

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 Cloudy
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Tomorrow the Wanamaker Famous Winter Sale of Men's Furnishings

It Is Not Possible to Be Too Good to Our

... and sailor boys coming back... The best welcome at our docks or on the rivers is not half good enough. Going and coming, the sea has tossed our crowded boats for six thousand miles, and many of them are returning daily wounded.

Food has been scant and comforts lacking, and not one out of a hundred, other by word or sign, complains.

By their looks you can see that everything else sinks into insignificance beside the great fact that they went off to do a big thing, and they did that big thing in the greatest and finest

"Give Me Liberty or Death!"

... and now they have come back to read themselves over the whole United States with self-determination to lift up our home country by united action to the protocol of

Theodore Roosevelt, Proto-Martyr

Let us stop all our pitiful bickerings and unite with our boys to make this old City and State more famous for their protections and provisions in welcoming the men who have saved the country.

[Signed] J. Wanamaker

Jan. 15, 1919.

150 Women's Coats Reduced—Now \$10 to \$50

At \$10—Navy serges of the utility sort, half lined with peau de cygne.
At \$15—Big, full, tweed coats, mostly gray.
At \$30—Velour, broadcloth and burella coats, half lined with peau de cygne and satin.
At \$50—Three styles of bolivia and pompom cloth, luxurious affairs with soft collars.
Colors in the entire lot include greens, navy, purple, brown and black.
The savings are from \$8 to \$17.50.
(First Floor, Central)

Tailored Silk Waists

Two styles of heavy crepe de chine in white and flesh or, one with tucked-front panel held in by loops and buttons and priced \$8.75, and one with box pleats on body of collar and priced \$9.50.
A third style comes in lighter weight crepe, black and tan only. \$6.
(Third Floor, Central)

The Fastidious Woman's Handkerchiefs

For use with morning and sports dresses there are charming colored handkerchiefs—French, of course—and delightful. They are \$9, \$12 to \$15 a dozen.
If she wishes plain white handkerchiefs, there are exquisite hand-spun affairs, of the finest linen, at \$36 a dozen. These are beautiful.
And for dress use, there are sheer and snowy squares of linen, with a dainty and very feminine edge of footing. 75c, \$1 and \$1.25 apiece.
(Main Floor, Central)

Certain Winter Coats for Young Women Now \$20 to \$35

They are coats of velours, bolivias and pompom cloths and are garments which were marked considerably higher only a short time ago.
They are in several good styles, are warmly lined, and many interlined, too, and are finished quite often with large fur collars.
There are burgundy, reindeer, taupe and navy blue among the colors, and there are other shades also.
14 to 20 year sizes.
(Second Floor, Chestnut)

Stocking Feet, 10c a Pair or \$1.10 a Dozen

Mercerized cotton in black and in sizes for women children—8½ to 10.
The pair or \$1.10 a dozen, which is the way many prefer buying them.
(Main Floor, Central)

Gay Little Dancing Dresses Are Coming in Fast

Lots of them are of satin or charmeuse with tulle draperies often bordered with bands of opalescent beads. Others are of crepe altogether, or charmeuse with tulle used only for the sleeves.
Whatever the material or lines, their colors are apt to be so bright as to be almost startling—even the frock of black net has its emerald green satin bodice or metallic ribbons.
Prices are \$35 to \$55.
(First Floor, Central)

Frivolous, Perhaps, but So Lovely, Are New Southern Skirts

Simulated tucks, made out of white baronet satin on a white or flesh-pink Georgette crepe skirt, or a very novel and delightful white marquisette with dark blue conventional seaweed pattern finished with a band of blue satin. These are just a few of the signs of returning frivolity.
Baronet satin skirts, which used to be only white or colored, are printed with quaint four-lard figures, and they are really charming.
Snakeskin, too, has changed its appearance and now comes out in a beautiful two-toned plaid skirt or others of snakeskin alternated with bands of plain satin.
Women are more enthusiastic than we have ever seen them over these skirts, and they are buying them for Southern wear. \$25 to \$29.75.
(First Floor, Central)



New Designs in Rhinestone Bar Pins Are Lovely

Set in sterling silver, the rhinestones sparkle and gleam and are especially effective. The new designs are lace-like and fine and there is really a wonderful variety. Some use but a few stones, in others the rhinestones are massed, but the effect is always good.
All have gallery backs and safety catches, too.
\$4.50, \$5 to \$15 each.
(Jewelry Store, Chestnut and Thirteenth)

Bouquet Triomphal Is the Latest Perfume From Claire, of Paris

This newest perfume is a deliciously fragrant scent and is a new bouquet odor.
Extract, \$5.50 and \$7.50 a bottle.
Toilet water, \$6.50 a bottle.
Face powder, \$1.75 a package.
The packages are most artistic and any of them would make attractive gifts.
(Main Floor, Chestnut)

Pink Undergarments in the White Sale

Several styles of pink camisoles are of wash satin and crepe de chine, lace and ribbon trimmed, and priced at \$1; while pink chemises are of batiste and other soft cottons with shoulder straps of ribbon or real shoulders mostly of lace and priced at \$1 to \$1.85.
Also there are many other pink items, all at White Sale prices.
(Third Floor, Central)

Time to Plan the Making of Blue Serge Dresses

Which is another way of saying that it is time to choose the serge they are to be made of.
Beginning at \$2 a yard, for as good an all-wool serge as many women care to have, prices are \$2.50 and \$3. All shades of navy and midnight blue, in light and medium weight, 42 to 54 inches wide.
(First Floor, Chestnut)

Fresh Strawberry Wafers 80c a Pound

Just cream and sugar and fresh strawberries—but they make the most mouth-melting wafers! They are a treat—fresh each morning and are 80c a pound.
Fresh strawberry cream squares, 80c a pound.
Fresh strawberry cream-covered caramels, 80c a pound.
(Down Stairs Store, Chestnut)

Certain White Sale Corsets

Kabo corsets, topless and made of flesh-colored material, \$1.50 and \$2.
Kabo specials, long with low bust, in pink only, \$1.50.
Warner Rustproof corsets, low bust, \$1.
Madame Lyra corsets of fancy pink broche, with low bust and free hip, \$3.50.
American Lady, for average figures, at \$2.
(Third Floor, Chestnut)

Shirts and Neckties by Thousands House Coats, House Gowns and Mufflers at Prices Notably Reduced

This is an occasion carefully kept in mind by hundreds of men who take advantage of it to lay in a whole year's supply of shirts, neckties and other wearables at a saving of one-third to one-half of what otherwise would be their outlay.

1450 Men's Shirts at \$1.45
This is a miscellaneous lot of madras and percale shirts of nearly all descriptions, some soft, some starched, some pleated, some plain; some that need to go to the laundry. Some remarkable values in this lot.

3200 Men's Shirts at \$1.65
This is a fine, new lot just opened up and contains a fine selection.

1890 Shirts at \$1.85
Fine madras and percale shirts of several kinds, pleated and plain, soft and starched bosoms.

2345 Madras and Percale Shirts at \$2.15
This is a varied collection of some of the finest shirts in the Store, and the man who wants

beautiful goods, splendidly made, should by all means be on hand early to make selections from this lot.

5600 Men's Silk Neckties at 50c
All good Winter fashions.

4702 Neckties at 85c
This is a collection of fine neckties of nearly all descriptions. It contains great opportunities, especially in view of the fact that silk neckties are now very scarce and hard to get in the wholesale market.

Mufflers, Jackets and Gowns
Two fine lots of men's Scotch wool jackets, splendid for motoring or golf at \$7.50 and \$10, about half price.
600 men's fine knitted silk mufflers at \$3.50.
(Main Floor, Market)



85 finer knitted silk mufflers at \$5.
10 English silk house gowns at \$35.
24 English silk house gowns at \$10.
10 fine silk house coats at half price, \$25.
25 foulard silk house coats, half price, \$10.
40 Japanese silk house coats at \$20.
Also miscellaneous lots of knitted vests, sweaters, etc., at \$3.50.

The Little House
SPRING is almost at hand, and the people who contemplate something in the way of refurnishing or adding to their present furniture will find it very well worth their while to make an opportunity of seeing the rare things on sale in **The Little House**. Just at present the place is peculiarly interesting, on account of the many articles newly arrived from abroad.
We shall let you know from time to time as other beautiful objects are received.
(Fifth Floor, Chestnut)

Speaking About Tempting Dishes

this is a very good time to need a good, low-priced dinner set, because we are disposing of a most attractive collection of English and American sets at considerable reductions from our regular prices.
These are standard sets of their kind, of excellent semi-porcelain in a selection of fourteen beautiful border patterns—floral and conventional—each set comprising 107 pieces, our full regular assortment. We have marked them at \$22.50, \$25 and \$27.50, or \$7.50 to \$14.50 less than former prices.
(Fourth Floor, Chestnut)

Thousands of Yards of Huckaback Toweling at Year-and-a-Half-Old Prices

Since we secured these goods they have gone up in price appreciably—not in this Store but in the open market.
You can buy them here with the knowledge that not only are they below the market in price but that they are of pure flax and of good, clean quality.
Every good housewife knows that a good huckaback, flax towel is the best absorber. She also knows that it pays to make one's own towels.
This stock affords a fine opportunity. It takes in toweling in both plain and figured weaves, in medium and heavy weights, from the best Scotch and Irish makers.
Figured huckaback, 15 inches wide, 85c a yard; 18 inches wide, 90c a yard; 20 inches wide, \$1 a yard; up to 27 inches wide at \$1.50 a yard.
Plain huckaback, 20 inches wide, 75c a yard; 22 inches wide, 90c a yard; 26 inches wide, \$1 a yard.
(First Floor, Chestnut)

Armure and Rep Curtains 100 Pair at Half Price

Not all the colors in each pattern, but plenty altogether. A good opportunity for women to economize on some very desirable curtains.
Several patterns, \$3.50, \$4, \$4.50 and \$4.75 a pair.
(Fifth Floor, Market)

New Lot of Envelope Books at \$1 and \$2

Though the prices are so low the books are by no means ordinary. They are of black panther grain goatskin in good, new shapes, with top or back handles. Just out of the boxes.
(Main Floor, Chestnut)

And a Group of Other Good Special Sales for Men

Men's Good Half Hose for a Third to a Half Less
11,280 pair, most of them "seconds," but 1200 of them fine, first-grade sample goods that any man would be glad for.

These sample socks are 75c a pair and are fancy and colored silk and silk plated. The regular prices are much higher.

The other groups, which represent a big maker's overlots, are—
Mercerized cotton "seconds" in black and colors, 25c a pair.

Silk plated "seconds" in colors, 35c, three pair for \$1.
Merino "seconds" in black, white and heather mixtures, 50c a pair.
(Main Floor, Market)

\$10 for Any Pair of These Men's Very Fine London Shop Shoes

We have taken 332 pair of the superfine shoes for men in the London Shop and reduced them to \$10 a pair. There are two styles of oxfords and six of high shoes.
The oxfords are of cordovan and tan calfskin.
The high shoes are—
Black and tan calfskin straight lace with punched tips.
Tan calfskin straight lace with wing tips and profuse perforations.
Black calfskin Bluchers with wing tips.
Officers' field and dress shoes.
(The Gallery Chestnut)

Trench Coats at Half Price—Perfect for Motoring

We have 75 of these coats to sell at \$28.50 each, which is just half what they have been. There is not a more satisfactory coat made for motor wear, and they are also suitable for street wear and storm coats, as there is nothing exclusively military about the cut.

These coats are of a fine, hard-twill gabardine, with detachable fleece lining. With the lining out they are a good medium-weight motor or rain coat. With the lining in and with the coat buttoned up around the neck and the straps at the wrists pulled tight, the garment will defy any weather a man will meet in this latitude.
Just 75 at \$28.50.
(Military Shop, The Gallery, Chestnut)



Men's Caps at \$1.50 That Are Unusual

Made of short ends of suitings in light and dark colors, and much better than you will commonly find at the price.
Good caps for motorists and golfers.
(Main Floor, Market)

A \$4.40 Shoe Sale for Any Man in Town

The five styles of shoes in it comprise practically every style that any man wants, from the banker to the man who works outdoors.
They are such good value that even if you have all the footwear you need for this Winter, it will pay you to get several pair for next Winter.
Smooth black calfskin Blucher lace with smart, narrow toe, or what is known as the college last, with rather wide toe.
Plump black box calfskin in the above styles or made on the Munson Army last with wide, soft toe.
\$4.40 a pair in this sale—ordinarily 50 per cent more.
(Main Floor, Market)