

Organ plays at 9, 11 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Cloudy

# Busy Days—What With the New Fine Goods and the New Low Prices

## It Is an Idea of Ours That When We Issue an

invitation by advertisement we are responsible for the pleasure of those who accept it while under our roof, just the same as if they were guests in our homes.

A gentleman has good reason to expect to be met by a gentleman and a lady to be met by a lady.

Simple, natural courtesies are easily acquired and they are within reach of the poor and the rich, as well as the young and the old.

A store can provide all classes of merchandise without becoming a middle-class store.

[Signed]

*John Wanamaker*

Jan. 12, 1921.

## Women's Afternoon Dresses, Priced at \$38.50

These charmeuse dresses are a pretty good example of the kind of thing that is coming in at the new low prices. They are of a very good quality of satin, are made up in four or five styles—one with pointed pleated tunic, another with finely pleated panels, and so on. The colors are navy, brown and plum, besides black.

Price \$38.50.

(First Floor, Central)

## Young Women's Crisp New Taffeta Frocks at \$32.50

Smart little frocks of shining taffeta in two new models, and in the fashionable blue, the much-liked dark brown or all black.

Both styles have round neck and short sleeves, one has a straight bodice and long full tunic, with rows of cording, the other has rows of shirring for trimming.

Pretty enough to wear at once!

14 to 18 year sizes.

(Second Floor, Chestnut)

## Many Fine Nearsal Coats Are in the Fur Sale

Good Choosing Between \$150 and \$366.50

And whether you choose the least or the most expensive of these pretty nearsal (died coney) coats, you will find the fur full and thick, the black glossy and deep, and the coats most carefully and attractively made up. The prices are surprisingly moderate, too—here are just a few of the coats in the sale—

At \$150 a thirty-six-inch coat with flare back, cut full, with wide collar and a lovely silk lining.

At \$235 is another style coat of nearsal, belted, and with a smart muffler collar.

At \$245 is a full-length wrap of nearsal with large cape collar and a beautiful silk lining—this is an unusually good-looking wrap.

At \$257.50 is another handsome wrap, full length, with wide cape collar of the glossy black nearsal.

And at \$200 to \$366.50 are short nearsal coats, trimmed with collars and cuffs of golden brown beaver, of Australian opossum, of gray squirrel or of fluffy skunk.

(Second Floor, Chestnut)

## WAISTS OF VOILE AND FILET

Here are four charming new styles, one with a square neck at \$8.50; one with a long filet collar and crocheted buttons, at \$11.50; a third at \$8 and a fourth at \$8.50—the latter two having filet in the particularly pretty rose pattern.

(Third Floor, Central)

## MANY 50c PRINTED VOILES HAVE JUST ARRIVED

Wonderfully good values at this price and in the greatest variety of patterns imaginable.

Plenty of polka dots, small and large all-over designs, foulard patterns, checks and so on and they come on various light and dark colored grounds. This is just the time of the year that a number of women start to have voile dresses made up.

(First Floor, Chestnut)

## MAIDS' UNIFORMS

are among the items which show the new lower prices, for instance:

Uniforms of chambray and gingham, pink and blue, striped and checked, prices \$3.50 and \$3.85.

Black cotton uniforms, \$3.50 and \$4.

Black and gray mohair uniforms, \$8.50, \$9.75 and \$11.50.

(Third Floor, Central)

## Half Price or Less for Women's Sports Coats and Sweaters

These are the oddments remaining from the greatest Winter's selling of the greatest stocks of knitted garments of which we know.

Scarfs, cap and scarf sets, sweaters, slip-ons and sports coats, of wool, artificial silk and real silk.

Many imported and domestic novelties among them and with values so extraordinary you cannot expect a full range of sizes and colors in each group. But the total quantity is so large and varied that every woman can find something she wants.

Prices range from 75c to \$35, with many stops between.

(First Floor, Market)

## The White Sale

A few years ago such a thing as hand embroidery on the larger undermuslins was a thing not at all common; today we have almost as many embroidered garments in those sizes as in regular ones.

Philippine nightgowns in several different designs of embroidery are \$3.85 to \$5.50; envelope chemises, \$3.85 to \$5.

Porto Rican nightgowns in charming flat effects, with much firm drawn-work and hemstitching and square necks, are \$4.85 to \$5.50; envelope chemises, \$3.75 to \$5.50.

(Third Floor, Central)

150 percale dressing sacques, white grounds with small figures, \$1.

(Third Floor, Central)

Madame Lyra corsets are among the specials in the White Sale. A medium-length model of pink figured broche, lightly boned and with band of elastic across the top, is \$3.75. A very low-bust model with extra-long skirt is well boned and made of strong pink broche.

Other White Sale corsets are L. R.'s at \$1.50 to \$5. Parisiennes at \$9.75 and \$11.50.

Letitias at \$1 and \$5.

Wanamaker Specials at \$2.50 to \$6.

(Third Floor, Chestnut)



## Looking Spring-ward In Millinery

Almost every day brings gay new hats and fresh millinery beauties to the Gray Salon!

There are new hats of a shining straw that looks like many tiny, glistening beads; there are new and bright straw hats with trimmings of gay colored crepes; there are hats with straw crowns and pleated ribbon brims in new arrangement; there are new turbans and new sailors, new hats with short straight brims and others with fluttering veils hanging over their brims.

Black and blue hats, of course, there are, and others, too, of tangerine color, of Nile green and of rose pink.

\$12 to \$28.

(Second Floor, Chestnut)

## These Are the Days to Expect New Spring Silks

Nor will any woman fail to find in the Silk Store all the best of those that have appeared so far. There are new silks everywhere and they are very lovely and the colors are more vivid and beautiful than ever.

Among the sports silks are new Baronet satins of the finest quality made. In

flesh, sky blue, rose and orchid and at the new and smaller price of \$3.50 a yard.

The very fashionable new Canton crepe is here in gray, sand, pink and jade at \$4.50 a yard, considerably less than it was.

Heavy novelty crepe silks in jade, sapphire, pink, gold and sand at the new price of \$6.50 a yard.

(First Floor, Chestnut)

## A NEW BANDEAU FOR BOBBED HAIR

is a pretty ornament that young girls will like. It is of crystal or imitation shell, and is set with a gleaming row of imitation sapphires, rubies, or emeralds and is held in place by two tiny combs, one at each side.

It is new, effective, and the price is \$5.50.

(Jewelry Store, Chestnut)

## HAND-EMBROIDERED NECKWEAR AT \$1.50 AND \$2 A SET

Very pretty sets they are, too, some of organdie and the rest white net and all are lace trimmed.

The collars are the straight style and may be either long or short as desired. They would fit almost any dress or blouse a woman would care to use them with, except one with a round neck.

(Main Floor, Central)

## VANITY HANDBAGS COST LESS NOW

The shipment just received is in the styles which are in greatest favor, some with inner partition, pencil and memo. pad, and others with purse compartment.

Black auto leather, dull black morocco, gray calfskin and pin seal in black, brown, gray and navy are the leathers used.

New prices are \$4.25 to \$9.

(Main Floor, Chestnut)

## Women's Fine Black Shoes Low Priced at \$8.75

They were made to take the place of shoes that were a third more, because the other factory said its product must go still higher. Then these other shoes came down and we lowered this group to \$8.75.

Dull black calfskin lace shoes with wing tips and

(First Floor, Market)

## LAMP SALE NEWS

100 large gas table-lamps go on sale tomorrow morning at \$17.50 each. They have metal bases with a brown finish, are 24 inches high, and have paneled glass shades 18 inches in diameter.

25 slender floor lamps at \$20 each. These are particularly fine in design, and have been used for decorative purposes about the Store. They are finished in black and gold.

100 electric doll lamps are \$5 each.

Please note, besides, that there are still plenty of the parchment shades at half.

(Fourth Floor, Central)

## Glistening Metal Cloths Now \$7.50 a Yard

are the same clothes that sold for as much again when we had full pieces of them!

They are in the prettiest striped effects, and you may have gold and steel, silver and gold, orchid and gold or flame and gold combinations.

They are 35 inches wide, and may be used not only for linings for gowns, but for girdles, for bodices and other trimmings.

(Main Floor, Central)

## SOME FINE KITCHEN CABINETS THAT HAVE COME DOWN

Some in oak with white enamel interiors and some white enamel throughout.

Now \$72, \$80, \$82 and \$90 each, representing a \$10 saving in each case.

All thoroughly equipped with the latest improvements, with porcelain sliding top, with big kneading board, flour sifter and container, ventilated bread box, etc.

(Fourth Floor, Market)

## Still Fine Assortment of Whittall Rugs for Less

Discontinued patterns of three weaves from this famous mill, which we can sell at about a fourth less than regular prices.

### Anglo-Persians

9 x 12 ft. .... \$110 8.3 x 10.6 ft. .... \$105  
36 x 63 in. .... \$18.50 27 x 54 in. .... \$11.75

### Royal Worcester

9 x 12 ft. .... \$95

### Teprac Wilton

9 x 12 ft. .... \$84 8.3 x 10.6 ft. .... \$76

(Seventh Floor, Chestnut)

## 60 PIECES OF LONGCLOTH AT \$2.25 A PIECE

Just half price, for this is all that remains of this particular grade and it will not be re-ordered.

It is a good sturdy quality for women's and children's undermuslins and for petticoats. The width is 36 inches and there are 10 yards to a piece.

(First Floor, Chestnut)

## 300 Men's Splendid Big Ulster Overcoats, Wonderful at \$45

These are the big, rich, storm-defying ulster overcoats that are going to be in greatest demand from now on straight through the heart of the Winter.

At \$45 each they save you \$20 to \$40 from the price for which they were intended to sell.

They are brand-new from the manufacturer. They represent the very richest and best to be had in every point of fabric and tailoring.

They are genuine all-wool and good wool and beautifully made.

It is not likely that they can be matched again this Winter at a price so low.

They are in shades of brown, tan, gray and heather.

The first three hundred men will find them good investments for all this Winter and the whole of next.

(Third Floor, Market)



## UNFOLDING 500 YARDS OF PLAIN IRISH LINEN AT \$1 A YARD

Bleached pure linen waisting for every purpose, especially shirtwaists and children's dresses, 36 inches wide and very good for the money, \$1 a yard.

(First Floor, Chestnut)

## Most Men in These Days Prefer the Thinner Watches

Both the Elgin and Waltham watches are made in these models and they are equally good time keepers as the thicker watches and much more convenient to carry in the pocket.

Elgin watches in 14-kt. gold cases with 19 and 21 jewel movements, \$100 to \$175.

Waltham watches, 14 and 18 kt. red and green gold cases, \$204.50 to \$325.

Elgin watches, 18-kt. white gold cases, engraved bezel, 21 jewels, \$250.

Elgin watches, 14-kt. green gold, engraved bezel with platinum back, 21 jewels, \$300.

(Jewelry Store, Chestnut and Thirteenth)

## The Once-a-Year Sale of Men's Wear Is Here

Clearing out great stocks of shirts, neckties, sweaters, vests, house coats and gowns and scarfs.

All at sound and sweeping reductions from the new low prices, which is a very different thing from reductions from old high prices.

Good choosing now in—

### Silk Neckties at 50c and \$1

The least you can save is as much as you pay—and often more. Beautiful imported and domestic ties in the best patterns of the season.

### Shirts at \$2.55 and \$3.50

The first group consists of excellent woven madras shirts. The others are woven madras of a still finer grade, satin broche and fiber silk—some of the handsomest shirts in the house.

### Vests and Sweaters, \$4 to \$12

English and American goods in good variety and of splendid quality.

### House Coats and Gowns, \$10 to \$65

Splendid garments which arrived too late for the Christmas gift season.

### Silk Scarfs, \$5 to \$10

\$5 for the domestic scarfs, \$7.50 and \$10 for the imported.

(Main Floor, Market)

## Exquisitely Fine Quilts Much Lowered

The two most select groups of wool-filled and down-filled quilts in our stock have been subjected to an extraordinary reduction in price.

Only the finest materials have been used in the making of them, beautiful satins, some brocaded and without seams, some appliqued plain, others with lace applique, some with tops of rich silk taffeta, all finished with silk corded edges.

Down-filled, \$100, \$125, \$130 and \$175 each.

Wool-filled, \$50, \$55 and \$80 each.

Several fine patterns and striking color effects to choose from.

(Sixth Floor, Central)

## 500 Pair Marquisette Curtains for \$1.50 a Pair

This is less than half the price of six months ago, but even more remarkable, it is less than they could be made to sell for now.

They all have a 2 1/2-inch hemstitched hem and the marquisette is a nice quality. The length is 21 1/2 yards and all are fresh and new.

(Fifth Floor, Market)

## How Do Kazak Rugs Appeal to You?

Some people would rather have a Kazak than any other type of Oriental rug. The boldness of the colors in the Kazak, its striking contrasts of red and white and blue and ivory and green, the simple conventionality of the designs—all these characteristics make an unfulfilling appeal to those who have distinct ideas of decorative effect and are anxious to strike a more or less emphatic note.

Nobody who studies the designs and colors of Kazaks will be surprised to know that they are the product of a wild, bold, nomadic people, restless and independent.

Perhaps we should have dwelt more upon the exceptionally low prices marked on these Kazaks, but that fact will be apparent to anybody who knows much regarding Oriental rug values.

6.3 x 4.7 ft. ....	\$100	7.9 x 5.7 ft. ....	\$275
8.2 x 5.4 ft. ....	\$225	8.9 x 4.7 ft. ....	\$159
9.5 x 5.4 ft. ....	\$296	7.8 x 4.3 ft. ....	\$100
9.1 x 5.1 ft. ....	\$285	7.2 x 4.8 ft. ....	\$89
8.6 x 6 ft. ....	\$325	10.4 x 5.5 ft. ....	\$325
11.6 x 5.7 ft. ....	\$324	6.10 x 4.9 ft. ....	\$297

(Seventh Floor, Chestnut)