

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
Rain

Upstairs and Down Stairs the Great Store Is in Full Action Today (See Down Stairs Advertisement on Page 11)

From One End of Pennsylvania to the Other

and still further on toward the setting sun we have the famous Lincoln Highway! For many hundreds of miles it has been almost destroyed by the heavy, big-wheeled army trucks in moving troops, food supplies and munitions of war.

Governor Sproul's Victory Administration of the State forces, just beginning by the State authorities at Harrisburg, in the interest and for the welfare of the people from the Delaware to the Monongahela River, will score universal applause and confidence if it will raise a banner like this:

**WE MUST HAVE
GOOD ROADS
ALL OVER THE STATE**

Your Excellency, Mr. Governor, please find another Mr. A. J. Cassatt, if you can, and set the work agoing and keep it at until Pennsylvania has the best roads of any State in the League of Nations.

Meanwhile, we shall strive mightily to make all roads down hill and easy to travel to this big, useful, dependable business house in Pennsylvania, full of good-will and without detriment to all our brother merchants throughout the State. Why not?

[Signed] Joe Wanamaker

Jan. 18, 1919.

New From Paris

Jet Garnitures and Beautiful Tunics

The tunics are on fine black net, with designs worked out in tiny jet beads, in larger beads and in jet spangles. These are in many new styles, some belted at the waist, some straight-line effects, but all attractive.

With them are new jet garnitures, new jet bands and new ornaments and pendants of this gleaming, sparkling jet which is so fashionable this winter.

(Main Floor, Central)

Women's Really Delightful New Afternoon Frocks at \$22.50 to \$35

New Georgette, crepe de chine and satin frocks of the simpler sort and very practical. Some are of the straight-lined persuasion, some are broken at the waistline, some embroidered, fringed and beaded, while others are simply decorated with tucks.

Colors are navy, taupe, brown and black. Prices, \$22.50, \$25, \$33.50 and \$35.

(First Floor, Central)

1000 Yards All-Wool Serge Special at \$1.45 a Yard

A fine-twill, soft-finish dress serge for Spring frocks or children's clothes and it is 40 inches wide.

We are glad to say there is plenty of navy blue, also dark brown, burgundy, plum and green.

No question about the wisdom of buying such an economy as this!

(West Aisle)

Soft, Beautiful, Lustrous Satins

that fall into the graceful draperies required by the new silhouette for Spring, have just arrived.

There can hardly be said too much about the fashion importance of satins in the making of Spring frocks, either for the entire gown, as a foundation or in combination with another silk.

New 36-inch satins, at \$2.25 a yard, come in all the most desirable colors, including black and white.

New 36-inch satins, at \$3 a yard, are a handsomer quality with a higher luster. Reversible satins, at \$4 a yard, are black on one side, green, purple, gold, silver Copenhagen or red on the other, and make charming capes and bathing costumes, 88 inches wide.

(First Floor, Chestnut)

White Sale Special 1485 Yards White Poplin at 25c a Yard

Outside the White Sale you can easily count on paying 10c a yard more. It is 27 inches wide and a quality much in request for women's wash skirts, and shirtwaists, uniforms and children's clothes. Everybody knows how satisfactory poplin is for wear and constant tubbing.

(First Floor, Chestnut)

Here's a Chance to Save Money on Young Women's Top-Coats

Now that January is half over we like to hurry out the Winter coats—even though most of the Winter is yet to come and there's plenty of time to wear them.

These coats have been from \$10 to \$15 higher in price than their present markings.

At \$28.50 are coats of fine wool velours, with collars in the popular shawl shape, of lustrous seal (sheared muskrat). They are warmly lined through-out, made in good Winter styles and are excellent coats for the price.

\$20 to \$39.50 for coats of silvertone, velour and pompom in fashionable colors, a few black bolivias. Some coats are finished with fur collars, all are lined throughout and well made.

Both groups are in 14 to 20 year sizes.

(Second Floor, Chestnut)

A New Book by Zane Grey "The Desert of Wheat"

A vivid and romantic story with the wheat country and the splendid loyalty of the American farmers for background. Price, \$1.50. (Main Floor, Thirtieth)

Exquisite Handmade Blouses

are gathering fast in the French Room—blouses of handkerchief linen, batiste, voile, organdie and Georgette crepe, some extremely plain and others with hand embroidery and real filet. The styles are appropriate for Southern wear. Prices start at \$18.50. (Third Floor, Chestnut)

Women's New Suit Cases of Fine Black Cowhide

Black, long grain cowhide makes handsome and serviceable suit-cases. These are moire silk lined, have shirred pockets inside and are in sizes 20, 22 and 24 inch. \$14, \$15 and \$16 is little enough for them. (Main Floor, Chestnut)

Women's White Walking Shoes

for the South are of heavy buckskin with covered military heels 1 1/2 inches high and white leather soles. Prices, \$12, in the Exclusive Little Boot Shop. (First Floor, Market)

Tailored Shirtwaists

All white. Two styles of linene, one with a pocket, both with high-low collars, \$2 and \$2.25.

Two of madras, one with high-low collar, one shirt style. Both \$3.50.

Two of linen—a plain shirt at \$3.50 and one with tucked front at \$3.85.

Such waists are excellent to wear with the rougher sports skirts. (Third Floor, Central)

Boy Scouts

are looking forward to the great doings of their clan all through February. Many of them would like to freshen up their uniforms—a new coat new trousers, new belt, new hat and so on—and we hereby remind them that everything they need can be bought here, Wanamaker's being the official outfitters for Boy Scouts and Girl Scouts also. (Second Floor, Central)

New Song Rolls for Player-Pianos

These are all 88-note rolls, with words.

Beautiful Ohio (waltz), \$1.

Kisses (fox trot), \$1.

'Till We Meet Again (song), 90c.

The Rose of No Man's Land (one-step), 90c.

Madelon (one-step), \$1.10.

(Second Gallery, Market)

Boys' Dress-Up Suits of Blue Serge

For occasions when a boy has to be "all dressed up," he must have a suit of blue serge. Above all things, it should be a good one.

We are particular about the kind of blue serge suits we sell, and we can say with complete confidence that they are excellent in every feature and in every detail.

In style and fit they are remarkably fine, and, of course, they have good tailor work back of their high-class appearance. Every boy must at least have one "dress-up" suit for occasions, and he should certainly have one of the better kind.

Single and double breasted Norfolk styles for boys of 8 to 15 years at \$12, \$15, \$18, up to \$25. (Second Floor, Central)

"I Didn't Dream I Could Still Get Linen Handkerchiefs for \$1.50 a Dozen"

said a woman the other day as she slipped her fingers over the smooth, cool linen in these. You can get handkerchiefs at that price, and real linen ones, too, at the Wanamaker Handkerchief Shop.

We've a new lot of these just in—plain hemstitched and kinds for everyday use. (West Aisle)

Desirable Carpets Specially Priced

Wilton and wool velvet carpet in solid rose, blue, taupe, green and gray, \$2.75, \$3.25, \$4.50 and \$4.75 a yard.

Same weaves in green, brown and gray Moorish patterns, \$3.50 a yard.

Inlaid linoleum, \$1.35 and \$1.50 a square yard. (Seventh Floor, Chestnut)

The Winter Sale of White

In these days—good dollar nightgowns are as scarce as the proverbial hen's teeth, and good dollar nightgowns with trimming simply don't exist. We have a fresh lot in just now of the kind without trimming—soft cambric with casings hemstitched on, the neck low and sleeves short.

Plenty of other good White Sale garments, though certain styles are sold out every day not to be replaced. Consequently, it's a prudent purchaser who buys what she likes when she sees it. (Third Floor, Central)

Good Old-Fashioned Sweets That Everybody Likes

—are the old-fashioned stick candies in bright colors and different flavors at 40c a pound.

And the creamy, delicious, plaited mint at 40c a pound.

And the fat, puffy, chocolate-covered vanilla marshmallows at 50c a pound.

Chocolate-covered nougat, 50c a pound, is good, too! (Down Stairs Store, Chestnut)

New Collars and Cuffs of Real Filet Lace

For the woman who likes a bit of real lace, the filet collar and cuffs afford an excellent opportunity for gratifying the desire.

These new collars and sets are in pleasing designs and all are of genuine filet, that much-liked lace.

The collars are in square back or shawl shapes and range in price from \$3.50 to \$11.

Collar-and-cuff sets are \$10 to \$15. (Main Floor, Central)

800 New White Bedspreads Just in at Special Prices

White bedspreads are playing a very notable part in the White Sale this year and this newest arrival of 800 spreads and sets means a splendid replenishment of the assortments.

300 satin-finish spreads in Marseilles patterns, 2x2 1/2 yards, special at \$3.25 each.

300 satin-finish spreads in Marseilles patterns, 2 1/2 x 2 1/2 yards, special at \$3.25 each.

100 satin-finish spreads, large size, with scalloped edges and cut-out corners are special at \$5 each.

100 fine satin-finish bed-sets (spread and bolster cover), made with scalloped edges and cut-out corners for metal or four-post Colonial beds, are specially priced at \$7 a set for single-bed size; others in double-bed size at \$7 and \$10 a set. (Sixth Floor, Central)

EVER SINCE yesterday morning, when we first mentioned it—

The Word Has Been Going 'Round

At Last There's a Real Sale of Really Fine Ulsters for Men

It is in the Wanamaker Men's Clothing Store today.

It is a Special Sale of a brand-new lot of

200 Fine Town Ulsters at \$36.50 Each

and they represent actual values of \$8.50 to \$23.50 higher.

Made of the favorite overcoatings of the season—rich, dark tones.

In full storm ulster style, but not quite so long nor quite so heavy.

The most fashionable greatcoat idea of the winter.

Nothing like them in any WHOOP-AWAY SALE—these are FINE things.

Carry all the comforts and refinement of the town overcoat, but are fashioned for storm use as well.

Note the rich materials, the genuine tailoring, the luxurious shoulder and sleeve



linings and the smartness of the cut.

Double-breasted, of course, with wide, sweeping collars and lapels to turn up, great pockets and sweeping skirts.

We have had more demand for this kind of coat this Winter than for any other, but this is the first time they could be had for so little money.

(Third Floor, Market)

A Great Day in the Men's Wear Sale

A great day to choose from the fine shirts at \$1.45, \$1.65, \$1.85 and \$2.15. Madras and percale shirts with soft or starched cuffs and chiefly plain negligee.

A great day to choose from the neckties at 50c and 85c—ties of many kinds and all good fashions.

A great day to choose from Scotch wool jackets, sweaters, silk mufflers, silk house coats and silk house gowns at reductions of a third to a half.

(Main Floor, Market)

Men Who Want a Different Kind of Soft Hat

from the kinds they see on thousands of other men will find it in the velour hat.

The velour hat is somewhat jaunty in shape than the average soft hat, and its velvety texture and lustrous appearance mark it as something apart.

Here are the finest velour hats in the city, at \$6 to \$15. (Main Floor, Market)

Motorists Rejoiced in Half-Price Trench Coats

Coats of a fine, hard-twill gabardine, with detachable fleece lining. Without the lining they are good medium-weight motor or rain coats. With the lining in, and with the coat buttoned up around the neck and the straps at the wrist pulled tight, you have a garment that will defy any weather.

\$28.50 is exactly half the former price.

(Military Shop, The Gallery, Chestnut)

Odd Pieces of Cut Glass Much Reduced

One to four pieces of a kind, now marked one-third to one-half less than regular prices.

Nut dishes, \$2, \$2.50 and \$5 each.

Berry dishes, \$2, \$2.50, \$3.50, \$5, \$7.50 each.

Berry bowls, 9-inch size, \$3.75 each.

Water jugs, \$3.75 and \$4.75 each.

Bonbon dishes, 85c, \$1, \$1.25 and \$1.50 each.

Fern dishes, \$3.50 each. (Fourth Floor, Chestnut)

Toy Notes

The most fascinating sand-forts for youngsters are really a fort and trench combined, and here are pewter cannon beside them.

Dolls with trousseaux all ready in little trunks are dainty as dainty can be. (Seventh Floor, Market)

The Children's White Sale Still Holds Much of Interest

to the mothers who are outfitting their small daughters. Clean, well-made little undermuslins they are, of excellent quality and most reasonable price.

Nightgowns in many good styles, of soft cambrics and nainsooks in 6 to 14 year sizes, \$1.75 to \$2.25 each.

Straight-leg drawers, with tucks, embroidery insertions, embroidery and laced edges ruffles, 60c, 95c and up to \$1.75 a pair—and in 6 to 14 year sizes.

Princess petticoats, quite a few lace trimmed, many ribbon run and others trimmed with embroidery, are in white and flesh color, and are \$1 to \$3.50 each—6 to 14 year sizes. (Third Floor, Chestnut)

Brown Furs Have Made Brown Skirts So Fashionable

Such skirts are certainly being worn to a wonderful extent this Winter!

The two especial favorites are a beautiful seal-brown velvet with a full-gathered back and the narrow effect at the hem. Two tabs on each side form the slit pockets. \$12.75.

And a fine chiffon broadcloth in a dark, rich brown, with self-piped buttonholes and pockets. \$12.75. (First Floor, Central)

You Must Have New Shoes—Why Not Buy When Prices Are Low?

When a man can get practically any style of black shoe he wants at \$4.40 a pair—and get three pair for the usual price of two pair. (Main Floor, Market)

When a woman or girl can get lace shoes of dark brown, specially tanned leather in a choice of three styles at \$5.90 a pair—and save \$1.60 on each pair. (First Floor, Market)