

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

One of the Best Things About This Store Is Its Refreshing Cleanliness

Now the Winter Day Lengthens and the Cold Strengthens

Old Boreas as yet is the only active street sweeper in this city. Most assuredly, according to the opinion of many of our excellent doctors, our sicknesses are multiplied by the clouds of dust blown into the lungs and homes of men and women and children. No wonder that all the hospitals of the city are overcrowded these days with patients.

The almost permanent condition of filthy streets affects the prosperity of the city in many ways.

By the use of vacuum cleaners and a large force of men, every morning finds this big storehouse "as clean as a new pin."

[Signed] *John Wanamaker*

Jan. 16, 1920.

Sterling Silver for Brides Going to Housekeeping

Artistically designed period silver that one can live with for years and find pleasure in using.

There are a great many patterns represented in our carefully chosen collection; among others, Colonial, Adam, Louis XIV, Louis XVI, Pompeian, Italian Renaissance and Daniel Marot.

Tea sets, \$225 to \$1750. Salad bowls, \$45 to \$145.
Coffee sets, \$110 to \$390. Bread trays, \$22 to \$120.
Water pitchers, \$92 to \$550. Gravy boats, and tray, \$64 to \$220.
Vegetable dishes, \$110 to \$500. (Jewelry Store, Chestnut and Thirteenth)

All the Winter Coats and Hats and Bonnets for Children Come Down in Price

THE COATS are of broad-cloth, of chevots, velours and a few chinchillas, in dark colors and good styles. Some are trimmed with fur and all are warmly lined and interlined. \$10 to \$75 are the present prices—and they are in 2 to 6 year sizes. (Third Floor, Chestnut)

THE CAPS, HATS AND BONNETS are of silk, crepe de chine, velvet and fur in becoming styles and shapes and colors. They start at 65c for the caps and go on up to \$20 for the handsomest hat.

250 Men's Splendid Big Storm Ulsters That We Can Sell at \$55 Each

These ulsters have just come in—a sort of surprise party.

There are very few of their kind on the market and these are the first we have seen in a special sale.

Most overcoat sales elsewhere, as most men know, bring rather skimpy, knee-length kind of coats that are no better than they ought to be.

But these are fine, big, roomy, Winter ulsters that wrap you up altogether and that can laugh in the face of any sort of weather.

They are in dark grays and browns, splendidly tailored, extra generous in all their dimensions, with collars that turn way up, and 100 per cent of the best wool that ever came off a sheep's back.

Outside of these 250, we cannot sell you anything as good for less than \$10 more, and we doubt if you will find them within \$20 of the price elsewhere.

(Third Floor, Market)



The Reducing Pencil Has Been Vigorously Used On the Winter Price Tags of Girls' Suits, Dresses and Coats

\$1.50 to \$55 are the New Prices

Hurrying out all the Winter garments to make room for the new Spring things (many of which may be quite similar—and much higher!) brings prices down like this:

Girls' Coats, Now \$3.75 to \$55 6 to 17 year sizes—and coats of silvertones, velours, polo cloths, velveteens, meltons, serges and broadcloths in many colors and even more styles. Of course, they've been much more!	Junior Girls' Suits, \$12.50 to \$30 These are in 15 and 17 year sizes. Velours, tweeds, velveteens, silvertones and chevots in many styles and pleasing colors. These average half the usual prices. (Second Floor, Chestnut)	Girls' Dresses, \$5 to \$50 6 to 17 year sizes—and dresses of taffeta, crepes de chine, Georgette crepe, serge, gabardine, jersey cloth and velveteen—street and afternoon dresses in attractive models for girls and juniors.	200 Wash Dresses, \$1.50 to \$35 6 to 14 years—and these include a few fine hand-made dresses. There are frocks of voile, linen and novelty cottons in white and colors and scores of pretty styles. These are very small prices, indeed.
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Why Men Buy Velour Hats Here

So many men have told us that Wanamaker's has the best velour hats in town for the money that we are doubly inclined to think so ourselves, even though we were convinced before we bought these to sell for \$8, \$10, \$13.50 and \$15. (Main Floor, Market)

Fine Gold-Mounted Bill Folds for Men

Two-folds of dull and shiny pin seal, walrus grain seal and cobra grain seal, with two gold corners, \$12.50 to \$16.
Three-folds of shiny pin seal, cobra grain and English long-grain seal, with two gold corners, \$15 and \$16. (Main Floor, Chestnut)

Men's Handkerchiefs of Airplane Linen

Linen that the British meant for airplanes. It makes very good handkerchiefs, for the weave is strong. Made in plain hemstitched style, with 1/4-inch hems. \$8.50 the dozen. (West Aisle)

More Georgette Waists

There seems to be no limit to their popularity, and especially when, like these, they are in white and flesh.

A style with a charming little neck frill, finished with double hemstitching, is \$10.75.

Another, hand embroidered is \$15.

A high-necked sort with small tucks and hand embroidery is also \$15.

And one with real filet and hand embroidery, a shallow neck and fat collar, is \$22.50. (Third Floor, Chestnut)



This Fur Coat Sale Comes at a Time When the Fur Coats Are Most Wanted

What, with cold weather here now and plenty more to come, according to reports, this is certainly a timely sale of fur coats. All the coats in our Fur Salons are now reduced a quarter below their original prices, for there are some remarkable opportunities for the woman who wishes a handsome coat and yet does not mind saving dollars at the same time.

Natural gray squirrel coats begin at \$262.50 and go up to \$575. Mole skin coats are \$450 to the finest wrap at \$627.50.

Nutria coats are \$262.50 up to a stunning wrap of generous proportions, beautifully lined, at \$450. Some nutria coats with squirrel or Australian opossum trimmings are \$468.75 to \$525.

Other novelty fur coats include the popular marmot, natural racoon, muskrat, pony or leopard, and they start at \$123.75 for marmot and go on up to \$487.50.

Small Furs Are Likewise Reduced

—and these include every fashionable fur from squirrel to sable—\$26.50 to \$500. And there are neckpieces and muffs, too. (Second Floor, Chestnut)

A Woman's Tweed Coat Belongs to All Seasons

In the Winter she wears it as it is or on extremely cold days she slips it over her sports suit.

In Spring and Fall it is just right, and in Summer she uses it for traveling, rainy days or sports wear. Many women feel that a tweed coat is the most useful coat made.

Tweed coats of both domestic and imported all-wool materials are here in soft gray, brown, green or heather mixtures, and some have Scotch-looking overplaids. They are conservatively cut to stay in fashion a long time and the prices are \$35 to \$75. (First Floor, Central)

England Sends Some Lovely Shadow Hemstitched Voiles

The daintiest Summer cotton fabrics you can imagine! They have drawnwork squares and there are three designs.

As for the colors, they are just as pretty as the voiles themselves—flesh, pink, butter, heliotrope, coral, pale gray, primrose, Copenhagen, light blue and navy.

The width is 39 inches and the price \$17.75. (First Floor, Chestnut)

More Balloon Cloth Umbrellas at \$3

The balloon cloth is a strong cotton of extraordinarily close weave—a tested cotton. The covers are made over 7-rib paragon frames, with mission handles. The women's have loops and the men's are hook shaped. Price \$3. (Main Floor, Market)

Toilet Goods Specials

Hot water bottles, \$1.15.
Rubber cushion hair brushes, 85c and \$1.
Cocoa butter cold cream, 30c a jar.
Rose and almond cream, 27c a jar.
Benzoin, glycerine and rose-water, 25c a bottle.
Witch hazel, 35c and 65c a bottle.
Violet ammonia, 20c and 35c a bottle.
Lilac and wistaria vegetal, 75c.
Tooth brushes, 20c each, six for \$1.10. (West Aisle)

The World Almanac for 1920 Is Ready

And is crowded full of interesting facts—including war facts. Price 35c. (Main Floor, Thirteenth)

ABOUT 2000 linen-finished paper candle shades are being cleared away at 10c. Lots of colors. (Fourth Floor, Central)

Boys Breasting an Arctic Breeze

—must have good overcoats. We have good overcoats in a remarkably broad selection for this time of year.

When we say good overcoats, we mean it, overcoats made on the best lines, made of good woolen fabrics, made carefully, not flung together, and finished in a workmanly way.

In sizes for boys of 3 to 10 years at \$15 to \$40.
In sizes for boys of 11 to 18 years at \$25 to \$40. (Second Floor, Central)

Light Cut Glassware of a Much Better Kind

Light cut glassware is one of the things in which this China Store excels. There are good reasons for this, the chief one being the fact that we have the cuttings done by master hand in our own work-rooms.

The superiority is recognizable in the beauty of the designs and in the fineness of execution. These patterns, by the way, are obtainable only in the Wanamaker China Store. They are very much admired, especially the assortment which we are now showing. And compared with the figures asked for less attractive and crudely executed designs, prices marked on these goods are remarkably moderate.

Light cut water sets, 7 pieces, \$2.50 to \$4.50 a set.
Goblet sets of 7 pieces, \$10 to \$15 a set.
Ice tea sets—jug and 6 tumblers—\$5 to \$10 a set.
Berry sets of 7 pieces, \$3 to \$6 a set.
Sherbet sets, \$5 and \$6 a set.
Cracker and cheese dishes, \$1.50 to \$3.50 each.
Handled sandwich trays, \$2.25 and \$3.50 each.
Flower vases, 30c to \$2.25 each.
Candy jars, 85c to \$4.50 each.
Plain blown tumblers, 60c a dozen.
Colonial tumblers, 60c a dozen. (Fourth Floor, Chestnut)

Basket Ball Is in Full Swing

and we are ready to outfit teams or individual players on very short notice.

Basket balls, \$6 to \$15.
Jerseys, \$2.50 and \$3.
Pants, \$1.75 to \$2.25.
Stockings, \$1.50.
Suction sole shoes, \$5.
Knee and elbow pads, \$2.25 to \$3 a pair.
Full-over sweaters, \$9 to \$15. (The Gallery, Juniper)

Let Any Weary Housewife Look at This Large Display

of white kitchen cabinets and tables and chairs and she will see right away how much better and how much more economical she can make her own kitchen.

Why keep walking back and forth from cupboard to table, from table to flour bin, from flour bin to spice closet and back to the table and around about a hundred times when the modern kitchen cabinet has all utensils in one place?

We have a carload of them now both in oak and in white, beautifully equipped at \$65, \$70 and \$80. (Fourth Floor, Market)

for oak, and at \$74, \$77 and \$82 for white enamel.
73 white enamel kitchen tables with porcelain enamel tops, every table with a drawer, \$13.75 and \$15.
100 white enamel kitchen chairs at \$4 and \$4.75 each.

The Oriental Rug Display Is a Place of Delight and Opportunity

Practically all the rug weaving districts from Peking to the Caucasian wilds are represented in it. The Persian pieces are of course the finest. Among these are Mahals of exceptional worth in carpet sizes, 11.4x8.6 feet to 12.7x19.4 feet at \$97 to \$1235.

Soft, delicately colored Kern-manshahs, 9x13 feet to 11.4x16.9 feet at \$685 to \$1095.
Araks, fine types of Mahals, 8.8x6.8 feet to 13.9x10.11 feet at \$310 to \$1245.
There is an impressive showing of Chinese rugs in a variety of carpet sizes and in a fascinating choice of colors; while carpets from India and Turkey give additional interest and diversity to the collection. All these rugs are priced below prevailing rates. (Seventh Floor, Central)

Old-Fashioned Chocolate Creams 60c a Pound

Luscious morsels of creamy goodness, with a thick coating of chocolate.

Old-fashioned stick candy—and all the well-liked flavors, too—50c a pound.
Fresh strawberry cream wafers, 80c a pound. (Down Stairs Store, Chestnut)

A Customer Said the Other Day

that he could save a ton of coal out of every five he used since he got one of these ash sifters—but we thought that was a little too enthusiastic.

In fact, no careful man is going to let 20 per cent of his good coal go rattling through the grate if he can help it. He may let 10 per cent or more, but that 10 per cent or more he can save if he gets one of our cut-steel, cylindrical, revolving ash sifters.

Right now, with coal going so extra fast, is the right time to get one—and to get the best.

This kind fits on the top of a barrel into which the ashes fall, while the coal goes out in front into another receptacle.

Only \$3.50—and it ought to save its cost every week. (Fourth Floor, Market)

Women Who Find Cream-Colored Neckwear Becoming

—and there are many of them—will be glad to know that we have just received some delightful new collars and sets of this kind in fine batiste.

They are both dainty and un-usually pretty, being trimmed with fine imitation Venise and Valenciennes laces and some of the long straight collars have puffings of the batiste.

The collars are \$1 to \$3.50 and the sets \$1.50 to \$5.50. (Main Floor, Central)

THE bitter winds of Winter cause women with delicate skins to appreciate more than ever the advantages of a facial treatment in the Salon de Beauté. Scalp treatments and shampoos also are given. Incidentally, it will be found most satisfactory to make appointments beforehand. (Third Floor, Chestnut)

Women's House Dresses

Uncommonly neat and attractive sorts of percale, gingham and chambray in checks, stripes and plain colors. Lots of them have pockets.

Prices are \$2.85 to \$6.50. (Third Floor, Central)

Chiffon Broadcloth Skirts Step Down to \$12.75

The quality of broadcloth is very beautiful and the tailoring of these skirts and the styles are the finest that could be desired.

Also many women are asking for exactly these colors to wear with Georgette crepe blouses under fur coats—navy blue, beaver brown, sage green and black.

Unfortunately there are not all the sizes we could wish in any of the several styles. (First Floor, Central)

New in the Sale of White

About three hundred cotton bloomers, cambric, nainsook and batiste, in white and pink—the pink ones being almost all of the batiste. Prices are \$1 to \$2.25.

Still plenty of the other and more usual garments expected in White Sales are on the tables—nightgowns, petticoats, chemises, camisoles and drawers—priced at \$1 to \$5. (Third Floor, Central)

Where \$12 Still Will Buy the Finer Shoes for Women

Five years ago \$12 was a high price for a pair of women's shoes. Today it is, if not exactly a low price, a modest price. No woman who knows anything about footwear expects to get a really fine pair of shoes for \$12. Not in the regular way, at any rate.

But it happens that Wanamaker's is making a disposal of several thousand pair of women's fine shoes at a flat price of \$12 a pair. All of these shoes have been regularly selling for two or three dollars more and some of them for half again as much. At \$12 they are extraordinary values.

Among them are six styles of low shoes and fifteen styles of high shoes, every pair of them fine in fashion and of beautiful workmanship. (First Floor, Market)