

Band at 9 Organ at 11 and 4:50 **WANAMAKER'S** Store Opens at 9 **WANAMAKER'S** Store Closes at 5 **WANAMAKER'S** **WEATHER** Fair

Ready Tomorrow With the First Men's Wear Clearaway Sale Under the New Low Price Conditions

Passing Through a Forest of Pine Trees Scathed by Fire

A man looking at it said, "It would be hard to find a black cow in there, wouldn't it?" which was simply the repetition, in other words, of an old writer who said:

"It is like looking for a black cow in a burnt wood."

America never had as many people in it as it has now, nor as many sorts of people.

By letter and by personal calls and blazing pages of advertising, almost everybody is led upon high mountains and promised whole worlds if they will invest their money.

Do not get into a dark forest of speculation to hunt for a fortune. Go slowly and then more slowly.

There are bright lights at every step wherever one chooses to go in this great building.

[Signed] *John Wanamaker*

Jan. 11, 1921.

100 Women's Dresses Priced at \$20 Each

This is the late-season price on some excellent navy serges and serges combined with other materials. There are five different models to choose from; usually decorated with braid or embroidery, sometimes with a little enlivening color.

Sizes in the lot are 34 to 42. Price \$20.

(First Floor, Central)

Many Small Brown Animal Scarfs in This Fur Sale

They are especially fashionable, and there are plenty of these much-liked little animal scarfs in this Wanamaker Fur Sale—and every scarf, of course, is at a price that means a saving of many dollars.



Little kolinsky scarfs may be had for as little as \$16.50 to \$26.50.

One-skin mink scarfs, \$22.50 to \$56.50, and two-skin scarfs are \$40 to \$56.25.

Stone marten scarfs are most attractive and they start at \$26.50 to \$37.50 for one-skin scarfs, and are \$56.50 to \$65 for two-skin scarfs.

Baum marten scarfs are \$40 to \$60.

Hudson Bay sable scarfs—and there are some beauties—

in the collection—are \$60 to \$156.50 for one-skin scarfs and \$80 to \$166.50 for two-skin scarfs.

Russian sable scarfs, full, and fluffy and of beautiful coloring—\$133.25 to \$256.50.

(Second Floor, Chestnut)

Fur-Collar Sports Coats Now Have Smaller Prices

Women have liked these coats so much this Winter that there are not many of them left, but every one has a new price now and the difference is very considerable. They are now \$75 to \$200.

Nearly all these coats are of the genuine camel's hair in the new shades of henna, green, chow, deer, also natural tan and navy. There are some capes among them. Also there are a few plaids and mixtures.

The furs include racoon, squirrel, wolf, kolinsky and beaver.

(First Floor, Central)

New Ruffled Flouncings Some With Embroidered Dots

That is a decided novelty for Spring and these flouncings are just as pretty as they can be.

They are sheer organdie in French blue, pink, orchid, maize or white with dots of another color embroidered on the material and they are ruffled in addition.

Other new flouncings are of net, some of these with a band of embroidered net between the ruffles, and there are some of tucked voile. All are 40 inches wide and priced from \$2.75 to \$5.75 a yard.

(Main Floor, Central)

44-Inch All-Wool Serge for \$1.50 a Yard

The same quality, exactly, that, a few months ago, was selling for more than double.

It is the fine French twill so much in demand for Spring dresses and separate skirts. Although firm and soft, it is very light in weight. Two shades of navy blue and also black.

(First Floor, Chestnut)

Children's Sweaters \$3 and \$3.85

Especially good for these prices, several good styles, and in such pretty colors as Pekin and Copenhagen blue, brown and tan.

(Third Floor, Chestnut)

Women's Handkerchiefs \$3 a Dozen—Men's, \$6 a Dozen

Both White Sale values. \$3 a dozen for women's cambric weight linen handkerchiefs—a sturdy linen square, with a foreign stitched hem; well made and substantial.

\$6 a dozen for men's initial handkerchiefs—snowy Irish linen, with letters that are easy to read.

(West Aisle)

Pullman Wrappers

One of the old stand-bys for women who travel little or much. They are made of Japanese silk. Navy, black, rose and purple; will fold into a bag of their own, are very light and absolutely simple and they cost \$10.50.

(Third Floor, Central)

Winter Sale of Sports Coats and Sweaters for Women

\$40,000 Worth of Fine and Fashionable Knitted Garments for \$16,000

Knitted dress for sports and street wear has come to stay. There was never such a demand for it.

Women of fashion have told us that nowhere else could they find the selection of foreign and domestic novelties that were here, so to hold this leadership we shall show only bright, new goods. And to do this we have put on sale all incomplete groups from the great holiday selling at

Half Price or Less

Please remember that while the total quantity is large, there will not be a full variety of sizes and colors in any one group—so come early if you want best choice.

75c for imported wool scarfs. \$1.50 for wool cap and scarf sets. \$2 for slippers and surplice style wool jackets. \$3.50 for wool slip-ons and artificial silk scarfs and hand-knitted wool cap and scarf sets. \$5 for wool sweaters. \$7.50 for wool slip-ons, artificial silk sweaters, silk scarfs and wool scarfs. \$10 for wool slip-ons, wool sweaters and wool scarfs. \$12.50 for wool slip-ons, sports coats and hand-knit wool sweaters. \$15 for wool sweaters and artificial silk slip-ons. \$17.50 for wool sports coats. \$25 for wool sports coats, silk sweaters and slip-ons and artificial silk slip-ons. \$35 for imported wool sports coats.

(First Floor, Market)

Already Women Are Asking for White Woolen Sports Skirts

And there are a number of the new styles here, both in white flannel and white serge.

In white flannel, there is a revival of the plain sports model, with plain front and gathered back and two sports pockets. Another style is cut circular and still another is slightly full all around. Prices are \$15, \$22.50 and \$25.

One very pretty serge skirt is both knife and box pleated with stitching of white silk. It is \$22.50.

(First Floor, Central)

Brides Are Using Much Fine Silver-Plated Ware

Sometimes the entire table appointments are of a certain pattern of this silver. Sometimes it is only a few pieces needed to fill in the set.

There are as many as ten designs to choose from in the small serving pieces such as spoons, forks and knives and the prices begin at \$5 to \$10 a dozen for teaspoons and go up in proportion.

Sandwich plates are \$5.50 to \$8. Vegetable dishes, \$18.50 to \$105. Meat platters, \$21 to \$60. Well-and-tree platters, \$24 to \$115. Tea sets, five pieces, \$56 to \$289.

(Jewelry Store, Chestnut and Thirteenth)

Young Women's Delightful New Spring Frocks

Crisp shining tafetas, the new and much-liked Canton crepes, soft glistening crepes de chine—these are the silks which make these charming new Spring dresses.

Short sleeves with quaint puffs at the elbow; long tunics with much eyelet embroidery; tunics in one color over silk of another; narrow silk braids for trimming; these are just a few of the many features you will note.

They are most attractive, indeed, these new dresses; they are in the fashionable navy blue, in black with white combinations, in brown shades, and in Spring-like grays.

\$55 to \$80—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Tailored Silk Waists

White waists, made of extremely fine 18 momme silk, ordered by us personally in Japan, but made here. This style has a high-low collar and costs \$10.75.

White tricoettes, surplice style with belt that ties in the back, \$8.50.

Pongees with the narrowest pleatings yet, \$5.50.

Other pongees with flat collars, \$3.85.

(Third Floor, Central)

The Sale of White

Hundreds of fresh flannelet nightgowns are in it at special prices. They are extremely good, show the usual light stripes, have round, V and kimono necks and are priced at \$2.50 and \$2.85. Extra sizes are \$3.50 to \$4.

(Third Floor, Central)

Old-fashioned print wrappers have been much asked for of late, and here they are, made of figured percale, gray effects, price \$3. In large sizes, \$3.25.

(Third Floor, Central)

Wanamaker Special corsets include a toppers model of pink figured broche at \$2.50; of pink batiste with elastic top at \$2.50; a toppers model of pink satin for evening at \$3.75, and a well-boned pink broche at \$6.

(Third Floor, Chestnut)

Fresh Supplies in the Children's White Sale

Some newcomers are here to complete the assortments and make the choosing even better—

Nightgowns in white or pink, round necks and some with yokes, are \$6 to \$12.50—6 to 14 years.

Short white dresses, \$1.25 to \$3—6 months to 2 year sizes. White petticoats, in several styles, usually trimmed with lace or embroidery, are \$1.25 to \$3.25—and 32 to 36 inch lengths.

Princess petticoats are 75c and are in 2 to 6 year sizes. Muslin drawers, 25c to 50c—and 2 to 12 year sizes. Nightdrawers of cambric, 85c; of crepe, \$1.25—these last in pajama style, are all in 2 to 10 year sizes.

(Third Floor, Chestnut)

THERE have been and will be various clamorous sales of men's shirts, neckties and other wearables at sensational-looking reductions from old war-time prices.

But tomorrow we will have here in the Wanamaker Store the first clearaway sale with thousands and thousands of shirts, neckties and other goods at reductions from new low prices.

Everything in this Sale is spic, span, new merchandise made under the new conditions and mostly only a few weeks in the house.

These goods (new goods) already bear the new, low prices, in most cases as low as the war-time reduction prices shown elsewhere.

And now these new, low prices give way to clearaway prices of the Wanamaker Once-a-Year Sale of Men's Furnishings.

5984 men's fine silk neckties for \$5984—a dollar a tie, your own pick, from the finest collection of imported and domestic neckties to be found in Philadelphia. It even includes some of the finest London ties.

6800 fine silk neckties at 50c each—there isn't a tie in the collection that isn't worth double the money.

2100 men's fine shirts at \$3.50—a varied collection of some of the handsomest and best made shirts in the house, mostly high-grade woven madras, some of satin broche and some of fiber (imitation silk).

5000 fine madras shirts at \$2.55—nearly all of them woven madras, including many of high-grade English woven madras.

(Main Floor, Market)



Men's sweaters and vests at \$4, \$5, \$7.50 and \$12. Splendid choice among these.

Men's gowns—mostly fine silk gowns and a few fine velvet and silk house coats—\$25, \$35 and \$65. There are some splendid gift opportunities among these, for they comprise many fine, expensive Christmas gift things that came too late for the Christmas season.

A small collection of men's fine knitted silk reefers, at \$5 for domestic reefers and \$7.50 and \$10 for imported.

All in the Men's Wear Store, Main Floor, Market, just a step inside from the street.

Pointers On the Lamp Sale

Here are a few instances of the fine individual pieces:

A pair of polychrome floor lanterns, 75 inches high, \$85 each.

A pair of French bronzes, three-light, \$50 each.

A pair of large iron floor lamps with polychrome finish, \$85 each.

A pair of console table lamps with vellum shades, \$40 each.

A pair of Chinese crackle vase lamps, \$43.50 each.

Besides which all the hanging fixtures and side-brackets in the Lamp Store are down to half.

All the parchment shades are half.

Everything else is a third less.

(Fourth Floor, Central)

Pin Seal Handbags, \$3.75 About Half Price

Around the holiday season these bags were selling by the hundred at double this price.

Envelope and pouch shapes of a good grade of pin seal and in various shapes and sizes. Covered and metal frames and all lined with excellent silk.

(Main Floor, Chestnut)

Lace-Trimmed Scarfs One-Third Less

A manufacturer's clearance of scarfs with linen centers and a five-inch flounce of lace all around.

Very good-looking at the prices, which are about one-third less than pieces of this kind have been selling for.

Three sizes, 18x36 inches, \$1.25; 18x45 inches, \$1.50; 18x54 inches, \$1.75 ea.

(First Floor, Chestnut)

Upholstery Remnants Half Price

Some of the curtain materials are long enough for a couple of pair of curtains, and they include muslin, serim and marquisette. There are also good remnants of cretonnes, tapestries, armures and rep that would do nicely for pillow covers, table covers, scarfs and runners.

(Fifth Floor, Market)

The Sale of Hurt Books

is going on merrily and many a book lover is finding treasures at very small prices. Every book which was injured in the Christmas business is in it, and almost every book is marked 60 per cent below the regular price.

(Main Floor, Thirteenth)

Eight Groups of Bedspreads at Much Lowered Prices

This surely is the greatest bed-spread opportunity in years.

White honeycomb spreads, 72x84 inches, \$1.75 and \$2.50 each.

White crocheted spreads, hemmed, double-bed size, \$3 each.

Satin-finished spreads, double-bed size, \$4 each.

Very fine satin-finished spreads, scalloped and with cut corners, beautiful designs, double-bed size, \$10 each.

Imported striped dimity spreads in four designs, hemmed, \$5.25 and \$6.25 each; sizes 72x99 inches and 90x99 inches.

Satin-finished white bed sets (spread and matching bolster cover) of fine quality, with scalloped and cut corners, double-bed size, at \$8 and \$13.50 a set.

Ripple-stripe dimity spreads, hemmed, 72x90 inches, \$2.25 each; 80x90 inches, \$2.50 each.

Imported hand-block printed spreads, floral designs, single-bed size, \$4; double-bed size, \$5 each.

(Sixth Floor, Central)

Men's Winter Shoes at \$7.75 A Little Clearaway

Just about 500 pair at this price, which is far below regular for such qualities.

High-laced shoes of black and tan calfskin and black and brown kidskin. Well made, good-looking shoes in round toe styles for conservative men and in smarter shapes for young men.

(Main Floor, Market)

Lower Prices on Men's "Heavy Duty" Coats

Good savings on coats in the Sporting Goods Store which are fine for rough weather wear for any men who are much outdoors, whether engaged in sports, work or play.

Tan leather and corduroy reversible coats, \$28.50. Tan leather and gabardine reversible coats, \$30.

Full-length sheep-lined coats with large shawl collars of fur, \$35 and \$50; the same, three-quarter-length, \$25.

Short sheep-lined coats with shawl collars of wool and fur, and in sizes for men and boys, \$13.50 to \$19.50.

Town and country coats in various woollens, with soft leather linings and sleeves and knitted neck and wrists, \$16.50 to \$20.

Mackinaw coats for men and boys, \$10.50 to \$15.

A fine lot of imported wool sweaters, \$8.50 each.

(The Gallery, Juniper)

Men's Folding Umbrellas

For \$5 and \$6 there are good-looking folding umbrellas with good cotton covers, fast black, of course.

For \$7.50, \$10 and \$12 are folding umbrellas with covers of silk and cotton.

For \$15 there is a fine all-silk folding umbrella.

All have strong frames and handles that men will like.

(Main Floor, Market)

Wanamaker Bissell Carpet Sweepers at New Low Prices

These famous and very excellent carpet sweepers have all come down to the new low prices.

In particular—the American Queen—suitable for all uses, made with full Bissell brush and rubber furniture protector.

New low price—\$6.50.

(Fourth Floor, Market)

A Time of Opportunity in Persian and Caucasian Rugs

We are showing a collection of Mahal, Serapi and Arak rugs that should delight anybody looking for fine weaves of this kind in carpet size and at the most favorably low prices in years.

It should be noted that this is not a collection made up of a few odd pieces of different weaves with no really good choice of any one desirable kind.

Of each type of rug mentioned there is a beautiful and interesting selection, the best, we believe, to be found in the country at such low prices.

Mahal Rugs	Kazak Rugs	Serapi Rugs	Arak Rugs
12.2x8.6 ft. \$260	11.6x8.8 ft. \$495	11x10.5 ft. \$595	13.7x10.8 ft. \$895
10.8x6.10 ft. \$295	11.6x9 ft. \$585	16x11 ft. \$645	14.4x10.10 ft. \$975
12.6x8.9 ft. \$395	4x7 ft. to 5x8 ft. \$195 to \$195	12x9 ft. \$475	12.6x9.4 ft. \$875
12.3x8.9 ft. \$375		19.1x12.8 ft. \$1135	12.8x10.5 ft. \$875
11.8x6.10 ft. \$475		19.1x12.3 ft. \$985	11.2x9 ft. \$650
12.5x8.5 ft. \$475		12.4x11 ft. \$725	14.7x10.6 ft. \$785
11.4x8.8 ft. \$495		14.7x11.3 ft. \$1175	11.10x9.2 ft. \$799
12.5x8.5 ft. \$475		14.6x11.4 ft. \$1215	12.3x9.8 ft. \$875
13.4x9.1 ft. \$575		13.9x7 ft. \$325	
13.2x10.4 ft. \$475		23x15 ft. \$1275	
12.9 ft. \$392			
10.6x7.1 ft. \$385			
12.5x8.3 ft. \$545			
20.3x13.5 ft. \$997			
12.5x8.9 ft. \$390			

(Seventh Floor, Central and Chestnut)