

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

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER  
Fair

# A Store That Strives to Give Good Service to All the People

It Was the Common People  
as They Are Called

who fought and won the war, and it was, too,

the Common People

who took the Liberty Bonds and the Thrift Stamps  
to furnish the funds for the war.

The Lloyd Georges and President Wilsons and  
Premier Clemenceaus are only blossoms of the  
national tree.

It is from humble cradles and almost unknown  
mothers and fathers that have sprung the millions of those  
telling, thinking, hard-headed, common-sense people who  
are to determine the courses of the world's measures.

The time has gone by when the Congress of the United  
States or the Legislature of Pennsylvania can afford to  
let the Colonel Houses or the new charter makers of a city  
omit the common people from their councils.

A few politicians at one end of the State or the other  
and the newspapers subsidized for their influence by the  
gift of salaried offices for family or other dependents will  
find that the time has come when

the Common People  
Must Be Reckoned With

Huge wealth, corporational power and political forces  
long existent must take the shackles off the common people,  
and there'll be no more need for policemen to watch and guard  
the homes of citizens.

The whole future of the once little Store on these four  
corners that pays the full price of the space which this piece  
occupies, though it uses it now and then as a voice, as a  
tribune, as in the olden time, the whole future of this growing  
business is being better understood

by the Common People

as they see that the Store will do more for the people because  
it strives to be more in its every movement.

The poorest little child fed on Christmas day at Broad  
street and Fairmount avenue by the Salvation Army does  
more than the most elaborate statue in the park, because it  
is more in itself.

[Signed] *John Wanamaker*

Jan. 7, 1919.

**JUST a reminder that the Great Yearly  
Fur Sale is going on, and that the  
choice of small furs and fur coats is still  
pretty good. Everything in it is 25 per  
cent less than regular.**

(Second Floor, Chestnut)

## Prices on 350 Women's Dresses Drop to \$25, \$27.50 and \$35

These are novelties and consequently no two alike—satins,  
velveteens, Georgette crepes, wool jerseys, serges, tricolettes; in  
such a variety of colors and styles that we can't go into details about  
them. But it is a collection well worth looking over by any woman  
who would like to save \$10 to \$20 on a dress to carry her through the  
Winter.

(First Floor, Central)

## NEW SPRING SILKS

Soon to Migrate Southward

Lovely beyond all question, and all in the newest of 1919  
shipments!

Needless to say that they are quickly being converted into  
fascinating frocks and skirts for women travelers to Florida  
and Southern California.

They are, too, the last word for Spring fashions in this  
climate.

Baronet satins, white and light colors, plain and jacquard  
weave, \$4.50 a yard.

Foulards, black and dark blue grounds chiefly, with new  
printings in white, \$3 and \$3.50 a yard.

Black satins (reversible), with colored backs, for gowns,  
coat costumes and bathing suits, \$4 a yard.

Satin duvetynes, taupe or blue, \$5 a yard.

White silk broadcloths, \$2.10 a yard.

(First Floor, Chestnut)

## Young Women's Frocks All Ready to Go to Parties—Reduced to \$20 to \$35

They're all fresh and lovely, and every one is below the usual price for such pretty  
things.

New fashions, all of them, for we've not had them long. They are of airy nets and  
glistering satins and silks. In addition to white there are the new flame colors, turquoise  
or other blue shades, green and apricot, as well as rose shades.

Some are embroidered with gold thread, some are combined with tulle, some have  
spangled trimmings. They have the new draped skirts, some have round and others square  
or V-necks and the tiny sleeves or shoulder straps that are fashionable.

14 to 20 year sizes.

(Second Floor, Chestnut)

## Five Graceful, New High Lace Shoes for Women

In black and mahogany calf-  
skin are styles with low military  
heels and indicated wing tips.

Also in black and mahogany  
calfskin are similar shapes with  
Cuban heels and straight tips  
with center punching.

In black glazed kidkin is a  
Cuban heel shoe with tip but no  
perforations.

Price, \$11.50 a pair.  
(First Floor, Market)

## With Colder Weather Come Bolivia Coatings

The warmest, softest and light-  
weight coatings made—and many  
think the handsomest.

The shipment are more of the  
new colors, there are now  
shades in all, and they are  
beautiful ones. 54 inches  
and \$10 a yard.

(First Floor, Chestnut)

## A HANDSOME LOT OF HEREZ CARPETS REDUCED A FOURTH

Herez are rugs of a sterling type resembling, with certain modifications, the  
Govevan and Serapi weaves.

A characteristic Herez shows a field on which, with formal precision, are repre-  
sented archaic leaves and flowers supported by conventionalized stems, tendrils, the  
colors usually being red, blue, ecru and green. Our assortment of these interesting  
carpets is conspicuously good, and it is now of more than ordinary interest, because  
we have reduced the prices of a number of pieces 25 per cent.

Most of these are elaborately figured all over and the borders profuse in their  
decorative detail.

The general effect is bold and striking. Grounds of ecru, red, mossy green or  
tan are covered with conventional devices, curious figures, branching tendrils in  
contrasting shades. A number of pieces, however, have rich medallion centers. At  
the prices now marked on them they are quite unusual.

12.10x9.3 ft., \$365.	12.11x9.4 ft., \$293.	11.10x8.5 ft., \$289.
12.6x8.2 ft., \$345.	12.3x10.2 ft., \$369.	10.1x8.3 ft., \$289.
12.1x8.3 ft., \$325.	11x8 ft., \$317.	11.1x8.3 ft., \$279.
11.3x8.2 ft., \$297.	12.3x8.9 ft., \$367.	Small squares, 4.6 to 6 feet, \$100 to \$145.

(Seventh Floor, Central)

## A Word About the Nightgowns in the Sale of White

Especially the high-necked nightgowns which everybody has been asking about since  
the cold wave reminded them that there really was such a thing as Winter. Here are  
eleven new styles between \$1.75 and \$3.75—all of good cambric, all with good eyelet and  
blind embroideries, all with high yokes, closed in front or with V-openings.

At the same time we have any quantity of low-necked nightgowns, pink and white,  
simple and frilly. And there are the thousands of other garments in the White Sale, from  
bloomers to petticoats, all marked at 20 to 33 per cent less than regular, and at a time  
when savings on undermuslins and everything else never were more important.

(Main Floor and Third Floor, Central)

## Blankets! Blankets! Blankets!

We can "talk blankets" for a good many reasons.

In the first place they constitute a mighty seasonable subject.

Besides, we have a wonderfully good stock of blankets to talk about. We have several hundred  
pairs of blankets marked at reduced prices, and all of them are blankets of good, reliable quality. They  
include a varied choice of white blankets with borders of pink or blue, as well as three grades of plaid  
blankets in all desired colors; also some tan and gray blankets, these latter at \$7.50 a pair.

From this figure prices go up to \$20 a pair for extra large blankets of California wool with a small  
mixture of cotton.

Never, probably, have we had such a large collection of blankets at reduced prices in the blanket  
season as we have now. And our regular stocks are ample and fine. Quilts of down and wool are here  
in abundance, several hundred wool-filled ones specially priced at \$8.50 and \$10 each.

(Sixth Floor, Central)

## Philippine Nightgowns

Some uncommonly pretty ones  
in the French Room are selling  
for \$2.75 to \$5.75. The scallops  
are fine and firm and the designs  
of the daintiest.

(Third Floor, Chestnut)

## The Union of Gold and Glass

can be very charming, as witness this gorgeous group of gold-  
encrusted glassware in the China Store.

It is a union of richness and brilliancy with utility never  
forgotten—all these beautiful things are eminently useful and  
their prices moderate:

- Cracker and cheese dishes, \$5, \$6.50, \$7.50 and \$9 each.
- Covered water jugs, \$6.50 and \$7.50 each.
- Compotes, \$5.50 and \$8 each.
- Sugar and cream sets, \$4, \$5 to \$13.50 a set.
- Individual nut sets, 7 pieces, \$9.25 a set.
- Flower vases, \$3 to \$18 each.
- Candlesticks, \$6.50, \$7.50, \$10, \$15 a pair.
- Cologne bottles, \$3.50 and \$4.50 each.
- Candy jars, some decorated with flowers and gold lines,  
others in burgundy with gold lines, 1-lb. size, \$2.50, \$3.50, \$4.50  
each; 1/2-lb. size, burgundy and gold, \$1.50 each; light cut candy  
jars, 3-lb. size, \$3, \$3.50 and \$4.50 each.

(Fourth Floor, Chestnut)

## Sample Lace Bed Sets at an Average Half Price

There are many styles and many kinds, and, being samples, some  
are not quite so fresh as they once were. But the prices are more than  
compensate, for the average marking is just half the usual sum.

\$2.75 to \$42.50 is the scale of prices, and any woman who is  
interested in such things—and there are many particularly attractive  
sets in the collection—will be repaid for coming to see these.

(Fifth Floor, Market)

## Specially Priced Waists

Still in the White Sale there are  
plenty of voile waists, both tai-  
lored and trimmed, at \$1, \$1.50  
and \$1.65.

Also of Georgette crepe and  
crepe de chine waists, mostly  
white and flesh colored, beaded,  
tucked and embroidered.

(East and West Aisles)  
(Market Street Outpost)

## 500 Women's Umbrellas Special at \$2 Each

They are all for women, and  
any woman who knows um-  
brella values these days will  
know that they are uncom-  
monly good for such a modest sum.

Their covers are of a good  
cotton weave that will give  
excellent service as well as look  
well. They have sturdy  
frames, roll close and are  
finished with plain or carved  
wood handles.

\$2 each.  
(Main Floor, Market)

## A Sale of Lovely Hand-Embroidered White Robes

When you see their exquisite  
work and pleasing designs, note  
the fine materials and the care  
with which the robes have been  
made, you will realize how re-  
markable they are for the prices.

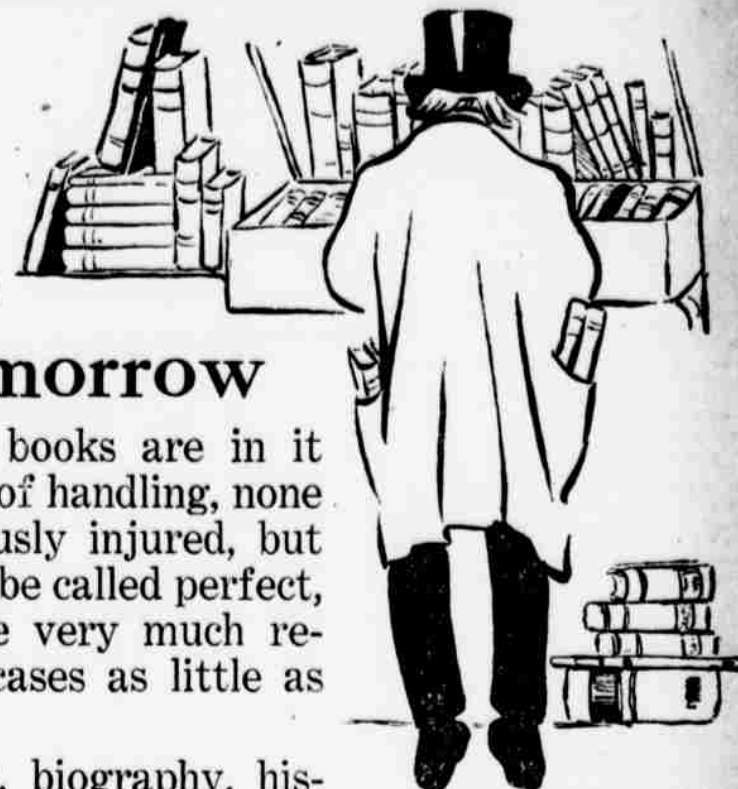
Made abroad, such robes are  
difficult to get, and we doubt if  
you will see anything like them  
in town, even at much higher  
prices.

They are of fine batiste and  
white voile, at \$28.75 each, and  
of fine white net at \$33.75.

They are all fresh and new, in  
Spring patterns, and are of es-  
pecial interest to women planning  
South-going wardrobes or women  
who are looking ahead to the  
Summer.

(West Aisle)

## The Hurt Book Sale Starts Tomorrow



Thousands of books are in it  
which show traces of handling, none  
of them are seriously injured, but  
they can no longer be called perfect,  
and the prices are very much re-  
duced—in some cases as little as  
half.

Essays, poems, biography, his-  
tory, travel, fiction, nature books, drama, sets of standard  
books and books for young folk and children are all in it.  
And all arranged for easy selection.

(Book Store, Main Floor, Thirteenth)

## 100 Floor Lamps Special at \$10.50 to \$27.50

Lamps with particularly solid  
bases and particularly solid finish,  
some with inlaid work. All are  
fitted for two lights.

(Fourth Floor, Central)

## Bronze Cloisonne Floor Lamps

have just arrived—a good-sized  
consignment of very fine designs.  
Prices are \$75 to \$200 each.

(Fourth Floor, Central)



## Cold Weather Is Here

And so are the warmth-giving  
things to combat it with, such as:

Oil heaters—the original Miller  
kind, smokeless and odorless, with  
center draft. Prices, \$7.50 and  
\$8.50.

(Fourth Floor, Market)

Gas heaters, cylindrical, long  
and other shapes, \$2.25 to \$50.

(Fourth Floor, Market)

Foot warmers for carriages and  
automobiles, \$2.50 to \$10.

Briquets to put inside them are  
\$1.25 a box for twelve briquets,  
each brick burning fourteen  
hours.

(Fourth Floor, Market)

Coal stoves of various types,  
\$10 to \$32.50. Franklin grates,  
cheerful-looking things and burn-  
ing soft or hard coal, \$33.50.

(Fourth Floor, Market)

The Lawson gas heater of the  
blue-flame type, and odorless on  
account of its Bunsen burner,  
\$6.75 to \$20.

(Fourth Floor, Market)

Electric heaters, the most de-  
lightful of all portable heaters  
made, are \$10.

(Fourth Floor, Central)

Electric heating pads for the  
baby's bed or the bed on the  
sleeping porch, protected thermo-  
static bars which automatically  
cut the current so it never can  
be overheated, \$9.50.

(Fourth Floor, Central)

And after the warmth has been  
provided, the next thing to do is  
to see that the ventilation is per-  
fect. Cloth window ventilators  
are a great help, 50c to 75c.

(Fourth Floor, Market)

## Now Is the Time and You Are the Man and Here Is the Place

to get your genuinely good Winter clothes at a genuinely  
moderate price.

Fine Winter ulsters especially claim your attention.  
The storm ulster is the familiar standby of every  
man for the most serious weather of Winter.

The town ulster is a new coat—ulster style, but  
not so long and not so heavy. It is the ideal coat for  
the business man.

Fur-collar and fur-lined coats are much affected by  
men of fashion.

It is a matter for your own choice as to which of  
the various great-coats you will buy, but every common-  
sense pocketbook insists that whatever you choose, you  
choose it at Wanamaker's.

Ulsters, \$35 to \$100.

Fur-collared coats, \$85 to \$100.

Fur-lined overcoats, \$100 to \$375.

(Third Floor, Market)

## Men's Dress Pumps and Oxfords and White Oxfords

(In the London Shop)

The kind of footwear sought for just now by men going  
South.

The dress shoes are of patent leather and are very shapely,  
with plain toes. Pumps are \$9 and oxfords \$12.

The white oxfords are of buckskin with rubber soles and  
heels and also have plain toes. Price \$12.

(The Gallery, Chestnut)

## \$10 for a Man's Warm Sheep Wool Lined Reefer

These sturdy short coats with soft, warm sheep's wool lining  
are fine for motoring, skaters and men who work outdoors.

No long skirts to get in the way and comfort in the stormiest  
weather.

Now \$10 in the Military Shop—they were half as much again.

(The Gallery, Chestnut)

## Warm Caps With Fur Bands for Men and Boys

One-piece top caps made of soft overcoatings and with an  
inside fur band that can be pulled down over the ears.

Price \$2.

(Main Floor, Market)

## Many Men Want Linings in Their Gloves These Days

Here are some of the good gloves we recommend for street  
wear or driving:

Tan capeskin gloves, lined with fleece, \$3 and \$3.75; in black,  
knit lined, \$4.50 a pair.

Khaki-colored capeskins, with strap wrists, and seamless  
knit lined, \$5 a pair.

Gray mochas, with knit lining, 1 clasp, \$5.50 a pair.

Strap-wrist tan capeskins, with separate wool lining, \$6 a  
pair.

(Main Floor, Central)

## Men's Good, Everyday Handkerchiefs—\$3 a Dozen

That sturdy, plain hemstitched kind which are in use year  
in and year out. This is a new lot, just down from the stock-  
rooms—the handkerchiefs fresh, snowy and of excellent Irish  
linen for the price.

We'll mark them at a reasonable tariff, too, if you wish.

(Main Floor, Central)