

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

Warm Clothing and Southern Wear Share Interest With the January Sales

There Are Many Men and Women With Their Heads Full of

brains, who do not organize them for use, and there are many others like _____, who have been blessed with splendid brains and opportunities, and who endeavor to organize to use them, but fail because they have no balance wheel.

At the beginning of every year it is the custom of business organizations the world over to take account of their operations with an intention to improve upon past endeavors.

Even intelligent, successful farmers nowadays take an annual account of stock and machinery.

The profits of 1920 in all kinds of trade, business, new enterprises, education and administration of institutions, can be augmented by stopping wastes (even in housekeeping) and some use of organized brains, and putting into operation a balance wheel, without which this business could not exist.

[Signed] *John Wanamaker*

Jan. 5, 1920.

Tickets for Mr. Courboin's Great Organ Concert of Next Thursday

may be had today at the office of the Concert Bureau, Main Floor, near the carriage entrance. The concert will be given Thursday, January 8, at 8:15 P. M. There is no charge for these tickets.

Newly Arriving Coatings Begin to Look Like Spring

Some are in the medium weights that are so much wanted for the South and for warm days at the Shore. Others are heavier and deeper of pile, but in the lighter colors that will be fashionable for Spring, and the lovely fur shades.

New silky zibeline, \$4 a yard.
Velours, \$5 a yard, and silvertone velours, \$6 a yard.
Bolivias, \$8.50 to \$16 a yard.
Fine all-wool duvetynes, \$14 a yard.
Camel's-hair polo coatings, \$11 and \$14 a yard.
"Chukka" cloth coatings, brown and navy blue, \$10 a yard.

(First Floor, Chestnut)

Petticoats and Chemises in the Sale of White

These are two of the most important groups among all the piles of snowy garments. Of chemises—the envelope kind—there are probably fifteen styles between \$1 and \$2.85, mostly of nainsook. Some have ribbon straps over the shoulders, while others are built up on the shoulders and all of them are dainty—very little trimming, and what there is, of good quality. Then there are straight chemises—even a few of the good old-fashioned sort which open in front instead of slipping on.

Of long petticoats there are also fifteen styles—made of soft cambric with admirable blind and eyelet embroidery. They all have foundations, and some have dust ruffles besides, and their prices run from \$1.50 to \$5.

These, like all the other undermuslins in the Sale, have been planned for cold-weather wearing.

(Third Floor, Central)

STILL a fair assortment of waists in the White Sale—white cottons at \$1.50 to \$2.75; Georgette crepes, pongees and wash satins at \$3.85 to \$5.85.

(East and West Aisles, and Main Floor Outposts)

Children's White Sale Dresses at Economical Prices

Hundreds of them—all new and fresh and made just for this January Sale and for the Wanamaker Children's Wear Store. Well-made little dresses they are, not skimmed in any detail, attractively made, clean as a whistle, and in pretty and suitable styles for youngsters of 2 to 6 years.

White lawn, batiste, voile or dotted Swiss dresses, in ever so many models; some with colored stitching, some smocked, some shirred, some with sashes, and some in high-waisted style; \$3 to \$7.50.

Colored tub dresses in yellow, pink, light and dark blue and other shades, in plain colors, checked and striped effects. \$2 to \$4.75.

(Third Floor, Chestnut)

Please Note These Low Prices on Fine Room-Size Rugs

All the way through they represent a saving of 25 per cent. They are first-quality goods, too, in desirable patterns. Some reduced from stock, others brought in new to make this January Sale a notable event.

Wilton Rugs
9x12 ft., \$78.50, \$92.50 and \$129.
8x3x10.6 ft., \$127.50.

Axminster Rugs
2x12 ft., \$47.50, \$54 and \$63.50.
8x3x10.6 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.

(Seventh Floor, Chestnut)



Plenty of the Glossy Black Lynx and the Long-Haired Skunk Are in This Fine Sale of Furs

FEW black furs are more handsome than the glossy, fine lynx—particularly for neckpieces and for muffs. And of these separate pieces and sets there is really a wonderful collection in this January Sale of furs, for every piece is reduced. Lynx scarfs start at \$26.50 and go on up to a handsome stole at \$133.50; and muffs to match are \$40 to \$110—this last price for a beauty of unusual dimensions.

Skunk furs—and these are most satisfactory because they are so becoming and so durable, begin at \$40 for animal scarfs and go on up to \$176.50 for a beautiful stole with pockets; muffs to match are \$13.25 to \$43.25.

But these are but two of the many furs here—there are beaver and nutria, Hudson seal (dyed muskrat), moleskin, racoon, mink, Australian opossum, gray squirrel and rich sables in the collection—all reduced a third.

FUR COATS TOO—all the fashionable furs, and plain and trimmed coats; \$123.25 to \$700.

(Second Floor, Chestnut)

PRISM binoculars are much in request for people going South. The Victory binoculars, for instance, extend the vision six times beyond normal, and their price is only \$45.

Bird glasses and opera glasses are \$10 to \$20.

(Main Gallery, Chestnut)

Afternoon Dresses for Larger Women

Moderately priced dresses, being only \$32.50, and made up in rather conservative styles, with lines which will do a great deal towards "slenderfying" their wearers. The colors are browns, navy, taupe and black; the materials crepe de chine, satin and Georgette crepe.

Sizes are 42½ to 52½.

(First Floor, Central)

Suede Cloth Sports Coats for Women Are \$37.50

They have only just been given this new, low price!

The style is a very pretty and becoming one, double breasted, three-quarter length, with a large roll collar and belt. They are chamois lined, so that many women buy these coats for motor-ing and general sports wear.

Besides several new shades of brown, there are taupe and gray. But not all sizes are here in each color.

(First Floor, Central)

AIRPLANE LINEN HANDKERCHIEFS FOR BOYS

Firm and snowy linen handkerchiefs, made of that excellent Irish linen which was woven originally for airplanes. These handkerchiefs are in the plain and very practical hemstitched styles, with narrow hems—¼ and ½ inch widths.

And though we call them boys' handkerchiefs, we sell many of them to women, who want just such handkerchiefs and like this generous size.

They are \$5.50 a dozen.

(West Aisle)

January, 1920, and a Man's Overcoat

SOME days ago we made the remark that January is a month that puts men's overcoats to the test.

We had not long to wait for our words to be made good.

Every man must know by this time whether or not his overcoat is good enough for the depth of winter. If he feels that he should have a new one he can also

feel assured of finding the right one in our stock, especially if he is a man who is in any way particular as to the things that make for quality, style, service and value.

Overcoats that are 100 per cent in each of these particulars are here at \$40 to \$90. Fur-collared overcoats at \$125 and \$150. Fur-lined overcoats, \$150 to \$275.

(Third Floor, Market)

THE sale of hurt books is going merrily. More volumes have been added to the thousands already on the tables, and prices are about half

(Main Floor, Thirteenth)

WHEN it is cold everybody looks at the thermometer, either because he has no idea how cold it is, or because he has an idea and wants to verify it. Also thermometers are really necessities when it comes to regulating room temperature. Prices are 50c to \$10.

(Main Gallery, Chestnut)

Redleaf Woolen Shawls From London

There is a great vogue for shawls and these have just come in.

At \$3.75, in black, dark brown, navy, lavender, corn, Copenhagen and gray.

At \$5, in heather mixtures with striped ends.

At \$8.50, in gray, pink, champagne and heliotrope.

At \$10, in lavender and striped corn.

At \$12.50, in black and white stripes.

At \$15, in corn, blue and purple.

At \$16.50, in delightful combinations of three colors.

(First Floor, Market)

INEXPENSIVE HANDBAGS OF FASHIONABLE DUVETYNE

A dainty bracelet style, with metal ring handle and frame, and a graceful pouch shape with metal frame.

Both kinds come in brown, tan and black, and are exceptionally good looking.

\$5.50 for the bracelet bags and \$7 for the others.

(Main Floor, Chestnut)

The Prettiest Spring Skirts We've Ever Seen

And we are sure every woman will say the same when she sees them.

They are all pleated in plaids or stripes and in the lovely new pastel colorings of velours, worsteds and prunella cloths, made especially for skirts. They are light, yet not too bright to wear any place a woman is minded. Another nice thing is that they will go with almost any color blouse or coat.

The prices are \$25 to \$32.50.

(First Floor, Central)

New Cotton Waists

Women going South are putting quantities of lingerie waists into their trunks, such as—

Batiste with lattice-beading, \$8.50.

Imported voiles with very narrow Valenciennes, \$9.85 and \$12.75.

Charming hand-drawn voiles with finely pleated frills and narrow filet lace, \$19.50.

Another hand-drawn voile with navy blue ribbons, \$22.50.

(Third Floor, Central)



Outfittings for the South in the London Shop

Clothing to wear on the way and clothing for informal and sports wear in that sunny land.

The London Shop at Wanamaker's is splendidly equipped with the sort of clothing that both men and women want for southern travel.

For Men

Kenneth Durward London topcoats, \$38 to \$135. Fine suits of chevots, tweeds, homespun, worsteds and cashmeres, in light and medium weights and Spring and Fall patterns, \$55 to \$95.

Linens and Palm Beach suits, \$20. White and striped serge and flannel trousers, \$15 to \$25.

Camel's-hair polo coats—with silk linings, \$85 to \$135. Leather reversible coats, \$110.

Fur-lined and fur-collar coats, \$130 to \$325. Separate sports coats, \$20 to \$45.

Raincoats of gabardine and cassimere, \$35 to \$55. Golf suits of tweed, homespun, chevot, jersey cloth, linen and Palm Beach cloth, \$20 to \$80.

Tweed hats and caps, \$4 and \$5.50. Golf stockings in a wide range of colors, \$3.50 upward.

Silk and fancy wool half hose, \$2 to \$7. Fancy vests, \$10 to \$13.50.

Shoes, \$12.50 to \$24.

Golf Equipment

Clubs with imported heads and finest selected American shafts, with calfskin grips. Irons, \$5; wood clubs, \$5 to \$8.

Golf balls of standard makes, \$7.20 to \$12.60 a dozen. Golf bags, \$1.75 to \$4.00.

(The Gallery, Chestnut)

Men's Initial Handkerchiefs \$5 a Dozen

Irish linen makes them and good-looking script letters mark them, and they're good, clean, well-made handkerchiefs for the price.

Men who need a supply of handkerchiefs and want the initial sort will find these will serve the purpose very well.

(West Aisle)

Odd Pairs of Curtains From a Fourth to a Half Less

It is such an economical way of buying the needed curtains that women always look forward to this occasion for months beforehand.

There are muslin, scrim and lace curtains of various kinds, both long and sash length, and they are all in one, two or three pair lots and are sold only by the lot.

(Fifth Floor, Market)

The AnSCO Vest Pocket Camera, No. 0

It is so small, so flat that it can be slipped into the vest pocket ready for instant use. Literally it is the successor to the pocket diary.

For pictures 1½x2½, \$10.10 to \$28.25.

(Main Floor, Chestnut)

400 Pairs of Blankets Special at \$7 and \$8.50 a Pair

White blankets of mixed cotton and wool with borders of pink or blue, every pair finished with a wide binding.

Two groups included, one embracing 275 pairs at \$8.50 a pair, size 76x84; the other comprising 125 pairs at \$7 a pair in size 68x80 inches.

(Sixth Floor, Central)

600 Dozen All-Linen Towels Go Newly Into the White Sale

All-linen and priced at close to prevailing wholesale costs. Six grades of towels included, from good looms in Ireland and Scotland. Hemmed huckaback towels in three sizes, 17x33, 19x38 and 20x38 inches, at 60c, 85c and \$1 each.

Typed twill kitchen towels, hemmed, 75c each.

Typed tea and glass towels, hemmed, two kinds—both at 75c each.

Hand-hemmed dish towels, some with red borders, 50c each.

(First Floor, Chestnut)

Such Boys' Blue Serge Suits as These at \$16.50 and \$18

are very scarce at the prices. They are all-wool, dependably made, good-fitting Norfolks; some plain, some pleated, all belted, and can be worn right into the Spring.

We cannot duplicate them to sell for as little; in fact, they are costing almost as much wholesale as we have marked on them.

Sizes for boys of 8 to 18 years.

(Second Floor, Central)