Satins, \$1.50 to \$4.50 a yard.        | Crepe meteor, \$3 a yard.                | Japanese habutai, \$1.25 to \$2 a yard.        |
| Taffeta, \$2 a yard.                    | Jersey silk, \$3 a yard.                 | Japanese satin, \$1.50 to \$2 a yard.          |
| Bengaline, \$2.25 a yard.               | Pongee, \$2 a yard.                      | Schappe warp, Japanese broadcloth, \$2 a yard. |
|   | Georgette crepe, \$2 and \$2.25 a yard.  |  |
- (First Floor, Chestnut)

## January Brings Down the Price of Several Hundred Fine Coats for Women—Now \$45 to \$100

Now that the really cold weather held off till this time of year, this reduction sale comes at a specially opportune time, for this is the very weather for these wraps.

They are our fine fur-trimmed coats—handsome models that have sold from \$22.50 to \$50 more than their present prices.

There is a large assortment of styles and colors—the coats themselves being of fine velours, silvertones, bolvias and ecores in all the fashionable colors of the Winter. They have great fur

collars and often fur borders, too, of racoon, Hudson seal and French seal (sheared muskrat) and Australian opossum.

Some have straight backs and panel effects, some are belted all the way around, and there are a few unusual, novelty coats. All are lined throughout with fine silks.

\$45 to \$100 each.

And a woman has practically the whole Winter yet in which to wear them.

(First Floor, Central)

## Waists at White Sale Prices

Striped and plaid voiles, tamed and lace trimmed, \$1 and 50.

Angerle voiles with laces and embroideries, \$1.65.

Lined waists of voile and tate—some colored sorts in the section, \$1.75.

Georgette and crepe de chine, lined and trimmed, \$3.85.

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

## 30-Inch All-Wool Large, \$2.50 a Yard

the two best colors, black and good shade of dark blue, and quality is a medium fine twill, and nice for dresses and children's clothes.

Because of the width and quality of this serge, the price is really inexpensive.

(First Floor, Chestnut)

## Two Special Lots of Women's Brown Kidskin Shoes

At \$6.75 are high lace shoes of soft brown kidskin with tan cloth tops and low walking heels.

At \$6.75 are high lace shoes of all brown kidskin with Cuban heels. Both styles have long vamps and narrow toes and there is a good saving on every pair.

(First Floor, Market)

## White Sale and Other Petticoats for Girls

What with many snowy mounds and more in the stockrooms, we have an excellent assortment of girls' long white petticoats to show you in this January Sale. Every little skirt is well made and carefully finished, and the variety of styles is quite wide.

Beginning at \$1 there are three styles, two with sturdy embroidery flounces. From these prices go on up to \$6 for a fine garment of soft nainsook and beautiful embroidery. The embroideries and laces have been selected with care, the designs are good and many are ribbon run, too.

Silk skirts, also silk skirts with cotton tops (and these are very practical) are here in gay and more subdued colors and flounces of all descriptions. \$3.85 to \$9 apiece.

All in 32 to 36 inch lengths.

(Third Floor, Chestnut)

## REGARDING THE WINTER SALE OF WHITE

For tomorrow we have brought into it some heavy white flannellet nightgowns at \$1.50.

More bloomers—they are much in request as the cold increases. There are a dozen styles between 85c and \$1.50; all cottons—white, flesh and pretty colored stripes. Also some flesh-colored silk bloomers at \$2.25.

Dainty pink batiste nightgowns, very much ruffled and ruffled and generally fluffy, at \$2.25 and \$3.85.

Extra sizes pink crepe de chine nightgowns, one with tiny lace at \$13.75 and one hemstitched at \$15. Ask for these at the counter of extra sizes.

All the other items mentioned will be found, together with the great bulk of the White Sale, on the Third Floor, Central.

But there are many tables also on the Main Floor—some with kindred garments.

Please remember that all White Sale garments are from 20 to 33 per cent less than regular prices.

## Real Ivory—and Only Ivory—Has the Beautiful Graining

Moreover, real ivory toilet articles are unmistakable and they are the daintiest of all for a woman's dressing table.

Genuine ivory has been difficult to obtain lately, but all the pieces necessary to a set or to complete a set are here.

Hair brushes \$15 to \$19. Ivory-top combs, \$4.50 to \$4.75. Mirrors, \$26 to \$37. Puff jars, \$22 and \$24. Salve jars, \$7 to \$8.50. Also all the other small pieces.

(Jewelry Store, Chestnut and Thirteenth)

## The Sale of Hurt Books Starts Wednesday

Thousands of books of every kind taken from our shelves and tables will be in it—all reduced to prices which will interest every book-lover.

(Main Floor, Thirteenth)

## Sterling Fitted Traveling Cases for Women

Superb outfits that the woman planning a southern trip will like to see.

The cases are of fine hair grain black seal and are not large, but the fourteen sterling silver toilet articles are so arranged as to leave room in the center for a few necessary night garments or other things. With plain fittings, \$112.50; engraved fittings, \$125.

(Main Floor, Chestnut)

## Tunics, Braided and Embroidered Reduced, \$11.75 and \$18.75

They are a wonderful way of saving a good silk foundation and thereby adding a most attractive new gown to one's wardrobe.

Long black net tunics with braiding and material for sleeves, \$11.75.

Long Georgette crepe tunics, black, blue or taupe, with braided designs and braid fringe, \$18.75. Also another shorter style in Georgette crepe with silk embroidery, black, gray, blue or taupe, at \$18.75.

(West Aisle)

## Women Find Duplex Gloves Satisfactory for Winter

because they are warm and comfortable. This is the very time for gloves like these—

Duplex gloves in white or buck, brown, gray or tan, with embroidered backs, pique sewn and 1 clasp for fastening, \$1.60 a pair.

In light tan or gray, also white, pique or outseam sewn, 1 clasp, \$2 a pair; with strap wrist \$2.50 a pair.

(Main Floor, Central)

## Spring Styles in Silk Handbags

An especially pretty new bag is of black and navy silk with celluloid frames in black or tortoise-shell finish and with a tassel. Uncommonly good for \$4.

A larger bag, in shopping size, is of black silk with colored celluloid frames and is \$5.50.

(Main Floor, Chestnut)

## These Dresses and Uniforms for Maids and Nurses Are Quite Special—

for it is not easy to get such well made, good dresses at prices like these—

\$3.50 for black uniforms for maids. Simply but well made and well finished, too.

\$8.85 for soft-finished white percale dresses for nurses.

These are just such dresses as people have been asking us for.

(Third Floor, Central)

FINE blouses for Palm Beach are of fine and severely simple, or of batiste with real filet, and both of an ideal sort to wear under gay sweaters in the South. (Third Floor, Chestnut.)

IN the Oriental Store there are four tables which are a feast of color—one devoted to pieces of clair de lune, one to cobalt, one to apple-green—that most delicious of all hues—and one to mustard-yellow. Nearly all the accessories shown are modern and copies. (Fourth Floor, Chestnut.)

LOTS of cozy knitted things for babies and for grown people—socks and sacques for the first; togues for children, and dainty shoulder scarfs and so on for women to wear round the house. (Second Floor, Central.)

WE sell sheep-lined coats to girls as well as boys—they're especially good for motoring and other sports. \$20 and \$25. (Second Floor, Central.)

PEOPLE going to Florida will find that a tourist glass or a large-sized opera glass adds considerably to the pleasure of the trip. Prices \$11 to \$45. (Main Gallery, Chestnut.)

DOCTORS say 66 or 68 degrees is the proper indoor temperature for health, and a thermometer in every room is rather an advantage. Prices 35c to \$10. (Main Gallery, Chestnut.)

MACKINAWs are most popular among boys. They give a freedom of action that long overcoats don't, consequently the lads are apt to keep them on at play when overcoats would be discarded. \$13.50 and \$15 for 8 to 18 year sizes. (Second Floor, Central.)

## THE LITTLE HOUSE

has lately received a very fine long Italian table of walnut, with heavily carved stretcher and pediment ends—the type of table that belongs in an extremely dignified house. The price is \$650.

A high Italian chest of walnut wood carved—a piece of furniture that would be admirable in a dining room or used as a cabinet in a library. Price \$550.

Another old Italian chest which stands lower would be delightful in a hall, especially if set upon a red cloth platform. \$450.

Two pairs of antique Italian candlesticks are also noteworthy; both carved and gilded, and one pair fitted for electric lights.

Also some mirrors set in gilt, Adam design, are among the recent comers.

(Fifth Floor, Chestnut)

## White Sale Corsets

Kabo models include two topless styles of pink coutil and pink broche; prices \$1.50 and \$2. A plain pink batiste model made for slender figures is \$1.50.

Warner rustproof corsets at \$1 are half price.

Madame L'eva corsets are uncommonly good at \$3.50.

(Third Floor, Chestnut)

## Organdie Neckwear Sets Specials at \$1

Daintiest of white organdie sets with tiny ruffled edges; some are touched with a color.

Also there are colored organdie sets, some pleated and in Van Dyke points, tan, Copenhagen blue and rose.

(Main Floor, Central)

## Men's Fur-Lined Overcoats a Fourth to a Third Less

(In the London Shop)

Now that cold weather has come at last there is real need for fur-lined coats, especially among motorists.

And right in good time comes a sale of these fine garments in the London Shop.

These coats are all of marked distinction and exceptional quality. The shells are of tweed in beautiful green and brown heather mixtures, or of the more conservative gray or black.

Linings are of carefully selected furs and include marmot, natural and blended muskrat, Japanese mink and sealskin.

Collars are of plucked and unplucked otter, beaver, Hudson seal (dyed muskrat), Persian lamb and real seal.

The new prices, which average a fourth to a third less than they have been, are \$65 to \$450.

(The Gallery, Chestnut)

## Last Lot of Those Merino Army Socks at 50c

We don't mean that we will never have such half hose again at this price, though we make no promises. But this shipment of 3600 pair closes out the large special purchase which enabled us to sell them so much below the regular price.

Natural color merino (half wool and half cotton) in a weight that is mighty comfortable right now. First grade goods.

(Main Floor, Market)



## Fine Light-Weight Sweaters for Golfers Going South

Made of a mixture of Angora and alpaca that gives plenty of warmth but is neither too warm nor too heavy. All coat styles, of course.

In green, brown and gray heather mixtures, \$13.50.

With fancy fronts of contrasting color, horizontal stripes, \$15.

(Main Floor, Market)

## Among the Lower-Priced Rugs in the January Sale

are Axminsters, body Brussels and wool Wiltons. They comprise a wide range of pleasing patterns, suitable for every room in the house, and are all durable weaves.

Axminsters 9 x 12 ft., \$36.50	8.3 x 10.6 ft., \$34.50	Bath Rugs at Half Price 24 x 48 in., \$1.85	24 x 60 in., \$2.25
Body Brussels 9 x 12 ft., \$47.50	8.3 x 10.6 ft., \$45	Wool Wiltons 27 x 54 in., \$2.15	30 x 60 in., \$2.50
			36 x 72 in., \$3.75

(Seventh Floor, Chestnut)

## "History of the World War"

By Francis A. March, Ph.D.

with an introduction by Gen. Peyton C. March, and illustrated with official war pictures—altogether a valuable and reliable narrative.

Price \$3.

(Main Floor, Thirteenth)

## Hot-Water Bottles

are particularly useful in January and February and all the other Winter months when chills and colds and other illnesses make such heat necessary.

We have many kinds of good hot-water bottles, in various shapes and sizes. They are of the best rubber, and guaranteed, every bottle.

\$1 to \$2.50 each.

(Main Floor, Chestnut)

## 30 English Dinner Sets Marked for Quick Disposal at \$22.50 a Set

To be exact, they are marked at less than present-day cost. Two border patterns, plain shape, standard quality; from one of the best factories in England. Full regular assortment, each set comprising 107 pieces. The saving is \$12.50 on each set.

(Fourth Floor, Chestnut)

## 600 Dozen Fine New Irish Linen Napkins \$5 to \$10.75 a Dozen

This is one of the good lots that we have had in reserve, and which we offer tomorrow for the first time fresh and spic-and-span.

The napkins are of heavy, full-bleached, pure flax, Irish damask, and they are marked to sell at very reasonable prices, 18x18 inches at \$5; 20x20 inches at \$6.75; 22x22 inches at \$7.75; 24x24 inches at \$9 and a group of double damask napkins, 24x24 inches at the same price, \$10.75 a dozen.

(First Floor, Chestnut)

## White Sale Bedmuslins Are Deservedly Popular

So many of the standard makes are included in this Sale, and especially in the desirable sizes, that women are buying, not only for the present but for future needs as well.

Pillow Cases 42x36 inches at 28c and 40c each.	Bolster Cases 42x72 inches at 70c each.	72x90 inches at \$1.75 each.
42x38½ inches at 45c each.		72x99 inches at \$1.85 each.
45x36 inches at 30c and 45c each.		81x90 inches at \$2 each.
		90x99 inches at \$2.50 each.
		90x108 inches at \$2.65 each.

(First Floor, Chestnut)

## Hundreds of Pairs of Good Warm Blankets at Reduced Prices

The cold wave found our blanket and quilt store ready.

Not only are our stocks ample, but the collection of blankets and quilts which we are now showing at reduced prices is the largest we have ever had at this season, which means that we have the goods when they are most needed. And they are goods of standard quality, and the savings on them are remarkable, considering the time and the circumstances. Several hundred blankets are at reductions of 20 to 33 1-3 per cent.

They begin at \$7.50 a pair for cotton and wool blankets, 70x82 inches, and go up to \$20 a pair for

extra-large blankets of California wool with a small mixture of cotton.

In between are blankets of several good grades at \$8 to \$10 a pair.

300 quilts are at special prices, \$8.50 and \$10 each; both kinds guaranteed by the maker to be wool filled. Those at \$8.50 are covered with cambric in floral patterns and finished with a plain border of saten. The quilts at \$10 have borders and backs of plain saten. Silk, satin and brocade covered wool quilts are shown in a rich choice of colors and patterns at notable reductions from regular prices.

(Sixth Floor, Central)

