

Organ Plays at 9, 11, 11:55 and 4:50 Chimes at Noon	WANAMAKER'S	Store Opens at 9	WANAMAKER'S	Store Closes at 5	WANAMAKER'S	WEATHER Fair
---	--------------------	------------------	--------------------	-------------------	--------------------	-----------------

Now New Needs Arise and This Store Is Ready to Fill Them

This Is Not an Easy Winter for Walking

Whoever walks upon slippery, icy pavements must watch his feet. He cannot safely do stargazing at the same time.

Fractured limbs and serious downfalls may occur at any time by careless walking.

Falls on the staircases of the elevated and railway stations are frequent. Two persons meet on the steps, stop to talk, and one forgets he is on the stairs and makes a misstep that bruises and hurts for days.

Accidents may take place even in one's own home with any one when the mind is preoccupied

- by wide unbroken level floors
- by dazzling light
- by careless operation of elevators

We are doing all that is humanly possible to make this Store the safest of buildings to go about in.

The out-of-town people spend whole days here using our comfort rooms and enjoying the organ recitals.

[Signed] *John Wanamaker*

Dec. 27, 1919.

For Any Woman Who Would Like a New Hat

there is much of interest in the Gray Salons these days, because all the winter hats—because of the near approach of spring-hat-time—are now wearing lowered price marks.

There are French hats of much charm and distinction, unusual, one-of-a-kind models which come from foremost Paris modistes. These are dress hats, chiefly and have been a great deal more expensive.

Hats from our own workroom are also in this group, and these, too, though fresh and in perfect condition are changed in price. They include dress and tailored hats.

Sports hats in becoming shapes and styles are likewise much reduced—and so, too, are untrimmed hats of velvet and hatters' plush in black and fashionable colors.

(Second Floor, Chestnut)

Bronze Slippers

are favorites because they can be worn with evening gowns of so many colors. The Exclusive Little Boot Shop has them with high Louis heels at \$12 and \$15 and low French heels at \$15. Cut bronze buckles to go with them are \$4 to \$50.

(First Floor, Market)

NOW that the Christmas hurry is at an end, ever so many women are taking time to have a shampoo or a scalp or facial treatment, knowing how refreshed and rejuvenated they will feel after such a performance. They will find it most satisfactory, however, to make appointments for such treatments, for the Salon de Beauté these days is a busy place.

(Third Floor, Chestnut)

Women's Motor Hose Have Many Uses

They can be worn with comfort and satisfaction on any occasion when warmth is desired.

Woolen stockings that slip on over the shoes and have rubber soles to keep one from slipping. Pompoms on the insteps add a decorative touch.

In navy or Belgian blue, black or oxford, \$6 a pair.

(First Floor, Market)

Flannellet Kimonos

Four new styles—two straight and full and good for large women. These have gray grounds with figures in color, and are \$3.50 and \$3.85. The other two are Empire styles in pinks and blues, and flowered effects; these also are \$3.50 and \$3.85.

(Third Floor, Central)

Japanese Kimonos for Little American Girls

These are kimonos we ordered in Japan especially for the Wanamaker Store, and they have but lately arrived from their journey across the Pacific.

They are of glistening silk in pale pink or pale blue, or French blue or old rose, and are made in the Japanese style, with a thin sheet of wadding to afford greater warmth.

\$7.50 to \$14.50—and 4 to 14 year sizes.

(Third Floor, Chestnut)

Woven Petticoats

Newly arrived and very welcome to the woman who likes to be really warm in Winter weather.

Those of cotton alone are \$1 to \$1.25. With about 10 per cent wool, \$1.75. With about 12½ per cent wool, \$1.85. With about 15 per cent wool, \$2.50.

With about one-third wool, \$3.50 and \$3.85. They come in white, gray, navy and black, and some have contrasting borders.

(Third Floor, Central)



Telling of 1920 Fashions Through New Spring Silks

SUCH splendor of weave! They can be draped, shirred, gathered, tucked or anything else desired. And such wonderful colors! Not too vivid, rather are they pastel tones, but new and very different.

Some are the identical silks that are being used in the smartest frocks for the South. The printings and woven patterns are intended to carry out the newest fashion ideas. As yet you will find these silks nowhere else.

(First Floor, Chestnut)

300 Women's Dresses at \$35 Each

—which means savings of \$12 to \$20 on each dress.

They are broken sizes, and they include a little of everything of an afternoon sort, besides a few evening dresses. There are tricotines, tricolettes, serges, charmeuses, satins, Georgettes and satins combined with tulle. All the fashionable colors are represented.

Sizes incomplete, but all sizes in the lot.

(First Floor, Central)

Glorious Evening Wraps \$75 to \$250

And there is almost the whole season ahead in which to wear them! These prices are very low, indeed, now. The savings are anywhere from \$20 to \$50 on each garment.

There are some gorgeous tinsel brocades, panne velvets and velveteens. Nearly all have huge collars of such furs as white fox, black lynx, mole, wolf, squirrel, blended muskrat or beaver.

Every one of these wraps is in perfectly fresh condition.

(First Floor, Central)

Toilet Preparations and Necessities Interestingly Priced

These are good and useful articles which most people have use for—and which we are not always able to sell at these prices:

- Rubber cushion hair brushes, 85c and \$1.
- Hot-water bottles, 70c—seconds.
- Violet ammonia, 20c and 35c a bottle.
- Witch hazel, 35c and 65c a bottle.
- Bay rum, 95c and \$1.85 a bottle.
- Hair tonic, 50c.
- Eau de cologne, 75c.
- Transparent soap, 10c a cake, \$1 a dozen, rose or violet scents.
- Benzoin, glycerine and rose water, 25c a bottle.
- Rose and almond cream, 27c.

(West Aisle)

Boys' Overcoats in Good Supply When They Are Most Needed

Our stocks of boys' overcoats have probably never been as ample and varied at a corresponding season as they are now, and this notwithstanding a record Winter business so far.

Well, it is undoubtedly good to have such a selection of these coats as we can now show, because now—when we are getting knee-deep into Winter—is the time when the need for them is greatest.

It is also good to know that every coat in the collection is a garment of dependableness in the fabric, which is of all-wool, and the making, which is good all the way through.

In 11 to 18 year sizes at \$18 to \$40.

In 3 to 10 year sizes at \$15 to \$40.

Ample choice at various prices in between.

(Second Floor, Central)

Cotton Remnants for Spring Dressmaking

And there are plenty of all the staple weaves such as ginghams, percales, voiles and so on in lengths for children's dresses, women's waists, skirts and maybe a few dress patterns.

All are at least a third less.

(First Floor, Chestnut)

An Opportunity to Get a Good Player-Piano to Much Advantage

We have a little group of our own fine and dependable player-pianos that we are going to sell at savings of \$55 to \$110.

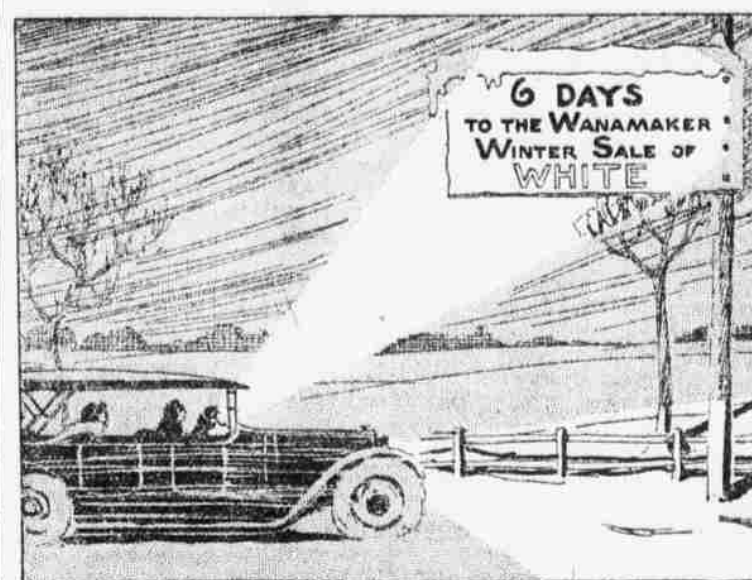
These are the player-pianos that we regularly sell and which are known among musicians the country over for the richness of their tone and the satisfaction of their service.

They are all pianos from well-known and highly regarded factories, including such instruments as

**Emerson Marshall & Wendell
Lindeman J. C. Campbell**

They are all new player-pianos, not second-hand instruments, and are reduced only because they have been on our floors as samples and do not come fresh from the factory. All, however, have been put in first-class shape and are in every respect equal to brand-new instruments.

(Egyptian Hall, Second Floor)



Fine Bellows Suit Cases for Southern Travel

Whoever has one of these cases need not worry if the trunks do not arrive on time, for enough clothes can be carried in a bellows suit case to travel 'round the world with.

The finest cowhide is used in these cases, which are handsomely made, with strong locks and stout straps all around.

In tan, sizes 26 to 34 inches, \$60 to \$80.

In black, 24 to 30 inches, \$57.50 to \$70.

(Main Floor, Chestnut)

If Christmas Day Showed the Need of a New Rug

in any of the rooms that were otherwise dressed up for the holiday you can get a good floor covering here at no great outlay.

Tapestry Brussels Rugs

9x12 ft., \$37.50, \$42.50 and \$48.50.

8.3x10.6 ft., \$32.50.

Velvet Rugs

9x12 ft., \$62.50 and \$86.50.

8.3x10.6 ft., \$48.50 and \$53.50.

Body Brussels Rugs

9x12 ft., \$72.50 and \$75.

(Seventh Floor, Chestnut)



If you wish to send a New Year's gift of candy, nothing could be more palatable than the delicious Camee chocolates in one of the fancy boxes. The chocolates are of assorted flavors, in most tempting variety. \$1.50 a pound.

And Camee caramels, \$1 a pound, leave nothing to be desired in the way of a caramel!

(Main Floor, Chestnut)

"MINCE PIE," A NEW BOOK BY CHRISTOPHER MORLEY

Full of wit, happiness and human kindness—vivid essays and humorous appreciations of famous people with the inimitable view-point of "Kit" Morley.

Price \$1.50, in the Book Store.

(Main Floor, Thirteenth)



Noteworthy Arrivals of Beautiful Kermanshah Rugs

All the exquisiteness and delicacy of coloring for which Kermanshah rugs are noted are pleasingly evidenced in this very interesting new shipment.

The rugs are such as are very desirable and also quite scarce, but in spite of the limited number of rich, beautiful rugs available in the market we have priced these on a very reasonable basis. All are of a fine, heavy quality in a liberal selection of shades, chiefly combinations of ecru, rose, blue and pink, the patterns including many rich floral motifs and handsome medallion effects.

- | | |
|---------------------|---------------------|
| 5x7-5 ft. \$295. | 6-11x4-5 ft. \$325. |
| 6-11x4-3 ft. \$375. | 6-3x3-11 ft. \$265. |
| 6x4-5 ft. \$285. | 2-5x5 ft. \$295. |
| 6-7x4 ft. \$265. | 7x4-7 ft. \$315. |
| 6-10x4-7 ft. \$385. | 5x3-10 ft. \$225. |

Also a delightful new collection of small, or mat size Kermanshahs, averaging about 2x3 ft. at \$68 to \$75.

(Seventh Floor, Chestnut)

A Man's Brogue Shoe That Is a Masterpiece

And at the same time can be sold at \$16.50, which is a reasonable price for a shoe of this excellence.

It is made of heavy mahogany cordovan leather, with the squarish toe that men of fashion like. The circular vamp and heel foxing are heavily perforated and it has a heavy sole and broad, low heel.

A genuine brogue—not one of the imitations which are so numerous.

(Main Floor, Market)

Library Tables of Italian Type

and extreme beauty every way may be seen at this moment in The Little House.

One fine instance with carved slat ends and stretchers is solid walnut and very massive—such a table as belongs in a room of uncommon size and dignity. The price is \$650.

A smaller table of very usable size and style is of Italian walnut and beautifully carved. This is \$600.

A walnut table with top veneered with Italian walnut, \$600. An admirable Italian table to stand behind a davenport has a balustrade and is \$375.

Two other Italian tables are of walnut, one finely carved and somewhat delicate in its carved detail, and one of uncommon, rather solid designs. The first is \$450 and the second \$350.

(Fifth Floor, Chestnut)

Quilts Against Winter's Worst

"I decided upon getting something practical and reasonable," a woman said when she bought one of our wool-filled quilts at \$15 for a money gift received at Christmas.

She could hardly have made a wiser selection. She certainly got the best quilt in Philadelphia for the money.

Covered with fine sateen in a choice of three figured patterns.

Finer ones are \$20 each, covered in Japanese silk; ample choice of colors in both.

(Sixth Floor, Central)

How Well They Know Where to Find Good Blankets

It must be because we have such an excellent and ample stock of blankets that people are buying them so freely.

Anyhow, whatever may be the reason, our bed clothing is in great demand and our stocks are surely equal to every requirement.

Quite a number of our blankets are now selling wholesale for the retail prices.

All the blankets in our stock are priced considerably less than the same grades would have to be sold for if we had to buy them in today's market.

The three newest groups received are marked to sell for \$10, \$12 and \$15 a pair. These are white blankets, part cotton, with borders in either pink or blue, all in double bed sizes, the \$12 ones having a wide binding, the prices varying according to grade and percentage of wool, all the blankets being in the double-bed size.

Incidentally, it may be remarked that a great many people who received gifts of money at Christmas have been turning it

(Sixth Floor, Central)

