

Organ Plays at 9, 11, 11:55 and 4:50 <small>Chimes at Noon</small>	<b>WANAMAKER'S</b>	Store Opens at 9	<b>WANAMAKER'S</b>	Store Closes at 5	<b>WANAMAKER'S</b>	WEATHER <i>Rain</i>
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# Good News—and Good Merchandise to Back Up Every Word of It

**It Is Not the Dash in Starting a Race**  
but the steady step straight along that promises best the winning of the prize.

Body and soul must go together to reach the goal.

There are always rainbows of some kind ahead, and, whatever the weather, all weathers are good to those who are determined to "win out."

If your actions do not coincide with your professions, your talk counts for little.

Every square foot of this building and its contents must ring true to what we claim for it.

[Signed] *John Wanamaker*

Jan. 21, 1920.

**WALLACE NUTTING** pictures received in the Picture Store may be had for \$2.50 to \$6.50 in mahogany frames and for \$5 to \$11 in the hand-carved frames which set off the dainty detail and coloring of the characteristic Nutting subjects.

(Fifth Floor, Market)

**New Waists**  
Lately we have been receiving crepe de chine waists at \$9.75 to \$20; and Georgette waists at \$10.50 to \$22.50. Both groups come in pink and white, and in styles which are tailored and trimmed—the finer sorts even having hand embroidery or real lace.

(Third Floor, Central)

**Women's Bag Umbrellas**  
are scarce enough to make it worth while to mention the fact that at this moment we have plenty of them—cotton at \$5; silk-and-cotton at \$7.50, and all-silk at \$10. Each has a handle with silk cord loop and each has a bag to match its cover.

(Main Floor, Market)

"A stone fit for the wall will not be left by the roadside."  
—*Persian Proverb.*

Much wisdom—the distillation of much thinking and long experience—is in those old proverbs of the wonderful East.

"A stone fit for the wall," anything needed in the building up of the world or of any part of it will not be long neglected—the hands that will put it in its proper place are always sure to come upon it.

The phenomenal development of the now famous and universally copied

## WANAMAKER FURNITURE SALE

is all due to the fitness, the suitability, the desirability of the furniture itself—the people know that the furniture in these sales, figuratively, is "fit for the wall," specifically and literally fit for the home, and it soon finds its place there.

This has now been the rule for thirty years or more, the only variation being that we are sending more of the furniture home every season. Our word for it that the coming

**February Furniture Sale**

will bring such a marvelous supply of "furniture fit for the home" that nobody needing furniture can afford not to come in and see it. The first opportunity to do this will be on Thursday, January 29th, the first of three days of preliminary inspection and courtesies, when all the displays will be ready.

Selections may be made on any one of the three inspection days, but they will be dated from Monday, February 2d.



### Some of the Fine Pianos and Player Pianos at Lower Prices

First, please bear in mind that these are our own famous instruments which we sell regularly and which are guaranteed both by their makers and by this Store. Then please bear in mind that the savings on these instruments, at their present prices, range from \$30 to \$1300.

Chickering Ampico reproducing piano (used upright), \$1200.  
Chickering concert grand piano, \$900, and Knabe concert grand piano, \$850. Both used.

Lindeman player piano (used), \$585.  
Schomacker Angelus grand (used), \$1350.  
New reduced Emerson and Lindeman upright pianos at \$450 to \$550.  
New reduced Emerson, Haines Bros. and Marshall and Wendell Angelus and player-pianos, \$700 to \$900.

Any of the above instruments, or the others on which we have lowered prices, is a splendid investment.

(Egyptian Hall, Second Floor)

## Women Are Delighted With These Furs Now Selling at Half Price

Though we'll probably buy furs very like these next season at a great deal more money, still we prefer disposing of them now to carrying stocks over. And there, in a nutshell, you have the reason for this

### January Sale of Furs at Half Price

in which every separate fur, every muff and every set of furs is now marked exactly half its early season price.

All kinds of furs are here—glossy black lynx, the whole fox family, brown and taupe wolf, skunks, sables, minks; in fact, the whole fashionable fur list is represented.

And whether you buy the simplest or the most expensive piece, you have the satisfaction of knowing that the skin is of perfect quality, that the fur is in correct fashion and that it is exactly what its tag represents it to be.

\$9 to \$300 is the range of prices.

(Second Floor, Chestnut)

## The Best Argument We Know Of for a Good Overcoat These Days

—is the man without one. We are glad to say that at this very time, when it means so much to any man who needs a new coat to have a good selection to choose from, we have a good selection to show him in the standard, fashionable models, at \$40 to \$100.

In addition, we have a limited number of good, warm, double-breasted ulster and ulsterette overcoats specially priced at \$55, which means a saving of about \$10 from the normal price.

But the man who means to have one of these must come for it at once.

(Third Floor, Market)

**IN the Lamp Sale you will still find a fairly good assortment, not only of lamps, but of candlesticks and candle-shades, lampshades and electric fixtures. Perhaps we ought to add that the choosing among fine table and floor lamps is particularly good, and that everything in the sale is at least a third less.**

(Fourth Floor, Central)

## Looking Springward in the Millinery Salons

—New \$10 to \$16 Hats

A whole bevy of new hats has just been unpacked, and all new and springlike—and among them you'll find

- smart little four-cornered hats of straw
- new hats of the shiny black braid which looks like jet
- new malmie and braid hats
- new satin-and-straw hats
- new hats with the bandeaux beneath the crown
- new head-trimmed hats
- new straw hats with upturned brims of satin.

They are fetching—and smart—and new!

(Second Floor, Chestnut)

## Silk Handbags at \$4.75 That Are Unusual

In quality, style and workmanship they are better bags than this price commonly buys.

They are of moire silk in black, navy, brown and taupe, and a generous size and good shape, each with a tassel. Frames are of metal or shell finish celluloid.

(Main Floor, Chestnut)

## Real Butterflies With Lovely Markings and Colorings

and that look as if they are poised for flight, are to be found in the Jewelry Store. They are intended for corsage or other decoration, are of generous size and are protected by malmie and wire.

\$1 each.

(Jewelry Store, Chestnut and Thirteenth)

## Men Are Stocking Up on Shirts and Ties at Low Prices

In the Winter Sale are good woven madras shirts in plain negligé style, with soft cuffs, at \$2.15 each.

And a lot of beautiful silk four-in-hand neckties at \$1 each.

At these prices it is well worth any man's while to buy shirts and ties by the dozens and half dozens.

(Main Floor, Market)

## The Good Points of Japanese Jute Rugs

Rich in their colorings and pleasing in design.  
Heavy and soft to the tread.  
Durable.  
Inexpensive anywhere, but especially so here, where we have just received a fine, fresh lot, bought to advantage in Japan.

6x12 feet, plain, \$49; figured, \$67.50.  
6x9 feet, figured, \$34.50.

Also eight sizes in runners at proportionately low prices.

(Seventh Floor, Chestnut)

## To Hasten Out the Winter Suits for Young Women

Prices Go from \$10 to \$35

Which is, as any young woman who knows values can see at a glance, a little indeed for such suits.

By this time, of course, the collection is a miscellaneous one, but it is good choosing just the same. There are sports suits of wool serge, Norfolk and sports suits of tweeds and roughish materials, dress suits of velours, silvertones, chevrons cloths and velveteens. Some of the dress suits are trimmed with fur.

All are well cut and carefully tailored; they are lined and interlined, and prices have been a great deal higher.

Dark blues, lighter blue shades, browns, grays, tans and other colors in the group.

14 to 20 year sizes.

(Second Floor, Chestnut)

## Your Dollars Are Real Dollars Again in the Sale of Hosiery and Underwear

It is true that the cost of living is high, and going higher, but it is equally true that this condition can be circumvented to some extent with wise expenditure.

For example, here is over \$72,000 worth of hosiery and underwear, for every member of the family and every season of the year, put on sale at

### A Little Above Half Price

A great many of these garments are less than half price, but as some are a little more we make the statement conservative.

Doubly conservative when you consider that the savings are based on what these goods have been regularly selling for. Future prices will be still higher.

These are chiefly our own regular

goods reduced, with some good "seconds" from mills we know to be reliable. Not all sizes in each group, but all sizes in the lot.

It is a downright waste of money to let a sale like this go by without taking advantage of it.

Men's underwear at \$1, \$1.25, \$2 and \$3.  
Men's half hose at 18c, three for \$1.

Women's underwear at \$1, \$1.25, \$1.50, \$2 and \$2.75.  
Women's stockings at 35c, three pair for \$1; 75c, \$1.25, \$1.75, \$2, \$2.50 and \$5.  
Children's socks and stockings at 10c, 12½c, 15c, three pair for 50c; 25c, 35c, three pair for \$1; 45c and 60c.

(West and East Aisles and Main and First Floors, Market)

## 200 Boys' All-Wool Suits Special at \$15

All-wool Norfolk style suits with belts, some pleated, some plain. In brown, greenish and gray mixtures, every suit well made and dependable for service. The collection is made up of a number of odd sizes from our regular stock, together with some excellent suits of a recent special purchase, and at \$15 there is a substantial saving on every one.

(Second Floor, Central)

## Exquisitely Beautiful Skirts Designed for the South

But by no means all of them are going there, for many women who never expect to see the South this Winter are buying them to wear now and later at the shore. Among the newest are

- A wonderful dull gold changeable snakeskin with large blocks of sapphire blue.
- A pale-green and silver-striped snakeskin.
- A striking black and white striped crepe de chine laid in the box pleats and with the stripes, which are very broad, running across.
- A bright king's blue and silver plaid snakeskin made on the bias.
- A white Georgette crepe with a border design of pale yellow crepe in blocks.
- White cotton gabardine skirts, elaborately braided in white, with lace for trimming.
- White silk tricolette skirts with drawn-thread checks.
- A delicate shell-pink snakeskin with a tucked Georgette crepe yoke and a sash at the side.

For such skirts as these the prices are not high, \$25 to \$42.75.

(First Floor, Central)

## Children's Fur Coats and Fur Carriage Robes in a Clearaway

\$35 to \$100 for the little coats, which are in sizes for children of 1 to 6 years. They are soft, furry coats of natural coney, of white coney and of civet cat, and are lined with silk.

\$22.50 to \$175 for the carriage robes—and these are of white and natural coney, of golden brown beaver, of natural squirrel and of real ermine—just one or two of each.

They've all been much more expensive, naturally, but now that they are down to one and two of a kind we are hurrying them out with new and smaller prices.

(Third Floor, Chestnut)

## Around the House

Many vases can be turned into excellent bases for electric table lamps with the help of vase adapters of the two-light type. Prices are \$6.25 and \$6.75.

Sanitary baking pans of block tin are made all in one piece with arched corners and rounded bottoms. 20c, 22c, 30c and 35c.

A satin-finished aluminum cup and saucer for a child is 35c and an aluminum omelette pan is \$2.

Solid copper tea kettles, nickel-plated, are \$3 for the 5-quart size and \$3.25 for the 6-quart size.

Smokers' stands of solid mahogany, with heavy glass inserts, are \$5.

A stag-handled table steel will put a quick edge on the carving knife. \$1 and \$1.50.

Curved grapefruit knives, with saw edge and silver plating, \$1.

Decorated garment hangers for baby's clothes, three in the set, are \$1.

Rotary mincers, with ten sharp knives for cutting parsley, onions, nuts, cooked meats and noodles, \$1.

A bread knife with an ever-sharp edge and cocobola handle, well riveted, is 85c.

(Fourth Floor, Central and Market)

## Good News for the Deaf

There is a new model of the already well-known Globe Ear Phone. It is simple. It is small. It is adjustable to individual cases. An expert will give a demonstration of this device in the Optical Goods Store again tomorrow, Friday and Saturday. Every one interested in the subject is cordially invited to be present.

(Main Gallery, Chestnut)

## New Furniture for Old

In other words, the Upholstery Store can so completely transform a decrepit chair, sofa, table or other piece of furniture that you would almost be led into the belief that it was brand-new.

A phone call or post card will bring our representative to give an estimate of the cost.

(Fifth Floor, Market)

## If You Like a Fragrant Bouquet Odor

You are almost certain to like La Fere and to come back for it time after time, as so many women do. It is a scent of such refinement and delicacy that one seldom tires of it.

(Main Floor, Chestnut)

## Cotton Remnants Averaging a Third Less

With very little trouble women can pick out from this good collection the materials for Spring and Summer wash blouses, children's school frocks, skirts and even dresses for themselves.

Almost every kind of cotton dress fabric is here, and the lengths would do for all these purposes.

(First Floor, Chestnut)

## 475 Pair of New Blankets in a Special Disposal

In the face of the present situation and outlook at the blanket mills, this is a most unusual occasion; unusual in the fact that it brings a remarkably fine choice of medium and low priced white bed blankets at substantial savings from the prices of the year 1918—as for 1920, well, we shall see. Opportunities of this kind are so exceptional that people will want, not explanations, but to know at once what the goods are.

315 pair of blankets, wool and cotton, white, with pink or blue borders and wide silk bindings, single-bed size, \$10 and \$12 a pair; double-bed size, \$12 a pair. Extra-large size, \$15 and \$16 a pair.

160 pair of bed blankets, woven of wool and cotton, white with pink, rose or blue borders and wide silk binding. Single-bed size, \$15 a pair; double-bed size, \$18 a pair.

(Sixth Floor, Central)

