

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Rain

# Always Good Weather in the Store, With Lots to See and Opportunity to Save

## There Are Ninety and Nine Blessings in Most Lives

to one misfortune where good health, intelligence, integrity, common sense and energy exist.

Looking on the bright side and doing one's best is half of life's battle.

Impatience, procrastination and idleness are the chief causes of drifting upon the quicksands instead of landing in the snug harbor.

The burdens of life minimize when we face them manfully. Every fiber of one's being must be interwoven and work harmoniously to succeed in professions or other useful occupations.

To have the disappointment of a door shut in front of us is something, but not everything. Many a time to be stopped and forced to take another road has turned out to one's great advantage.

The location of this Store came through the way being blocked to get another property much desired.

One of our citizens says he makes use of our Store as a thoroughfare or "to warm up" during the Wintry weather.

*(Signed) John Wanamaker*

Jan. 22, 1920.

## Some Short Coats That Women Like Very Much

First of all, the pretty tweeds, cotton gabardines in a natural color and a sort of Bolivia weave in high colors. They have big shawl collars of natural racoon and they are very smart indeed for sports wear. \$57.50 is the price.

The handsomest of all, however, are the short coats of black silk plush, delightfully warm and comfortable, with large collars coming up well around the face—natural racoon, blended squirrel, wolf and maison wolf.

These are among the most fashionable sports coats of the season and the prices are from \$100 to \$157.50.

## Young Women's Winter Coats Are Now \$10 to \$40

What with more cold weather coming, according to the reports, and many weeks of winter yet to wear them, these ought to be of interest to any young woman in need of a warm, comfortable and becoming coat.

There are sports coats and coats for better wear—coats of velours, of novelty wool coatings, of soft thick wools in good colors in different weaves—all made in good, practical winter styles. Some have fur collars, most all are lined and interlined as well.

Yes, they've been many dollars higher!  
14 to 20 year sizes.

## New Embroidered Georgette Crepes Lovely for Spring Frocks

The embroidery is done in "all-over" designs and the width of the material, which is 40 inches, can be used for the skirt length.

They make up charmingly into afternoon dresses for early Spring, and they are such pretty colors as dark brown embroidered in a lighter shade, brown and tan, or dark blue or black with self-colored embroidery.

\$15.75 to \$17.25 a yard.

## Japanese Smocks of Toma Silk

Charming affairs made of a rough pongee-like silk in pink, dull blue and yellow.

One style has smocking, hand-embroidery and a sash and costs \$16.75.

The other has embroidery and a narrow girle and costs \$13.50.

## Tailored Waists

Some of excellent pongee are only \$5, and we can hardly hope for more at so small a price when these are gone.

Three styles of white cotton are a fancy striped voile at \$2.50; a fancy striped voile with embroidery collar at \$3 and a plaid voile with lace-trimmed collar at \$3.50.

(Third Floor, Central)

## THE Salon de Beauté has the little "bobs" for women who like the bobbed effect of hair, and switches for those who are letting their bobbed hair grow out.

Also all manner of fashionable transformations, curls, bangs and other hair accessories.

(Third Floor, Chestnut)

## Brassieres and Corsets, Special

Broken sizes of brassieres and bodiceaux at 65c, \$1 and \$1.50.

Also Parisienne corsets, broken sizes, at \$6.50.

L. R. corsets at \$1.50 and \$2.

And Wanamaker Specials, tops of pink materials, at \$1.50 to

(Third Floor, Chestnut)

## WANAMAKER FURNITURE SALES

have set up a world standard in service and reliability. In order to do this they have had to be backed by quality, beauty, desirableness, diversity of choice and economy, real and true.

All of these essentials are back of the

## February Furniture Sale of 1920

They are back of it in such a degree that whether you live within one mile or a thousand of the Wanamaker Store, this Sale will hold advantages for you which none but a world-standard sale can offer.

Incidentally, it is a fact that people have come a

thousand miles to these sales and that we have sent furniture from them to more than one European country.

Any sale of such far-reaching fame and service must necessarily mean much to people nearer home—and well they know it.

## The Curtain Goes Up on January 29th

the first of three days of advance choosing and preliminary exhibition of the wonderful stocks assembled for the sale. It is a date worth marking on your calendar.

Thursday, January 29th

## A Glimpse of New Afternoon Gowns for Women

The new things coming into the Little Gray Salon have some very interesting fashion features. For instance:

A picturesque black taffeta has the hooped sides we are already familiar with and many quaint frills or ruchings besides.

A navy tricotine has a draped blouse finished with a pleating just below the waist.

A brown tricotine has kimono sleeves with buttons from neck to shoulder and a collar lined with king's blue.

Printed chiffons depend for their interest upon rows of brightly-colored fagoting.

Tricotee frocks have embroidered charmeuse upper parts.

A black tricotee is extremely simple, with gold tracery and jet buttons.

A black crepe de chine has wooden beads in rows.

A black charmeuse has steel and jet beads and gold tracery.

(First Floor, Central)



Black charmeuse and tricotee are combined.

A tete de negre charmeuse has a bloused bodice with beading in red and green.

Prices are \$62.50 to \$125.

(First Floor, Central)

## A New Book by William J. Locke "The House of Baltazar"

Every Locke novel has in it a most lovable character—and this time it is John Baltazar, the man who came back.

Price \$1.90.

(Main Floor, Thirteenth)

**THERMOMETERS** are in great demand these days—not only because when it is cold it is satisfying to know how cold, but because, in every family which includes children or sensitive people it is important to know the temperature of the rooms they live in. Prices are 50c to \$5.

(Main Gallery, Chestnut)

## Delicious Nougat Bars—80c a Pound

Luscious bars of vanilla nougat, filled with rich almonds—10c a bar, 80c a pound—and made in our own Candy Kitchen.

Great, fat vanilla marshmallows, dipped in sweet chocolate, are another delectable week-end tid bit, 60c a pound.

And have you had any cream-covered caramels lately, \$1 a pound?

(Down Stairs Store, Chestnut)

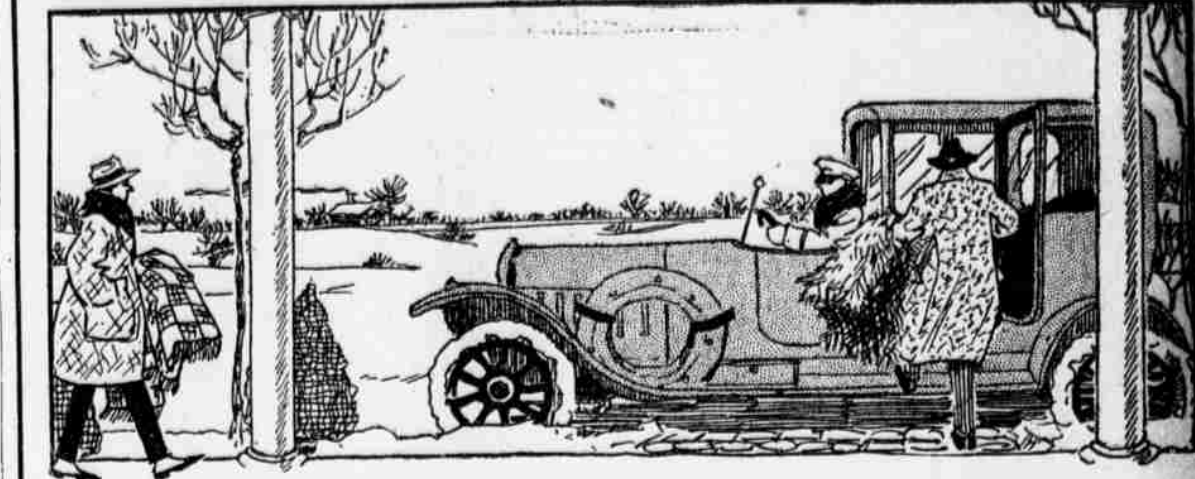
## You Can Save \$50 to \$800 on Fine Player-Pianos

if you will visit the disposal of these instruments now going on at Wanamaker's.

These are all the famous makes that Wanamaker's regularly sells, and any instrument in the lot can be counted on for complete satisfaction.

There is a group of new reduced Emerson, Haines Bros. and Marshall & Wendell

(Egyptian Hall, Second Floor)



## An Extraordinary Disposal of Automobile Coats and Robes

The Motor Apparel Shop tomorrow puts on sale at greatly lowered prices a lot of motoring coats and robes.

The coats are of various styles and are for both owners of cars and their chauffeurs. Some are suitable for street wear.

Overcoats, raincoats and leather coats. Robes of fur, silk plush, mohair plush and imported wools

## At savings of About a Fourth

Coats of dark Oxford gray kersey cloth with brown muskrat collars, sheep's-wool lining, two sets of pockets and knitted wristlets in sleeves. \$55.

Full length double breasted usters of Oxford gray kersey cloth, suitable for street wear. \$32.50.

Imported storm coats of hard twill Egyptian cloth with detachable camel's-hair linings. \$55.

Big, roomy fur coats with racoon collars and fine woolen linings. \$70.

Full-length leather reversible coats of fine tweeds, suitable for men and women. \$85.

Shorter reversible leather coats with gabardine on reverse side and with slashed pockets

Silk plush robes in mottled effects and in rich shades of brown, tan, horizon blue, moss green and gray. \$26.50 to \$75.

Finer robes of silver gray plush with gray Bedford cord backs or brown plush with

brown Bedford cord backs. \$75. Seal modeled silk plush with Hudson seal (dye muskrat) backs. \$75.

Red fox fur robe with brown kersey cloth back. \$200.

Imitation brown bear robes. \$37.50 and \$50.

Mohair plush robes, plain or rubber interlined. \$6.50 to \$15.

Fringed and unfringed woolen robes in plaids, with kersey cloth or broadcloth backs. \$11 to \$50.

(The Gallery, Chestnut)

## Have You Noticed It, Sirs? The Wool Raisers Have Raised a Cry About Substitution

They have made what to them seems to be a "discovery," the discovery that cottons and various kinds of shoddies are being used in place of real wool, to the detriment, of course, of their business.

They have a legitimate right to complain, and this Men's Clothing Store, which has held to all-wool in principle and in practice, is naturally in sympathy with them. The basis of all quality in men's clothing is all-wool.

That is why all Wanamaker men's clothing is essentially clothing of quality.

That is why every price reduction on Wanamaker men's clothing means real economy.

That is why the men's overcoats that we are showing are the best kind of overcoats to invest in at their regular prices, and that is why they are the best of all clothing investments at reduced prices.

This is very well illustrated by the men's overcoats that we are selling at the special price of \$55 and which you will find well replenished by a new lot tomorrow, so that there is a remarkably good choice of these excellent coats at substantial savings in standard styles, colors and patterns for up-to-standard men.

(Third Floor, Market)

## A Pronounced Demand for Bellows Suit Cases

suggests a line or two about these handsome, roomy pieces of luggage, so good for long trips.

We have them of the finest grade of cowhide, in black and tan, with straps all around and solid brass locks.

Sizes 24 to 34 inches. Prices \$57.50 to \$80.

(Main Floor, Chestnut)

## Dollars Have More Than Their 1918 Value in the Blanket Disposal

which is another way of saying that those blankets are marked at less than the prices of 1918. That means a remarkable saving, especially in the face of present market tendencies, which are decidedly upward.

Several hundred pair of new blankets are embraced in this offering, all of which come under two groupings.

White blankets of mixed wool and cotton, with borders of either pink or blue and wide silk bindings, are now marked \$10 and \$12 a pair for single-bed size; \$12 a pair for double-bed size and \$15 and \$16 a pair for extra-large size.

White blankets of mixed wool and cotton, with borders in pink, rose or blue, and wide silk bindings, are now marked \$15 a pair for single-bed size, and \$18 a pair for double-bed size.

(Sixth Floor, Central)

## Hosiery and Underwear at a Little Above Half Price

People who fail to take advantage of a sale like this should not complain of high costs. This shows that there is still opportunity for those who buy wisely to get as much value out of a dollar as ever.

There is hosiery and underwear in this sale for every season of the year and for almost every one in your family. Chiefly our own goods reduced, but some dependable "seconds." Not all sizes in each group, but all sizes in the lot.

The savings are based on the prices these goods have been selling for regularly. Future prices will in almost all cases be higher.

(Main and First Floors, Market)

## VERY simple, very good-looking kimonos are of Japanese crepe with white and colored stripes and white borders. They are \$3.75 and may be found in the French Room.

(Third Floor, Chestnut)

## Pretty Neckwear—Crisp and New 50c

It is really surprising what a choice there is for this moderate sum!

There are dainty net collars, lace trimmed.

There are plain white organdie collars and sets.

There are sets of white lawn, lace trimmed.

There are little fancy collars, of sheer white, with hemstitching and with lace for trimming.

The shapes are new, the styles are good, and it's an easy, inexpensive way to freshen a frock or a blouse.

(Main Floor, Central)

## Some Beautiful New Strap-Wrist Gloves—All for Women

have just been unboxed in the Glove Store. They are most fashionable as to style and color and cut and the skins are of beautiful quality.

Of velvety mochas are some heavier and brown strap-wrist gloves that are a delight to the eye and the touch. They are \$5 a pair.

And of washable crepe are other strap-wrist gloves that are also very good looking, in tan, brown and pearl white. These are \$6 a pair.

(Main Floor, Central)

## New Woven Tissues in the Prettiest of Patterns

Halfway between a voile and a gingham and with the good qualities of both.

There are dozens of new styles—plaids, checks and stripes; some with a little silk thread in the weave.

As befits such a dainty fabric, the colors are very delicate in tone, nevertheless these woven tissues wash so well that they are great favorites for Summer tub frocks.

31 and 32 inches wide and 60c a yard.

(First Floor, Chestnut)

## The Little Boot Shop Has Its Winter Clearaway

550 pair of women's high shoes are in it, at prices which are at least a third and sometimes a half less than regular.

The shoes include tan lace shoes and patent leather shoes, both button and lace, with French or Cuban heels, and the new prices are \$7.75, \$9.75, \$10 and \$13.50 a pair.

Sizes, of course, are broken, but there are all sizes in the lot.

(First Floor, Market)

## Some Good Washing Machines at \$16.50

A limited lot of easy-running and highly efficient machines; clear spruce tubs with corrugated interiors.

(Fourth Floor, Central)

## STILL good choosing in the Sale of Lamps—table and floor lamps, candlesticks and lampshades, electric fixtures and brackets.

All are at least a third less than regular.

(Fourth Floor, Central)

## Just a Few More Days for the Children's White Sale

January and juvenile undermuslins are connected in the minds of a good many mothers, for this is the time when they stock up on undergarments and dresses for their youngsters.

This year's sale is notably good, including, as it does, hundreds of carefully made, clean little garments, all at economical prices.

Bloomers, 65c to \$2—4 to 14 year sizes.

Night drawers, \$1 and \$1.25—2 to 10 year sizes.

Nightgowns, 85c to \$2.50—1 to 14 year sizes.

(Third Floor, Chestnut)

## Notelets

rooms, and almost all other rooms, are 50c to 85c.

Metal hot-water bottles, \$1.75 to \$3.50.

Aluminum hot-water bottles, \$4.

White enamel bath-tub seats, \$1.50.

Opalite tumblers for bathrooms, 25c.

Miller oil heaters, one-gallon size, odorless and smokeless, \$7.25 and \$8.50.

Gas radiators, four tube, \$4.75; six tube, \$6.50; rubber tubing to connect, 15c per foot.

Room heaters which can be attached to the gas jet, 50c, \$1 and \$1.50.

Air moisteners which attach to the radiator and moisten the dry air in the room, \$2.50 and \$3.

Waffle irons for use on a coal range, \$2.20.

Heater scoops, small sized, \$1.15 and \$2; large sized, \$2.15 and \$2.50.

(Fourth Floor, Central and Market)

## Please note that the January White Sale has only about a week more to run.

(Third Floor, Central)