Bringing On a Special Sale of 6000 Pair of Men's Splendid Winter Shoes at $4.40

$39,000 worth to be sold at once for $26,400.

Far and away the best shoe opportunity of the year for the men in Philadelphia.

Five styles in all sizes from 5 to 12 and all widths from A to E.

These are splendidly good calfskin shoes, solid and sound and safe.

They are Winter shoes. All made with heavy, half double soles.

On every pair is a saving of $2.10, that is just the same as the money in your pocket.

We know that you have seen many advertisements of shoe sales and of special opportunities for men to get Winter shoes, but you have seen no shoes like these at a price like this.

From what we know of the shoe market, we would suggest to business men to buy two or three pairs apiece at this low price.

Style 1—Smooth black calfskin, Blucher lace with smart narrow toe.

Style 2—Smooth black calfskin, Blucher lace, on what is known as a college last with rather a wide toe.

Style 3—Plump, black box calfskin with narrow toe.

Style 4—Plump, black box calfskin on a college last.

Style 5—Plump, black calfskin, made on the famous Munson Army last with wide, soft toe.

So here you are with a shoe in one style or another to suit every business man from the banker at his desk to the policeman on his beat—$4.40 a pair is the lowest price we have known for genuinely good shoes in many and many a day.

(Main Floor, Market)

The Changes Going On All Over the World

strange as it may seem, affect every man and woman and home in the United States, because they influence and fix the values of everything we wear and use in our homes.

It will take some time to see just "where we are at."

It will be necessary to trust somebody with ability and experience to study this situation of world-wide affairs.

The long and good relations we have established between our customers and curselves and the implicit confidence they have in us through the dealings of the past fifty-eight years cause them to expect us to acquaint ourselves and act in behalf of them as clients, just as the people did who put their law cases in the hands of John G. Johnson and left them to be attended to by their lifetime lawyer.

We realize what is expected of us and accept the trust imposed upon us.

We are already journeying the world over to renew relations with old manufacturers, if still living, or if gone, with their sons, and help them to build up their business again, subject, of course, to the terms of the peace contracts finally agreed upon by the President and the Allies.

The Old World is so much upset that it will take time and financial aid to rebuild and refurnish the good old mills and workshops. The fabrics are but the smallest part of the merchandise we want. The inventiveness of genius and the fine touch of skilled workmanship is the greater need for the classes of goods we desire.

Our patrons may depend on our collecting for them, from every part of the world, goods of style and intrinsic value, and marking them to sell at the lowest rates, giving advantage of cash paid down for them at sources of production, to the people now badly off for money and business.

[Signed] John Wanamaker

Jan. 11, 1919.

2000 Yards Mohair Skirtings Special at 58c a Yard

Medium and wide stripes in combinations of black, navy, brown and green. Excellent for service and about half the regular price. 32 inches wide.

(West Aisle)

This January White Sale Is a Wonderful Thing for the Woman of Thrift

There are a great many more of her today than there have been in this country for years and years, and she is laying in White Sale garments by dozens for the next six months—she appreciates the opportunity of buying "undies" at 20 to 33 per cent less than usual too perfectly to let it pass.

Prices on the great majority of garments here run from 50c to $5, but a few new lots just received include some particularly good sorts:

Short skirts at 75c.

Long skirts at $1.

Camisoles at $1.

Lace-trimmed envelopes at $1.25.

Pink crepe de chine envelope chemises, with shoulder straps, $2.85.

(Third Floor, Central)

Women's Leather Coats Are Reduced Again

This being the second time. They are excellent investments for women who have to be out in all sorts of weather.

Because of their warmth these coats are much liked for motoring.

Mostly short and medium in length, some with fur collars, many are reversible with cloth or gabardine backs.

Now $57.50 to $75.

(First Floor, Central)

Young Women's Party Frocks Are Reduced

At $20 and $25 each are delightful little dresses that have been much more expensive. They're in excellent condition, fresh and lovely, and in white, pink shades, delicate blues or pale greens.

Some are of satin, some of taffeta and the others of nets or chiffons. They are made in ever so many enchanting fashions, with draped skirts, tiny sleeves—or no sleeves at all—round or square necks and other newnesses.

14 to 20 year sizes.

(Second Floor, Chestnut)

All-Black Handbags of Any Kind You Wish

Silk, leather, beads or fabric embellished with beads.

In so many styles that every woman can find one to suit her particular taste. The more particular the better, for these are dignified but smart. Linings of rich, dark silks.

Prices range from $3.50 for a black silk bag to $25 for one of black silk decorated with black beads.

(Main Floor, Chestnut)

Fine Evening Gowns Which Show the Return of Vivid Color Prices $77.50 to $150

THEY prove how right the people were who prophesied a great reaction from the somber tones that have been familiar for so long. Now that the bright colors are here, they seem nothing short of delightful. Here are a rather strong jade green; a glowing sapphire that is almost as startling as the new American Beauty, a pinky yellow shade, baptized pumpkin, besides various orchids and purples.

One of these gowns is of metal cloth in which purple is shot with silver, with pure purple in the chiffon sleeves and pure silver in the girdle.

Another of pumpkin yellow crepe is made up with silver cloth.

A pink crepe shows how charmingly its color can be accented by a very dull and deep rose velvet girdle.

A straight apricot satin with opalescent beads has a distinct Moyen-Age air—indeed, many of the new styles suggest a return to that picturesque mode.

Various chiffon styles have a delicate embroidery of silver or gold.

An orchid crepe is trimmed with gold lace and has a full self-girdle.

There are no two of such gowns alike, but each is more charming than the last.

(First Floor, Central)

The Gray Salons Are Abloom With Linen and Organdie Millinery

THE hats are enchanting—and she is an unusual woman who will not want one or more the minute she sees them.

Picture a broad, sloping-brimmed hat of rose pink linen with white French knots and a demure pink bow—or a white linen sailor with a simple design embroidered in orange shades and a white ribbon bow.

For afternoon wear there is a delicious affair of creamy yellow Leghorn, with a frilly overbrim of rose-hued crepe and a satin bow, tied just as it should be.

And then there are lovely hats of flesh-colored crepe, hats of white corded silk in mushroom shape and other hats of crisp and snowy organdie—all new as new can be!

May we show them to you?

(Second Floor, Chestnut)

Certain Fine Novelties in the Sale of Furs

A RICH kolinsky cape with a fringe of tails is $337.50.

A straight wrap of mink, with a broad stole-like collar and fringe of tails, $450.

Hudson Bay sable stole, lined with gold brocade and chiffon, $506.25.

Cape of nutria, with sable squirrel collar, $187.50.

Mole cape, with Hudson seal (dyed muskrat) collar, $206.25.

Rich skunk cape, with many tails, $225.

Australian opossum stole, $112.50.

Lynx stole, with long, square ends, $112.50.

And many other pieces of equal distinction, including a superb silver fox, each priced $562.50.

(Second Floor, Chestnut)

Women's Sports Coats and Sweaters for the South

Thread silk sweaters in vertical stripes with Eton or sailor collars, sashes or belts. Black, white, turquoise, navy, green, corn, pink, rose, purple and gray. Price $32.50.

Thread silk sleeveless sweaters with Tuxedo collar and belt; plain and fancy weaves, plain and fancy colors, $22.50 to $30.

Light-weight mohair wool sweaters with Tuxedo collar and sash. White, black, green, leather, brown heather, turquoise, navy, Nile, Shadowlawn green, flame, corn, wistaria, gray and pink. Price $11.50.

(Main Floor, Market)

IT IS quite cold enough these days for women to take a warm interest in some cozy quilted robes which are black with purple linings and old rose. Sizes are mostly large. Find them in the French Room at $7.50.

(Third Floor, Chestnut)

New Printed Georgette Crepes Suggest Lovely Spring Frocks

Made up over taffeta silk, for example, in a plain color. No woman could wish for anything prettier for afternoons.

Some have conventional oval figures combined with stripes, dark blue with a touch of white and in some cases green, and some are taupe colored.

There are also attractive all-over flowered designs that would just suit some women. All are 40 inches wide and $3 a yard.

(First Floor, Chestnut)

Wanamaker Special Corsets

One model at $1 is very uncommon for that price—for dollar corsets aren't easy to come by these days.

Another at $2 is a pink-and-white topless model.

A broche model with laced front is $2.50.

A white coutil with elastic gore is $1.

And another white coutil for average figures is $1.50.

(Third Floor, Chestnut)

THE gayest social season for several years is just ahead with evening gowns and

Diamond Lavallieres

Exquisitely designed in the form of flowers, dewdrops and pear-shapes, studded with diamonds in openwork platinum setting. The prices begin even as low as $50 and go up to $1225.

(Jewelry Store, Chestnut and Thirteenth)

BOOKLOVERS will still find it worth while to browse about among the tables devoted to the Hurt Book Sale. Everything on them is marked very low.

(Main Floor, Thirteenth)

PUT a black rubber raincoat on that boy of yours, with a black rubber hat and a pair of rubber boots and turn him loose in rain and snow and feel he is ideally provided for.

Lots of people don't know that the Boys' Clothing Store keeps that kind of raincoat, but it does, and charges only $4.50 for it. We forgot to say it has patent fasteners and eyelets which are as near boy-proof as anything we know.

Sizes 4 to 18 years.

(Second Floor, Central)

A Cheery New Rug Makes a Home More Attractive

These are the nights when most people require little persuasion to stay at home. It is the time to make the living room as pleasant as possible, and a pretty new rug will help. You can get one in this sale at an emphatic saving.

Wilton Rugs

9x12 ft., $57.50, $59.50 and $78.50.
8.3x10.6 ft., $55 and $57.50.
6x9 ft., $37.50.
9x12 ft., seamless, $72.50.

Axminster Rugs

9x12 ft., $36.50.
8.3x10.6 ft., $34.50.

Body Brussels Rugs

9x12 ft., $47.50.
8.3x10.6 ft., $45.

Wool-and-Fiber Rugs

8.3x10.6 ft., $8 and $8.75.
6x9 ft., $6.25.

(Seventh Floor, Chestnut)

Silk Waists Special at $3.85

Georgette crepes and crepes de chine in white and flesh color. Some embroidered, others with flat, round collars.

(West Aisle)

A PLEASANTLY blue room in the Picture Galleries is given over to mirrors of all imaginable styles and designs. (*Fifth Floor, Market.*)

MEZZOTINTS from the celebrated English, French and Dutch masters are all by themselves in another room, and very delightful they are in color. (*Fifth Floor, Market.*)

SOME gay knockers for bedroom doors are in the form of bright-painted nosegays. (*Fourth Floor, Central.*)

ORIENTAL brocades by the yard and embroideries in big or little pieces, not to mention bags and slippers, are to be found gathered together in one corner in the Oriental Store. (*Fourth Floor, Central.*)

A SILVER GRAY silk kimono with white crests and lining of deadleaf brown is an instance of what the Japanese can do with quiet color. (*Fourth Floor, Chestnut.*)

BIG BENARES brass trays and brass candlesticks, not to mention bits of bright wares of many descriptions, make the Oriental Store an engaging spot in which to buy for that Summer bungalow. (*Fourth Floor, Chestnut.*)

CLASSES in knitting and lampshade making are held daily in the Art Needlework Store. (*Second Floor, Central.*)

Chinese Embroidered Robe Patterns Special for the White Sale

Nobody has ever seen them for such small prices before, and it is only by accident that we have this particular shipment to dispose of in this way.

Some are of the finest batiste and voile, with exquisite hand-embroidered designs. These are $28.75.

Others are of white net, likewise hand embroidered, in most beautiful patterns. These are $33.75.

As may be imagined, they make the handsomest of gowns for Southern wear.

(West Aisle)

150 Dinner Sets at Very Substantial Savings

We have gone through our stock of English and American dinner sets and made large reductions on the prices of 150 of them.

These are now marked $22.50, $25 and $27.50 a set, which means a reduction of $7.50 to $14.50 from our former prices.

There is a choice of eight decorations in the English sets and of six in the American sets, all being border patterns, both floral and conventional.

Each set comprises 107 pieces, our full, standard selection.

(Fourth Floor, Chestnut)

Men's Motoring Furs—Caps, Collars, Gloves

Caps of coney, muskrat, Hudson seal (dyed muskrat) and real seal, $7 to $60.

Collars of Hudson seal (dyed muskrat), muskrat, beaver, otter, real seal and Persian lamb, $25 to $100.

Gloves of racoon, nutria, beaver, muskrat, Hudson seal (dyed muskrat) and real seal, $6.50 to $50.

All fine, selected pieces.

(Main Floor, Market)

Time to Start Sewing and Here Are Fine Sewing Machines at $32

They are Wanamaker automatic lift sewing machines in quartered oak cases made with five drawers.

Unusually light running machine, suitable for general family sewing, with all attachments and fully guaranteed.

12 Case-Scratched Sewing Machines Reduced

These machines have suffered no injury whatever except slight blemishes to the cases while they are on display. There are various types and good choice, $25, $28, $30, $38, $40 and $50.

As is the case with all Wanamaker sewing machines, they are sold on the plan of easy payments.

(Fourth Floor, Central)

500 Pair Filet Net Curtains $1.65 and $2.25 a Pair

So far as we can see into the future, this is the last of these curtains at special prices, and later shipments will certainly be higher, something like half again as much.

The filet net is prettily figured and comes in white or Arabian color.

(Fifth Floor, Market)

Blankets and Quilts Over All

It is a good store that serves best when service counts for most.

We believe this blanket and quilt store is giving the best service in its history just now.

Undoubtedly it has the right kinds of blankets and quilts at low prices and never at this season such a large collection of desirable kinds at substantial reductions from regular.

Monday you can choose from these seven groups, all at real savings.

White blankets, cotton in warp, mixed-wool filling, pink and blue borders, 70x80 inches; now $7.50 a pair. Saving of $2.50.

Plaid blankets, three kinds, all of them cotton-warped and mixed-wool filling; pink and white, blue and white, tan and white and gray and white; 70x82 inches, now $10 a pair. Saving of $3.50.

White blankets with cotton warp and filling of wool and cotton, pink and blue borders, 72x82 inches, very unusual at $12 a pair.

Cotton blankets, suitable for couch throws as well as for extra bed coverings, light and dark blue, pink, rose, tan and green, 70x84 inches; $5 each.

Quilts filled with wool and some cotton and covered with figured satin center, plain satin border, and backed with the best grade of domestic sateen; good range of colors and patterns; $15 each. Saving of $5.

Wool-filled quilts, with cambric centers and backs, in plain borders, $8.50 each. Saving $1.50.

Cotton-filled quilts, made in our own factory, covered with silkoline, figured on both sides, all-over floral designs are excellent value at $4.50 each.

(Sixth Floor, Central)