

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 Warmer

As a Bright Harbinger of Better Things Comes This New Shipment of Oriental Rugs in a Special Sale

The First Night of the New Year of the 366 Nights of 1920

seemed like the setting out on the first stage of a long journey.

We need to learn to make new figures in letter writing and cheque drawing. The milestones along the road are the same, but they seem to call to us to not stumble and fall along the way as we did in past years.

People often speak of opening a new account with destiny, courses of study, expenditures of time, economies and the savings bank.

Why not open a new account with our consciences to talk less and do more to make people and homes happier and thus add to our peace of mind?

Let us determine to be reasonable, frank, firm and careful of our censure of each other and industrious to improve in all our occupations.

[Signed] *John Wanamaker*

Jan. 6, 1920.

At \$25—A Few Jersey Dresses for Women

Pretty affairs of brown, navy and black; some embroidered and some braided, and some without any of these decorations.

Excellent all-around Winter dresses.

(First Floor, Central)

Lovely Gray Squirrel and Squirrel-Trimmed Coats in the January Fur Sale

So fashionable are they this Winter that many women are asking for them, and this is to say that we have a particularly fine collection in this January Sale. The skins are soft and fine and perfect, they are beautifully matched, and of that clear, pretty gray which is so desirable.

Squirrel coats in many styles, short and longer, are \$262.50 to \$562.50.

Hudson seal (dyed muskrat) coats, trimmed with natural gray squirrel, are \$375 to \$450.

Mole coats, also most fashionable this Winter, are here, too, in delightful variety, from the little short coats at \$468.75 to that beautiful mole-wrap, with its many folds of gray fur, at \$712.50.

Other fur coats—of nutria, racoon, Hudson seal (dyed muskrat), neaseal (dyed coney), leopard, marmot, wombat and beaver, begin at \$123.25 and go on up to \$712.50.

All the Fur Coats, Please Remember, Are Reduced One Fourth

But there are plenty of small furs, too—scarfs, sets and separate mufflers, from \$26.50 to \$600. These are a third under the usual price.

But you will be repaid by coming to see them.

(Second Floor, Chestnut)

Fine Fur Fabric Coats Are Given Smaller Prices

Two things especially women like about these coats—one is that they make such nice evening coats as well as daytime ones, and the other is that they are so very warm. They are cut in the fashion of fur coats, which they very much resemble.

The silk plush coats have an unusually deep black pile with a brown body and there are four very pretty styles now marked \$75 to \$100.

Caracul cloth coats, plain and fur trimmed, four styles, now from \$95 to \$200—the latter has a deep cape collar of ringtail opossum and one at \$145 has a long pointed collar of maiseau wolf.

(First Floor, Central)

Charming New Spring Frocks in the Young Women's Store

They are of Spring silks, chiefly, such as soft, lustrous taffetas, in weights for now and Spring wear. They are in the new taupe and gray shades, pretty blues like China blue and the deep navy, and in attractive brown shades.

Ever so many are frilled—there are ruffles on bodices and skirts. And skirts are full and often trimmed—necks are round.

(Second Floor, Chestnut)

The Fashionable Spring Frock as Usual Chooses Foulard

You won't wonder when you see how lovely the new foulards are. The printings are chiefly in white on dark blue or black grounds, but there is a sprinkling of colors and some very pretty light effects also. They are all designed for the new style gowns.

We feel quite a little proud of these new foulards, for the reason that there is such a variety of patterns and even more because they are such a beautiful quality. They are good, sensible silks and the best investment for a Spring frock for many occasions. \$4 and \$4.50 a yard.

(First Floor, Chestnut)

New Spring Gingham

Some of the prettiest new colorings in plaids, stripes, checks and plain colors and they are particularly nice quality American gingham, 32 inches wide and 65c and 75c a yard.

(First Floor, Chestnut)

A Real Lace Collar Makes a Difference

Many of the smartest new Spring frocks are intended to be worn with these short real lace collars.

There are beautiful real Irish collars, both the heavy Irish and the "Baby" Irish, edged with footings, for only \$6 each.

Real point Venise collars, very dainty and lovely, are \$10 to \$20.

(Main Floor, Central)

An Extraordinary Disposal of Women's Fine New Shoes

We own many thousand pair of the fine shoes for women, all purchased for the present and incoming season.

No shoe in the lot but that has been agreed upon by the styles committee of the shoe business of the United States as the correct thing for the Fall and Winter seasons of 1920-1921.

We have conscientiously conducted our business with a view to keeping down prices to the lowest notch, so as to pay us only a fair profit, and this is particularly noticeable in the matter of shoes, the rising prices of which have attracted so much notice.

We believe now that we should go further, though our shoe merchant does not agree with us, since he anticipates that shoes for the entire year of 1920 will have to be sold at higher prices than at present.

We therefore start now, letting go our normal profit, and in many cases more than that, to make a

Disposal at \$12 a Pair

of 2345 pair of shoes that were bought under an agreement of eight months ago and that up until today have been marked \$2 to \$6 a pair higher. BOUGHT IN THE MARKET TODAY there isn't a pair of shoes in the lot that could normally sell at retail within \$6 of our new price.

In a sense the disposal is an experiment.

It will show at once whether our customers want a greater number of shoes to come down in price.

The shoes in the lot placed on sale include some of the finest in America. There are:

Twelve distinct and separate styles.
Not a broken lot in the number.
Each of the styles is complete in sizes usually bought for such styles.
There are eight full Louis covered heels.
Their retail designations, by which many customers will recognize them, are as follows:

- Style 305, brown glazed kid vamp, bronze satin top, lace shoe, covered Louis heel.
- Style 306, patent leather vamps, black satin top, lace shoe, with covered Louis heel.
- Style 325, brown glazed kid vamp, field-mouse glazed kid top, lace shoe, with covered, high Louis heel.
- Style 326, brown glazed kidskin vamp, brown cloth top, lace shoe, with covered high Louis heel.
- Style 327, all gray glazed kid lace shoe with covered high Louis heel.
- Style 328, brown glazed kid vamp, brown cloth top, button shoe, with high Louis heel.
- Style 329, patent leather vamp, gray glazed kid top, button shoe, with high Louis heel.
- Style 332, dull black calfskin vamp, fawn color top, lace shoe with Cuban leather heel.
- Style 335, all dull matt kid lace shoe with plain toe and covered high Louis heel.
- Style 340, dull black calfskin vamp, dull matt kid top with Cuban heel.
- Style 341, all nut-brown calfskin lace shoe with Cuban heel.
- Style 343, nut brown calfskin vamp, fawn cloth top lace shoe with Cuban heel.



New Undermuslins Come Into the White Sale

Nightgowns particularly, of the nainsook, low-necked kind, with fine tucks, fine embroideries or Valenciennes, or with French knots or feather stitching, prices \$2.50 to \$3.85.

Hundreds of high-necked nightgowns also are here at the same prices.

Plenty of excellent brassieres at 50c to \$1.

While the tables are piled high with other garments—petticoats, chemises, corset covers, drawers, scarcely any of them above \$5.

(Main Floor and Third Floor, Central)

White Sale Corsets

A few of the fine Parisiennes—topless with elastic, long hips and good boning. Sizes 22, 23, 24, 27, 28 and 29. Price \$6.50.

Other fine topless corsets of pink satin, with long skirts and elastic inserts in the waist. \$5.50.

Another of pink broche has a broad band of elastic all around the top, with eyelets and elastic lace below the front steel. Also \$5.50.

Excellent bandeaux to be worn with topless and very low models. 65c.

(Third Floor, Chestnut)

White Sale Waists

Cotton waists at \$1.75 and \$2; silks, Georges, pongees and satins, \$3.85 to \$5.85.

(East and West Aisles)

The White Sale has received new lots of boudoir caps at 50c to \$1; of white aprons at 50c upward, and of little blanket boleros at 50c.

It still has a few negligees at half price or near it.

(Third Floor, Central)

Just Arrived by Parcel Post From England A Late Shipment of Redleaf Gloves

Warm Winter gloves—and two cold months yet to wear them! Fine gloves made in England expressly for us—gloves to be found nowhere else in Philadelphia.

For Women

Suede sheep gloves, with seamless knit wool lining; 2 clasps. In gray or a lovely tan shade, \$5 a pair.

Strap-wrist suede sheep gloves, lined with fur, and fur top; in brown and gray. \$7 a pair.

(Main Floor, Central)

For Children

Suede sheep gloves, 1 clasp, lined with wool, gray and brown, \$2.25 and \$2.75 a pair.

For Men

Suede sheep in gray or tan, with wool lining, at \$5; with fur lining, at \$6 and \$7.50.

(Main Floor, Central)

These \$3 Umbrellas Started Out to Be Balloons

for that was the purpose for which the cloth was woven. The maker bought the cloth in the gray from the Government, had it dyed and made it up into umbrellas.

We have a thousand of the umbrellas in styles and sizes for women and for men. They are of firm, sturdy, well-woven cloth, in a good black, made on strong frames and finished with slightly handles. There are plain and carved mission woods and the women's handles have loop cords.

We'll guarantee their good service for a year.

(Main Floor, Market)

Household Notes

Here is a belated shipment of solid mahogany stands for smokers; they have heavy glass inserts, match holders, and cigar rests. Price \$5.

Fireside wood baskets in brown and white finish have a busy Winter ahead of them and may be had for \$7 and \$9.

A black iron cat makes a good door-stop, \$2.50.

Electric heaters are timely—prices \$8.50 to \$12.

What more exhilarating Winter sport than ice skating? Men's skates are \$2.50 and \$3.50; women's skates, \$3 and \$4.

For the boy with a mechanical turn of mind get a scroll saw; with it he will have lots of fun and produce many useful articles. Price \$15.

More than a carload of soap has lately come in. Prudent housewives buy it in large quantities, because it lasts longer when dry. Oval Queen is 8c a cake, \$7.50 a case of 100 cakes. Superb is the same. Flake white is 8c a cake and \$7.65 for 100 cakes. Oleine, 11c a cake and \$9 for 84 cakes. Wanamaker is 11c a cake and \$6.45 for 60 cakes.

An oil heater in the house proves a deal of comfort. Smokeless and odorless kinds which will warm a room 20x20 feet with 10-foot ceiling, are \$6.45 to \$13.50.

Gas radiators with jewel fronts and aluminum or nickel finish, \$3.75 to \$16.75, according to the finish and the number of tubes.

Hot-spot gas heaters with copper reflector backs, \$9 and \$11.

Vulcan cone gas heaters, \$7.50 to \$22.

Jet gas heaters, 50c to \$1.50.

(Fourth Floor, Central and Market)

Plaid Blankets of Comfort and Color—\$12 a Pair

We have a very good lot of 100 pair of these good blankets in pink, blue, gray and tan and in block patterns which at the price are very good merchandise, especially in this weather. Woven of wool and cotton, size 70x80 inches, \$12 a pair.

Of timely interest also are a group of good, sanitary gray blankets, a standard grade that we have been selling here for many years, size 70x82 inches, very warm and serviceable and priced at \$12 a pair, which is 25 per cent less than last season's figures.

(Sixth Floor, Central)

Oriental Rugs in a Special Sale

THIS is the most welcome lot of Oriental rugs we have ever received. Not only does it bring fine, desirable weaves in notable choice at a considerable advantage over prevailing prices, but it comes as a happy token of returning normal conditions.

There is something very hopeful about it, something that makes one think of the glorious rising sun of the East, from whence these fine rugs—\$80,000 worth—have come as a good sign of the reopening of the world's peaceful channels of trade.

The rising sun of new hope is a good symbol of this event. At least, that is our sentiment, but we also know that to be of benefit to customers a sale must be strong in actual fact.

In actual fact this is the strongest sale we have been able to make in some years. We have had larger sales, but none quite so good in price advantages. All the rugs offered are new from the East. They are the cream of the latest large consignments to arrive in America—some of them having been four years on the way. They are here because we watched for them and waited for them and then went and secured them.

The bulk are carpet sizes—



- Serapis, 8.10x11.9 to 12.3x16.3 feet.
 - Kermanshahs, 9x12 to 19.2x10 feet.
 - Saruks, 8x11 to 14.8x23.2 feet.
 - India, 6x9 to 10x14 feet.
 - Bigar, 12x18 feet.
 - Mahals, 9x12 to 12.7x18.8 feet.
 - Chinese, 6x9 to 15x20 feet.
 - Kazaks, 3.6x7 to 5x8 feet.
 - Turkish, 8x11 to 11x14 feet.
 - Khiva Bokhara, 7x10 to 8x11 feet.
- They are priced substantially below the lowest prices for which they can be bought anywhere else in this country, and we have made of them a colorful and impressive display.
- (Seventh Floor, Chestnut)

Distinguished Mirrors

A consignment of fine mirrors intended for Christmas has but now arrived in the Little House. They are interesting American copies from fine imported pieces; for instance, one which would be harmonious in an English room is of walnut with charming gilded carving, and for its upper section an old-looking painting. This is \$360.

A pair of mirrors with frames of beveled glass are \$235 each.

Another pair in slender gilt frames which are rather subtly curved are \$230 each.

A simple oblong mirror has panels and emerald glass rosettes; its frame is in bluish-green and silver. \$160.

The others are equally interesting.

(Fifth Floor, Chestnut)

Men's Imported Card Cases of Fine Leathers

Some are of velvet calfskin and others of pigskin, both aristocrats of the leather world.

The calfskin cases are in tan and gray and are \$6 to \$10 plain, and \$13.50 and \$16.50 with silver gilt mountings.

The pigskin cases are all mounted with silver gilt and are \$7 to \$16.50.

In both groups there are letter cases as well as card cases.

(Main Floor, Chestnut)

Here, Men, Is the Warm Underwear You Want

What a buying of it there has been these past few days! Good medium and Winter-weight underwear of various fabrics, but always cut on generous patterns, for comfort and better service.

With a group of that very fine Redleaf London underwear that particular men like.

Prices range from \$1.25 a garment to \$15 for a union suit.

(Main Floor, Market)

Irish Hand-Embroidered Bed Linens New and Exquisitely Fine

In the elaborate beauty of their hand-embroidered floral patterns and the sheer white daintiness of the linen, these pieces are fit for a royal sleeping chamber.

They are as new as they are dainty, and to any woman who loves things of elegance and beauty in the dressing of a bed and bedroom, they will be a real delight.

In addition to the hand-embroidered pieces there are also some plain ones.

Bedspreeds range in price from \$32.50 each for the plain to \$65 for the embroidered in single-bed sizes, and from \$40 each for the plain to \$85 each for the embroidered.

Hemstitched linen squares, 45x45 inches, are \$37.50 and 54x54 inches, \$65 each.

Scalloped and embroidered linen pillow cases, 22½x36 inches, are \$8.50 and \$35 a pair.

(First Floor, Chestnut)

We Back Our Quilts Against January Winds

Quilts are at their best in the Wanamaker stock—that is our own belief founded on experience and the belief of many others founded on the same thing.

New quilts are coming in daily and going out. Among the newest are the lowest-priced quilts we know of in Philadelphia that are actually filled with wool and these are \$10 in figured cambric coverings with saten borders.

A better grade covered in figured saten with plain borders in rose, Copenhagen, green and yellow and in Persian and floral patterns, at \$15 each.

(Sixth Floor, Central)

Upholstery Remnants With Little Prices

Something for every woman, it would seem, for there are all lengths and all kinds of materials—squares for chair seats, cushion tops, table covers and so on, remnants of cretonnes for pillowcovers, bags and nets and scraps for curtains.

They are all marked at a small part of their former prices.

(East Aisle)

Are you a book-lover, and if so have you secured what you want from the Hurt Book Sale?

(Main Floor, Thirtieth)

Most Important Price List on Domestic Rugs in This City Today

is the brief list below, representing as it does the prices of four good groups of room-size rugs at 25 per cent less than the regular market rates.

Here they are:

- 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., \$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)