

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 and Colder

# Interest Is Equally Divided Between the Spring Fashions and the Winter Sales

## Resolve to Cultivate This Year an Honest Ambition

to excel in some distinct way by superior intelligence or industry in the discharge of the duties which fall within your sphere.

In whatever position a man is placed, if he does things above what is ordinarily performed by those of his rank he distinguishes himself for special consideration.

There is a superiority obtainable for every heroic man or woman who will exert him or herself to do so, and it is highly honorable and worth while to pay the price for it by application, self-control and earnest endeavor.

Take the heroic road.

[Signed] *John Wanamaker*

Jan. 12, 1920.

## Hudson Bay and Russian Sables Are Among the Beautiful Furs in This Eventful Sale

To women who know fine furs, there are few more beautiful than the soft, lovely sables with their wonderful brown lights and shades. This sale includes both the Hudson Bay sables and the wonderful Russian sables—and there are one and two and three skin scarfs as well as larger pieces. And these, like all the other furs in this sale, are now one-third below the usual price—so that a woman may now buy sables at \$83.25 to \$500, according to the style she chooses.

Mink furs, too, are here, and there are small and larger scarfs, handsome stoles and capes, in a remarkable variety between \$23.75 and \$700. The skins are beautifully marked and most carefully matched.

Plenty of other furs still here—raccoon, skunk, mole, gray squirrel, Hudson seal (died muskrat), taupe, black, brown and cross fox, black lynx, wolf, beaver, nutria and Australian opossum—\$26.50 to \$300.

### Fur Coats, Too

—plenty of the fashionable Hudson seal (died muskrat) coats, plain and trimmed, of natural gray squirrel, of mole, of raccoon, of muskrat, marmot, wombat or nearseal (died coney). \$123.75 to \$750.

(Second Floor, Chestnut)

## Women's Suede Cloth Coats Chamois Lined at \$37.50

They are like leather coats in appearance and warmth, but unlike them inasmuch as they are lighter in weight. They are just the thing for motoring or sports wear.

The style is very pretty; double breasted with roll collar and a belt fastened with a large bone buckle. They are three-quarter length and the colors are fawn, taupe, gray and several shades of brown. This price is much less than what these coats were originally sold for.

(First Floor, Central)

## "What Are the Fashionable Silks for Spring," We Asked

The Man-Who-Knows first showed us the rolls upon rolls of new designs in printed foulards and soft taffetas, blue and black mostly, but some silvery gray or golden tan.

"They are the best of all," he said, "and they are \$4, \$4.50 and \$5.50 a yard."

"Just as good in their own way as these new sports silks, which will be worn more than they ever were. They are in the most brilliant tropical hues and there is an indistinct plaid or checked pattern to most of them. \$9.50 is the price."

"For street dresses, the correct silk is a tricolette in a two-toned plaid at \$9 a yard."

"Finally, for tub frocks and blouses, there is nothing newer or better than striped wash silks, which wear and launder so well. They are \$3.50 and \$4.50 a yard."

(First Floor, Chestnut)

## More Worsteds Checked Skirts to Sell at \$9.75

In these days it is so unusual to find such a good-looking worsted skirt at this price that women could hardly take the other shipment away fast enough.

The front of the skirt is plain with two crossways pockets; the back has several pleats, one of which is button trimmed. The colors are blue-and-tan, brown-and-tan and green-and-tan.

(First Floor, Central)

## High-Necked Nightgowns in the White Sale

Good sorts just in for cold weather wearing—half-a-dozen styles made of nainsook and cambric. V-necked and high-necked, some with tucked yokes and embroidery. Prices are \$2.25 to \$3.75.

Plenty of low-necked nightgowns are in the sale; plenty of chemises, both straight and envelope; plenty of corset covers and drawers and petticoats.

Prices are between \$1 and \$5.

(Third Floor, Central)

## White Sale Corsets

A little lot of fine Parisiennes of pink coutil, well boned, topless and having elastic, \$6.50.

L. K. corsets, discontinued models and broken sizes, \$1.50 and \$2.

Wanamaker Specials—nine models, mostly topless, in coutil, fancy batiste and broche, \$1.25 to \$3.

Bandeaux at 66c are excellent specials.

(Third Floor, Chestnut)

## You Might Have Bought These Curtains Last Year

That is, as far as their prices are concerned.

They are beautiful and drawn scrim sash curtains that we expected last August and only part of the shipment arrived then. The balance has just come and the prices are correspondingly low.

People of the most fastidious taste always ask for these curtains, which are very hard to get now on account of the hard work on them. They are \$3.75, \$5.25, \$6.25 and \$6.50 a pair.

(Fifth Floor, Market)



## New Hats With the Charm of Spring—to Wear Here or Under Sunny Southern Skies

With the freshness of spring and with a piquant charm all their own, these delightful new hats are ready to be packed into southbound trunks, or ready to be worn here at home, if Madame wishes.

A saucy little tam-like small hat is of rough straw so shiny that it looks like patent leather and has a smart little black wing standing upright.

Perfectly charming is a hat of soft, lustrous taffeta in the color of the spring violets. It has a soft, wide brim, which may be bent as its wearer finds most becoming, and a silver ribbon with two ball pendants for its only adorning.

Little white silk hats have upturned brims—sometimes with shades of straw, sometimes with embroidery in white.

And a rough green straw hat in a bright shade has a round crown, a mushroom brim and a facing of white silk to soften the effect.

Prices begin at \$15.

(Second Floor, Chestnut)

## Beaded Handbags at Moderate Prices

Women are greatly pleased with the selection of beaded handbags here at such moderate prices as \$15, \$16.75, \$18 and up to \$40.

There is every imaginable combination of colors and an interesting lot of designs.

Most of the bags have frames, but there are some draw-string styles, including those dainty little bags with beaded loops.

(Main Floor, Chestnut)

## New Woolen Skirtings Beautiful for Spring Skirts

The finest all-wool velours, worsteds and chevots in checks, plaids and large stripes which alternate a solid color with a cluster stripe.

All are 54 inches wide and prices are \$6, \$6.50 and \$7 a yard.

(First Floor, Chestnut)

## Georgette Waists

One very dainty style is pink or white, with very fine tucks and very narrow real file, \$13.50.

Two others—pink or white—have stenciled designs in blue which are outlined with white chalk beads. These are each \$15.

(Third Floor, Central)

## PRETTY LACE-TRIMMED SCARFS FOR 55c TO \$2.50

Many varieties of laces and some of the filet figured effects. It should be possible to find some matching sets, for there are scarfs in the three lengths for chiffonier, bureau and buffet (about 36, 45 and 52 inches).

There has been a third taken off all the prices and from some more than that. The reason is that many of these scarfs are not as fresh as we would wish.



is guaranteed not to burn out, weighs six pounds, is connected with on and off-and-on switch, and costs \$6.50 complete with stand.

(Fourth Floor, Central)

## THE STAR ELECTRIC VIBRATOR

is the modern way to health and good looks. Price, \$5.

(Fourth Floor, Central)

## CERTAIN PLANT STANDS

which arrived too late for Christmas, are of ivory-finished willow and have removable tin holders inside. Good for palms and ferns in the house, \$10.75.

(Fourth Floor, Central)

## PERSIAN RUGS OF ROYAL QUALITY ARE THE BRIGHTEST JEWELS IN THIS SPECIAL SALE

IN rug weaving, Persia stands supreme. Her finest weaves represent a surpassingly high degree of beauty and quality; and her finest weaves are Royal Kashans and Royal Saruks. In saying this perhaps we are stressing the obvious, but when the obvious is so beautiful it never becomes tiresome.

Two of the newest pieces in the Oriental Rug Store are Royal Kashans. One of them shows a ground of golden tan with figures—notably an emblematic, elongated medallion in mahogany red, blue and green. Calling

these colors by their names gives no idea of their softness or of the rich and harmonious effect of the ensemble. The decorative detail is composed of a mass of small figures and floral representations and the whole design is set in a frame of eight borders. The size of this rug is 10.7 x 7.4 feet and the price \$850.

A companion piece (Royal Kashan) has a background of a lighter shade—a tone suggesting ecru, or pearl, or lemon, or a fusing of all three. In the center is a medallion with a red ground, set off by figuration in blue and ecru, the whole being bor-

dered in a dark blue, with decorative details in light blue and other shades.

This rug measures 9.6x 7.9 feet and is priced at \$825.

The Saruks are of a heavier cast, but remarkably beautiful in color and design. Red, blue, green, ecru, amber are effectively used in these weaves; the patterns running to rich floral and medallion motifs with a wealth of minor detail, usually of a symbolic nature. Sizes from 11.6x8.9 to 16x26 feet at \$765 to \$7650.

The sale also includes a large selection of other Eastern carpets, India, Asia Minor and Turkish,



at surprisingly low prices, together with a number of scarce and very much desired small rugs, such as Cabestans, Daghestans, Shirvans and Mosuls.

(Seventh Floor, Central)

## Here and There

That new Cowan pottery with its classic shapes and flower colors is becoming immensely popular. The vases and bowls of pure, lovely yellows and flame-colors, roses and lavenders are delightful in the right room. Prices run from \$2.50 to \$20.

(Fourth Floor, Chestnut)

Foot warmers are 45c to \$3.75—the lowest price for fleecelined socks, the highest for brushed wool warmers that are khaki colored and reach to the knees.

(First Floor, Market)

Cleaning preparations for almost any kind of shoe are at the "shoe findings" counter, net to mention polishes galore for colored shoes.

(First Floor, Market)

Those soft traveling slippers which come in cases are here—men's and women's, black and tan—for \$2.50 a pair.

(First Floor, Market)

Slipper trees are 10c to 75c a pair; full trees, \$1.75. Nothing like them to preserve the shape of the shoe.

(First Floor, Market)

Tea-cloths and napkins of absolutely plain hemstitched linen are delightful with quaint sprigged tea-china. The cloth is \$4.50 and 45x45 inches in size; the napkins are \$6.75 the dozen and 13x13 inches or 14x11 inches.

(First Floor, Chestnut)

An antique handbag with roses and cornucopias on a background of blue and white has an interesting silver mount and shows how beaded bags hold their own in fashion. This one is \$400.

(Main Floor, Chestnut)

## An Interesting New Lot of Duvetyne Handbags

The newest of them have striking fancy frames of colored celluloid with unique clasps.

Others have shell-finish or etched metal frames.

There are small, medium and large bags in the lot, in deep pouch shapes and round shapes.

Colors are brown, blue and tan and all the bags are daintily silk lined.

Prices, \$8.50 to \$30.

(Main Floor, Chestnut)

## These Down Quilts at \$12 Are Not "\$12 Quilts"

They are something better than \$12 can generally buy now and something vastly better than \$12 will be able to buy later on.

They are an investment in comfort—and a paying one. Made in our own workrooms; covered with sateen in floral and figured patterns; some plain on both sides.

Various combinations of colors to choose from.

(Sixth Floor, Central)

## Guaranteed Umbrellas of Balloon Cloth, \$3

The cloth is an extremely fine, extremely close-woven cotton made for Government use, but now used for covering umbrellas. The umbrellas have mission handles and paragon frames and are guaranteed for a year.

Price \$3.

(First Floor, Market)

## The Best Low-Priced Blankets Are Right Here

Just as the best high-priced ones are here. Nobody need take anybody's say-so for it—the goods are here.

The best low-priced blankets in Philadelphia with a small percentage of wool in them are here at \$10 a pair for double-bed size, 70x82 inches, and \$7.50 a pair for single-bed size, 60x82 inches.

White, with borders in pink and in blue.

We have blankets in the same sizes and of the same type, but containing more wool at \$12 in the double-bed size and \$10 in the single-bed size.

Every pair at every price is believed to represent the best standard of quality and value obtainable today.

(Sixth Floor, Central)

EVERYBODY interested in photography please note—entries for the Fourteenth Annual Exhibition of Photographs close on February 7, 1920. The exhibition itself will be held March 1 to 13, 1920.

Further information gladly given in the Camera Store, Main Floor, Chestnut.

## GOOD CUT GLASS REMARKABLY LOW PRICED

About two hundred pieces—one to six of a kind—every one marked at an extraordinarily low price.

Berry dishes, 7-inch size, \$2.50 each.

Berry dishes, 8-inch size, \$3.50 each.

Bonbon dishes, \$1.50 and \$2 each.

Footed nut dishes, \$2.25 and \$3.25 each.

Oval nut dishes, \$5 each.

Ice cream trays, \$8 each.

Vases, \$2, \$3.50, \$5 and \$7.50 each for 8, 10, 12 and 14 inch sizes.

(Fourth Floor, Chestnut)

## FOR WINTER SPORTS

There has been a good deal of old-fashioned Winter weather so far and there will certainly be more, with use for:

Ice skates, \$2.50 to \$12 a pair.

Skating shoes, \$5 to \$20 a pair.

Skis, \$8.50 to \$15 a pair.

Ski poles, \$1.25 and \$2 each.

Snowshoes, \$7 to \$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)

## GOOD LINEN PILLOW CASES AT \$4.75 A PAIR

Of fine plain linen cloth in a soft finish, every pair hemstitched and in the regular size—22½x36 inches.

New goods and remarkably good at \$4.75 a pair.

(First Floor, Chestnut)



THE HOTEL MAIL leaving from the GENERAL POST OFFICE, LONDON.

## Finest London Great-Coats for Men This Winter

The Men's London Shop is glad to be able to announce the receipt of a belated shipment of ulsters from Kenneth Durward, London.

They are the finest lot of great-coats we have had this season and the last we expect for this winter.

Mostly Irish and Scotch fleeces in browns, greens, black and a dark shade of purple. Not a great many, but every one a beauty.

Prices \$95 to \$115.

(The Gallery, Chestnut)

## 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)

## Excellent Bed Muslins

Many good substantial grades are here now which we would be afraid to promise later on, and also the various sizes can now be had in plentiful assortment.

Sheets 63x90 inches at \$1.85.

63x99 inches at \$2.

72x99 inches at \$2.20.

81x90 inches at \$2.10.

(First Floor, Chestnut)

Pillow Cases 42x36 inches at 55c.

45x36 inches at 60c.

Embroidered Pillow Cases Two in each box, \$1.75, \$2, \$2.25 and \$2.75 a box.

(First Floor, Chestnut)

## Still Good Picking in the Domestic Rug Sale

Savings of 25 per cent on room-size rugs in the following desirable weaves

Wilton Rugs 9x12 ft., \$78.50 and \$129

8.3x10.6 ft., \$127.50.

6x9 ft., \$86.50 and \$97.50

3x15 ft., \$57.50 (runner).

(Seventh Floor, Chestnut)

Axminster Rugs 9x12 ft., \$47.50 and \$63.50

Tapestry Brussels Rugs 9x12 ft., \$32.50

(Seventh Floor, Chestnut)

## Good Ash Cans Go With Clean Streets

We can supply you at once with extra heavy, extra durable galvanized iron ash cans, corrugated from top to bottom, built to stand hard knocks, 18 inches in diameter and 23 inches high, at \$4.75 each.

And with those fine revolving, inclosed ash sifters at \$3.50.

(Fourth Floor, Market)

## \$12 for Practically Any Style of Fine Shoes a Woman Wants

A large proportion of these shoes are styles that have been selling in our regular stocks for 50 per cent more. All of them have been considerably more than \$12, and similar models bought in today's market will be still higher in price.

All are high shoes from several of the leading factories in America, and all correct in fashion and beautifully made.

There are lace shoes of dull black calfskin and mahogany color calfskin with military heels, and black glazed kidskin with Cuban heels. Probably the most popular fine styles made.

There are ten other styles of lace shoes, most of them with tops of other colors or other materials than the vamps, and most of them with high Louis heels.

And there are two styles of button shoes with Louis heels.

Altogether the most notable and extraordinary disposal of fine shoes at a moderate price that has been attempted in years.

(First Floor, Market)