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

The New Year Is Starting With a Right Good Will at Wanamaker's

Sharing With Others on the Frontier

Old books tell us of the hardships of the early settlers of the West. They homesteaded their land, quarters, halves or entire 160-acre sections of land and of forests that the Government allowed them if they stopped and built log-cabin homes. Distances between neighbors and relatives and to an occasional religious meeting were great, and horses were scarce and roads there were none, and no ways to follow except trails or footpaths.

To be neighborly, if a farmer had a horse and wanted to visit he would take his wife on the horse behind him, and, after riding a mile or two, they would both get down and tie their horse on the trail and walk on, leaving the animal to be found by their neighbor, who was walking the same trail. Then the latter, with his wife, would get upon the horse and ride to catch the owner of the horse, who would repeat the "ride and tie," as they called it, and thus help each other along the way to cover long distances in the wilderness of the west.

Two men and their wives, it is said, would sometimes get to church with one horse. To think of the hardships of others and to share with them whatever we can, is one of the secrets of great happiness, whether we are working together in the same store or being neighborly around our homes.

[*Signed*] John Wanamaker

Jan. 2, 1920.

A Magnificent Tea Service Adapted From Daniel Marot

THE period from which this silver is taken is that of Louis XIV and of such elaborateness and intricacy is the hand chasing that it has taken two years' time to complete this service and the several pieces which accompany it.

There is very little such handsome sterling silver being made today.

The seven-piece tea service is valued at $3800 and there are also meat and dessert platters, vegetable dishes, compotes, gravy dish, water pitcher and other articles.

(Jewelry Store, Chestnut and Thirteenth)

100 Afternoon Frocks Reduced $18.75 to $50

Odds and ends of novelty and other dresses, tricotines, satins, serges and the fine wool cloths which are ideal for tailored styles. Some of the serges and tricotines are heavily embroidered, a few are beaded. Colors are navy, black and browns, chiefly.

The saving on each dress is from $10 to $25.

(First Floor, Central)

New and Lower Prices on the Fine Cloth Coats for Women

These are the handsome cloth coats, without fur, planned for those women who like to wear their own furs. They are distinctive, one-of-a-kind models, usually, in styles that will appeal to women of discriminating tastes.

Bolivias, velours, evoras, silk and wool duvetynes and other fine wools are included in the groups, and there are all the colors fashionable this Winter.

Though most of the coats are untrimmed, some few have chenille embroidery, and all are beautifully lined and interlined.

$95, and on up to $150 is the new scale of prices.

(First Floor, Central)

New Plaid Skirtings for Spring

Smooth and rough woolly suitings with plaids running from small to immense in size, and color schemes that are very striking, indeed—as in a combination of light tan, navy and green, or very quiet, as in a dark green and blue combination. One novel arrangement of color is orange, navy and French blue. You can see with half an eye that the designer planned them to go with brown, black or dark blue coats.

Also that the rough skirtings, in various shades of brown, would make delightful automobile or traveling coats.

Width 54 inches; prices $6, $6.50 and $7 a yard.

(First Floor, Chestnut)

Winter Coats, Suits and Dresses at Prices of Particular Interest for Girls and Young Women

Young Women's Fine Winter Suits Are Now $37 to $130

This takes in all our fine Winter suits—handsome models, beautifully tailored and in unusual styles, as well as the more practical suits for general wear. These have been much more expensive, and are in 14 to 20 year sizes.

Young Women's Coats, $16.50 to $87.50

Coats of velours, silvertones, bolivias and other fine wools in the fashionable colors; many fur trimmed; all well lined and interlined. 14 to 20 year sizes.

Young Women's Cloth Dresses, $29.75 to $87.50

Fine serge and other cloth dresses in dark colors and scores of attractive Winter styles. 14 to 20 year sizes.

Suits for Junior Girls, $22.50 to $45

Wool suits in good colors and equally good styles; some fur trimmed; 15 and 17 year sizes.

Junior Girls' Coats, $19.50 to $39.50

Fine broadcloth, velour and silvertone coats in a wide variety of good Winter models. 15 and 17 year sizes.

Dresses for Younger Girls, $23.50 to $49.50

Serge, jersey and a few velvet dresses in pleasing colors and unusual, individual styles, suitable for 6 to 17 year girls.

Coats for Younger Girls, $15 to $45

These are of warm Winter coatings in dark and light colors and a number of pretty styles, suitable for 6 to 14 year girls.

(Second Floor, Chestnut)

This Winter White Sale Comes in the Nick of Time

It isn't merely that women are turning their attention to laying in supplies for the next six months. It is the fact—more important than anything else at this moment to thrifty, reasonable people—that there are thousands of splendid fresh new garments at prices which are amazingly low—not only low in these times of high prices, but low for the quality of the merchandise.

The majority of these undermuslins are priced from 75c to $6.75, and every one of them is from 25 to 33 1-3 per cent less than regular prices today.

A few of the notably good things in the Sale are these—

The wonderfully fine Philippine undermuslins, hand made and embroidered. Prices of these run from $2.65 to $6.75 for nightgowns and from $3.85 to $5.75 for chemises.

The silk undergarments beginning with a crepe de chine chemise at $3.85.

The great group of extra-size undermuslins.

You will find these and the thousands of other good things in the Sale 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 Sizes

Nightgowns, $1.50 to $12.50.
Petticoats, $1.50 to $5.
Short petticoats, 85c to $1.75.
Corset covers, 75c to $2.
Chemises, $1 to $3.50.
Drawers, 85c to $2.85.
Bloomers, $1 to $1.85.

For Pink Crepe de Chine and Wash Satin

Camisoles, $1 to $6.75.
Chemises, $3.85 to $6.75.
Nightgowns, $8.50 to $25.
Bloomers, $2.65 to $5.50.

(Main Floor and Third Floor, Central)

Allied Garments at White Sale Prices

We cannot go into details about these garments, but we can promise a fair choice of—

The negligees at about half price.

The cotton house dresses at $1.85 and $2.85.

White aprons at 25c to $1—these including a little of everything.

Silk petticoats at $3.75 to $6.75.

Black sateen bloomers at $1.

And flannellet nightgowns at $1.50 and $1.85.

(East and West Aisles and Third Floor, Central)

White Sale Waists

We still have plenty of—

Cotton waists at $1.75—tailored and lingerie, mostly white.

Silk waists at $3.85 to $6.85. Georgettes, beaded, embroidered and severely simple.

Tailored pongee waists at $3.85. Of excellent quality.

Light and dark net waists at $2.85.

Batiste waists at $5—hand made in Porto Rico.

(East and West Aisles and Third Floor, Central)

White Sale Corsets

A dozen models of Wanamaker Specials, most of them topless and all very low, prices from $1.25 to $3.

American Lady corsets of pink batiste made with low bust, $3.50.

Discontinued L. R. corsets, half-dozen models, $1.50 to $5.50.

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

(Third Floor, Chestnut)

Many Mothers Wait for the Children's White Sale

It is such a good opportunity to get all the children's undermuslins at such moderate prices, many women wait till January each year and stock up for months to come. And the White Sale this year, with its many economies, is more helpful than ever!

Nightgowns, 85c to $2.50—1 to 14 year sizes.

Nightdrawers, $1 and $1.25—2 to 10 year sizes.

Bloomer drawers, 50c to $2—2 to 16 years.

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, $2 to $4.50—32 to 36 inch lengths.

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

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

White dresses, $1.25 to $5—6 months to 2 years; $3 to $5—2 to 6 years.

(Third Floor, Chestnut)

Two New Books

"Adventures in Interviewing," by Isaac F. Marcosson, is a book of personalities. It is filled with interviews with almost every famous man of the day and is illustrated with photographs, letters and other human documents. The price is $4.

The other book is "Georges von Lengerke Meyer, His Life and Public Services," by M. A. DeWolf Howe. Mr. Meyer was ambassador to Italy and to Russia, Postmaster General and Secretary of the Navy. The price is $5.

(Main Floor, Thirteenth)

Here Are Some Golf Clubs That Are Going South

You and your friends will take them to make your equipment complete.

Wood clubs, $4.50 to $8.

Irons, $4 and $4.50.

Bags, $1.75 to $40.

And balls — including the Radio, Red Flash, Blue Flash, Taplow and other standard makes — $7.20 to $12.60 a dozen.

(The Gallery, Chestnut)

Dressing Cases That Men Will Be Proud Of

when they open them in Pullman dressing rooms.

Fine black leather makes the cases, which are also leather lined. The toilet articles in them are of practical size and excellent quality. Prices are $25 to $35.

(Main Floor, Chestnut)

Every Fashionable Fur Is to Be Found in This January Sale

Prices Are a Third to a Fourth Below Usual

Every fur in the Salons is now lowered from its usual selling price, and this includes every piece, from the smallest animal stole or scarf to the most luxurious coats.

There Are Fur Scarfs and Sets of Many Kinds

—of sable, mink, natural and dyed squirrel, beaver, skunk, black lynx, Hudson seal (dyed muskrat), moleskin, cross, black, taupe or brown fox, brown or taupe wolf, nutria and Australian opossum, and the prices go from $26.50 for squirrel, mole, Hudson seal (dyed muskrat) or wolf, on up to $500 for sable.

Whatever Kind of Fur Coat a Woman Wants

she is fairly certain to find it in this group, so comprehensive is the collection and so wide is the assortment. There are plain and trimmed coats, short coats and longer models, and all are in the best-liked fashions of the season.

Prices begin at $123.75 for marmot coats and go on up to $712.50 for the handsomest caracul.

And in the group there are coats of marmot, natural muskrat, racoon, caracul, moleskin, Hudson seal (dyed muskrat), nutria, natural squirrel and nearseal (dyed coney).

The skins are always of beautiful quality—and you are perfectly certain that every fur is wearing its own name at Wanamaker's.

(Second Floor, Chestnut)

Fine Domestic Rugs at 25 Per Cent Savings

To any one at all familiar with conditions in the domestic rug market, a sale at this time is rather extraordinary.

Rugs are scarcer than they have ever been, and starting with the first of the year a great many mills have advanced their prices still further.

But Wanamaker's is holding its regular January Sale of Domestic Rugs and lowering prices the same as ever. There are over 1000 good rugs to choose from and every one an excellent purchase at its price.

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.

And lots of very inexpensive rag rugs and bath rugs.

(Seventh Floor, Chestnut)

The Vogue for Blue Handbags

finds us with a fine showing of them, in various shades of blue. And as for fabrics!

There are silk bags, including hand-painted ones from Paris, with carved ivory clasps, of Chinese gods.

There are beaded and semi-beaded bags.

There are velvet and duvetyne bags and bags with wool embroidery.

A variety of shapes and metal, shell-finish and covered frames.

Prices $5.50 to $55.

(Main Floor, Chestnut)

Women's Sheer Irish Linen Handkerchiefs Particularly Good for $3.75 a Dozen

Sheer and snowy and fresh, these handkerchiefs are in that style which is always in fashion—the perfectly plain hemstitched style.

They have quite narrow hems, are neatly stitched, and the linen is a grade usually found only in more expensive handkerchiefs.

(West Aisle)

The Reason These Women's Shoes Are No More Than $9

is because they were contracted for months ago.

Tan calfskin lace with straight tips and Cuban heels and indicated wing tips and military heels, some with tan cloth tops.

Black calfskin lace with matt kidskin tops, indicated wing tips and military heels.

Heavy black grain leather lace with full, round toes, heavy soles and low heels.

Dull black leather lace with black cloth tops, straight tips and Cuban heels.

Patent leather lace with black cloth tops, plain toes and Louis heels and dull kidskin tops, straight tips and Cuban heels.

Patent leather button with black cloth tops, plain toes and Louis heels.

Black kidskin button with black cloth tops, straight tips and Cuban heels.

All bronze kidskin lace with turn soles, plain toes and high Louis heels.

(First Floor, Market)

Spring Fashions Appear in Some New Gloves for Women

Of chamois-finished lisle, the gloves are altogether new in style and unusually attractive.

There is white, the natural color, sand color and beaver brown, the gloves are in two lengths, one short, with a turn-back, pointed cuff in contrasting color, edged with lace. This style is $1.85 a pair. The other style is in longer length with strap wrist, and is $2 a pair.

Both styles are washable, of course, and most practical for wear now and all through the Spring.

(Main Floor, Central)

Women's Redleaf Sweaters, Hand-Knit of Fine Wool

We have just a little lot of these beautiful imported sweaters and you will find them in the London Shop.

They are pull-over style, in various colors, and scarcely two alike. Price $25.

(The Gallery, Chestnut)

Jersey Cloths Arrive for Spring Frocks

They are in all the new Spring shades, the soft browns, tan, taupe and so on and also in navy blue.

The cloth is all wool and a very nice quality. It is 54 inches wide and $3.50 a yard.

(First Floor, Chestnut)

Women's Skirts —$5 and $12.75

At $5 are homespun skirts in dark and light gray mixtures, buttoned at the side, with pocket. They will be good, practical skirts for winter use.

At $12.75 are skirts of soft wool velour checks in a new style, with self pipings and new pockets—a style copied from one of the new spring models. Gathered back with one pleat down the centre. There is tan-and-blue, green-and-tan, blue-and-black; and the checks are the small ones so much liked.

(First Floor, Central)

Men's Fine Beaver Hats, $8—Reduced a Third

These are the beautiful shaggy beaver hats which we introduced to Philadelphia this season and which are having such a vogue. Men have called them the finest soft hats ever.

Very graceful in shape, very flexible and light in weight and in delightful soft colors.

$8 is a third less than their former price.

(Main Floor, Market)

Men Stepping Forward Into the New Year

—must naturally feel a strong desire to put on a newer and fresher and better appearance, befitting the newer and better hopes and purposes of the time.

Without further ado, we want them to feel confident that the fresher, finer and better new clothes which so many men now feel they would like to put on are here in a choice that is liberal and in the only quality that this Store will tolerate—that is the best that any Store in America can show at the prices.

For the regular overcoats, $40 to $90.

For fur-collared overcoats, $125 and $150.

For fur-lined overcoats, $150 to $325.

For suits, $32 to $80.

For Men Going South

—white flannel trousers, $18 a pair—in the Men's Clothing Store.

(Third Floor, Market)

These Boys' Blue Serge Suits at $16.50 and $18 Are a Real Investment

Suits of the same good grade are no longer obtainable at wholesale for these prices and there is no likelihood that they will be in a good while.

In the face of this condition it will pay to buy these suits now, because they can be worn right into the Spring season, or kept put away until then, if not needed just now. In either case they are bound to prove a paying investment, because there is no telling when their prices will again be as low.

Of pure wool, carefully made and in the best Norfolk style, some with and some without pleats. Sizes for boys of 8 to 18 years.

(Second Floor, Central)

A Shipment of the Finest Blankets From the West

Seven grades, six of them all-wool, all of them the finest blankets in America for the money.

At $20 each—individual blankets in old rose, 80 per cent wool, 72x84 inches.

At $24 a pair—white blankets with pink and blue borders, cut and bound separately, all wool, 60x84 inches.

At $25 a pair—white blankets with pink and blue borders, cut and bound separately, all wool, 72x84 inches.

At $25, each—individual Jacquard blankets, rose colored, all wool, 72x90 inches.

At $27 a pair—white blankets with rose, pink and blue borders, all wool, cut and bound separately, 72x84 inches.

At $30 a pair—white blankets, some with pink and some with blue borders, cut and bound separately, 60x90 inches.

At $32 a pair—white blankets, some with pink and some with blue borders, cut and bound separately, 72x90 inches.

(Sixth Floor, Central)