

Store Closed
All Day Today

WANAMAKER'S

WANAMAKER'S

WANAMAKER'S

WANAMAKER'S

WEATHER
Fair

This Great January Sale of White Is Above All An Economy Sale

Our Continent Washed on All Sides by Two Great Oceans!

No wonder the brilliant congressman, Thaddeus Stevens, of Lancaster county, who founded the public school system of Pennsylvania, said, years ago, in speaking of the growth of the United States,

"Think of our schooners, our clippers and our first monitor!"

If Governor Sproul were speaking these days on our shipping conditions, he would say:

"Think of our ten-million-dollar Battleships, Our mighty torpedo-boats, Our wonderful army aeroplanes!"

If Stephen Girard, who built a row of three-story brick buildings on Market street, from Eleventh to Twelfth street, which was the greatest building improvement up to the early eighteen hundreds, were living now, what would he think and say of the Woolworth Building in New York, 56 stories high; the Pennsylvania Hotel with accommodations for 1000 guests; of the Wanamaker Buildings, 14 and 16 stories high, covering seven acres of ground and employing each upward of eight thousand persons in the retail business this year?

This New Year's Day Is the One Hundred and Forty-fourth

since the Declaration of Independence year, and Philadelphia's marvelous growth is manifest in its nearly 400,000 buildings and its two millions of population.

This New Year's Day ushers in a new era of business endeavor and a universal interest in the rebuilding of all the countries on both sides of the sea.

We clasp hands over all the seas and give a happy New Year's wish and a pledge to each other to do our utmost in word and deed to make good our happy New Year wish.

[Signed]

John Wanamaker

Jan. 1, 1920.



January Sale of Furs

An event of importance, indeed, is this Sale, for it means that every piece of fur in the Wanamaker Salons is reduced. All the handsome fur coats, from the simplest to the most luxurious, are reduced twenty-five per cent. All the scarfs, separate pieces and sets, are lowered a third. With these fine furs are some new pieces, bought specially, at the same proportionate lowered prices.

There Is Wonderful Choosing Among the Fine Fur Coats

—and you may select from marmot, natural muskrat, pony, racoon, caracul, mole, Hudson seal (dyed muskrat), nutria, broadtail, Alaska seal or squirrel. Many are trimmed with contrasting furs.

Marmot coats, \$123.75 to \$150.
Natural muskrat, \$187.50 to \$262.50.
Racoon, \$225 to \$300.
Caracul, \$300 to \$712.50.
Moleskin, \$468.75 to \$712.50.
Hudson seal (dyed muskrat) plain coats, \$206.85 to \$562.50; trimmed coats, \$356.25 to \$731.25.
Nutria, \$337.50 to \$468.75.
Natural squirrel, \$393.75 to \$562.50.
Nearseal (dyed coney), \$225 to \$318.75.

Fur Scarfs and Sets

These include sable, mink, skunk, mole, black lynx, beaver, squirrel, Australian opossum, nutria, cross, taupe, brown or black fox, taupe and brown wolf, racoon.

Natural squirrel scarfs, \$12 to \$166.50.
Skunk scarfs, \$40 to \$200.
Beaver scarfs, \$40 to \$75.
Mole scarfs, \$26.50 to \$100.
Black lynx, \$30 to \$123.25.
Hudson seal (dyed muskrat), \$26.50 to \$166.50.
Cross, taupe, brown or black fox scarfs, \$36.50 to \$133.25.
Fox sets, \$76.50 to \$200.
Taupe and brown wolf scarfs, \$26.50 to \$50.
Wolf sets, \$53.25 to \$100.
Mink scarfs, \$46.50 to \$150.
Sable scarfs, \$100 to \$500.
And it is possible to get muffts to match these separate scarfs in almost every instance.

And it is scarcely necessary to add, in buying furs at Wanamaker's you are absolutely sure of the kind and quality of every piece of fur we sell.

(Second Floor, Chestnut)

Fresh New White Garments for Children

Made especially for us, we know that they are clean, well-made, fresh little garments that will bear your closest scrutiny inside and out. They are moderately priced—at sums that represent savings in every instance.

Children's Undermuslins

Night drawers of cambric, checked dimity, pink batiste, \$1 and \$1.25—2 to 10 year sizes. Nightgowns of nainsook, 85c to \$2, 1 to 4 years; of crepe and batiste, \$1.25 to \$2.50; 6 to 14 years.

Bloomer drawers, embroidery trimmed, 50c to \$1, 2 to 10 years; \$1 to \$1.35, 12 to 16 years.

Straight drawers, 45c to 85c, 4 to 14 year sizes.

Princess petticoats, \$1.25 to \$4.75—6 to 14 years.

Petticoats, \$1.25 to \$3—6 months to 2 year sizes.

Combination drawers and waists, 85c to \$1.75—4 to 10 years.

White cambric petticoats, lace or embroidery trimmed, \$2 to \$4.50; 32 to 36 inch lengths.

Sateen petticoats, white or black, scalloped or hemstitched, \$2.25 to \$4.50; 32 to 36 inch lengths.

Bloomers, sateen, crepe or linene, 65c to \$2; 4 to 14 years.

Children's Rompers and Dresses

Exquisite little hand-made dresses from the Philippines, beautifully embroidered and in simple, dainty styles, \$3.75 to \$5.50, and in 6 months to 2 year sizes.

Rompers and creepers, \$1.25 to \$3.25, 1 to 5 years.

Colored dresses, \$2 to \$5, 2 to 6 years.

White lawn dresses, also dresses of white voile and dotted swiss, \$3 to \$5; 2 to 6 year sizes.

White nainsook or batiste dresses, \$1.25 to \$5, 6 months to 2 year sizes.

(Third Floor, Chestnut)

The Waists in the White Sale

800 Cotton Waists at \$1.75

Chiefly samples and overlots and chiefly white; a few white with a touch of color. They are tailored and lingerie styles.

1000 Silk Waists at \$3.85 to \$6.85

Georgette crepes and crepes de chine, and white tub silks. Some are beaded and embroidered, others tailored.

(Main Floor, East and West Aisles and Outposts)

300 Pongee Waists at \$3.85

The pongee is Chinese, firm and smooth, the kind that launders well. Four styles.

500 Net Waists at \$2.85

Light and dark shades embroidered in self-color or a combination of colors.

200 Porto Rican Waists at \$5

Of fine batiste with exquisite handwork.

(Main Floor, East and West Aisles and Outposts)

Lingerie and Finer Blouses at White Sale Prices

Mussed garments out of the French room—exquisite things reduced a third to a half. There are—

Georgette and lingerie blouses, among which are included some uncommonly fine waists.

Lingerie, including nightgowns, chemises, petticoats and corset covers.

(West Aisle)

Also some silk and albatross negligees in the French Room on the

(Third Floor, Chestnut)

A Clearaway of 2000 Pairs of Shoes for Children and Girls

Broken lots of our own good stocks, reduced to prices which parents will appreciate.

Children's button and lace shoes in black and tan.

Sizes 5 to 8; price \$2.25 and \$3.25.

Sizes 8½ to 10½; prices \$3, \$3.75 and \$4.50.

Sizes 11½ to 2; prices \$3, \$3.50, \$4.50 and \$5.25.

Girls' button and lace shoes, in black and tan.

Sizes 2½ to 7; prices \$3, \$3.90, \$5 and \$6.25.

Boys' black calfskin blucher lace shoes.

Sizes 11 to 13½; prices \$3.50 and \$3.75.

Please note that while we have not all sizes in every style there, are all sizes in the lot.

(1st Floor, Market)

Thousands of Linen Handkerchiefs Join the White Sale

Fresh and new and spotless are all these handkerchiefs, all of which are most interestingly priced, and all of which are pure linen.

For Men

—the plain, practical kind of handkerchief, \$4.75 a dozen.

For Women

—plain hemstitched handkerchiefs, \$2 a dozen.

White Sale Corsets

American Lady Corsets
Fancy pink batiste, made with low bust, price \$3.50.

Wanamaker Specials
Topless model of pink coutil with elastic inserts across top, \$1.25.
Three topless models of pink coutil, each \$1.50.

A model of figured pink batiste, elastic top, extremely low, \$2.

A front-lace model of pink broche, topless, with elastic inserts, long hips and back, \$2.50.

Also two topless models of similar material, each at \$2.50.

Two topless models of dainty pink figured material, \$2.

Front-lace, topless model for average and slender figures, made of pink figured material, \$3.

Also a pink dotted batiste with very low top, \$3.

L. R. Corsets

Half a dozen different models, plain and fancy, prices \$1.50 to \$5.50.

Warner Rustproof Corsets
of pink batiste with low bust, \$1.50.

(Third Floor, Chestnut)

FOR one big, simple reason: it has in it something like 75,000 brand-new, snowy garments, priced—with a few exceptions—between 50c and \$6.75. And every one of these garments is from 25 to 33 1-3 per cent less than regular prices to-day; there are even a few which are 50 per cent less.

Ever since last June we have been preparing for this White Sale; one immense order for merchandise placed in that month is not yet all in the house. Cottons have been going up steadily; labor has been going up; even such minor matters as tiny ribbons and thread and needles have been going up, until it seems nothing short of a marvel that we should be able to offer such sound, excellent merchandise at such moderate prices. Imagine a good cambric nightgown, high-necked, with tucked yoke, for as little as \$1; or a flannel nightgown for \$1, or a pair of silk bloomers for as little as \$2.65, or pink batiste bloomers for 65c, or a pink crepe de chine chemise for \$3.85.

One of the most wonderful groups in the entire Sale is

\$5000 Worth of Philippine Undermuslins

in which the hand-embroidered and hand-made nightgowns may be had for \$2.65 to \$6.75; and chemises from \$2.65 to \$3.85. At even smaller prices are some "seconds" of Philippine lingerie, priced at \$2.35 and \$2.85 and needing only a tubbing.

Embroidered nightgowns, of flesh-colored batiste, are here at \$1.

Another equally important group of undermuslins is the extra sizes which will be found at the regular counter.

These undermuslins will be found on the East and West Aisles and Market Street outposts on the Main Floor, and on the Third Floor, Central.

Prices

For White Cotton, Regular Size	For Pink Crepe de Chine and Wash Satin	
Nightgowns, \$1 to \$10.50.	Camisoles, \$1 to \$6.75.	\$2.25 to \$3.85; low-necked, \$1.65 to \$3.85.
Petticoats, \$1.50 to \$5.	Chemises, \$3.50 to \$6.75.	Drawers, \$1 to \$2.50.
Short petticoats, 85c to \$1.75.	Nightgowns, \$5 to \$25.	Corset covers, 65c and 75c.
Corset covers, 50c to \$2.	Bloomers, \$2.65 to \$5.50.	Chemises, \$2.25 and \$2.50.
Chemises, \$1 to \$3.50.		Long petticoats, \$1.85 to \$5.
Drawers, 85c to \$2.85.	For White Cotton, Extra Sizes	Short petticoats, \$1.25 to \$2.50.
Bloomers, 65c to \$1.85.	Nightgowns, high-necked,	
	(Main Floor and Third Floor, Central)	

Kindred Garments in the White Sale

500 blanket bathrobes at \$3.85. Attractive designs and color combinations; pockets and rope girdles.

Over 2000 worth of lovely negligees at half. Mostly fine samples from the manufacturers and therefore only one of a kind. Materials are silks, crepe de chine and chiffon. A few muslin negligees from our regular stocks are included in this lot.

500 house dresses at \$1.85 and \$2.85. Gingham and percale, checked and striped, colors attractive and serviceable.

500 boudoir caps at 50c and \$1. Chiefly samples.

2000 white aprons at 25c to \$1. All sizes, shapes and styles. Work aprons and little aprons and aprons of in-between sizes. Plain aprons and aprons with coquettish bibs or trimmed with laces and embroidery.

800 silk petticoats at \$3.75 to \$6.75. At the first price are white tub silks, firm and lustrous, finished with hemstitched flounces. The rest are jerseys and messalines, in many colors.

875 cotton petticoats at \$1. Percale and sateen in the darker shades.

300 flannel nightgowns, \$1 and \$1.85—stripes at the first price, white at the second.

600 black sateen bloomers at \$1.

(Main Floor and Third Floor, Central)

Household Linens in the White Sale

Opened for the first time and go newly on sale at very exceptional prices.

500 yards of bleached Irish table linen, 70 inches wide, in four patterns, at \$3 a yard.

500 yards of heavy cream-bleached table linen, 70 inches wide, at \$3.25 a yard.

500 dozen full-bleached, heavy Irish linen

napkins, 19½x19½ inches, at \$6.75, and 21x21 inches at \$7.75 a dozen.

200 bleached Irish table cloths, 68x72 inches, \$7.50 each; 68x90 inches, \$8.75 each.

Also a remarkable lot of heavy, all-line crash toweling, about 2000 yards—taken from our own stocks and specially marked at 33c a yard.

(First Floor, Chestnut)

A Sale of Domestic Rugs in the Face of Advancing Prices

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

Yet tomorrow 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.

(Seventh Floor, Chestnut)

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.