

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 Cloudy and Warmer

This New Year Is a Right Lively Youngster at Wanamaker's

To Make These Little Top Corner-Pieces Compliment Ourselves

is farthest from our intention. Indeed, to be frank about it, the writer would regard it as an impertinence upon the public if such were a fact. Plainly speaking, while there may be a touch of selfishness in everything that most of us do, in this particular matter of store making and keeping the theory and practice observed here is off the beaten track and, though original with ourselves, can be copied and imitated anywhere and everywhere. If what we are doing entitles us to distinction, it is because we are doing something more than the commonplace. Copyists of Raphael or Murillo were often disappointed in their efforts, because they only copied what their eyes saw, and could not catch the spirit of the master painter. It is not difficult to see figures and imitate colors of a picture, but the other something in the painting is often beyond analysis or possibility of transfer.

[Signed] *John Wanamaker*
Jan. 7, 1920.

Nearly Every Woman Wears a Little Finger Ring

Which goes far to show how much they are in fashion at the present time. And it is surprising that extremely pretty rings may be had at comparatively inexpensive prices. They are all mounted in 14-kt. gold with semiprecious stones.

(often the birth-stone is chosen) Rings with topaz, \$8 to \$47. With amethyst, \$12 to \$63. With green tourmaline, \$8 to \$48. With aquamarine, \$18 to \$48. With coral cameos, \$18 to \$38. With blood stones, \$9 to \$16. With sardonyx, \$6.50 to \$16. With jade, \$14 to \$54.

Fresh George e Waists

Lovely things and very uncommo in white and pink. Also each n for their prices. There are two styles at \$15 and one at \$22.50; and each of the three styles may be had

hand-embroidered; and the finest is trimmed with real filet besides.

Rather Sensational Low Prices on Some of Our Fine Street Dresses for Young Women Now \$20 to \$75

Beautiful, fine dresses of velvet, of fine serges, of velveteen, of tricotine, of Poiret (twill, of wool jersey and of the fashionable duvetyne—dresses that we do not believe will stay here very long when young women who know values see them! Often there is but one dress of a kind. That means that you have a wonderful selection from which to choose—dresses of the newest and most charming Winter fashions. They are in dark blues chiefly, some blacks, a few browns and other colors. Some are embroidered, some beaded, some braided, some trimmed with a touch of fine lace, some with scarcely any trimming at all, but made distinctive by their good lines and smart cut.

Any young woman who can wear 14 to 20 year sizes and has need for such a dress will find it very well worth her while to come in and see these.



Unusually Good Handkerchiefs for Women—\$2.65 a Dozen

The plain, practical everyday kind a woman likes to see plenty of when she opens her handkerchief box. These are of Irish linen, medium weight, and neatly hemstitched with narrow hems. We'll mark them in indelible ink, clearly and satisfactorily, for 36c a dozen if you wish.

For Women Wanting Coats to Wear With Furs

There are some very handsome untrimmed Winter coats here for much less than they would have cost earlier, and they are the best investments many women could make. In materials there are soft lovely velours, silver-tones, peach bloom, evora and bolivia—all are all-wool. They are silk lined and then interlined, but not all sizes are to be had in any of the many styles. Prices are now \$50 to \$110.

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. Bedspreads range in price from \$22.50 each for the plain to \$85 for the embroidered in single-bed sizes, and from \$40 each for the plain to \$65 each for the embroidered in double-bed sizes. Hemstitched linen squares, 45x45 inches, are \$37.50 and 54x54 inches \$55 each. Scalloped and embroidered linen pillow cases, 22½x36 inches, are \$40 to \$55 a pair.

Beaver Is One of the Most Fashionable of "Small Furs"—and There Are Hundreds of Pieces in the January Fur Sale

Soft and furry and warm, the beaver is one of the most popular furs of the Winter. Its lovely golden brown is as pretty as it is becoming, and women like to use it on top-coats, to finish suits, and to use for whole coats. Our collection of beaver is most comprehensive and every piece is now a third below the usual price.



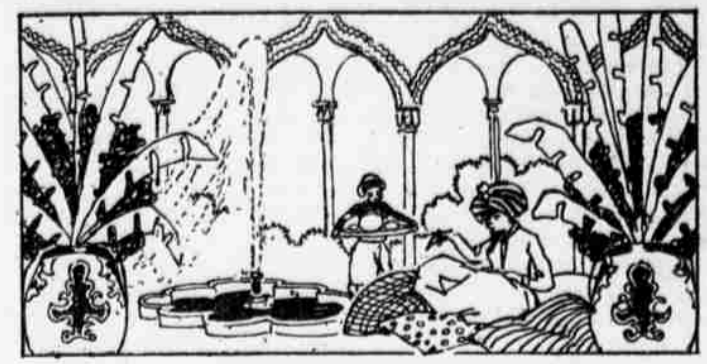
Beaver collars, chokers, shawl collars, throw ties and stoles in many styles, all of that rich brown that is so lovely, are now \$33.25 to \$116.50. Beaver muffs to match the neckpieces, \$43.25 to \$63.25. Beaver coats, \$450 to \$600. BUT THERE ARE HUNDREDS OF OTHER FURS, TOO—skunk, mole, nutria, racoon, Hudson seal (dyed muskrat), squirrel, fox, wolf and sable—\$26.50 to \$500. AND A WONDERFUL COLLECTION OF FUR COATS—in all the fashionable lengths and of all the fashionable furs, \$123.75 to \$712.50.

Some of the Finest Women's Shoes in America at \$12 a Pair

This disposal of over 2000 pair of shoes is in the nature of an experiment. We are curious to see if the demand for them at \$12 a pair will indicate a real desire for lower prices on fine footwear. These shoes were contracted for eight months ago. Bought in today's market there isn't a pair of shoes in the lot that would normally sell within 50 per cent of our new price. All are fine in fashion, material and workmanship, and there are these styles among them: Brown glazed kidskin lace shoes with tops of bronze satin, brown cloth or field-mouse gray glazed kidskin; all with covered Louis heels. Brown glazed kidskin button shoes with brown cloth tops and Louis heels. Gray glazed kidskin lace shoes with Louis heels. Patent leather lace shoes with black satin tops and patent leather button shoes with gray glazed kidskin tops, both with Louis heels. Black calfskin lace shoes with dull matt kidskin or fawn-color tops and Cuban heels. All dull matt kidskin lace shoes with plain toes and Louis heels. Nut brown calfskin lace shoes, some with fawn cloth tops and all with Cuban heels.

A Bit of the East on the Seventh Floor in the Sale of Oriental Rugs

Varieties in this Oriental Rug Sale are as pleasing as the values are exceptional. Persia, India, Asia Minor, China contribute to it handsomely, indeed gorgeously. The diversity of weaves, color effects and decorative concepts of the weavers in these several countries as they reveal themselves in this collection makes a remarkable study in contrasts.



In the new collection of \$80,000 worth there are roughly eighty large carpet pieces, presenting a very fascinating choice for anybody desiring a rug of carpet dimensions. Chinese, 6x9 to 15x20 feet, \$275 to \$1575. Khiva Bokhara, averaging 8x11 feet, \$275 to \$295. India rugs, 6.6x9.9 to 10.3x14.3 feet, \$395 to \$785. Kermanshahs, 9x13 to 11.4x16.9 feet, \$685 to \$1095. Serapis, 8.10x11.9 to 14.10x22.11 feet, \$675 to \$1785. Saruks, 8.5x11.9 to 20.7x13.8 feet, \$675 to \$3375. Mahals, 9x13.5 to 13.5x18.6 feet, \$385 to \$1185. Bijar, 11.2x18.1 feet, \$1975.

Among the smaller rugs are—Kazaks, 3.6x7 to 5x8 feet, \$200 to \$275. Mosuls, 3.6x6.6 to 7 feet, \$49 to \$75. Kermanshahs, 4.2x6.6 to 5x7 feet, \$175 to \$295. Every rug in the collection is priced substantially below today's market value. The display of these weaves fills the central space on the Seventh Floor, Juniper Street side, with color and beauty, and, more important still, with good investment opportunities.

CHOCOLATE mugs of Oriental crackle pottery are timely for cold-weather lunches and junketings. Prices are 35c, 50c, 65c and 75c each, in the Oriental Store.

A Real Lace Collar Makes All the Difference

not only in the becomingness, but also in the entire look of a gown. 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 \$5 each. Real point Venise collars, very dainty and lovely, are \$10 to \$20.

New Fiction

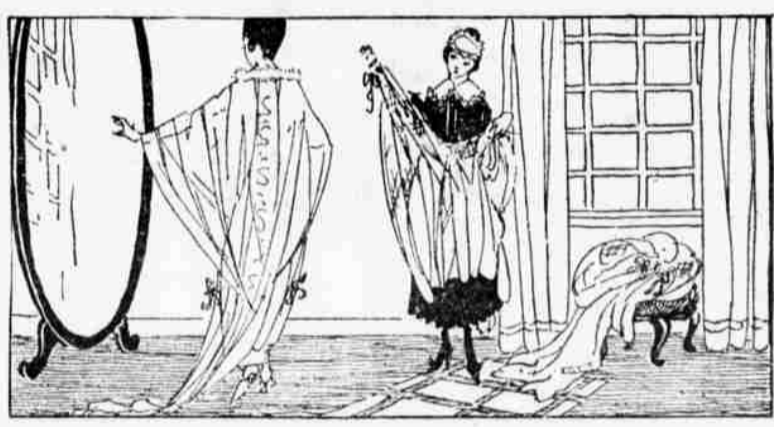
"The Boardwalk," by Margaret Widdemer, being a collection of short stories very charmingly told. Price \$1.60. "The Talleyrand Maxim" by J. S. Sletcher. A detective story, with character sketches of quaint English country folk. Price \$1.75. The Hurt Book Sale is still going on and there are good pickings in it.

There Must Be a "Best" in Everything

The objection to the word "best" in advertising is in its misuse, not in its use. For example, there are good player-pianos, there are better player-pianos and there are best player-pianos. And the best are the Ampico reproducing pianos. In fact, Ampico reproducing pianos are in a class by themselves because they reproduce by a method radically different from that of other player and reproducing pianos, and notably superior. The sound of a note is reproduced by the vibration of the piano's string, rather than by pressure on the key. In this way the sound is echoed as long as the note "sings" and does not end when the finger of the artist making the roll is removed from the key. Ampico reproducing pianos are associated with the Chickering, Schomacker, Haines Bros., Marshall & Wendell and the celebrated Knabe, and will be found at Wanamaker's only, in Philadelphia. The price range is extensive.

New Woven Cotton Tissues Show Seventy-six Patterns

Just as pretty and Spring-like as they can be, and they are among the first Summer cottons to be asked for when Spring dressmaking starts. The color combinations, too, are unusually dainty, and there are many variations of plaids, checks, stripes and also plain colors. Many have a crossing or design of silk in the weave. All are 30 inches wide and 60c a yard.



Never Before Was a Sale of White So Welcome

The garments are made of fresh, snowy nainsook, cambric and undermuslins; they are properly and amply cut; their trimmings are refined and good, and practically none of them cost above \$5. And even these small prices are 25 to 33-1-3 per cent less than regular. When you consider these simple facts, is it any wonder that thousands of women are laying in supplies for the next months? Nightgowns, \$1.50 to \$3.75. Envelope chemises, \$1 to \$2.85. Straight chemises, \$1.25 to \$2.75. Camisoles, \$1 to \$2.25. Corset covers, \$1 to \$1.65. Petticoats, \$1.50 to \$5.

Certain Corsets in the White Sale

About ninety-six discontinued Letitia models, all broken sizes, go on sale tomorrow morning—also a few Letitia specials. Prices are \$3.50, \$4 and \$5.50. L. R. Corsets, broken sizes, are \$1.50 to \$3.50. Warner's rust-proof corsets of pink material, with low bust and long hips, \$1.50.

Interesting Items in the Juvenile White Sale

are the Princess petticoats at \$1.25 to \$3.50 and in 2 to 14 sizes, and in many dainty, pretty styles, all practically made. Muslin drawers, with embroidery ruffles, are in 2 to 10 year sizes, and 65c to \$1. Nightgowns, in 6 to 14 year sizes are \$1.25 to \$2.50, and made with round necks, lace and embroidery trimmed, or sometimes shirred or stitched in pretty colors.

Thousands of Balls of Fine Sweater Yarn at 30c a Ball

It is of the best quality worsted, this pretty yarn, and the prices would be more than this much again if we had all colors, which we haven't. But those we have are particularly desirable for sweaters and scarfs and all the other pretty things women like to make and wear—Light and dark old rose French blue Light tan Old gold Kelly green Each ball weighs 1½ ounces, and there are eight balls in a box, though the balls are sold separately, of course. For sweaters with sleeves it will take from 12 to 14 balls; for slips, from 6 to 7 balls; for sports scarfs, from 8 to 10 balls; for Tam O'Shanter, from 4 to 5 balls.

Linen Napkins, \$6.75 and \$7.75 in the White Sale

These were bought direct off the looms in Ireland from one of our most dependable suppliers, and are just such goods as a good linen store is always glad to have for its customers. They are of heavy full-bleached, pure flax damask—sizes 19½x19½ inches, at \$6.75, and 21x21 inches, at \$7.75 a dozen. Ordinarily we should have marked them at a materially higher price, but we bought them to advantage and they are priced accordingly.

New Hand-made Caps from Manila—For Philadelphia Babies

They were made just for us and to our order—and have just arrived. They are of fine white stuffs, with hand-done scallops and delicate embroidery in unusually pretty designs. Several pretty styles, some with turn-back front, some with scallops next the face, some with many fine tucks. And even the strings are embroidered! \$1.50 each.

Aluminum Serving Trays to Sell at About One-Half

These are light, durable, oval-shaped trays in three sizes—20 inch, \$2; 22 inch, \$2.25; 24 inch, \$3.

Afternoon Tea Cloths and Napkins New and Dainty

Tea cloths of finely bleached Irish damask, 45x45 inches, at \$6.50 each. Companion napkins, size 15x15 inches, \$9.75 a dozen. In several pretty designs on nicely finished cloth, free of dressing, neat, dainty and inviting for the afternoon tea table.

Dainty Little Silk Handbags at \$5 Each

Not so very little, either, but so very shapely and graceful, in their round pouch effects. Made of good moire silk in black or gray, and with attractive metal frames.

Umbrellas for Women and Men at \$2.50 Apiece

This is somewhat below the maker's usual cost, but these are the result of a fortunate purchase. The covers are of American taffeta, which is all cotton; they have taped edges, and are made on strong paragon frames. The handles are of plain and carved mission woods.

A Good Overcoat on a Man Is Much Better Than Shivers or a Shabby Look

So it will be to your interest to find out what you can get in this standard store of men's ready-to-wear clothing. For, after all, the making and selling of men's clothing, like life itself, is largely a matter of standards and living up to them—especially living up to them. This was a standard store of men's clothing from the beginning and long before there was any other. It has never lowered its colors and it is the standard store today. Translated into service this means a whole lot, but to the man who needs an overcoat just now it means that we can fit him in one that he cannot improve upon at the price no matter where he tries—north, south, east, west. \$40 to \$90 for regular styles. \$125 to \$150 for fur-collared overcoats. \$150 to \$275 for fur-lined overcoats.

Spring Fashions in Men's Shirts

Handsome new shirts of an excellent quality of woven madras in unusually pleasing striped designs and a variety of colors. Pleated-bosom shirts with starched cuffs. A clean and fresh-looking lot. Price \$4.