

Organ plays at 9, 11 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

First in the Showing of New Goods and in the Lowering of Prices

Oftentimes the Day Is Half Gone Before We Actually get to work. Isn't it so?
Procrastination is not the only thief of time. There are just as many gossips among the men as there are among the women. Let other people's business alone and tend to your own.
Be jealous of your time, now that you have a New Year to begin all over again in better ways.

[Signed] *Joe Wanamaker*

Jan. 7, 1921.

There's the Lure of Spring in New Millinery

And in these charming new hats that are having their first showing in the Gray Salons.

There are new all-satin hats in smart, small and medium sizes and in the prettiest colors.

There are new all-silk hats in becoming models.

There are new straw-and-silk hats in effective combinations.

And there is a new straw braid with a glint of gold and silver that makes some bewitching new hats.

Wear them now and later—put them in your southern hat boxes.

And prices start at \$10.

(Second Floor, Chestnut)



Women Looking for Fur Coats Between \$300 and \$450

will find wonderfully good choosing in this Wanamaker Fur Sale.

At \$300, for instance, there are lustrous, beautiful coats of Hudson seal (dyed muskrat) with full, fluffy collars of skunk. These coats are well made and beautifully lined.

And there are many other coats around these prices, too—between \$300 and \$450 one may choose coats trimmed with natural gray squirrel, with golden brown beaver, or plain coats.

It is really a fine collection of handsome fur coats. They have all been lowered a third in price. There are coats of natural gray squirrel, of nutria, of leopard, of marmot, of moleskin, of mink and of ermine and prices go from \$200 for a lovely coat of neversal (dyed coney) to \$2200 for a rich brown mink wrap that is a perfect beauty.

And there are many small furs in the sale, too—squirrel, Australian opossum, sable, marten, beaver, skunk, lynx and all the other furs of fashion—and prices range from \$25 to \$462.50.

(Second Floor, Chestnut)

Women's Dresses at the New Lower Price of \$25

Nearly a dozen styles. The dresses are brand new, are all of navy or black and are embroidered or braid trimmed, beaded or severely plain.

Sizes are 34 to 42 in the lot.

(First Floor, Central)

Women's Fine Shoes at \$6.75 Close to Half Price

Black lace boots in two styles. One is of dull black calf and has a narrow toe and military heel. A style that young women will like. The other is of black glazed leather and has full, round toe and military heel.

Both very well made and good to look at and at \$6.75 they are extraordinary values. They have been selling in our regular stock for almost twice as much.

(First Floor, Market)

Now \$6.75 Will Buy a Fine Seal Handbag

And you may choose from the kinds of bags that have been a half more to twice as much in our own stocks. Fresh shipment at the lowered price has just come.

Pin seal, cobra grain seal and other fine seal leathers are used in these bags, which are chiefly black and in a variety of shapes. Some are envelope and others pouch styles.

Styles are new and attractive.

(West Side)

For the Woman Who Likes Delicate Scents

the Queen Mary Toilet waters are just right.

Among the particularly popular scents are Muguet Speciale, Rose Speciale, Heliotrope and Jasmin—all in attractive packages and bottles of generous size, \$2.50 each.

Violette de Paris, \$1 and \$1.75 a bottle.

L'Empire toilet water is another great favorite, 85c and \$1.65 a bottle.

Arabe Toilet Water is a spicy, Oriental perfume, \$1.25 a bottle.

And Violette des Valces is a delicious violet scent, \$1.25 a bottle.

(Main Floor, Chestnut)

A Sign of Coming Spring Is New Printed Voiles

They do make such very useful and pretty dresses and the new patterns are lovely—some resemble foulards, others challis or gingham checks.

Also there are plenty of the darker colored grounds, such as navy and Copenhagen blue, brown or black, besides lighter ones. They are 38 to 42 inches wide and 50c, 75c and \$1 a yard.

(First Floor, Chestnut)

New Spring Ribbons and Smaller Prices

New moire faille, 6 inches wide, a good width for millinery or girdles. It is all-silk and comes in many fashionable shades at \$1.68 a yard.

New two-toned satin ribbons, one inch wide, in beautiful colors, at 65c a yard.

(Main Floor, Central)

Georgette Blouses \$8, \$8.50 and \$10

A style in white and flesh Georgette is trimmed with real felt, has a square neck and many tucks, \$8.

A second in white, navy, brown, bisque and black is trimmed with pointed folds of satin, except in the case of the black, which has gros-grain, \$8.50.

A headed Georgette is black and navy, price \$10.

(Third Floor, Central)

Wanamaker Special Corsets

At \$1.50. A model of pink coutil, with short skirt.

At \$1.85. A medium-length model of pink coutil, suitable for average figures.

At \$2.50. A lightly-boned model of pink figured batiste, medium length.

At \$3. A model of figured pink batiste with short bones over abdomen and straight lines over hips.

Also a model of strong pink coutil for average figures.

A laced-in-front coutil model for average figures.

At \$3.50 is a figured pink batiste.

Other specials are Madame Lyras, L. R.S. Letitias and Parisiennes.

(Third Floor, Chestnut)

Young Women's Tricotine Dresses Change Prices Now \$35 to \$85

This is a group of all the pretty dark blue wool tricotine dresses—dresses which have been very much higher in price and represent substantial savings at these new sums.

They are in a score or more of good styles. Some are handsomely embroidered in black or colors, some are headed, some are trimmed with satin, some with contrasting colors.

All the good styles of the Winter are in the group, the dresses are in excellent condition, they are just right for wear now and for several months to come, and they are in 14 to 20 year sizes.

(Second Floor, Chestnut)

Girls' Fine Winter Coats at New Prices—\$18.50 to \$85

Fine coats for better wear, coats for school, coats for everyday—they are all in this collection.

They are coats for girls of 6 to 14 years, and other styles suitable for juniors of 14 to 17 years.

Soft, warm chinchillas, wool velours, silver-tones, bolivias—these are a few of the good materials in the collection. Every good color is here, too—dark and lighter blues, browns, tans and other shades are included.

Many are handsomely fur trimmed, all are warmly lined and interlined, and there are many attractive styles from which to choose.

Prices were much higher originally.

(Second Floor, Chestnut)

Motor Robes at a Third to a Half Less

The entire stock of automobile and steamer robes in the London Shop has been lowered in price from a third to a half, mostly half.

This includes robes of wool, some with fringe; mohair, silk plush and rubber interlined robes with backs of mohair or Bedford cord. Plain colors and plaids to choose from.

New prices are \$6.50 to \$62.50.

(The Gallery, Chestnut)

Ruffled Flouncings Special

Manufacturer's remnants and sample ends of Swiss flouncings, the sort of thing which is occasionally wanted for women's aprons, but especially for children's white dresses. The flouncings are 24 inches wide, each has a little ruffle of embroidery and the remnants run from one to ten yards in length. Price per yard, 50c.

(First Floor, Chestnut)



The Great January Sale of White

Women from all over the city and from the country round are laying in their supplies for the next few months, and rejoicing in the opportunity to buy their undermuslins at a fourth to a third less than usual. In fact, many of the garments are down to pre-war prices. The great majority of the garments run from 85c to \$3.85; they are of good, sound cambrics and nainsooks, with very little trimming, and that little of as good quality as the prices will admit.

The Sale includes, besides undermuslins, such kindred garments as waists, bathrobes, petticoats and aprons.

(Third Floor, Central)

An Extraordinary Choice of Asia Minor Carpets at the Old Low Prices

Generally known as Anatolians, these are rugs of unusual substance, attractive in color and design and offering a large and interesting field of selection, probably the best we have had in such pieces.

They are rugs of real excellence, combining good wearing qualities with something of the effect of the Persian pieces, while their prices are much lower.

9.4x6.5 ft., \$250	16.7x13.2 ft., \$850	16x8.2 ft., \$750
12.10x9.10 ft., \$425	17.5x11.1 ft., \$750	12.10x9.8 ft., \$445
11.11x9.7 ft., \$385	14.10x10.1 ft., \$535	13.11x10 ft., \$485
9.8x7.2 ft., \$250	13.1x9.9 ft., \$450	13x10.2 ft., \$450
11.8x9 ft., \$385	8.2x6 ft., \$175	11.9x8.5 ft., \$375
11.11x9.1 ft., \$325	17.10x12.9 ft., \$875	10x6.9 ft., \$245
13.1x10 ft., \$475	11.4x8.9 ft., \$350	9.10x8.1 ft., \$225
9.6x6.7 ft., \$225		9.5x6.6 ft., \$215

(Seventh Floor, Chestnut and Central)

Boys' Overcoats Lowered in Price

There has been a downward revision of the prices of the majority of our boys' overcoats. This means a saving of \$5.50 to \$15 on each coat included in the reduction.

It applies to the best ready-to-wear overcoats in America for boys, the best in fabrics, making and finish.

It embraces a variety of Winter coats for boys of all ages from three to eighteen years.

All are belted styles, made of good, warm, serviceable fancy overcoatings and mostly wool lined.

A fine opportunity for the boy whose overcoat is not good enough to carry him through the Winter.

The new prices are \$18, \$20, \$25, \$28, \$30, \$35 and \$45. Sizes for boys of three to ten and eleven to eighteen years.

(Second Floor, Central)

Indoor Photography

If people who received cameras for Christmas will call at the Kodak Section free instructions will be given how to make indoor pictures. We have a fresh supply of photo prints for hand coloring, sizes 3x4 to 11x14 inches.

(Main Floor, Chestnut)

Eye Glasses

Appearance is carefully considered when we fit eye glasses; the style which suits one person does not suit another. Prescriptions for glasses will be filled as carefully as the fitting will be done.

(Main Gallery, Chestnut)

Baronet Satin Skirts Again at \$10

This will be good news to the many women who didn't have the chance to get one of these skirts when they were here before at this little price.

It is a good quality Baronet and the model is a very pretty one, being full shirred with straight up-and-down pockets, trimmed with pearl buttons. In exquisite shades of shell pink, turquoise, navy, black and white.

(First Floor, Central)

Any Man Who Wants a Genuinely Good Winter Suit Can Get It Now at the Lowest Price

We have a Sale of the whole stock of suits in our Men's Clothing Store.

Fine, all-wool, hand-tailored, standard Wanamaker suits.

Different from other suits, because they are better made.

Away down in price, \$8.50 to \$40 less than they were. Now marked \$30 each for several hundred and \$50 each for the rest.

An excellent opportunity.

(Third Floor, Market)

The Annual Sale of Hurt Books Opens on Monday—Book-Lovers Please Note

(Main Floor, Thirtieth)

Box Files and Blank Books at Half

The box files are in note, letter and invoice sizes and are indexed both alphabetically and numerically (from one to thirty-one).

Prices now 70c and \$1 each.

Blank books, including account books, record books and some time books, are now 25c to \$1.50.

All of which will be found in the Commercial Stationery Store.

(Third Floor, Market)

Men Still Can Get Fine Shirts at \$2—Fine Neckties at 65c

The shirts are of striped madras and percale, made in soft-cuff, plain negligee style, and were all taken out of our regular stocks, where they were selling for about a third more to nearly twice as much.

The neckties are the kind that were half as much again at Christmas time. Stripes, figures and floral designs in great variety.

(Main Floor, Market)

Any Man Who Knows a Really Fine Cap

when he sees it will appreciate these caps of Harris Island, hand-woven homespun in original designs and colors. They were hand tailored in London into one-piece and eight-piece shapes.

Price \$4.50, and a man who knows said, "Why, that is less than I would have to pay for one in London!"

(Main Floor, Market)

Men's Half Hose at 40c of Artificial Silk

First-grade goods in black, tan, cordovan, smoke and navy.

Unusually well made and durable, with extra-reinforced cotton heels and toes and with the appearance of real silk.

(Main Floor, Market)

Men's Good Underwear at a Halved Price

Medium and heavy weight shirts and drawers of ribbed unbleached cotton and heavy-weight ribbed wool and cotton mixed.

\$1 a garment, and usually double this price.

(Main Floor, Market)

1000 Wicker Lamp Shades Come Into the Lamp Sale

They are of brown Japanese wicker lined with silk of the favorite colors and they are in nine sizes, while the prices are 65c to \$4.75—practically half of the earlier ones.

If you have any use at all for lamps or light fixtures it is worth while keeping in mind these facts:

That all the hanging fixtures and side brackets in the Store have had prices lowered to half.

All parchment shades are half.

Many odd lamps and shades are half.

And all other floor and table lamps are a third less.

(Fourth Floor, Central)

Furniture for the Nursery

as well as all the garments and accessories for the baby are part of the Children's Store on the Third Floor. The furniture is the most modern, comfortable and approved sort—and just now there are many new pieces—

Bassinets and cribs start at \$25.50 and go to \$60.

Folding wardrobes go from \$16.50 to \$85 for a handsome chest of drawers.

And while you are looking at furniture, there are fresh, dainty new slips for the baby that you may like to see—long slips from 75c to \$10 and hand-made slips from \$2.75 to \$11.50.

White petticoats are 75c to \$3.75.

(Third Floor, Chestnut)

SHOPWORN tinware, enamel ware and other useful articles are being cleared out for very small prices in the House Furnishings Store.

(Fourth Floor, Central)

Beautiful Quilts as Low as They Were Years Ago

You can buy beautiful quilts for prices as low as we can remember quilts of the same kind to be sold for.

They are not only of beautiful quality, but they are as practical as can be desired for actual service.

The finest ones in the group are filled with down, covered with beautiful pussy willow silks and bordered with fine Japanese habutai.

They come in flowered all-over patterns and a few in Persian designs. Grounds are chiefly white with flowers in old rose, blue and green.

The price is \$25. They have been almost twice as much.

Similar quilts with figured china silk tops and plain borders are now down to \$20; and others filled with a sheet of lamb's-wool, covered with china silk and with plain borders are now \$18 and \$22.50.

In coverings of plain color habutai silk we have them at \$18 for the down-filled and \$16 for the wool-filled.

The lowest priced quilts in the lot are wool-filled, covered in figured silk mull and finished with plain backs and borders. These have been more than double the present price, which is \$7.50.

Altogether it is the most remarkable group of quilts we have had in several years.

(Sixth Floor, Market)