

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

A Good Store Because So Many People Are Working Hard to Make it So

**"He Works Like a Beaver"
Used to Be**

a common saying among country boys long ago. An old Boston newspaper called the "Rehearsal" published an advertisement in 1747 which read: "To be sold by the printer of this paper, the very best negro in this town; is as hearty as a horse, as brisk as a bird and will work like a beaver."

In this city at the last election the Hampton Mooreites

Worked Like Beavers

and they got the votes that gave the city its second Congressional Mayor.

In the Western country there used to be a castor tree, generally known as the beaver tree, from the fact that beavers used the bark as food and the wood as beaver dams.

To keep as good a store as we want this to be of all of us must work steadily like beavers.

[Signed] *John Wanamaker*

Jan. 11, 1920.

**The Vanguard of the New
Spring Suits for Women
Has Arrived**

Suits of tricotine, gabardine and other Springlike materials, in navy and other colors—the smart, conservative suits which women buy at this time of year with the comfortable assurance that they will serve for months.

In most of the styles the coats are distinctly short. Some are severely tailored, with silk braid finish.

Others have self-straps, rows of little buttons set very close, string belts, rippled peplums, brocaded or embroidered linen vests. And they all have straight silhouettes.

Prices are \$80 to \$115.

(First Floor, Central)

**Bathing Suits for
Southern Wear**

Of cardinal red satin. Of plaid taffeta with surplice waist.

Of foulard and matelasse. Of black satin with white wool tassels and medallions.

Of black velvet as to the skirt

and heavy black crepe as to the bodice. One style of Kelly green satin is trimmed with gold satin and is made with trousers.

Of plain black poplin. Prices of these suits are \$13.50 to \$75.

(First Floor, Central)

**Women's Fine Woolen Coats
Now \$47.50 to \$75**

Almost unnecessary to say that the prices are way below what these coats were intended to sell for, and any woman who knows the value of such handsome all-wool coatings can tell that for herself.

There are velours, silvertone, peachbloom, bolivia and brushed wool—some dozen styles altogether and a few have fur collars. All are silk lined and also interlined.

(First Floor, Central)

**Good Choosing in the
Sale of White**

The tables are piled with the good everyday garments, and the variety of styles is almost as great as at the beginning of the Sale. Nightgowns are \$1 to \$3.85. Straight chemises, \$1.25 to \$2.85. Envelope chemises, \$1 to \$2.85.

(Third Floor, Central)

**Patent Leather
High Shoes**

with gray buckskin tops, pointed toes and two-inch slender French heels, \$18 a pair in the Exclusive Little Boot Shop.

(First Floor, Market)

**American Lady
Corsets**

At \$2. American Girl model for juvenile figures of slender proportions. It has a low top, short skirt and light boning.

At \$3. Another American Girl model for slim figures. It is very low in the bust and made of pink coutil.

At \$4.50. A pink coutil model with comfort and style, suitable for the average figure. Well boned, with long skirt and low bust.

At \$5. A popular topless model with elastic. It is strongly boned and made of pink coutil.

At \$5.50. A design for tall figures. It has a very long skirt with hip-confining inserts of elastic, and the bust is low and full.

(Third Floor, Chestnut)

**New Hand-Embroidered
Neckwear at Little
Prices**

Linen collars with hand-worked dots and real Irish picot edge at 50c. Sets of collar and cuffs, \$1. Both long and round shapes.

Or dainty organdie collars, long, straight styles, hand embroidered and with fine lace edge or piping, \$1. Sets, \$2.

This is a special little lot of these collars and the prices are attractive enough to make this neckwear fairly take wings and fly out.

(Main Floor, Central)

**Silk Shirts
for Women**

Tailored sorts to wear with sports or business suits. One style of heavy white pussy-willow silk has many tucks and a high-low collar; the other is of white crepe de chine with colored stripes. Either sort is \$12.

Georgette crepe waists at \$4.65, embroidered and beaded, light and dark, may still be found on the

(Third Floor, Central)

**To Any Young Woman
Thinking of a New Winter Suit**

We'd like to say that we have reduced all the young women's suits in our collection—not a Winter suit remains with its old price tag!

Between \$20 and \$50 There Is Remarkable Choosing

for these suits have been many dollars more, but now that we are anxious to have their space for new Spring things soon to come, the former prices have been almost disregarded.

There are dress suits, sports suits, suits for shopping, for school, for business and for general

wear. Some are of wool burella cloth, some of silvertone velours, some of plain velours, some of cheviots, tweeds and broadcloths.

All the good and fashionable colors of the season are represented. There are plenty of the much-liked browns. There

(Second Floor, Chestnut)

are all the becoming blues. Some are trimmed with fur. All are silk lined and warmly interlined.

And there are plenty of good styles! Some of the prettiest of the Winter models are here—but come see them for yourself.

14 to 20 year sizes.

**Rich and Beautiful Black
Lynx Furs in the January Sale**

Beautiful lynx skins, too—soft and thick and lustrous; there is not a skin we are not proud of. There are scores of handsome lynx neckpieces, small scarfs, collars in many shapes, from the straight collar to the long shawl effect, stoles and wide neckpieces that are almost wraps. They start at \$43.25 and go on up to \$183.25. Muffs to match them are \$30 to \$63.25.



And lynx is a fur that is becoming to women of all ages, too.

But there are plenty of other furs in this fine, big sale—beavers, skunks, racoons, moles, Hudson seal (dyed muskrat), all the foxes and wolf furs.

They are, like the lynx furs, all priced a third under the usual selling price—now \$26.50 to \$50.

—coats of marmot, of Hudson seal (dyed muskrat), of natural racoon, muskrat, caracul, gray squirrel, of moleskin and of near-seal (dyed coney). These begin at \$123.75 for the marmot and go on up to \$1106.25 for the handsomest coat, of broadtail, ermine and lynx—a beauty!

(Second Floor, Chestnut)

**New and Lovely Necklaces
of the Colorful Imitation
Lapis Lazuli**

Not of the imitation lapis alone, but of the lapis combined with dull metal in green-gold finish. They are quite new in designs, most effectively fashioned, and will look very well on the pretty cloth and silk frocks of the season.

Some have metal beads, some have metal chains, some are in filigree effect, and all have the imitation lapis lazuli beads interspersed with the metal links or ornaments and finished with a metal or blue pendant.

\$10.

(Jewelry Store, Chestnut and Thirtieth)

**First 1920 Importation of
Anderson Gingham**

Many have been the inquiries about them!

made. In the new importation are plaids, checks, stripes and plain colors, \$1.25 a yard, and some multicolor plaids at \$1.35 a yard.

(First Floor, Chestnut)

**\$12 a Pair for Women's
Beautiful Low Shoes**

Six styles, all extraordinary values at \$12.

They are such fine and fashionable shoes as women are buying for Southern wear and that in a little while will be worn here.

They are all oxfords and all notably smart. One style is in white buckskin, another in white canvas with nut-brown calfskin trimmings, and four models are in black and mahogany calfskin with full wing tips or with straight tips.

Any woman who sees these shoes will realize at a glance that they are unusual at the price and that this is a good time to get several pair for the coming Spring and Summer.

Or if she wants high shoes for this or next Winter, there are fifteen styles of those to choose from, all very fine in fashion and workmanship and all very much below regular prices at \$12 a pair.

(First Floor, Market)

**Women's Silk Stockings
"Seconds" for \$1.75**

1200 pair of second-grade black ingrain, full-fashioned stockings of all silk or silk with mercerized cotton tops.

Sizes 8 1/2 to 10 1/2. A special purchase at an attractive price.

(West Aisle)

Evening Petticoats

Of flesh and white satin, lace trimmed, \$13.50 to \$32.50. Of heavy Japanese silk with hand embroidery, white only, \$20.

(Third Floor, Central)

**Reliable Bed Muslins
Moderately Priced**

Pillow Cases
42x36 inches at 35c.
45x36 inches at 40c.

Sheets
63x99 inches at \$1.80.
72x99 inches at \$1.90.
81x99 inches at \$1.90.
81x99 inches at \$2.10.

(First Floor, Chestnut)

Coat Hangers 15c

Choose from two styles, one with a skirt hook beneath the hanger, and both of smooth, light wood.

(Main Floor, Central)

**On the Second
Day of the
Annual Glove
Sale**

you will find a good assortment of gloves, but at this writing it is impossible to tell what will be left!

Certain it is, however, that there will be kinds for women, for men and for children—gloves of cotton, silk and leather, in many colors and a goodly assortment of styles, at prices that average half the usual sums.

Many Philadelphians buy gloves for months to come in this famous sale.

(West Aisle)

**THE Wellcome Photo-
graphic Exposure Record
and Diary for 1920 may now
be had in the Camera Store.
It is a very mine of photo-
graphic information for only
75c.**

(Main Floor, Chestnut)

**The Rever Hems on
These Women's
Handkerchiefs**

make them different and so dainty women like them very much. The handkerchiefs themselves are of fine Irish linen and these were made just for us.

\$5 a dozen—and for a moderate additional charge we will be glad to embroider them with your initial or monogram in any style you choose.

(West Aisle)

**Her Favorite
Umbrella Has a
Loop**

As far as we can tell, there isn't one woman in ten who would be willing to do without the short handled, looped and blunt-tipped umbrella after she has once tried it! Nothing so comfortable to carry, and nothing more fashionable.

We have these umbrellas with handles of leather and bakelite, with loops of leather or silk, and covers of silk—purples, browns, navies, greens and black—for \$10 to \$18.

(Main Floor, Market)

**The Way a Woman
Values Her
Complexion**

can be told by the sort of preparations she uses on it.

Queen Mary Creams are made in our own laboratory and that means that they are absolutely pure and beneficial to the skin.

Queen Mary Cleansing Cream, 50c a jar.

Queen Mary Skin Cream, 50c and \$1 a jar.

Queen Mary Cold Cream, 25c and 50c a jar.

Queen Mary Youth and Beauty Cream, 50c and \$1 a jar.

(Main Floor, Chestnut)

**THE Wrapper Store has
just got in a number of
attractive corduroy bath-
robes in wistaria, Copen-
hagen and rose, to sell at
\$16.50. They are all lined
throughout.**

(Third Floor, Central)



**The Ampico Reproducing Piano Is
More Than Human**

It has often been said of certain player and reproducing pianos that they were "almost human" in the fidelity with which they reproduced the playing of the masters who made the rolls.

It might be said of the Ampico reproducing piano that it is more than human, for in addition to reproducing the playing of the living artist so that the man's very personality appears, it also plays with absolute perfection every time.

It is only human to make mistakes. Even the masters of music make them sometimes, but only a perfect performance is retained for an Ampico roll, and each playing by the Ampico is therefore flawless.

Ampico reproducing pianos are sold in Philadelphia at Wanamaker's only and are associated with the following famous pianos.

Ampico Uprights

Chickering, \$2000.
Schomacker, \$1600.

Knabe, \$1950.
Haines Bros., \$1250.
Marshall and Wendell, \$1175.

Ampico Grands

The Chickering or the celebrated Knabe, \$3250 to \$3800.

The above are all electrically operated, but we have a Marshall and Wendell foot-pump Ampico upright at \$925.

(Egyptian Hall, Second Floor)

**Playtime Rompers
for Tiny Girls**

Sturdy little garments, cut full and made of plain-colored chambray or checked or striped gingham.

They have real pockets, outstanding in the Dutch fashion and some have hand-embroidered bunnies or Teddy bears on the belt.

Sizes, 3 to 6 years, \$2 to \$3.25.
(Third Floor, Chestnut)

**Scalloped Huckaback
Towels
Remarkably Good at
\$1.50 Each**

Of good pure flax, figured in attractive designs—chrysanthemum, pansy and fleur-de-lis—and neatly scalloped.

This material is part of a year-old purchase and we ourselves had it scolded to order and made into towels, 26x40 inches. They are neat, slightly, serviceable and remarkably good for the price, \$1.50 each.

(First Floor, Chestnut)

**FEBRUARY 7th, 1920, is
the last day to enter
photographs for the Four-
teenth Annual Exhibition in
the Wanamaker Store.**

(Main Floor, Chestnut)

**Velour Pillow Covers
for \$1.75**

Already made up and with the slit to slip the pillow in, and there are a number of lovely soft colors, such as Copenhagen blue, old rose and others—shades that will go with almost anything. Also some fancy velours in raised designs.

(East Aisle)

**Good Slumber Robes of All-Wool
\$12 to \$20 Each**

For solid comfort, all-round utility and good value at the prices, these robes would be hard to beat.

They can be used by outdoor sleepers or for an afternoon nap on the couch or as a regular blanket, if necessary.

They come in a choice of four Scotch plaid designs and in dark "Scotch" colors that give them an ornamental touch in addition to their practical service qualities. Considering that they are all-wool, and in view of the upward tendency of such materials today, their prices are quite low—\$12 and \$13.50 each, size 60x70 inches, and \$16 and \$20 each, size 64x76 inches.

(Sixth Floor, Central)

**The Idea in Many a
Man's Mind Just Now**

is that his suit is hardly good enough to carry him through the Winter. It is not a pleasant idea for any man to carry around with him; in fact, it is a handicap.

The man who wishes to get rid of it will find a very good selection of suits in our Men's Clothing Store—a full range of sizes, a large selection of colors and patterns, every suit made of all-wool, in the best fashion and representing 100 per cent in value at the price, \$35 to \$80.

(Third Floor, Market)

**Fur Collars Make Men's
Overcoats Handsomer**

And here are some fine separate fur collars that can be affixed to commonplace coats to transform them into luxurious garments.

Black, brown or taupe coney, \$12.	Muskrat, \$30.
Sealine, \$20.	Hudson seal (dyed muskrat), \$50.
Nearseal (dyed coney), \$30.	Beaver, \$65.
Natural color, \$33 and \$55.	Fisher racoon, \$60.
Nutria, \$30.	Alaska seal, \$125.

(Men's Hat Store, Main Floor, Market)

**The Charm and Beauty of
Kermanshahs as Shown in the
Oriental Rug Sale**

No exhibition of Oriental rugs would be complete without Kermanshahs. Certainly none can be beautiful in the fullest and finest sense without them. In patterns they are elaborate to a picturesque degree. Medallion centers with field of ivory or rose covered with lines, cones and floral designs in pink, blue and green are typical of Kermanshah weaves. The pile is of fine wool which takes a beautiful luster, and the several borders are usually rich in decorative detail.

For drawing-rooms, for any apartment requiring refined delicacy of effect they are incomparable.

The Kermanshahs offered in this event range in size from 10.9x8 feet at \$265 to 15.4x11.8 feet at \$985. They are representative of the finest rugs of this weave obtainable in the markets of the world today, and their prices are considerably below what rugs of this class are now valued at.

The sale comprises a large choice of other Persian carpets, as well as weaves of India and Asia Minor.



(Seventh Floor, Central)