

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

# Getting Back to the Stocks and the Service Our Friends Are Accustomed to

## We Gird Ourselves Anew for Great Things in 1919

In our business, now that the fighting part of the war is over.

Most of the war rulings and orders of the Government as to retail business which inconvenienced the public will gradually fall of their own unfairness.

The old roadbeds and the main tracks of this business connecting the Store from Australia to New England, and from India to San Francisco, to find our classes of merchandise, will little by little become operative again.

American manufacturers are closing up the Government contracts to put themselves in order for new business.

It will take some time to do this, but, as Senator Sherman said at the end of the Civil War, relative to getting on a gold basis, "The only way to resume is to resume."

This is to assure our clientele that we are already busy at this business, and hope to show continuous progress in many directions of greater usefulness.

[Signed] *J. Wanamaker*

Jan. 9, 1919.

## Just a Few Left of the Gorgeous Evening Wraps

And these have been still further reduced until now the prices are \$100 to \$200. The loveliest velvets, velveteens and satins, with large collars and other trimmings of mole, skunk, nutria, Hudson seal (dyed muskrat) and caracul—some have effective hand embroidery in addition. Considering the materials and furs used on these wraps, it would be hardly possible to reproduce them for the prices they are now marked.

(First Floor, Central)

## Georgette Crepe Frocks for Dancing

Little, straight frocks, usually with transparent long sleeves, necks half low, and great simplicity as to trimming, usually having self-ruffles or tucks or metal ribbons and very little else. Their color is their real charm, rose shades, bright and dull; grays, deep and pale blues, voile, maize and violet.

Prices are \$20 to \$37.50.  
(First Floor, Central)

## Who Wants Shantung Pongee, Please Take Note

A very large and important importation of these silks has just been received from China. As they were all carefully selected and bought in China the price is lower and the quality better than would be possible under other circumstances. No need to tell women about the wearing properties of Shantung pongees. They are being used in ever-increasing numbers for women's smart outdoor frocks, suits, sports clothes, petticoats and negligees. One quality at 75c a yard is 33 inches wide. Another of finer weave and better, 33 inches wide, at \$1.25 a yard.

(First Floor, Chestnut)

**THE** Sale of Hurt Books is attracting a great deal of notice from book-lovers—one never can tell what one will unearth on those tables.

A few finely bound books are also in the Sale.

(Main Floor, Thirteenth)

## A SMART New Suitcase That Is Entirely Different

Higher than the ordinary suitcase and narrower, the height making up the space lost in the width.

Of fine tan cowhide, perfectly plain, with hand-sewed edges and no re-enforced corners, giving a trim, clean-cut appearance. Lined with plaid fabric.

Quite the most distinguished looking suitcase we have ever seen.

Prices, \$35 and \$37.50.  
(Main Floor, Chestnut)

## NEW Dotted Swisses, the First for Some Time

The genuine Swiss goods that so many women have asked for and which have been impossible to get lately.

They are so dainty and cool looking for Summer frocks and wear so well that nothing else seems to take their place.

Both light and dark colors, with dots in white or colors, 30 inches wide, \$2 a yard.

(First Floor, Chestnut)

**VERY** charming frames will be found ready made in the Picture Store, of very many styles and woods and in sizes varying from that of a postal card to one 16 x 20 inches, prices being 75c to \$15. Also frames are made to order here, and the selection of woods and styles is large.

(Fifth Floor, Market.)

**AN** interesting collection of little hand bells may be seen in the Picture Store. There are 113 in all—of many metals and very strange designs. (Fifth Floor, Market.)

## Ford Radiator Covers Special at \$3

Made of heavy waterproof duck with fabric linings to fit Ford radiators.

(Gallery, Chestnut)

## An Old-Time Favorite Back—Cream Mint 40c Pound

Just as delicious as ever, too—creamy, delectable plaited mint. The Wanamaker Cream Mint is famous and this news is to all the people who've been asking for it and wish to enjoy it again.

There's a whole bell of it—made entirely of the snowy mint candy, together with wedding favors and decorations.

(Down Stairs Store, Chestnut)

## More New Blankets and Quilts

Several new lots go on sale tomorrow at substantial savings from regular prices. 100 pairs of plaid blankets, all-wool, in a variety of colors, 70x80 inches at \$14.50 a pair, and 60x84 inches, special at \$13.50 a pair.

Another new lot of plaid blankets, all-wool, extra heavy, 72x84 inches, at \$20 a pair. New white blankets, all-wool, with pink and blue borders, \$15 a pair in size 70x82 inches and \$13.50 a pair in size 60x82 inches. Special.

(Sixth Floor, Central)

## 1000 Pair of Women's Shoes Reduced to \$6.75 a Pair

All high lace shoes in good Winter fashions and sold in our regular stocks at \$1.75 to \$3.25 more than their new price. Dull black calfskin with dark gray castor tops, military heels and indicated wing tips.

Tan calfskin with tan castor tops, military heels and indicated wing tips. Brown glazed kidskin with champagne castor tops, Cuban heels and plain toes. Black calfskin with gray cloth tops and Cuban heels. Tan calfskin with tan cloth tops and Cuban heels. Every woman who needs an extra pair of shoes should see these.

(First Floor, Market)

**HUNDREDS** of women are buying small furs and fur coats for 25 per cent less in the Fur Sale now going on. And they have besides the satisfaction of knowing that the furs they get are absolutely reliable.

(Second Floor, Chestnut)

## FOR a Dark Frock—a Pretty Bead Necklace.

Women like the new necklaces to wear with their serge and other dark frocks, and these attractive new beads add just the bit of brightening color a costume needs.

There are necklaces of the popular red beads, of imitation coral, amethyst and lapis lazuli, as well as fancy beads. Sometimes they are used alone, sometimes two or more colors are combined, and sometimes metal beads are used also.

\$1.25 to \$9.50.  
(Jewelry Store, Chestnut and Thirteenth)

## FOR Women—Five Styles of Tape Handkerchiefs at 25c Each

Numbers of women who like simple, plain handkerchiefs want something more than the plain, hemstitched hem, and for them we suggest the handkerchief with tapes above the hem.

At 25c each are five distinct styles—with tiny or wider tapes—each style in quiet, good taste. The linen, by the way, is sheer and Irish.

(West Aisle)

## Young Women's Inexpensive New Serge Dresses

They have just come to us and are not only new arrivals, but new styles as well, so that they will appeal to the young woman who wishes a serge frock to wear now and all through the Spring.

Their prices are quite special, for the dresses are \$20, \$23.50 and \$27.50 each, which is below the sums such dresses would ordinarily bring.

There are several attractive styles, some braid, some fringe and some button trimmed. Quite a few have tunics, some are tucked and others have novel girdles. There are round as well as square necks.

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

## From Old Mosul on the Tigris—A Lot of Good Rugs at \$33 to \$45

About 100 pieces newly outspread. Mosuls are probably the most popular of Oriental rugs, being so inexpensive in comparison with their size and substance. These are good-looking pieces in typical Mosul colors, warm reds, dark blues and ecru. Some are done in all-over designs, others show medallion centers.

They have a glossy sheen and are priced on a very moderate basis, considering their comparative scarcity and good practical wearing qualities—\$33, \$37.50 and \$45, in sizes approximately 3.6x6 ft. to 4x7 feet.

(Seventh Floor, Central)

## 40 Styles of Princess Slips for Girls in the White Sale

Little girls of 2 to 14 years find the Princess slip a most convenient and comfortable little article.

These slips are made of soft and snowy nainsook, daintily made, too, ribbon run and trimmed with fine laces or pretty embroideries.

Prices start at \$1 and go on to \$3.50, and there are many prices in between.

(Third Floor, Chestnut)

## EIGHT Hundred Silk Waists Special

Georgette crepe and crepe de chine—beaded, embroidered or plainly tailored, white or flesh-colored chiefly. Price, \$3.85.

(East and West Aides)

## WHITE Sale Corsets

A new shipment of C. B. corsets, some at half price, has just been received and will be very welcome. The prices are \$1.25, \$2 and \$2.50. The models include a pretty pink broche topless, another of pink batiste with satin stripes, and a topless style short length.

(Third Floor, Chestnut)

## FINE "Box" Nainsooks Moderately Priced

"Japanese nainsooks" as they are known by many people, and they have hundreds of friends. They are of such a fine texture that they are used for baby garments or exquisite bits of lingerie.

A new departure is this "Japanese nainsook" in pink and flesh color. \$3.35 and \$3.85 a piece of 10 yards.

In white, \$3.25 to \$5.25 a piece of 10 yards. All are 38 inches wide except that at \$5.25, which is 41 inches wide.

(First Floor, Chestnut)

## LACES Every Woman Wants at Very Little Prices

For example, some pretty wash laces (factory remnants), imitation filet, Normandie Valenciennes or round mesh Valenciennes, suitable for trimming dresses or lingerie, 5c to 15c a yard.

Real filet laces, narrow widths, edges and insertions, 55c a yard.

(West Aisle)



## A Special Lot of 147 Men's Extra Fine Ulster Coats Reduced to \$40 Each

This is not a flaunting sale, but one of the actual opportunities that sometimes come unexpectedly in the course of a great business.

147 fine, semi-storm type ulsters whose price up until now was \$5 to \$20 more—and you take your choice at \$40 each.

It comes as a result of a special purchase we were able to arrange with a manufacturer who makes most of our coats of this kind.

We asked him for something extra good to pass on to our customers, and the disposal of these coats at this price is the result.

We have many clothing customers who would never, under any circumstances, buy clothing elsewhere than at Wanamaker's.

To these steadfast friends we especially recommend this disposal as an opportunity to get fine, fashionable, new coats at a low price.

Coats are moderately heavy, very warm, with storm type collar and lapels and town overcoat length.

They are in neat, dark patterns, 100 per cent all-wool, hand-tailored and guaranteed to give absolute satisfaction.

(Third Floor, Market)

## Motorists Who Didn't Get Fur Gloves for Christmas

have been buying them since the cold weather came.

We have a splendid selection of gloves made of carefully selected furs—beaver, Hudson seal (dyed muskrat), nutria, natural and blended muskrat and real seal.

Prices \$6.50 to \$50 a pair.  
(Main Floor, Market)

## Last Call for These Men's Shirts at \$1.55

We have just about enough for another day's selling of soft-cuff negligee shirts that are regularly a third more.

Madras and rep in an unusual diversity of design.

Better see if there are not some here that you want.  
(Main Floor, Market)

## Clearaway of Men's Neckties at 65c

Just 1632 knitted silk four-in-hands from a factory that is going out of the necktie business and let us have these at a special price.

The kind of ties that are ordinarily half again as much.  
(Main Floor, Market)

## Two Lots of Imported China Dinner Sets at Large Reductions

Clean-cut, beautiful goods—one lot now reduced to \$45 a set, the other at \$60 a set.

This means a saving of \$20 on any set in the collection. The sets at \$45 are in a wide-border pattern, showing a gold edge and a narrow chain in blue inside, this being pink flowers and birds, the handles being gold-traced.

The sets at \$60 are in a border pattern on a buff ground with pink roses, enclosed between two gold lines, the handles being in coin gold.

All are sets of 107 pieces, high-grade, unblemished and handsome.  
(Fourth Floor, Chestnut)

## A Fine White Harvest of Dress Linens

White dress linens are now a scarce commodity in the market, but we gathered our harvest in good time, and we have an excellent assortment to show.

All are of our own importing, and we can offer them at prices away below what they would have to be marked did we have to buy them now.

Three grades at 85c, \$1 and \$2.50 a yard. 36 and 90 inches wide.

The 85c and \$1 a yard grades are both 36 inches wide, the \$2.50 goods are of a heavier texture and not quite so firm as the others. All are beautifully bleached, soft finished goods of pure flax and most suitable for dresses and tailor-made garments.

(First Floor, Chestnut)