

Organ plays at 9, 11 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# Now the Great January Sales and New Goods at New Low Prices

**A Kind Friend Has Called Our Attention to One of Our Great colleges, which in advertising its advantages adds: "Study and play carefully supervised."**

Primarily the foremost thought of this business was to

(A) provide the most perfect building that could be devised for safety and health;

(B) to gather here from everywhere from all countries (giving preference to the United States) the best fabrics and articles that money can buy;

And in addition to the above fundamentals, to create an attractive place for our patrons and their families to entertain their children and visiting friends while the shopping is being done.

Remember—the flags of all nations.

- the bronze tablets to Lincoln, Washington and Grant.
- the memorial tablet to our boys of the war.
- the annual seasonal decorations, such as at Christmas.
- the organ, admittedly the greatest in the world.

All our work and play is "carefully supervised," as well as the collecting, pricing and placing of merchandise, that comfort, satisfaction and actual helpfulness be given, as well as beauty and pleasure to all who honor us with their presence.

[Signed] *John Wanamaker*

Jan. 3, 1921.

## Lovely, Flower-Trimmed Leghorn Hats

Just off the needle—lovely Spring hats that are ready to take their flight South at once.

Creamy leghorns they are, all in the natural color, and in broad-trimmed becoming shapes, for afternoon and more-formal wear.

Some are wreathed with garden posies, some are trimmed with ribbons, but all are charming.

Prices start at \$20. (Second Floor, Chestnut)

**Women's Jersey and Cloth Suits Have Prices Lowered—\$18.50 and \$25**

Only a few of the hundred and fifty suits are of cloth—the majority are of jersey in solid colors and heather mixtures, sometimes perfectly plain, sometimes with fur collars or trimmings of brushed wool or plaid wool. The colors are grays and browns, greens and blues, and tans, a little of everything, because the suits are odds and ends. However, there are all sizes—34 to 41—in the lot.

At these new prices, the saving is nearly half. (First Floor, Central)

**Sports Coats Take Their Turn at Smaller Pricings**

Women will find all the untrimmed camel-hair coats and all the velvet sports coats and capes marked from nearly one-third to one-half less than they were. They are now \$25 to \$130.

None have fur collars but some have throw scarfs and there is a good selection of colors among the camel-hair coats and various materials among the novelties, such as hollia, velour, polo cloth, tweeds, greys and plaids. They are all good coats for early Spring. (First Floor, Central)

**Everybody Expects the White Sale to Bring White Habutai Silks**

For these silks are the best all-around silks for underwear, petticoats, negligees, blouses, tub dresses, linings and many other purposes, and everybody knows it.

It is a pleasant surprise, however, to find that prices start as far down the scale as \$1 for the real Japanese habutais and that there are increasingly good qualities for \$1.25, \$1.50, \$1.75, \$2 and \$2.25 a yard. Such are "before the war prices" and it means a great saving to the many women who have learned the real value of habutai silks. (First Floor, Chestnut)

**Girls' Sturdy, Warm Winter Coats—\$14.50**

Made of warm, soft wool coating in that much-liked red-brown hue, these coats are excellent Winter wraps and in a good style for girls of 6 to 12 years.

They are in a simple, tailored style, with collars that may be buttoned high, deep pockets and belt, and are both lined and interlined for extra warmth and comfort.

\$14.50 is a moderate price, for such coats, too! (Second Floor, Chestnut)

**New Plaid Sports Skirts Unusually Pretty at \$16.75**

Just one hundred altogether, but we selected them from a large number because they were the prettiest we found anywhere to sell for \$16.75.

They are a beautiful, soft, all-wool worsted, with the newest form pleatings, box pleats, separated by knife pleats, broad box pleats, dished over the hips and others and the colorings of the plaids are in the fashionable brown-and-blue, blue-and-green or blue-and-tan combinations. There are also a few stripes. (First Floor, Central)

**Women's Sports Shoes in the New Light Tan**

High shoes and oxfords, both of the very light tan grain calfskin and in so fashionable for women's Winter footwear.

Oxfords have long wing tips, full round toes and 1½-inch military heels. They are \$9.75 a pair.

The high shoes are of the same style, but the toes are fuller and the heels lower. They are \$11.75 a pair. (First Floor, Market)

## SOME Lovely New Mocha Gloves for Women

are just out of their boxes in the Glove Store. Mochas are very fashionable now, and they are practical Winter gloves, for they are the right weight for cold weather.

These are all of genuine Arabian mocha skins, are soft and velvety to the touch and are in unusually attractive colors.

There is a soft taupe brown, gray, light and dark tan, and they all have spearpoint or embroidered backs and fasten with one clasp or one button.

\$4.75 a pair. (Main Floor, Central)

## A FINE New Importation of Irish Crochet Laces

An equally good bit of news is that the prices are as low, in some cases even lower, than the last importation. They were considered very wonderful indeed then.

Beginning with a picot edge at 25c a yard and a ½-inch edge at 55c a yard, prices go up to 6 inches wide at \$5.75 a yard. The last is the widest we ever had at such a price.

Insertions are from ¾ inch at \$5c a yard up to 2½ inches at \$7.75 a yard. Heading at 25c and heading and edge at \$1.25 a yard. (Main Floor, Central)

## NEW Spring Neckwear at \$1 and \$1.50

Some very pretty collar-and-cuff sets and those useful little vestees with collar attached. They are of net and organdie, lace-trimmed and especially nice for those prices. (Main Floor, Central)

## NEW Spring Gingham at a New Low Price

A good-sized shipment and a fine assortment of checks, stripes, plaids and plain colors, 32 inches wide.

We consider these ginghams among the best made in this country; the weave is very fine and the colors clear and beautiful. Not for a long time has the price been as low as 65c a yard. (First Floor, Chestnut)

## Camee

If you are looking for a dainty, pleasant gift for somebody, the Camee Shop may have just what you'd like, for there are fascinating and lovely new boxes in gay and charming colors and new shapes, and they were just made to hold such delicious candies as the Camee chocolate. A particularly attractive box is a blue one at \$5.

And to go in the boxes there are Camee chocolates in many delectable flavors and all with the most delicious chocolate covering at \$1.80 a pound. (Main Floor, Chestnut)

## WOMEN'S Good Handkerchiefs for \$3 a Dozen

are kinds for which the price is usually much more—as you'll know the minute your fingers touch the firm and snowy linen.

The handkerchiefs are in plain and hemstitched style, with narrow hems, and they are very well made, too. (East and West Aisles)

## WOMEN'S Silk Stockings at Good Savings

55c a pair for second-grade full-fashioned black silk stockings.

\$1.50 a pair for first and second grades full-fashioned black and colored silk stockings.

\$1.75 a pair for first and second grades full-fashioned black and cordovan stockings, silk to the tops. (Main Floor, Market)

## RIBBONS of Staple Kinds Are Given New Prices

And they are very much smaller than they have been. This is a direct result of a lowering in the wholesale cost of these ribbons. Almost without an exception every staple ribbon now in stock is revised in price and the new ribbons coming in are marked correspondingly low. (Main Floor, Central)

## UPHOLSTERY Remnants About Half Price

Meaning many delightful possibilities for curtains, pillow covers, table covers, scarfs and so on at a very great saving in the cost of the material.

They include all the odd lengths of serim, marquisette, cretonne, madras and tapestry and, by a little hunting, one may find almost everything one wants. (Fifth Floor, Market)



**These Are the White Sale Prices**  
Nightgowns, \$1 to \$3.85 Drawers, 65c to \$1.50  
Corset covers, 50c to \$1.65 Short skirts, 65c to \$1  
Chemises, \$1 to \$2.85 Long skirts, 85c to \$3.85

## A THRICE-WELCOME WINTER SALE OF WHITE

Bringing thousands and thousands of brand-new, fresh undermuslins just at the moment when women most wish to replenish their wardrobes, and just at the moment when they are most tired of high prices.

As a matter of fact, the great bulk of the garments in the Sale are priced between 50c and \$3.85—garments made of good cambrics and nainsooks, generously cut, excellently finished, and trimmed with simple laces and the best embroideries possible for the money.

Ordinarily a Wanamaker White Sale is prepared months ahead, but for this Sale, contrary to our custom, we bought at the very latest moment possible, in order to take advantage of the falling prices in cotton.

In it you will find a remarkably large number of domestic garments at \$1; besides others as low as 50c and 85c; you will find samples at half; and really wonderful Philippine nightgowns and chemises for prices below \$3.85.

The great majority of undermuslins will be found in the Store on the Third Floor, Central.

## The Waist Economies Are Great

At \$1.35 to \$2.85 are white cotton waists—voiles, batistes, organdies, dimities and swisses; tailored and lingerie styles. A very few have colored trimmings.

At \$3.85, hand-made Porto Rican waists, trimmed with real fillet. Also Georgettes in light and suit colors.

At \$5 and \$5.85, Georgettes—some made over-bouse fashion; and crepe de chine waists with real fillet.

At \$8.75 and \$12.50, Odd lots, including Georgette over-blouses and some of crepe de chine. (East and West Aisles, and Main Floor, Outposts)

## White Sale Corsets Very Inexpensive Indeed

J. R. corsets in a dozen models at \$1.50 to \$8.50. Parisiennes at \$9.75 and \$11.50—and women who habitually wear these fine things know how much more they usually pay.

Letitias at \$4 and \$5—a topless and a low-top.

Madame Lyra, \$3.75 and \$4.

Wanamaker Specials, eight models at \$1.50 to \$3.50, and finer sorts at \$3.75 and \$6.

Also brassieres of uncommonly good quality at 50c, 60c and \$1.50; Lillian brassieres at 35c to \$1.25; and finer sorts at \$1 to \$6.75. (Third Floor, Chestnut)

## Other Special Garments Are These—

Cotton crepe kimonos from Japan, native sleeves and hand-embroidered, \$1.90.

Other Japanese crepe kimonos with American sleeves and more embroidery, \$2.85.

Sample negligees at half—silks and filmy affairs.

White aprons at 15c to 85c—pretty nearly all kinds.

Bungalow aprons at \$1, gingham with rick-rack.

Gingham dresses at \$1.85 and \$2.85.

Flowered black cotton petticoats, \$1.

Black cotton jersey petticoats with satene flounces, 85c.

Silk petticoats—messaline, jersey and jersey with taffeta and messaline flounces, \$3.45 to \$5.

Blanket bathrobes, light and dark, \$3.90. (Third Floor, Central)

## In the Children's White Sale

Little boys' washable suits with white waists and colored trousers, mostly Oliver Twists, sizes 2 to 5 years, prices \$3 and \$3.85.

Creepers at \$1.25 to \$1.75.

Infants' long slips, 75c to \$2.25.

Little dresses, 6 months to 2 years, \$1.25 and \$2.25.

Nightgowns in 6 to 14 year sizes, 65c to \$1.25.

White and colored bloomers, 25c to 85c, sizes 4 to 12 years. Besides muslin drawers and girls' petticoats. (Third Floor, Chestnut)

## There's Wonderful Choosing in This Wanamaker Fur Sale

COATS, wraps, small furs, muffs—there is every kind or style of fur a woman could wish for in this sale! Without reservation, every piece in our stocks on December 31st was marked a third below its regular selling price—and it is at that new low price at which you may now buy it.

They are all Wanamaker furs—every piece is exactly as represented and the Wanamaker guarantee is back of it.

Fur coats start at \$82.50 and go to \$3000—and this includes coats of marmot, Hudson seal (dyed muskrat), narseal (dyed coney), moleskin, mink, ermine, natural squirrel, beaver and caracal.

### And Look at This List of Fur Scarfs

- |   |  |
|---|--|
| Gray squirrel, \$26.50 to \$66.50.      | Stone marten \$37.50 to \$56.50.                 |
| Australian opossum, \$25 to \$60.       | Hudson Bay sable, \$73.25 to \$150.              |
| Golden brown beaver, \$41.25 to \$125.  | Hudson seal (dyed muskrat), \$33.25 to \$163.25. |
| Black lynx scarfs, \$41.25 to \$166.50. | Muffs to match go from \$30 to \$66.50.          |
| Skunk scarfs, \$30 to \$233.25.         |  |
| Baum marten, \$60 to \$103.25.          |  |

(Second Floor, Chestnut)

## A Brilliant Sale of Our Whole Collection of Lamps

Electric Lamps, Gas Lamps, Table Lamps, Floor Lamps, Hanging Lamps, Candlesticks, Wall Fixtures, Candelabra and Shades

All at One-Third to One-Half Less

This is the first sweeping Sale of lamps, lamp shades, fixtures and all kindred things we have known in years.

It is a Sale bringing more than 10,000 pieces at prices one-third to one-half less than regular.

The Wanamaker collection has been much admired for its beauty and variety and is worthy of the admiration. It is not old stock, but all new and fine, and all first quality, no "seconds."

The opportunity now presented to choose at one-third to one-half less is unequalled to our best knowledge anywhere.

200 gas and electric metal table lamps with the greatest variety of decorative glass panels, one-third less, now \$13.50 to \$43.50.

Several hundred fine floor lamps, now so much in demand, in mahogany, iron, ivory, enamel wood and polychrome standards, from \$6.50 to \$135.

Thousands of candlesticks in wood, iron, enamel, in many varieties of workmanship, 25c to \$57.50.

Hundreds of side wall fixtures, just such as are in great demand for fitting up living and dining rooms at one-half less, from \$4.50 to \$30.



Hundreds of parchment shades at half price, ranging from \$1.50 for five-inch shade to \$45 for a 28-inch shade.

Hundreds of silk shades, one-third off, ranging from 65c for candle size to \$110 for large floor lamp size.

(Fourth Floor, Central)

## 1000 Trunks at One-Third Less Than Usual Prices

Far and away the best opportunity to buy trunks since 1914—but the offer concerns only a thousand trunks.

Wardrobe trunks, splendidly made, good for thousands of miles, equipped to take the very best care of your clothing, \$40, \$50 and \$60.

Dress trunks made of three-ply veneer basswood, fiber covered, with solid steel mountings, each with two trays, 32 inch, 36 inch and 40 inch; \$20, \$22 and \$24.

Steamer trunks to match, sizes 32, 36 and 40 inch, \$18, \$20 and \$22. (Fourth Floor, Central)

## 1500 Snowy Bedspreads Down One-Third and More in the White Sale

Honeycomb spreads, domestic dimity spreads, English dimity spreads, these latter woven like the famous satin-finished spreads and having the same appearance, but lighter in weight, corded and satin-striped dimity spreads and heavy satin-finished English spreads in striped designs—all these are included in the assortment. We believe it is the largest collection of spreads in Philadelphia and by far the best at the prices, all of which are one-third or more below former figures.

(Sixth Floor, Central)

## SILK Handbags at \$2.75; Duetyne Handbags at \$3.75

The above three lines are elegant. They tell the story of the lowering of prices that has taken place in the handbag market.

The silk bag is in black and navy more, with metal frame and containing purse and mirror. It is a good, roomy size.

The duetyne bag is in brown beaver, taupe and navy and is in the same style as the silk bag, except that it has an inner frame.

Neither style has been so low priced for years. (Main Floor, Chestnut)

## SPORTS Scarfs at \$5—Mostly Less Than Half Price

Good warm wool scarfs and a few silk scarfs; some are a trifle soiled and some show slight imperfections in the weave. Nothing, however, to affect the wearing. They are excellent values for those who can use them. (Main Floor, Central)

## Beautiful Whittall Rugs at Splendid Savings

These are discontinued patterns of Whittall Anglo-Persian, Royal Worcester and Teprac Wiltons. Prices on these fine rug are lowered only on these half-yearly occasions, and the number of them is limited. The savings are about 25 per cent.

### Anglo-Persians

9x12 ft., \$112.50 36x63 in., \$18.50

8x10 ft., \$105 27x54 in., \$11.75

22½x36 in., \$7.75

### Royal Worcester

9x12 ft., \$95

### Teprac Wiltons

9x12 ft., \$84 8.3x10.5 ft., \$76

### Also Other Fine Rugs, Linoleums and Mattings for Less

A group of other rugs at half price or less because they are only one or two of a kind and size. From 6x9 ft. at \$35 to 11.3x13 ft. at \$96.

Colonial rug rugs at the following low prices: 9x12 ft., \$13.75; 8x10 ft., \$11.75; 6x9 ft., \$9.75.

Printed and inlaid linoleum at 65c, \$1.25, \$1.95 and \$2.25 a square yard—a third less.

Chinese and Japanese matting at \$10 and \$17.50 a roll of 40 yards—about half price. (Seventh Floor, Chestnut)