

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 Rain

New Goods and Good Sales Make These January Days Interesting Here

How Scarce the Good Talkers Seem to Be!

Though one of the pleasures of life is to come across a man or woman who talks well. Some of the old-fashioned men, neither priggish nor effeminate, are most interesting in their conversationability. To be simply loaded with epigrams and anecdotes, to be retailed or shot off on every opportunity, as Coleridge is reported to have said, especially when you have heard them two or three times, is to bring on an old-time wearisomeness. It is never an exhilarating process to sit still and be pumped into for an hour. It is a mistake for one to think that everything that interests himself is equally engrossing to others. Some other assemblies need a Moderator as much as a Paris Conference.

[Signed] John Wanamaker

Some Marvelous Evening Wraps Are \$75 to \$200

In most cases they are trimmed with the finest furs, such as beaver, flying squirrel, wolf, white fox or monkey, and some have even borders of the fur besides collar and cuffs. There are exquisite wraps of panne or mirror velvet and others of velveteen. Besides the light colors, there are also dark shades that can be worn in the afternoon. Needless to say that prices have shrunk a great deal. (First Floor, Central)

Think of Handsome Coats With Fur Trimmings at \$100

Velours and silvertone velours chiefly, but some of the most beautiful styles of the season, and they have large collars of Australian opossum, racoon, nutria and Hudson seal (dyed muskrat). They are coats that a woman could buy no means have bought for anything like this price a few months ago, and there is almost the whole winter ahead in which to wear them. (First Floor, Central)

New Spring Sports Silks of Much Individuality. You may like them or not in the piece—they are made so different that they are startling at first—but, made up into costumes, jacket suits and pleated skirts, they are simply fascinating. Picture a glowing crimson changeable silk with a conventional design in black. Or salmon pink with a plaid pattern, lavender, gold or white printed in checks with blocks of another color in certain of the checks. Mostly the weave has a crepe-like quality that is exceedingly pretty. The price is \$9.50 a yard. (First Floor, Chestnut)

These Women's \$12 Shoes Are Their Own Best Advertisement

\$12 is not a low price for shoes. We put over 2000 pair of these shoes on sale, as an experiment. To tell the truth, the response on the first day was larger than we had anticipated, and if the first day was good the succeeding days will be better, for any woman who has a friend who bought a pair of these shoes will want a pair herself—maybe two pair. (First Floor, Market)

Exquisite Colorings and Lovely Silks in the New Skirts for Southern Wear

More printers' ink cannot convey to you the delicacy and loveliness of these new skirts, for they are some of the prettiest we've had, and it will take your own eyes to best appreciate them. Some are of the glistening snakeskin, in a new weave, this time in plaid effect and the roughish weave characteristic of this silk; others are of very fine crepes Georgette and others are of crepes de chine. Sometimes two fabrics are combined, like the skirt with pleated Georgette top and snakeskin below. There are new and lovely shell and rose pinks, and deeper shades, silvery blues, blues combined with glistening grays, touch of color by reason of its loops of two-toned metal ribbon which hang from the girdle. One woman bought four as soon as she saw them! \$35 to \$42.50. (First Floor, Central)

Women's Handkerchiefs With Hand Drawn Threads

The drawn threads are in blue, black, violet, pink or green and the ends are whipped with the same color. They are intended to match the blouse or frock. The price is unusually low—75c each. (Main Floor, Central)

Women's Morning Frocks for the South. GAY, crisp little dresses to be worn in the land of sunshine and palms. There are—Printed voiles with fluted frills of white organdie. Dotted swisses—navy blue with white dots and white with lavender dots. These are often trimmed with crocheted edges. Handkerchief linens—some of these with drawn work are imported. Organdies in bright and delicate colors, such as orange, flesh, pale blue and pale yellow. Prices are \$40 to \$140. (First Floor, Central)

COATS, SMALL FURS, SCARFS AND MUFFS —All Here in This January Fur Sale

There is every fur that's fashionable. There are all the fashionable styles, too—the smart little collars and throw ties and chokers, the fashionable stoles, the smart neckpieces and the fetching little coatees and blouses, not to mention the handsome fur coats. Every Small Fur Is Reduced One-Third —and there is everything from fox, wolf, skunk, mole, racoon, Hudson seal (dyed muskrat) to Russian sables—\$26.50 to \$500. Every Fur Coat Is a Fourth Less —and this includes gray squirrel, nutria, beaver, Hudson seal (dyed muskrat), marmot, racoon and mole, as well as broadtail and caracul—\$123.75 to \$787.50. (Second Floor, Chestnut)

NEW, ALL-WOOL CHALLIS ARE QUITE AN EVENT. For challis is just about as scarce as it used to be plentiful, and it is one of the most desirable dress fabrics at the present time. Fortunately for the many women who depend upon a challis dress for the early Spring, we have received a new shipment. Some very attractive dark colors with rings or tiny figures and also many light tints. All-wool and \$1.25 a yard. (First Floor, Chestnut)

\$5.75 FOR A GOOD DUVETYNÉ HANDBAG. This bag is a deep pouch shape with a tassel. It has a shell finish celluloid frame and chain handle to match. The duvetyne comes in tan, brown and taupe. (Main Floor, Chestnut)

White Sale Voile Waists

Three new everyday sorts are all white, and all cut with tails. A cross-barred and dotted voile has organdie collar and cuffs and is \$2.25. A striped voile with high-low collar is \$2.50. A plaid voile with embroidered organdie collar and cuffs is \$3.50. (Third Floor, Central, and Main Floor Outposts)

White Sale Corsets

Wanamaker Specials, ten or more models, including some with lace fronts, prices \$1.85 to \$3. Warner's Rust-Proof Corsets at \$1.50. A few Letitias, reduced out of our own stocks, \$3.50 and \$4. A few L. R. corsets, in excellent styles but broken sizes, may still be had at \$1.50 and \$2. (Third Floor, Chestnut)

2100 Yards of Laces Special at 38c a Yard

Fine, beautiful laces, and exactly the kinds that many women are looking for to use in trimming lingerie frocks, blouses and Spring undersuits! Every year, at this time, certain manufacturers send us these laces to sell at really wonderful savings over their usual cost, as any woman can prove to her own satisfaction by comparing them with the same grades in regular stock. Some of the edgings are as wide as twelve inches and there are many varieties of white and cream laces down to the narrowest at three inches. Also there are some very pretty camisole points with lace heading. (West Aisle)

New Fiction

"The Iron Furrow," by George C. Shedd, \$1.75. A story of the desert of Arizona. "The Man With Three Names," by Harold MacGrath, \$1.75. A love-and-mystery tale. "Mermaid," by Grant Overton, \$1.75. All about a girl called Mermaid who came out of the sea. "The Shepherd of the Sea," by Henry Leverage, \$1.75, has the North country for background and a tenderfoot, a fighting missionary and a woman named Moona among its characters. (Main Floor, Thirteenth)

NEW DESIGNS IN GREEN GOLD MESH BAGS

Their shapes are the new long and narrow ones, with narrow frames in quite new designs. All of the bags are of finest meshes and of gold plate, in that very-much-liked green-gold finish. Some have tops with engraved designs, and some have chain and others have narrow band handles. They are all extremely good looking, and go in price from \$23 to \$38. (Jewelry Store, Chestnut and Thirteenth)

The Beautiful Exhibition Sale of Oriental Rugs Contradicts the Market —To Your Advantage

VISITORS to the Oriental Rug Sale, especially those with a special knowledge of values, have been expressing a good deal of wonder at the lowness of the prices marked on these weaves. In view of the general scarcity of such rugs for the last four or five years and of their consequently enhanced market value, one would naturally expect to find them now marked at almost prohibitive rates. The rugs in this Sale are not only priced below what the market calls for, but they are priced considerably below our own minimum figures. This does not mean that they are as low as they were in pre-war days, for that is out of the question. It does mean that they are marked at less than any rugs of the kind can be bought for today, probably anywhere at this side of the Dardanelles. They make an impressive show in all the glory of colors and diversity of decorative ideals. Persia, China, Turkey in Asia, the Caucasian districts and India—the weaving and coloring arts of all these ancient lands are reflected in an exhibition here that charms the eye and opens up a beautiful field of sound investment. Three especially attractive groups of small rugs, all of them first cousins, are the Shirvans, Daghestans and Cabestans, noted for a boldness and cheeriness of color and design, and in which red, blue, ivory and green prevail, are priced at \$95 to \$225 in sizes approximately 4x5 to 4x7 feet. Beautiful Kazaks also are a very interesting group in size 3.6x7 to 5x8 feet at \$200 to \$275. Notable among the beautiful carpets are the Kermanshahs, 9x13 to 11.4x16.9 feet at \$685 to \$1095. Serapis, 8.10x11.9 to 14.10x22.11 feet at \$675 to \$1785. There is an elaborate selection of other carpet size pieces—Chinese, Mahals, India and Asia Minor. (Seventh Floor, Central)



It Is A Man's Own Look-Out

to be prepared for the kind of wind and weather which it is reasonable to expect in the depth of Winter. It is our look out to be prepared to help him, and so far as overcoats are concerned, we surely can do it. This is so true that we don't need to enlarge upon it. The prices for all our standard types of overcoats are \$40 to \$90 fur-colored overcoats are \$125 and \$150; fur-lined overcoats, \$150 to \$275. (Third Floor, Market)

CHOCOLATE STRAWS—80c A POUND

You bite through the crisp, shining jacket into the most delicious chocolate filling—and that's a chocolate straw! They're so good everybody enjoys them. 80c a pound. Delicious chocolate dinner mints, \$1 a pound. Plain French chocolates in fancy shapes are tempting looking sweets that are good for children as well as grown-ups. \$1 a pound. (Down Stairs Store, Chestnut)

FOR WINTER SPORTS

In an old-fashioned winter, such as this seems to be, there is use for: Ice skates, \$2.50 to \$12 a pair. Skating shoes, \$5 to \$20 a pair. Ski boots, \$5 to \$15 a pair. Ski poles, \$1.25 and \$2 each. Snowshoes, \$7 and \$8.50 a pair. Toboggans, \$12.50 to \$15. Knit skating caps, \$1 and \$1.50. Heavy Shaker-knit sweaters, \$9 to \$17.50. (The Gallery, Juniper)

HONFLEUR TOILET ARTICLES 10c TO \$1.85

Toilet water, in L'Empire or violet, 50c and 85c; extract, 65c bottle; this includes rose, too. Talcum powder, 10c—L'Empire, violet or rose. Skin cream, 35c jar. Youth and Beauty cream, 35c jar. Cleansing cream, 35c jar. Hair tonic, \$1. Bay rum, 60c, 95c and \$1.85 a bottle. Face powder, 25c—violet, rose or L'Empire. Witch hazel, 35c and 65c bottle. Violet ammonia, 20c and 35c. Vegetal, in lilac and wistaria, 75c bottle. (West Aisle)

Men's Shirts of Fine Imported Flannel

Real Viyella flannel, one of the best that comes out of England. In agreeable solid colors and stripes, as well as white. Some of the shirts have soft collars of the same material attached and others have neckbands, for other collars. We brought the goods over and had the shirts made expressly for us, over our own patterns. Price \$7.50. (Main Floor, Market)

New Redleaf London Caps for Men

In rich Lovat colorings, plain and overplaid. One-piece style, with a band in the back that grips the head. Price \$4. A pleasing addition to the largest collection of men's London-made caps in Philadelphia. (Main Floor, Market)

Men's French Half Hose of Silk and Lisle

Fine French lisle half hose in stripes and clocks, \$3 and \$3.50. Any man who has ever worn any French lisle socks knows that no more serviceable are made. Fine silk half hose in black, white, brown, blue and smoke, with 3-cord self clocks and lisle soles, \$5 a pair. (London Shop, The Gallery, Chestnut)

Some Fine Bundles of Flax in the Form of Good Linen

The flax imports into Great Britain and Ireland during the eleven months ending November, 1919, were almost 60 per cent less than the quantity for the same period of 1918. So much for statistics. The representative of one of the largest manufacturers in Ireland submitted some table linens to us a few days ago and the prices he asked for them give a special interest to certain goods which we ourselves have in stock. We refer particularly to three grades of table damask which we have marked at \$3.25, \$3.75 and \$5 a yard, the two latter 72 inches wide, the former 70 inches. Compared with what this linen man asks for goods of this class and in view of the still decreasing quantity of available raw flax these linens of ours are as good an investment as we know of today. We just wish we had more of them to sell for the same rates. (First Floor, Chestnut)

Those little Japanese pocket stoves which are so handy for skaters, automobilists and invalids at home may be had for 25c in the Oriental Store. Fuel to burn in them, \$1 a dozen. (Fourth Floor, Chestnut)

Do You Know What "Blue Willow" Means in Dinnerware?

There is bound to be something of real charm and real merit in anything which enjoys such an unending popularity as the old "Blue Willow" pattern in dinnerware. It is one of the oldest designs and unlike many others, it tells a story, a Chinese love story. In case you should happen to possess any of this ware you will notice the Chinese scenery on it, with the river and the bridges, over which bridge the two lovers were pursued; and you will also observe the novel-looking house in which they are supposed to have taken refuge and to have perished in a fire. This is a pattern that will be in favor not only for years, but for ages. Perhaps it is quite familiar to you in its old Chinese blue color. We now have a particularly large collection of dinner sets in this fine old pattern, all of semi-porcelain, 107 pieces to the set, and marked \$35. You can also purchase individual pieces. (Fourth Floor, Chestnut)