

Organ plays at 9, 11 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Splendid Savings—and on the Finest Merchandise the Market Holds

Buy Fair, Sell Fair and Take Care

He that grasps too much holds nothing fast. Many of the foxes grow gray, but few ever grow good. Better small profits and large sales. When you are good to others you are best to yourself. "Keep conscience clear, then never fear," said Benjamin Franklin. Timely New Year notes for ourselves and others.

[Signed] *John Wanamaker*
Jan. 6, 1921.

Warm Silk Plush Coats for Cold Days Coming

We are rather particular about the quality of the plush that goes into our coats. Only the very finest and heaviest with the longest nap is used. This quality is very good-looking, extremely warm and it wears well. It looks very like fur and is worthy of being trimmed with handsome fur collars. Untrimmed silk plush coats from 34-inch length to full length are \$75 and from there prices rise to \$175 for a beautiful coat with a huge shawl collar of beaver. Nutria and Australian opossum are the other furs.

Young Women's Splendid Winter Coats, \$38.50

Handsome Winter coats and wraps, mostly fur trimmed—coats that mean savings of \$20 to \$30! They are all brand-new and in the newest Winter styles. There are coats with wide fur collars. There are wraps handsomely embroidered. There are wraps that are fur trimmed and cut on new lines. Of soft wool velours, silver-tipped Bolivias, tinsel-tones and sports cloths, these new coats are in about a dozen good models. They are in the fashionable reindeer and brown shades, in Chinese and darker blues, and in lighter shades. They are all lined with rich silks and interlined. Most all have wide fur collars of nutria, natural racoon, of nearseal (dyed coney) or of Australian opossum, though some few are without fur for young women who wish to wear their own furs. All in 14 to 20 year sizes.

Women's Duplex Gloves for Practical Service

Short white duplex gloves, \$1.75 a pair; strap wrist in five-button length, \$2.50 and \$3; 8-button length, \$2.75; 12-button length, \$3.25, and 16-button length, \$3.50 a pair. Chamois finished lisle gloves in white, pongee or heaver color, 12-button length, \$2.25 a pair.

Plaid and Checked Skirtings Drop Down in Price

They are 54 inches wide (one width for a plain and two for a pleated skirt is enough) and they are beautiful all-wool large and small plaids and checks in all the fashionable combinations of colors. Also you may have your choice of the lighter weights used for pleating or the heavier for sports skirts. The average is one-third less, but many are half price. New prices are \$3, \$3.50 and \$5 a yard. There are also some of the finest kind of all-wool camel-hair plaids, used for skirts or coats that have just been made \$10 a yard. They were half again as much.

Smart New Sports Oxfords for Women of Fashion

From the leading women's shoe factory in Philadelphia, and anywhere else you would pay a third more for these same shoes. Of nut brown and dull black calfskin, with straight punched tips, many perforations and military heels. Price \$12 a pair.

Women's Silk Stockings "Mill Runs" at \$1.50

2400 pair of full-fashioned black, white and cordovan silk stockings, silk to the tops. 1200 pair of plain and openwork glove silk stockings in black, white and colors. If these were first grade goods they would be double this price, or more.

Imitation Ivory Toilet Articles—All Small Priced

They are, to be exact, a quarter to a half less than usual. They are all of imitation ivory, are in good shapes and the list includes not only the brushes, combs and mirrors that most people want, but cloth and hat brushes, puff boxes, hair receivers and frames as well. Prices start at 15c for a comb and go to \$3.75 for the largest cloth brush.

Women's Fine Novelty Gowns Going Out at \$100 and \$150

Individual pieces, being gowns of tricot, velvet and duvetyne in dark colors, and all very distinguished. There are no two alike, but each has a great deal of charm. For instance, there is a black velvet with a broad black and gold girdle; a chiffon brown velvet with beading of bugles; another black velvet with collar of real Venise, and so on through the entire list. The new prices are at least a third smaller than the first prices.

WOMEN going south will find delightful Paris blouses in the French Room at \$13.50 to \$37.50. They are usually of handkerchief linen or voile; many of them have real Valenciennes; and little gophered ruffles, and the finest of tucks are other features.

Also in the French Room are the American-made sports shirts to be worn with sweaters in southern resorts. They are of habutai, linen and similar materials and are priced at \$12 to \$30.

It Is Perfectly True That Silks Were High

It is equally true that within the past six months there has been a rapid falling in prices, bringing a great quantity of fine fashionable silks down to the normal level of before the war. Whether they will stay that low or not we do not know, but we do know that now is the time for everybody who can make use of good silks to buy what they need. Every kind of silk here has undergone this revision in prices, from Japanese white habutai, which now starts as low as \$1 a yard, up to the finest new Spring Canton crepe at \$4.50 a yard. And all the new silks arriving now are priced to correspond with these lower markings.



From Squirrel to Sable in the Annual Fur Sale

There's every fur here! Among the small furs there is really remarkably good choosing. Of those small animal scarfs which women like so well, there is a wide choice. Baum-and stone marten—these starting at \$37.50 and \$50—Hudson Bay and Russian sables, the popular Australian opossum, the much-liked gray squirrel—they are all here. And whether you choose a most moderately priced fur or one that is more expensive, you may be perfectly sure of its quality and its good style, as well as the fact that it is exactly as represented. Golden brown beaver scarfs are \$41.25 to \$125. Australian opossum scarfs, \$25 to \$50. Skunk scarfs, \$30 to \$235.25. Baum marten scarfs, \$50 to \$103.25. Stone marten scarfs, \$37.50 to \$56.50. Hudson Bay sable scarfs, \$73.25 to \$150. Hudson seal (dyed muskrat), \$33.25 to \$153.25. Russian sable scarfs, \$166.50 to \$482.50. Muffs, in the fashionable shapes and of the fashionable furs, are \$20 to \$66.50.

Individuality Should Speak From One's Stationery

In other words, it is a mark of good taste to have one's monogram or address stamped on the letter paper. The newest forms of monogram dies are from \$1.50 to \$10. Address dies, from 20c to 35c a letter. The cost of stamping is 40c a quire in plain colors or 30c a quire for five or more quires in plain colors. In gold or silver, 60c a quire or 50c a quire for five or more quires. And, just now, there is a fine stock of quire papers to choose from, from 50c a quire up to the finest French novelty papers at \$2.50 a quire.

Hemstitched Linen Pillow Cases, \$3.75 a Pair

Of pure linen and in full, regular size. A special purchase and exceptionally good at that price. Size 22x36 inches.



The Winter Sale of White

There isn't any doubt whatever about it—women are growing taller and larger and more like "daughters of the gods" with every year that goes by; it is only necessary to notice the women in any crowd to prove it. Consequently, with every White Sale the large-sized undermuslins become more and more important.

We have large nightgowns at \$1.50 to \$4.75. Corset covers, 75c to \$2.75. Drawers, 85c to \$3.25. Long petticoats, \$2.25 to \$6.50. Chemises, \$1.35 to \$5.50.

Kimonos, Petticoats and Other Garments at White Sale Prices

Japanese crepe kimonos with hand embroidery and cut with American sleeves, \$2.85. Others with less embroidery and native sleeves, \$1.90. Blanket bathrobes in light and dark shades, some satin trimmed, \$3.90. Corduroy coats in light and dark colors, \$1.50.

White Sale Corsets

We still have plenty of C. B. "seconds," in several different models, at \$1.25. Of L. R. corsets at \$1.50 to \$8.50. Parisiennes at \$9.75 and \$11.50. Letitia corsets at \$4 and \$5. Wanamaker Special corsets at \$1.50 to \$6. Also there are brassieres at 50c to \$5.75.

Silk and Other Waists—Special

Kinds which have in many cases lost a good third from their prices. Plaid silks, tailored, at \$3.85. Georgette crepes, in flesh and bisque, \$5.50. Tailored dimities, \$3.85. Besides hand-made waists of batiste at \$3.85, \$5, \$5.50 and \$8.50.

In the Juvenile White Sale

Nightgowns, 65c to \$1.25—6 to 14 year sizes. White and colored bloomers, 25c to 85c, 4 to 12 year sizes. Muslin drawers, 25c to 50c for 2 to 12 year sizes; 50c to 85c for 14 to 18 year sizes. Princess petticoats, 65c to 75c, 2 to 6 years. Infants' long slips, 75c to \$2.25. Children's dresses, \$1.25 and \$2.25—6 months to 2 years. Little boys' wash suits, \$3 and \$3.85—2 to 5 year sizes.

3500 Yards Wash Laces at 35c a Yard

Fine, beautiful laces, all brand-new, and just the kind that are used the most in trimming lingerie frocks, blouses and undermuslins. Some are edgings as much as 10 inches wide and there are the prettiest kind of camisole point laces. The values are so great that in certain cases they are three times this price, and the chances are that the entire lot will go in a very short time.

If You Are Giving a Pink Luncheon

or a party and are using pink decorations, this is to say that the Candy Store has plenty of pretty candies and favors to use to carry out any scheme of decoration you have in mind. Shining pink chocolate straws, 70c a pound. Twisted straws, 70c a pound. Curly, 70c a pound. Buttercups, 70c a pound. Pink Jordan almonds, \$1.50 a pound. Exquisite rose petals, of candy, \$2 a pound. Mint wafers with rose decoration, 10c each. Pink Jack Horner pies, \$10 each. Pink bonbons, 75c a dozen.

If You Are One of the Men Who Have Been Criticizing War-Time Clothing—

then you are the very man for whom we have an unanswerable argument. Come here for your Winter suit and you won't get war-time quality. And you won't have to pay a war-time price. The "war conditions" are over, so far as our stocks are concerned. We have no old stocks. But we have the

New Suits in a Sale that will save you anywhere from \$3.50 to \$40 on a suit. **Part of Them at \$30—The Rest at \$50** Fine, new, standard, genuinely tailored goods—certainly the best in several years.



PIANOS

Delightful to hear
Pleasing to see

CHICKERING
KNABE
SCHOMACKER
EMERSON
BRAMBACH
LINDEMAN
J. C. CAMPBELL
and the incomparable
AMPICO
Reproducing Piano

Largest choice under any one roof of upright and grand pianos, upright and grand player-pianos, and upright and grand Reproducing Pianos. Pay as you play.

Player-Piano Rolls at 25c—Less Than Half Price
1000 excellent rolls of all kinds of music. All 88-note rolls, which can be used on any player-piano.

This Reminder About Lamps

In regard to the Lamp Sale now going on these are the main facts: All the hanging fixtures and side brackets in the Store have had prices lowered to half. All the parchment shades are half. Many odd pieces—both shades and lamps—are half. And every other floor and table-lamp, as well as every lamp and candle-shade, is a third less. Some people are buying several hundred dollars' worth for their homes.

The Good Old Days Are Come Again in Oriental Rugs

The days of low prices and beautiful selections. We have just opened up another lot of Chinese carpet-size rugs of the finest kind, of particularly heavy quality and in blue and golden colorings of unusual richness. These are not only amongst the finest Chinese pieces we have ever had, but they have come to us to sell for prices as low as we have ever known rugs of such beautiful heavy quality to be marked.

Chinese Rugs					
12x9 ft.	\$375	14x10 ft.	\$710	11x10.5 ft.	\$450
13.2x9.3 ft.	\$495	18x10.5 ft.	\$675	15x10 ft.	\$440
11x8 ft.	\$315	14.5x8.4 ft.	\$175	12x11.3 ft.	\$650
9x7 ft.	\$229	17x9 ft.	\$350	12.2x10.4 ft.	\$485
13.2x10.2 ft.	\$825	15x10.2 ft.	\$650	12x9 ft.	\$387
14x9.5 ft.	\$635	17.1x11.2 ft.	\$950	12x9.2 ft.	\$345
12x9.3 ft.	\$425	15.6x14.4 ft.	\$975		

Persian Kermanshah Rugs					
13.7x9.7 ft.	\$477	13.8x9.5 ft.	\$625	14.9x10.3 ft.	\$567
11.8x9.4 ft.	\$384	13.1x9.3 ft.	\$585	14.10x10.4 ft.	\$547
12.1x8.10 ft.	\$483	13.9x9.5 ft.	\$749	14.7x10.1 ft.	\$585
13.3x8.10 ft.	\$395	14.1x10.9 ft.	\$785	14.7x10.2 ft.	\$577
		10.1x9.1 ft.	\$485		