EVENING PUBLIC LEDGER-PHILADELPHIA, SATURDAY, JANUARY 25, 1919

Grand Organ, 9, 11 and 4:50

WANAMAKER'S

WANAMAKER'S Store Opens 9 A. M.

WANAMAKER'S Store Closes 5 P. M.

WEATHER Fair

way o Mr tintic

## New Goods Are Bringing Their Freshness to Every Part of the Store

#### Hundreds of Millions of Women

all over the world are in the winning of the war.

Far More Women Than Men!

Mothers, grandmothers, wives, sisters, sy/eethearts and girlies old enough to knit, but none of A..... "Tin soldiers." No, not for a minute.

More honors rather than less to the brave fellows who went across, but

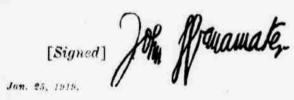
#### Honors Also to the Women

who strengthened the men to go, and sacrificed for them and never ceased to supplicate Heaven in their behalf.

How sure to be right a good woman is!

If the truth be known, one of the greatest of the forces all the time working for the peace that brought on the armistice was the silent, persuasive, all-night prayers and all-day energies of a united, new womanhood, on the altar of blood and suffering.

**Read Temple Bailey's great true story** just printed, if you can find a copy.



#### Wool Serge and Jersey **Dresses in New Fashions** -for Young Women

Every day or so brings smart new cloth frocks, for it is such dresses as these that girls want to wear now indoors and under coats, and later on without coats.

without coats. They are of firm wool serge and good wooi jersey in blue, of course, and in such well-liked hades as reindeer, sand shades, green and taupe. Some have tunics—in fact, quite a few have some are braided, ever so many have round necks, any number have sashes or broad girdles, and all

are attractive and new. \$20, \$27.50 and up to \$32.50-14 to 20 year

(Second Floor, Chestnut)

Cnowy New Waists

\$3 to \$9.75

#### They Remind One of Mantles, These New Spring Coats

And of days gone by when women delighted in loose, graceful draperies.

You will find scarcely one point of resemblance between these new coats and the ones women have been wearing, and the silhouette is as different as possible.

Only the softest and most supple fabrics are used-silk-and-wool or all-silk duvetyne, evoras, satins or silks.

There are no sleeves, such as we know them, but the arms are covered. Collars are loose folds of the material, often ending in long points, reaching the hem in front. For trimming there is wonderful hand embroidery of silk or wool thread combined with chenille.

Such coats are truly works of art and cannot be successfully copied in less expensive materials. They are \$110 to \$300.

#### It's an Unusual Hat That Does Not-Show a Veil Pin-

for the sparkling little veil pin is very much the fashion this Winter, and most all smart hats show one in front.

Usually the pins are of sterling silver set with gleaming rhinestones. The pins are not too large, and look well in most all hats. \$1 to \$9.50 each.

(Jewelry Store, Chestnut and Thirteenth)

#### Belated Shipments Come Into the Sale of White

Camisoles of crepe de chine and wash satin,



Long pearl girdle and chain on a very straight-lined evening gown of gold and white brocade. Also the very narrow-pointed train on this gown.

The full girdle crosses and ties, on a navy charmeuse dress; the dress clinging close round the ankles.

Very long medieval sleeves on a henna-colored chiffon with black embroidery.

The lower bodice and upper skirt of white on a black satin gown.

Heavy white tassels for decoration on the round neck of a coral-colored chiffon embroidered with white squares. The very full girdle of this gown is tied in a piquant bow.

The winged sides of a straight silver and white brocade with crystal bead tassels.

A bodice of bright green, on a gown of gold and black brocade.

Three rows of heavy pearl bugle embroidery on the skirt of a black satin evening gown. Also

Prices of such gowns are \$95 to \$200, (First Floor, Central)

## Beaded Handbags Bloom Again

First time since the great Christmas buying cleared them out that we have been able to get a really representative collection of beaded handbags.

But these are fine, all frame styles and all in new and beautiful colors and designs. Prices \$18 to \$30.

(Main Floor, Chestnut)

#### **Redleaf** London Stockings and Underwear Are Here

A little lot just arrived, and people were waiting for news of it.

Women's stockings of fine black cotton, clocked, \$2.50; white wool, \$3, and black wool, clocked, \$3.50. Men's half hose of black, white and unbleached cotton, medium weight, 75c.

Men's shirts and drawers of light-weight white merino, \$4 a garment; of white spun silk, \$10 a garment.

Children's long stockings of black, white and tan derby-ribbed cotton, \$1.50.

#### From the Standpoint of Your Own Personal Interest

you should keep in mind that one of the greatest store events in the business annals of this country is now only a few days off.

## The Wanamaker February Furniture Sale

When anything has become as great in its way as this Furniture Sale has become it is bound to exert a great influence in many directions. We have said before—and it is worth repeating—that the Wanamaker Half-Yearly Furniture Sale is now more than a Sale-it is something of an institution.

In its relation to manufacturing and merchandising it has become a remarkably constructive and stimulating force. Its energizing influence has reached out into other lines, so that in connection with this coming Furniture Sale we shall also hold a

#### Great Sale of Oriental and Domestic Rugs As Well as Our Long-Established Sale of Mattresses and Bedding

All of these events will have one common foundation of reliability in the goods and the savings. Every intelligent person can understand that even if the people could afford to have them conducted on any but a high plane of integrity we could not.

As things are now, we never have any trouble in getting the finest and most reliable merchandise to put into them. In fact, it seems automatically to gravitate toward them. It certainly has

come in magnificent choice for this time, in such choice, we believe, as has never before been seen in Philadelphia. The completed displays will be a wonderful sight, and they will be ready for all to look at and select from on

#### Wednesday, January 29th, the first of three days of courtesy and inspection.

All furniture chosen on any one of these three days, Wednesday.



Little lots of good garments such as-One style is very simple and refined, with

its crisp picoted ruffles and wide veining, \$3.85. lace-trimmed, three styles at \$1, others at \$1.50. Good high-necked nightgowns at \$2.50, \$2.75. \$2.85 and \$3.75.

(First Floor, Central)

# the sash of tulle.

A tucked batiste with a little embroidery on the collar is \$3.

Another voile, minus tucks, but with square neck and embroidered front, is \$3.50.

A voile with tucks in front and embroidery down the front and open collar is \$3.75.

Two others with a good deal of embroidery and lace are \$5.50 and \$9.75.

(Third Floor, Central)

Good nainsook corset-covers, 75c and 85c. Drawers with excellent embroideries, 85c to \$1.25.

Low-necked nightgowns of nainsook with lace or embroidery finish and ribbons, \$1.85 to \$2.50. (Third Floor, Central)

### 5000 Yards All Wool Serge Special at \$1.25 a Yard

This serge is especially nice for Spring dresses or for children's frocks, being lightweight, all-wool and woven in a fine French twill, 40 inches wide. Plenty of navy blue, also dark brown, gray, green, burgundy and black.

The price is so special that it is actually much less than the mill cost at the present time.

(West Aisle)

#### About Specially Priced A Corsets

Warner Rustproof corsets have, as their me indicates, the rustproof boning which means so much to a woman. These are of the low-bust type and the price is \$1.

Wanama er Specials include a low-bust, long-hip style for \$1 and \$1.50. Also topless models in flesh-color at \$1.50 and \$2; and tricot corsets at \$2.

C. B. corsets, short length and topless, at \$1.25; and C. B.'s in flesh-color at \$2. Sizes of these are 25 to 28.

Wanamaker Special hip-confiners, some of satin and others of broche, sizes 22 to 26. Price **33**.50.

(Third Floor, Central)

#### Crisp and Frilly New Guimpes for Little Girls

Some are of snov mity, fine and dainty, d finished win preated fr'lls around the collar down the front. These we \$4.

And pretty as can be are the dotted swiss impes, in sale pink or blue, with wee, pleated les on ' . collar, front and cuffs. The ruffles in white, which is in pretty contrast to the 

14 year sizes. . ( .'hird Floor, Chest/ Women's New Spring Slippers

Tan Russia leather cut on long slender lines, with French heels, price \$11 in the Exclusive Little Boot Shop.

buckles to go with them, \$4 to \$25. Bronze (First Floor, Market)

#### **Specially** Priced Laces in Lengths for Renovating Gowns

Imitation Chantilly and embroidered net flouncings, just what is needed for freshening blouses or making new sleeves. White, cream and ecru, 18 to 40 inches wide, 50c to \$3 a yard.

Venise pattern bands for Summer frocks or brassieries, white and cream, 3 to 8 inches wide, 15c to 35c a yard.

Black lace bands, excellent values, \$1.10 to \$2.50 a yard.

(West Aisle)

Little Outpost for 75c Shantung Pongees

has just been arranged on the Main Floor, near the Grand Court.

A new large importation of these Chinese silks is now here. They are excellent quality for 75c a yard and they are sure to be in great demand for Spring.

Also find them in the Silk Store, First Floor, Chestnut. (Main Floor, Central)

Norville.

(Men's Goods, Main Floor, Market) (Women's and Children's Goods, First Floor, Market)

#### NOTES FOR HOUSEWIVES

THE four-in-one curtainless shower-bath can be attached quickly to any bath tub and will not interfere with the use of the tub. \$7,50.

L IQUID soap in a soap holder is the most sanitary form of that indispensable cleanser. \$2.25.

STONE foot warmers are as good in bcd as in an 3 automobile. They are long stone bottles which one fills with hot water. \$2,25.

WHITE enamel bathroom stools, finely finished and very strong, are \$2.

WEATHERED oak tabourettes, good looking and strongly made, are \$2.25.

BRASS fern dishes filled with ferns are cheerful objects **D** in these days of flower scarcity. Prices for the brass dishes alone are \$2.50 and \$3.

ALL-WHITE standing soap dishes with drainers have a lasting finish and will not break, 75c.

WHITE porcelain rolling pins are the last word of kitchen daintiness, 75

CHINA salt boxes, \$1 and \$1.25.

ZINC-TOPPED kitchen tables. \$10.

BROWN fiber buckets-strong and useful for many things, 90c.

GALVANIZED wash tubs, \$2.75.

WANAMAKER curtain stretchers, \$3.85.

A SANITARY dish washer which can be attached to any faucet in the kitchen sink, \$2 and \$2.85.

CLOTHES-LINE props are 20c.

•PARCEL POST egg carriers, 2 to 6 dozen sizes, 15c to 35c each.

PAPER NAPKINS, 20c per hundred, \$1.85 per thousand. (Fourth Floor, Market)

Thursday and Friday, January 29th, 30th and 31st, will date from February 1st.

## Boys Won't Admit They Ever Feel Cold

-and they don't if they are buttoned up in such good warm overcoats as the Boys' Store sells.

These coats are all-wool, and good wool; they are carefully made and finished, and are in styles that the boys will like and their mothers approve.

For boys of 3 to 10 years there are coats in fancy mixtures. \$10 to \$25, and in chinchillas at \$15 and \$20.

For larger boys there are coats of fancy mixtures at \$22.50 to \$30-and these are in 11 to 18 year sizes.

(Second Floor, Central)

#### A Miscellany of Dinner Sets at Unusual Savings

We have never sold so many dinner sets in the month of January as we have sold so far this month. One result of this has been to leave us with a miscellaneous lot of sets all of which are marked at very low prices.

English dinner sets of 107 pieces, border decorations, at \$22,50, \$25, \$27,50 and \$35 a set-a saving of \$12 to \$15 on each set.

American dinner sets of 107 pieces at \$25 and \$55 a set-a saving of \$10 and \$15 a set, respectively.

Japanese dinner sets of 107 pieces at \$45 and 860-a saving of \$15 and \$25, respectively. Altogether about 100 sets, two to six sets of a

kind. (Fourth Floor, Chestnut)

Some Splendid Double Damask Table **Cloths at Very Low Prices** 

They are part of a very notable purchase secured from a well-known Scotch manufacturer. for selling at one-third less than the prevailing values of one year ago. Naturally the saving is even greater now.

The quality of these cloths is particularly good, so good that one of them will do credit to any dining room.

214x212 yards, \$11.50 each. 211x3 yards, \$13.75 each.

212x212 yards, \$13.75 each. 21 gx3 yards, \$16.50 each. 21 gx31 g yards, \$19 each

With these we have another lot of fine double damask Irish table cloths and napkins, equally exceptional, but the cloths are in one size only. All are of high-grade double satin damask.

Table cloths, 2x3 yards, \$12.50 each. Napkins, 22x22 inches, \$12.50 a dozen. Napkins, 24x24 inches, \$13.75 a dozen.

(First Floor, Chestnut)

## Fine White Bathroom Fixtures Reduced

This is an out-clearing of some hundreds of articles of the very best description, such as have made our bathroom fixture service famous throughout the city.

The reductions represent a saving of 25 to 50

White medicine cabinets, reduced, \$4.50, \$5, \$6, \$12,50, \$15, \$18, \$19, \$20 and \$25.

White bathroom stools, reduced, \$2. White frame mirrors, French plate glass, reduced, \$4.15, \$4.25, \$6.25, \$6.75, \$8 and \$10. White tables, reduced, \$9, \$10 and \$13. White chairs, reduced, \$4 and \$6,

Overhead shower baths, with curtain and tubing, reduced, \$9.

Self-weighing scales, reduced, \$11. Towel hampers with lid, reduced, \$3.85.

Drawer cabinets for towels and linens, reduced, \$17.50 and \$19.

White porcelain-top tables, originally made for the United States Government hospitals, top 20x16 inches, specially priced \$4.85.

(Fourth Floor, Market)