

Store Closed
All Day Tomorrow

WANAMAKER'S

WANAMAKER'S

WANAMAKER'S

WANAMAKER'S

WEATHER
Fair

THE WANAMAKER STORE WILL BE CLOSED ALL DAY TOMORROW

Three Great Sales Friday at Wanamaker's

The White Sale, the Fur Sale and the Sale of Domestic Rugs

In the Sale of White the Savings Are 25 to 50 Per Cent.

This Last Day of the Year We Stand

with an angel on either side of us—

The Angel of the New Year

pointing out to us the Star of Hope that the authorities at Washington may reach a happy and unanimous solution of all unsettled questions that will send over the world speedily a mighty wave of—

The Angel of the Christmas Time

repeating the joyous cheer of the children, which still fills our homes and hearts.

Peace on Earth, Good Will to Men

When the settlement of National questions is reached, the President and Congress of the United States will take up the railroad question and the Labor and other problems

- and a lowering of the cost of transportation which enters into the high cost of living.
- and a fixed eight-hour day to increase production and to not lower the wages that have helped to produce the higher cost of goods.
- and with an embargo, something like that of Great Britain when the war broke out, fixing the rise of wages and the prices of goods from the manufacturer's hands on all the way down to the consumer.

We shall then be able to reduce the high cost of living and it will not be possible to do it otherwise, except in some temporary, uncertain way.

It was the Government of the United States that raised the high cost of wages by the mammoth purchases that the war necessitated, and by the locking up of the mills and factories to the Government by taking their entire production for a period.

Naturally this was the cause of the beginning of the scarcities of goods and of the awfully serious factor of advancing prices, by increasing wages made to let the Government get shorter times for delivery to meet emergencies.

These important considerations have not been known generally to the public, but they have had more to do with the raising of prices than would be supposed.

The law of supply and demand regulates prices, and not profiteering only.

The Government has been mainly at fault in not executing the laws as to cold storage dates, which led to profiteering in some cases.

Let us be thankful and work for the Happy New Year that we hope for and wish each other. The wars are past and done. The New Year morning will bring us not only to the high mountain of 366 days, but to where we hope to get the first glimpse of the sunrise of an everlasting peace.

[Signed]

John Wanamaker

December 31, 1919.

A Sale of Domestic Rugs in the Face of Advancing Prices

Friday marks a general advance in the mill prices of domestic rugs. They are scarcer than they have ever been.

Yet Friday Wanamaker's puts on sale over 1000 fine domestic rugs

At Savings of 25 Per Cent.

These will include high-grade and standard Wilton rugs, Axminster rugs, tapestry Brussels rugs, wool-fiber rugs and rag rugs. Both room sizes and small sizes and all good pieces—no shop-worn goods or undesirable designs.

Some of these rugs are reduced from stock and others were brought in new for the occasion.

It is obvious that a sale of this sort, at this time, is more to the advantage of the public than it is to the store that holds it. But our customers have been accustomed to look to us for some rug reductions around the first of the year and as long as it is possible to make a sale we will not disappoint them.

Wilton Rugs
9x12 ft., \$78.50, \$92.50 and \$129
8.3x10.6 ft., \$127.50.

Axminster Rugs
9x12 ft., \$47.50, \$54 and \$63.50.
8.3x10.6 ft., \$34, \$42 and \$48.50.

Tapestry Brussels Rugs
9x12 ft., \$32.50.
11.3x12 ft., \$46.50.

Wool-Fiber Rugs
9x12 ft., \$14.50.
8.3x10.6 ft., \$13.50.
12x12 ft., \$21.50.

Rag Rugs
(Colonial and Hit-and-Miss Designs)

9x12 ft., \$12.
8x10 ft., \$8.85.
6x9 ft., \$5.75.
36x72 in., \$2 and \$2.25.
30x60 in., \$1.75 and \$2.
27x54 in., \$1.65 and \$1.75.
24x48 in., \$1.35.
18x36 in., 55c.

Bath Rugs
24x48 in., \$2.50.
30x60 in., \$3.75.

(Seventh Floor, Chestnut)

THE Wanamaker Winter Sale of White will commence at 9 A. M. on Friday, January second, when our doors will re-open after a brief New Year's holiday enjoyed by our faithful workpeople.

It will be the greatest event of its kind ever known in the history of even this Store.

It will supply the women—even the children, and indeed, in respect to linens, the households—of Philadelphia and the outlying cities with all that they need in new, fine, fresh, tasteful, often beautiful garments of unimpeachable quality in material, cut and trimming, at prices lower than those which even we, with all our wholesale purchasing facilities, could command, going today to the self-same makers who months ago accepted our orders for these dainty, snowy undergarments and allied articles of attire.

The stocks are strong in numbers as in quality: 75,000 undergarments alone, without counting blouses,

Opening With These Goods and Prices

Shirt-Waists

800 cotton waists of excellent quality, prettily made, in a great variety of styles, both tailored and trimmed, mostly white; some with a touch of color. Principally samples and overlots, \$1.75.

500 waists of net, both light and dark shades, embroidered in self-color or a combination of colors. \$2.85.

300 waists of Chinese pongee, a firm, smooth weave—the kind that launders so well. Four different styles, \$3.85.

1000 silk waists, Georgettes and a few crepes de chine, white tub-silks, and so on, in great diversity of attractive styles, and a range of light and dark colors. Some are plain, some elaborate. Trimmings are frills, pipings in contrasting colors, embroidery in silk or

beading, and even drawn work. \$3.85 to \$6.85. Some of the \$3.85 lot are "seconds," but to an almost negligible extent.

200 charming blouses of fine batiste, in simple, tailored styles, \$5. Made in Porto Rico, and trimmed with handsome hand-drawn work.

(Main and Third Floors)

Corsets

1500 C. E.'s (seconds), 95c. (Main Aisle, Center)

1620 Wanamaker Specials, the newest and best models, \$1.25, \$1.50, \$2, \$2.50 and \$5.

96 Warner Rust-proof, average figure sizes (20 to 26 inches), \$1.50. Discontinued L. R.'s, \$1.50 to \$5.50.

And a number of other excellent corsets of various famous makes, priced much below regular.

Also Neufbar brassieres, 65c. (Third Floor, Chestnut)

Garments Closely Related to the Above and to Their Wearers

500 Women's Warm Blanket Bathrobes

in a good range of attractive designs and color combinations. Very

well made. Pockets, cord girdle. \$3.85.

500 Boudoir Caps

mostly manufacturers' samples, in no end of bewitching effects in frills,

(Main and Third Floors)

Undergarments

Corset covers, 50c to \$2.
Nightgowns, \$1 to \$25.
Drawers, 85c to \$2.85.
Bloomers (batiste), 65c to \$1.85.
Chemises, \$1 to \$3.50.
Petticoats (short), 85c to \$1.75.
Petticoats (long), \$1.50 to \$5.
Hand-embroidered Philippine nightgowns, \$2.85 to \$6.75.
Hand-embroidered Philippine chemises, \$2.65 to \$5.75.
Camisoles of tub silk, satins and crepes de chine, \$1 to \$6.75.
Silk nightgowns, \$5 to \$25.
Silk bloomers, \$2.65 to \$5.50.

Children's Garments

Bloomer drawers, 65c to \$1.25.
Straight-leg drawers, 45c to \$1.25.

Nightgowns, nainsook, \$1.25 to \$3.25. (In all sizes 2 to 12 years.)

Bloomers, \$1 to \$1.50. Sizes 2 to 16 years.

Cambric night-drawers, \$1 to \$1.25. Sizes 2 to 10 years.

Princess slips, \$1.25 to \$2.50. Sizes 2 to 14 years.

Combinations (drawers and waist), 85c to \$1.75. Sizes 2 to 10 years.

Girls' petticoats, \$1.50 to \$3.75. Lengths 32, 34 and 36 inches.

Colored dresses, \$2.25 to \$4.50, sizes 2 to 6 years.

Infants' long slips, \$1.25 to \$3.50.

Infants' short white dresses, \$1.25 to \$3.75.

Creepers, \$1.50 to \$2.25. Sizes 1 to 2 years.

Rompers, \$2 to \$3. Sizes 2 to 6 years.

(Third Floor, Chestnut)

Children's Garments

Bloomer drawers, 65c to \$1.25.
Straight-leg drawers, 45c to \$1.25.

2000 White Aprons

of all sizes, shapes and styles. Work aprons and tea aprons; big aprons

and little aprons and aprons of in-between sizes. Plain aprons and aprons with coquettish bibs or trimmed with laces and embroidery. 25c to \$1.

In the Sale of Furs the Savings Are 25 to 33 1/3 Per Cent.

To fashionably dressing women, an announcement of great interest:

Starting Friday, January 2d, the entire remainder of the Winter stocks of the Fur Salon will be offered for sale, at reductions ranging from one-fourth to one-third, according to our annual custom at this season.

The importance of this event to women interested in purchasing new furs needs no demonstration. The Wanamaker Fur stocks are famous for their qualities, and the Wanamaker Fur Sales held in January of each year are famous for their opportunities.

Our entire stocks, a large and valuable collection of fine furs of practically all kinds, coming from wherever the Arctic Circle touches, are thrown into the Sale, without reservation of a single piece, for it is in every respect

An Honest Sale

as is the tradition of Wanamaker Sales. In prices, no trading on the excitement of the occasion or the hypothesis of the words "sale" and "reduction" to create an illusion of savings where there is none. The January paring-knife has done its work systematically on every price ticket, as the tickets will show, and being Wanamaker tickets, they can be believed.

In qualities, no misrepresentation or wrong names; and certainly they are one and all beautiful furs, beautifully matched and carefully made up according to Fashion's latest dictates.

A Seasonable Sale

it certainly is, also. In opening it to the public we do not wait until the call for furs is over, the stocks almost exhausted and the moth looms.

We have chosen the season when "cold begins to strengthen" and the need of furs is most imperatively felt; and the time of greatest serv-

ice, when women who have planned to invest their Christmas gift money in furs are just ready for their opportunity. Thus it is

A Serviceable Sale

in all respects. The holly berries grew thickly this year, and folks commented on it and said that it meant a cold Winter, with plenty of ice, snow and knife-edged winds, which, if true, means plenty of need for warm, becoming furs.

We are not weather experts, but we are experts in judging and buying furs, and the public attending this Sale will reap the double benefit of high standards plus lowered prices.

The Furs and Their Prices

Coats of Fashionable Cut

including Alaska seal, Hudson seal (dyed muskrat), sable, natural squirrel, mole, natural muskrat, pony, Persian lamb and nutria. All are this year's models, exhibiting the newest fashion features. Lengths are full, three-quarters and sports styles. Some are self-trimmed, others trimmed with contrasting furs.

All are fine, glossy, high-grade skins, every piece representing careful selection.

Prices go from \$187.50 for a coat of natural muskrat to \$1087 for a wrap made of Alaska seal.

Scarfs in Many Styles

from the jaunty little animal neckpiece or "throw" tie to the huge, fluffy, picturesque open animal scarf; from the high, warm, cozy muffler collar to the graceful stole effect with pocket-ends.

A great variety of furs to start, consisting of Alaska seal, sable, Hudson seal (dyed muskrat), skunk, beaver, all the foxes—gray, red, cross, taupe, black—mole, racoon, squirrel, mink, wolf, kolinsky, nutria and natural muskrat. Prices include:

- Hudson seal (dyed muskrat) scarfs, \$26.50 to \$200.
- Sable scarfs, \$93.75 to \$525.
- Mole scarfs, \$26.50 to \$216.50.
- Skunk scarfs, \$46.50 to \$100.
- Black lynx scarfs, \$26.50 to \$100.
- Fox scarfs, \$33.25 to \$83.25.
- Natural squirrel scarfs, \$26.50 to \$200.
- Beaver scarfs, \$36.50 to \$100.
- Nutria scarfs, \$26.25 to \$60.

Muffs to Match

the above pieces can also be had at reduced prices.

(Second Floor, Chestnut)