

Band plays at 9; Organ at 11, 11:55 and 4:50 Chimes at Noon	<b>WANAMAKER'S</b>	Store Opens at 9	<b>WANAMAKER'S</b>	Store Closes at 5	<b>WANAMAKER'S</b>	WEATHER Fair
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# The Last Week of Our Business Year Brings Good Opportunities to Save

**This Week Is the Last of January**

It is the last week of our business year. We close our 1919 business books next Saturday night.

Scattered all over the Store are many things to close out this week at cost and less because they are the remnants of lots that we shall not reorder.

Every day we have reductions somewhere through the Store of lots that we do not wish to save up to use as sales bargains.

We like our customers to get unexpected surprises and to have these advantages of lowered prices without being jammed with overcrowded aisles.

[Signed] *John Wanamaker*

Jan. 26, 1920.

**The Loveliest of Spring Dresses Arrive for Young Women**



Piquant and so new in their fashions that they might have just stepped out of a French fashion magazine!

Best of all, they are so wearable and they can be put on immediately and see good service before Spring actually starts in.

For instance, there is a number of the smartest little dark blue silk taffetas, quite original in their lines. They would be just the thing for afternoons, the matinee and so on, and later for street wear. The prices are \$39.50 to \$47.50.

Then a group of the most bewitching afternoon dresses, such as Georgette crepes, usually beaded; blue taffetas, one with gayer striped ribbon as a trimming; another in a changeable taffeta, ashes of rose color, with the side puffing caught up with ribbon rosettes and a wired loop on the other side. There are many of these dresses, all different, from \$47.50 to \$115.

Finally some exquisite evening gowns. One of turquoise blue crepe de chine, embroidered in silver, has crystal bead trimming. Another is a lovely jade green with white beads and stitching. These prices go from \$85 to \$155.

(Second Floor, Chestnut)

**Women's Fine Coats in a Clearaway**

**\$57.50 to \$135**

Really delightful things of a conservative sort, but we are too much interested in Spring coats to want them around any longer.

The cloths are the soft, lovely silvertones, evoras, bolivias, velours and duvetynes in taupe, browns and darker colors.

The styles are the straight lined, distinguished styles that cannot be copied in cheaper fabrics, and the weight is such that women can wear them with separate fur neckpieces now, and without furs when the first Spring days come in.

Also there is a saving of \$10 to \$25 on every coat.

(First Floor, Central)

**The January Sale of Furs**

For the few people who do not know it, we repeat the pleasant information that all the neckpieces and muff in the Fur Sale are reduced to half of regular prices.

The furs include:

Sable	Opossum	Mole
Fisher	Stone Marten	Nutria
Ermine	Skunk	Fox
Mink	Lynx	Wolf
Beaver	Squirrel	

(Second Floor, Chestnut)

**New Embroidered Georgette Flouncings**

Nothing could be prettier or a better solution of the gown problem to the woman who has her gowns made to order.

The flouncings are embroidered with self-colored ribbons, and sometimes have cut-work in addition to the embroidery. Some are embroidered with self-colored silk and gold or silver thread.

The colors are navy, brown, white, flesh, black and taupe; the widths 40 inches, and the prices \$8 to \$16 a yard.

Also it may be mentioned that it takes only from 3 1/2 to 4 yards for a gown.

(Main Floor, Central)

**100 Women's Cloth Skirts Are Now \$12.75 Each**

Gabardine, French serges and a few broadcloths, in navy and black. They are all of the type known as dress skirts, fine in quality and finely made, but sizes are broken and we wish to see the last of them.

(First Floor, Central)

**LARGE UNDERMUSLINS IN THE WHITE SALE**

Nightgowns, \$2.25 to \$3.85.

Corset covers, 65c and 75c.

Large petticoats, \$1.25 to \$5.

Short petticoats, \$1.25 to \$2.50.

(Third Floor, Central)

**INEXPENSIVE CORSETS**

250 topless corsets in pink material are \$1.50 each.

631 corsets of pink broche, topless with elastic inserts at \$2.

200 topless corsets of pretty, fancy broche, pink and white, are \$3 each.

(Third Floor, Chestnut)

**New Sports Millinery for the South**

Big, simple shapes, charming in their color and lightness.

White ribbon hats, some with straw brims or crowns.

White organdie hats.

White silk hats covered with cotton crepe.

Colored organdie hats.

Straw hats with big taffeta bows and occasionally with brushed wool edges.

Prices are \$15 to \$30.

(Second Floor, Chestnut)

**WOMEN'S RICH NEW SUEDE GLOVES AT \$1.85**

The particular interest of these new gloves is that they are made of the New Zealand suede, extraordinarily durable and fine and closely resembling mocha.

One-clasp style, half-pique sewn, in gray only.

(West Aisle)

**THE care of the complexion is a more vital matter, if possible, during winter weather than at any other time of the year. And a great many women are finding the method of facial massage used in the Salon de Beauté a very satisfactory one. Incidentally, it is best to make appointments.**

(Third Floor, Chestnut)

**A GOOD COMPLEXION**

is often just care and the right kind of face creams.

Queen Mary creams are not only pure, that goes without saying, but they are made up of exactly those substances that the skin most craves to keep it in health.

Queen Mary Cleansing Cream, 60c and \$1.20 a jar.

Queen Mary Skin Cream, 60c and \$1.20 a jar.

Queen Mary Youth and Beauty Cream, 60c and \$1.20 a jar.

Queen Mary Wonderful Cold Cream, 30c and 60c a jar.

(Main Floor, Chestnut)

**A FEW fine shoes are still to be had in the winter clearaway of the Exclusive Little Boot Shop. They are women's black and tan high shoes, lace and button, at \$7.75 to \$13.75.**

(First Floor, Market and Juniper)

**ABOUT SILK WAISTS GENERALLY**

Tailored crepes de chine in black, white and navy, at \$9.50, and white and flesh, \$9.75 to \$20. The finest are hand embroidered.

Georgette crepe waists in white, flesh and street shades, \$10.75 to \$87.50. These are trimmed with braid, hand embroidery and real and imitation laces.

(Third Floor, Central)

**QUITE ENGLISH AND QUAIN ARE THESE NEW CHINTZES**

They have just landed from England, and they are every bit as dainty and pretty as those that women were so enthusiastic over last year.

Fine multi-colored block figures or lily-of-the-valley blossoms, closely printed on white grounds. They make up into charming Summer frocks, which have the virtue of both looking and being cool.

The width is 32 inches and the price 75c a yard.

(First Floor, Chestnut)

**FIGURED cotton crepe Kimonos, Empire style, are in rose-and-white, blue-and-white and lavender-and-white. Price \$6.50.**

(Third Floor, Central)

**Women's \$7.50 Pumps of Real Beauty**

They are the long vamp, narrow toe, turn sole style so much liked by young women, particularly to wear with spats.

Heels are both high and baby Louis models.

Leathers are patent leather and dull black calafakia.

Uncommonly good shoes for the price.

(First Floor, Market)

**The Ambition to Own a Player-Piano**

is one of the most laudable of ambitions and means something more than the old ambition to own a piano of any sort.

In the days before the player-piano the piano was in demand largely for the prestige that its possession gave one. Only a small minority could play it.

But the player-piano is different. A player-piano in your home is more than an impressive piece of furniture. It is

**A Source of Music—**

whether you are a trained musician or do not know a note.

In the Wanamaker Store are player and reproducing pianos of eight of the most famous makes in America.

Chickering, Schomacker, Emerson, Haines Bros., Lindeman, Marshall and Wendell, J. C. Campbell and the celebrated Knabe.

The price range is large and there are some instruments on the floors that will be sold at lowered prices. Among these is a group of new Emerson, Haines Bros., Marshall and Wendell Angelus and other player-pianos at \$700 to \$900, which is \$50 or \$75 less than their regular prices.

(Egyptian Hall, Second Floor)

**"Please Sell Me Those Trunks Back," Said the Maker**

and he offered us a price 15 per cent over what we had paid for them.

But we wouldn't do it; we are going to sell them to our customers, and AT NO ADVANCE IN PRICE.

Extra-strong wardrobe trunks, three-ply basswood, fiber-covered and fiber interlined; extra-heavy binding and heavy hardware; brocade lined. Equipped with ten hangers suitable for men's or women's apparel.

Price for this lot only, \$65 each; or with special locking device, \$67.50.

(Fourth Floor, Central)

**Good New Quilts Reinforce the Selling of Blankets**

News of quilts and blankets is the most comforting reading we know of for a harsh January day. We just wish we could be sure of getting some more of these newly arrived wool-filled quilts to sell for the price now marked on them—\$15. They have satreen coverings with figured centers and plain borders.

But the fact is, these are the last we shall have for an indefinite period to sell at this price, so that if you want one you will need to select it without delay.

The arrival of these quilts has given an added interest to the selling of blankets at specially low prices. People who braved the ice and slush to get some of these considered themselves well rewarded. And well they might, because there is a large saving from our own regular prices on every pair.

White blankets of mixed wool and cotton, 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, \$15 and \$16 a pair.

White blankets of mixed wool and cotton, 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)

**"Much Cry and Little Wool"**

is supposed to be an old saying of the sheep-shearers, expressive, no doubt, of plenty of noise, bleating and wordiness, but only a scanty clip.

Much cry and little merchandise sums up many a store event, reminding one again of Lincoln's story of the river steamboat with such a powerful whistle that every time the whistle was blown the boat had to stop, the motive power being insufficient to keep both going at the same time.

If we have raised "much cry" over this coming

## February Furniture Sale

we want you to remember that we have the merchandise to show for it. "Much cry," undoubtedly, but with good reason, because of the abundance of the goods, notwithstanding all the alarms and forebodings of scarcity and what-not.

There may be — in fact, there is — a shortage of desirable furniture in most places, but this Sale will bring more furniture than any sale we have ever held.

And all of it is furniture of the right kind; furniture good enough to carry the reputation and the record which have made Wanamaker furniture sales the greatest retail sales in the world.

Do you realize how near it is to the first day for seeing the goods?

## Thursday Next, January 29— Only Three Days Off

The first of three days of advance presentation, when all the displays will be ready for viewing and selection and everything will be ready for you to see with your own eyes that if we have made "much cry" there is no gainsaying the reason. The goods are here and no mistake about it.

(Fifth, Sixth and Seventh Floors)

(Fifth, Sixth and Seventh Floors)

**SOME GOOD DOMESTIC RUGS AT LOWERED PRICES**

Still a limited lot remaining in the January clearaway.

**Wilson Rugs**  
9x12 ft., \$78.50 and \$129.  
8.3x10.6 ft., \$127.50.

**Axminster Rugs**  
9x12 ft., \$63.50.

**Tapestry Brussels Rugs**  
9x12 ft., \$32.50.  
11.3x12 ft., \$46.50.

(Seventh Floor, Chestnut)

**Now, Sir, While You Can Get Good Shirts for \$2.15**

we would strongly advise your doing so. These are about a third less than the usual prices.

Soft-cuff negligee shirts with a good assortment of seersucker stripes among them.

At the same time you can choose from a lot of fine four-in-hand neckties at \$1, which is a third to a half less than regular.

(Main Floor, Market)

**Men's Handkerchiefs of Airplane Linen**

Of beautiful quality, strong and fine, cut full size and with narrow hems. \$8.50 a dozen, 75c each.

(West Aisle)

**A New Shipment of Men's Dressing Cases**

brings some fine ones at \$13.50 and \$15.

They are of black long-grain leather with tan leather linings and black fittings, and are unusually good for the price.

(Main Floor, Chestnut)

**The New Chinese Weaves in the Oriental Rug Sale Are Very Handsome Pieces**

In decorative effect, Chinese rugs very often strike a bizarre, not to say barbaric, note, which fits in and sets off many a scheme of furnishing.

Other types of Chinese rugs are of a more refined or conventional order, especially those in which floral representations predominate.

The Chinese carpets which have come newly into the Oriental rug sale are chiefly of this latter order. They show floral conceits of a particularly attractive kind on grounds of golden hue, or ultramarine, or a blue of a milder tone.

It is a good while since we have had so charming a lot of these rugs, all of which are marked substantially below the prices now ruling for such handsome and desirable pieces. They make a delightful addition to the Persian, Asia Minor and Indian carpets to be found in this Sale in such beautiful assortment.

The carpet-size Chinese rugs are priced at \$475 to \$675, with a large choice at more than a dozen different prices in between.

Small Chinese rugs are also in the sale at specially low prices—2x3.6 ft., at \$25 to \$35; 3x5.2 ft., at \$35 to \$65, and 4.6x6.6 to 4x7 ft., at \$135 to \$215.

(Seventh Floor, Central)

**FLOWERED COTTON PETTICOATS**

The last lot went so fast that we are glad enough to have another shipment.

Price \$1.50 each.

(Third Floor, Central)