

Organ Plays at 9, 11, 11:55 and 4:50

WANAMAHER'S

Store Opens at 9

WANAMAHER'S

Store Closes at 5

WANAMAHER'S

WEATHER
Rain

What a Cheery Place This Bright Store Is on a Gloomy Day!

It Is a Little Mind That Supposes Everybody Is Looking at Him

because he is trying to do something that he believes to be great.

Often he is disappointed if not immediately noticed and praised.

We were better off to see things as they are and work them out upon a broader scale that we may earn the recognition desired.

Mount Shasta is a beauty daughter of Nature on the Pacific slope and can be seen for scores of miles because it is really great.

Only great things can be seen long distances.

Self-conceit rarely paints a great picture or builds a great piece of machinery.

If anybody could make us bigots, it would not be free thinkers or pedantic coxcombs.

Just our simple everyday work must tell the life story.

[Signed]

John Wanamaker

Jan. 9, 1920.

Brilliant New Sports Silks in Plaid Designs

It is easily seen that they are intended to be made into the new gathered or pleated skirts, into dresses and even coat suits for sports wear, and that they will be most effective.

The weave has a crepe appearance and the color scintillates and changes almost while you look at it. There is an exquisite jade green, apricot, shell pink, rose, blue with gray and gunmetal with black. All are \$9.50 a yard.

(First Floor, Chestnut)



New Arrivals for the White Sale

Extra-sized undermuslins in particular—such as low-necked nightgowns at \$1.65 to \$3.85; high-necked at \$2.25 to \$3.85; corset covers at 65c and 75c; drawers at \$1 to \$2.50; long petticoats at \$1.85 to \$5, and short petticoats at \$1.25 to \$2.50.

Other groups worth special mention in the Sale are the nainsook bloomers at \$1.50 and \$1.85 and brassieres at 50c, 65c and \$1.

But these are mere straws on the big current of the White Sale—there are thousands and thousands of fresh, white garments about which we shall not try to give any details further than that they are all priced between \$1 and \$5.

(Third Floor, Central)

WHITE Sale Corsets Again

Three topless models of pink coutil with elastic inserts at the waist and long skirts, \$1.50.

Pink batiste topless for slender and average figures, \$2.

Pink broche topless, long over the hips, \$2.

A topless of lightweight fancy material, elastic in the waist, \$2.

Front-lace model with very low top and elastic at bottom of back, \$2.50.

Another front-lace style of pink broche, \$3.

A pink dotted corset with elastic top and long skirt, \$3.

(Third Floor, Chestnut)

THE Little Children's White Sale

Sheer, soft white dresses, perfectly simple and dainty, with the most fairy-like feather stitching and tucking, may be had for \$1.25 to \$3. These are in sizes for 6 months to 2 years.

Equally soft and fetching little petticoats on bodies to wear under these dresses are \$1.25 to \$3. These are in the same sizes.

(Third Floor, Chestnut)

New Tricolette Dresses for Women

Of pualette and tricolette of the narrow wale and wide wale varieties. The dresses are made on straight, simple lines, have shallow necks and long sleeves, and come in such quiet colors as lead, gray, brown, black and navy.

Occasionally they are relieved by vestees or braidings.

Prices are \$35 and \$50.

(First Floor, Central)

FIVE Fine Waists

Tailored crepes de chine—black, white and navy, \$9.50. Georgettes in navy blue with decoration of tan beads, \$13.50.

Georgettes with square necks and no collars are in black, brown, plum and navy. Their decoration is a ribbon embroidery. \$19.50.

Other navy Georgettes made over white chiffon have decoration of jet beads. Price \$22.50.

(Third Floor, Central)

The Whole Fox Family—From Taupe to Cross Fox—Is Here in This Fur Sale



There are lovely cross foxes, there are rich brown foxes and gleaming black foxes, as well as taupe and some pointed fox—the whole, fashionable fox family! The scarfs are long-haired and thick and of beautiful quality, and women like them not only because they are so useful to wear now, but because they may be worn much later and make nice spring furs, too. The scarfs start

at \$30 and go on up to \$166.50.

Fox sets are \$76.50 to \$200.

Other small furs include mole, skunk, racoon, Hudson seal (died muskrat), beaver, nutria, gray squirrel, wolf and Australian opossum, as well as the lovely mink and sable furs, and they go in price from \$26.50 to \$500.

All the small furs and sets are a third under the regular prices.

There are many fine fur coats in this sale, also—in fact, every fur coat in the collection is reduced a fourth. This includes coats and wraps of marmot, nutria, racoon, muskrat, Hudson seal (died muskrat), gray squirrel and nearsall (died coney). \$123.50 to \$787.50.

(Second Floor, Chestnut)



Men's London Shop Suits Of Especial Interest

are the group between \$55 and \$72. These were procured at some price concession on the part of the manufacturer, and we do not know where they can be equaled at their prices in Philadelphia.

There are tweeds, chevots, homespuns and worsteds, in several distinctive styles and in a great and pleasing variety of designs and colorings.

Men who get these suits may count on having something out of the ordinary, moderate as the prices are.

Other fine ready-to-wear suits for men in the London Shop go to \$95.

(The Gallery, Chestnut)

SOME Excellent Luggage Bought to Advantage

will be passed on to you at the same advantage, which means prices lower than generally prevail.

Good, roomy, well-made traveling bags of long grain black cowhide and smooth tan cowhide, both leather lined, are \$22.50 for 18-inch size and \$23.50 for 20-inch size.

Handsome tan cowhide suit cases, with reinforced corners, in 24 and 26 inch sizes, are \$22.50 with short straps and \$23.50 with straps all around.

(Main Floor, Chestnut)

IRISH Table Linen and Napkins at the Lowest Prices for Substantial Quality

Tablecloths of full bleached double damask, all hemmed and in just two designs—circular and oval—and in two sizes, 72x72 inches, \$10.75 each; 72x90 inches, \$13.75 each.

Matching napkins, 24x24 inches, \$15 a dozen. These are a group which our representative picked up on his last visit to Belfast.

They are as sound an investment as one can make in merchandise of the kind today.

(First Floor, Chestnut)

THE outclearing of children's shoes is still going on—tan and black high shoes chiefly, in sizes for 4 to 14 year old boys and girls.

(First Floor, Market)

Making a Sudden Sale of 250 Men's Winter Overcoats at \$37.50 Each

Men of Philadelphia have noticed, of course; that overcoat sales or disposals of any real importance have been practically unknown this Winter.

This is the first opportunity that our clothing store has had, even with our great market advantages, to bring forth a considerable lot of overcoats at a price less than their regular markings.

In the lot there are only 250, but they are all fine, valuable goods, and every man who gets one will get a good saving with it.

They are single breasted and double breasted in box and conforming styles, overcoats, ulsterettes in a considerable variety of materials and every one all-wool.

(Third Floor, Market)



hand-tailored, Wanamaker standard and reliable to the last thread.

Ready tomorrow morning and all at one price—\$37.50.

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)

Men's Fine Beaver Hats for \$8

These are the beautiful rough beaver hats that we introduced to Philadelphia and that found such high favor at once.

They are extremely flexible and adjustable to many graceful shapes, and their rich colorings are not the least of their attractions.

\$8 is a clearaway price—they were half again as much.

(Main Floor, Market)

300 Boys' Suits With Extra Trousers in a Special Sale at \$18.75

This price is little more than today's wholesale cost—and the tendency of prices is still upward.

The suits are in Winter weight and they are Wanamaker suits in quality, made of warranted all-wool fabrics and made well.

They are single-breasted with belts all round and

(Second Floor, Central)

patch pockets and are lined with alpaca. We bought them under a very special arrangement from a reliable maker and they go newly on sale tomorrow at a price that makes each one well worth buying even for future use if not needed just now. Every mother knows what two pairs of trousers mean to the wear of a boy's suit. Sizes for boys of 7 to 18 years.

SOME Unusually Good \$3 Umbrellas for Women and Men

The covers of these umbrellas were specially made for the government and intended for another purpose, but the umbrella maker bought the cloth in the gray, had it dyed and then made it up into umbrellas.

The weave is firm and strong, the material is a sturdy cotton and the umbrellas are on strong frames and finished with wood handles in plain and carved styles. Those for women have loop cords as well.

(Main Floor, Market)

FRENCH Chocolates—\$1 a Pound

These are the palatable, plain French chocolates in fancy shapes, which so many people enjoy and like to give to their children as well, because they are so pure and so good.

Chocolate straws, 80c a pound.

Large chocolate dinner mints, \$1 a pound.

(Down Stairs Store, Chestnut)

CERTAIN Good Toilet Soaps

Wanamaker peroxide bath soap, 18c a cake or \$2 a dozen.

Wanamaker bath tablets, violet, rose, elderflower, lilac or verbena, 18c a cake or \$2 a dozen.

Olive oil soap, large bar, \$1.75.

(Main Floor, Chestnut)

More and More as the Servant Problem Grows, the Fireless Cook Stove Becomes a Necessity

Not every housekeeper is a good cook, but whether she is or not she can cook every meal just right if she has a "Superb" fireless stove.

Not only that, but she will save. She will save a great amount of shrinkage in meats, which, in the fireless cooking process, retain their natural juices; she will save a great amount of worry in the preparation of the meal; she will save anxiety over the baking and roasting, which are done just right in the fireless cooker; and she will save time and expense.

Two-compartment type, \$26 to \$33.

Three-compartment type, \$42.50.

We Also Have Electric Fireless Cook Stoves

with clock attachment that act as a cook and turn the current off and on at the right time.

One-compartment, \$40.

Two-compartment, \$52.50.

(Fourth Floor, Market)

300 Winter Suits for Young Women Make Their Appearance With New and Much Lower Prices—\$20 to \$50

These are the desirable, well-tailored Winter suits which young women want for sports wear, for business and for better wear—suits of fine wool velours, suits of tweeds and serges and tricotines.

They are in dark blues, the new brown shades and the other good colors of the Winter. As to styles—there are scores of charming models! Some are trimmed with the pretty nutria fur, some are trimmed with Hudson seal (died muskrat); all are well cut, good looking and carefully tailored. They are lined with soft silks and interlined.

And they have been a great deal more, too, right in our own stocks.

A Particular Group of the Very Fine Dress Suits Are Now \$60 to \$175—About 50 of These

This is a group of ones and twos of a kind—suits of wool velours, of lovely silvertones, of broadcloths, of silky duvetynes and other fine weaves. They come in charming brown shades and the fashionable blues, as well as other colors.

The styles are distinctive and unusual. Many of

the suits are handsomely trimmed with Australian opossum, with gray squirrel, with beaver, with mole or nutria collars, cuffs and deep bands of the furs. They are beautifully made and lined—and have been marked as much again—and more!

All in 14 to 20 year sizes.

(Second Floor, Chestnut)

THE New Veilings Paris Likes So Much

Tiny dots on diagonal or hexagon meshes in black, dark blue, brown or flesh and black at \$2 a yard.

They are very good looking and most becoming with the fashionable turbans.

(Main Floor, Central)

2400 Georgette Waists Special at \$4.65

In white, flesh and suit colors; braided, embroidered and beaded. Wonderfully good at \$4.65.

(East and West Aisles)

A FEW Fine Cloth Skirts New and Only \$15!

More than usually beautiful skirts in fine quality serge, gabardine, Poirer twill and even handsome chiffon broadcloths. They are mostly in either black or dark blue, but those of broadcloth are also in brown and a dark green.

Some are samples and others are one and two of a kind—all of which goes to explain the smallness of the prices. There are all sizes among them.

(First Floor, Central)

NEW All-Wool Blue Serges—and So Many of Them!

Such a number of good all-wool serges in so many grades is quite rare this year.

Many are heavy enough to tailor well for suits, others are light weight for dresses. Widths are 40 to 48 inches and the prices, which are very moderate, are \$2, \$2.25, \$2.50, \$3, \$3.50, \$3.75, \$4 and \$5 a yard.

(First Floor, Chestnut)

An Oriental Rug Event Equally Attractive as a Market or as a Picture

ONE would have to be acquainted with conditions in the Oriental rug market here and abroad to understand and to appreciate the opportunities afforded by this exhibition.

The scarcity of supplies continues with comparatively little relief.

But we can say that the best of whatever shipments reach America are secured by the Wanamaker Stores. We received the fine collection of rugs in this sale not by wishing for

them, but by going out and getting them.

They have come to us to sell at prices that are remarkably low when one considers the acute shortage of rugs now obtaining and the unavoidable tendency of wholesale rates to ascend.

Bearing these facts in mind this is a wonderful sale in the opportunities which it spreads out so prodigally before rug lovers and home furnishers.

And it is a colorful and impressive display. Among its points of interest are the Mahal carpets, 12.3x8.5 to 12.7x19.4 feet, priced at

(Seventh Floor, Central)

\$445 to \$1235, beautiful in their rich red, blue and ecru shades and elaborate in the richness of their all-over patterns.

A group of Bijars will also appeal to any one looking for a large carpet of fine texture and real Oriental coloring. We have these at \$975 to \$1975, and the "land of the sunrise," Asia Minor, contributes a number of great carpet pieces to the collection.

Beautiful Persian Kermanshahs and Serapis—carpet sizes—are in the sale, as well as many beautiful smaller rugs—Kazaks, Daghestans, Cabestans, Shirvans.