

Organ plays at 9, 11 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Snow

New-Fashioned Goods at Old-Fashioned Prices—at Wanamaker's

A Little City of Books

Inquire Within!

There are little streets all through the City of Books and no toll to pay for walking a half hour or more among them.

The Books like to be looked at, but not one of them will say a word to you until you touch them two ways. All languages are here to be found, but they will remain dumb and silent until your eyes call them to speak to you. A book can be good company.

A book will give its own life to you if you want it to do so.

A book will talk to you and "shut up" the moment it tires you.

[Signed]

John Wanamaker

Jan. 14, 1921.

New Black Silk Crepes Much in Fashion for Spring

Their exquisite texture, their softness and drapable qualities make them very much in demand for the new Spring gowns and the crepe weave is particularly desired.

New pebble-back charmeuse, the finest quality and the lowest price for five years past, \$5.50 and \$6 a yard.

New, novelty crepes in stripes and jacquard effects, 40 inches wide, \$6.50 a yard.

New black Canton crepe, very fine and beautiful grades, \$4, \$4.50 and \$5 a yard.

New crepes de chine are now as low as \$1.50, \$2 and so on up to \$5 a yard.
(First Floor, Chestnut)

The Most Colorful Spot in Philadelphia

Where is it? Candidly we believe this is it—on the Seventh Floor, where the Oriental rugs are spread out in all their glory, with the beautiful oil paintings from the Paris Salons looking down on them.

Some great painters are said to have studied fine Oriental rugs, enamored of the exquisite quality of their colors.

It is a delightful experience to wander through this Oriental Rug Store, where the eyes are feasted with color at every turn, where Persia, Caucasia, China and Asia Minor spread out their treasures so abundantly at your feet. It is also well to know that practically every rug you look at in this collection is marked away below the prices obtaining heretofore.

Feel free and welcome to come in at any time and enjoy this exhibition.

(Seventh Floor, Chestnut)



Gay New Spring Millinery at \$10 to \$16

One need not be South-bound to wear these charming new hats, for they are of satin and silk and straw in colors and styles that may be worn now and here.

Henna is quite a popular shade, large hats are wholly of ribbon, shining novelty braids make other hats, and fruits and ribbon bows are favorite trimmings.

They include not only the becoming small turbans, but larger hats with upturned brims, new tricotines and broad-brimmed hats which droop downward becomingly.

Any one of them will brighten your Winter wardrobe!

(Second Floor, Chestnut)

A Fine Assemblage of Hall Clocks

There are many reasons why a hall clock should be the best to be found. The most obvious one is that people buy a hall clock with the idea of its lasting a lifetime and then, as a matter of sentiment, handing it down in the family.

Every hall clock that you will find here is worthy of such an honor. They are the finest American movements made and the cases are all of mahogany.

Hall clocks, striking the half hour on a gong, \$230.

Hall clocks, chiming the quarter hour on Westminster chimes, \$235. With Westminster, Whittington and Oxford chimes, \$745 to \$1065. With Westminster, Whittington and Canterbury chimes, \$545. With Westminster and Canterbury chimes, \$490.

(Jewelry Store, Chestnut and Thirteenth)

The Sale of Lamps

300 floor lamps, some of wood, some of metal, with various finishes—ivory, poly-chrome, solid and imitation mahogany, gilt, verde and bronze, \$6.50 to \$40.

Some of these metal lamps have adjustable arms. All the shades to go with these lamps are extra.

(Fourth Floor, Central)

CHOCOLATE-Covered Marshmallows, 50c a Pound

Fresh, fat vanilla marshmallows, dipped in rich, sweet chocolate—who wouldn't enjoy them! 50c a pound.

Old-fashioned peanut brittle, full of peanuts, too, 50c a pound.

Chocolate-covered nougat is a much-liked sweet—50c a pound.

Delicious chocolates and bonbons, \$1.15 a pound.

And the Valentine favors and novelties are beginning to make their appearance.

(Down Stairs Store, Chestnut)

The Men's Sale

Of Shirts, Neckties, Scarfs, Vests, Sweaters, House Coats and House Gowns provides the opportunity for men to get fine furnishings at lower prices than similar goods have sold for in a long time.

Silk neckties, 50c and \$1, are half price or better for beautiful imported and domestic ties.

Shirts, \$2.55 and \$3.50, are of woven madras, satin broche and fiber silk, all splendid values.

House coats and gowns, \$10 to \$65, are belated shipments of the beautiful wool, silk and velvet garments meant for Christmas.

Silk scarfs, \$5 to \$10, are American made at the first price and imported at \$7.50 and \$10.

Vests and sweaters, \$4 to \$12, include a great assortment of English and American goods.
(Main Floor, Market)

Lower Prices on Some of the Finest Shoes Made for Men

(In the London Shop)

The shoes in the Men's London Shop are famous. Only the finest of leathers and the finest of workmanship go into them, and they are the last word in footwear fashion.

We have taken over 250 pair of these superior shoes and lowered their prices 35 to 40 per cent. Among them are both high and low shoes in black and tan calfskin, the oxfords being chiefly smart wing-tip brogues.

New prices are \$10 and \$15, and well-dressed men will know what real savings this means on the finest shoes.

(The Gallery, Chestnut)

Men's and Boys' Caps at Half Price

\$1 and \$1.50 each for about 800 cloth and knitted caps that were double those prices.

The cloth caps have fur or cloth bands to cover the ears on cold days and are \$1.50.

The knitted caps are in several styles at \$1.

(Main Floor, Market)

Men's Handkerchiefs a New Lot at \$5.75 a Dozen

Sturdy Irish handkerchiefs—the kind good for general use and practical service.

They are in plain hemstitched style, well made, and every thread is pure linen, despite the small price.

(West Aisle)

Men's Mercerized Half Hose 35c, 3 Pair for \$1

Excellent socks for this low price, both in appearance and service.

Choose from black, navy, cordovan and gray.

(Main Floor, Market)

Who Wants Luggage at Half Price or Near It?

Here are hundreds of fine traveling bags, suit cases, vanity bags, overnight cases, kit bags and portmanteaus at the lowest prices similar goods have been for years.

Beautifully made of cowhide, seal, walrus, pigskin and other leathers, in black and tan. Nearly half the pieces are equipped with fittings of ivory, sterling silver, ebony or white or shell-finish celluloid.

Prices start at \$7.50 and go to \$125. The least you can save is 35 per cent and most of the pieces are just half price—some even less.

(Main Floor, Chestnut)

100 MEN'S Umbrellas at \$7.50 have frames of the eight-rib paragon type; covers of good union taffeta—the material with silk warp and cotton filling, and a silk tape edge; handles of hard wood, hooked shape.

Price \$7.50.
(Main Floor, Market)

Boys' Overcoats of Finest Grade at Lowered Prices

Most of the boys' overcoats in our stock are now marked at a lower scale of prices, affording savings of \$5 to \$15 from former markings. On garments of such quality these savings mean something. The coats are of the highest grade, both in fabrics and workmanship.

The collection embraces a good choice of colors; mixed greens, browns and grays as well as some plain shades.

All are belted models, excellently fashioned, tailored with extra care and made with warm wool linings—just fine, staple merchandise of our own standard kind and there is no higher standard in the boys' clothing business.

Sizes for lads three to ten years, now \$20 to \$55, sizes for boys of eleven to eighteen years, now \$28 to \$45.

(Second Floor, Central)

Blankets of Fine Quality at Much Lowered Prices

In the face of a cold January wind it is good to know that we have several groups of exceptionally good blankets at half the original prices, some being even less.

We don't believe there is such another collection of blankets at the prices, but if there is the people who buy them will have rare value for their money.

French Jacquard woven blankets, 2 1/4 x 2 1/2 yards, about 85 per cent wool, gray and white, now \$10 each.

White blankets, all-wool, with pink or blue borders, cut separately and finished with whipped edges, extra heavy, 70x90 inches, \$15 a pair.

White blankets, all-wool, with pink, blue and gold borders, long warm fleecy nap, 62x84 inches, \$11 each.

Others of the same description, but with borders of pink, blue, gold, cardinal and lavender, at \$14 each, and another kind in size 76x84 inches, all-wool and with pink or blue borders, at \$14 each.

Fine all-wool blankets, 76x84 inches, with borders in gold, cardinal, blue and pink, are now down to \$18 each.

A group of Jacquard-woven all-wool blankets, very fine and full of warmth, size 2 1/4 x 2 1/2 yards, now \$19, are in all-over effects, blue, gold, pink and lavender figured on white grounds.

(Second Floor, Central)

Novelty Fur and Fur-Lined Coats \$75 to \$450 in the Sale

For \$75 there are smart English tweed coats, very well cut and tailored, and lined throughout with Hamster. They would make splendid sports coats or coats for motoring, and they were exactly as much again, earlier.

At \$163.25 to \$225 there are black or brown pony coats, trimmed with fluffy collars of natural racoon.

At \$282.25 to \$400 are pretty, short coats of nutria.

At \$282.25 are attractive civet cat coats.

At \$450 are coats of hair seal, trimmed with Hudson seal (dyed muskrat).

At \$300 one may choose a handsome coat of natural racoon.

At \$396.50 there are beautifully marked leopard coats, with nutria trimming.

At \$125 is a leopard cat coat, trimmed with nearseal (dyed civet).

At \$176.50 is a leopard cat coat with collar and cuffs of nutria.

But these are just a few of the many fine coats in this Wanamaker Fur Sale—there are coats of all the fashionable furs—Hudson seal (dyed muskrat), moleskin, natural gray squirrel, dyed squirrel, mink and ermine—and they are all marked a third less than their former prices.

(Second Floor, Chestnut)



Young Women—Here's Good Coat News! New Fur-Trimmed Coats \$25—\$38.50—\$45

Warm, fashionable, fur-trimmed coats—just when the Winter calls for them! These are all brand-new and are unusually good for these prices.

At \$25

are coats of silverstone in pretty brown and reindeer shades, Pekin and other blues. Attractively made with large collars of glossy black nearseal (dyed civet) and warmly lined and interlined.

At \$38.50

are smart new fur trimmed sports coats in plain weaves and mixtures and becoming colorings. In three-quarter length, belted, with deep pockets and wide collars of natural racoon.

At \$45

are lovely wraps and coats of silverstone, duvet de laine and other fine materials in navy and lighter blues, brown shades and oxford. They are full length, are finished with handsome fur collars of nutria, natural racoon or Australian opossum and are warmly lined and interlined.

14 to 20 year sizes.
(Second Floor, Chestnut)

A Fine Quality Velveteen Now at \$2.50 a Yard

Exactly half the earlier season prices, but there are not all the colors there were. There are, however, these good shades, black, chestnut brown, Copenhagen blue and taupe. All are 36 inches wide.

This velveteen is a very good weight for Spring dresses, coats, wraps, separate skirts and children's clothes. It is a remarkable value.

(First Floor, Chestnut)

White Sale Corsets

Madame Lyra corsets include two extremely good models—a dainty pink figured broche with light boning and elastic band across the top; price \$3.75; and a very low bust model with long straight hips and a good many bones; price, \$4.

Parisienne corsets are \$9.75 and \$11.50.

Wanamaker Special corsets, \$1.50 to \$6.

L. R. corsets in broken sizes are \$1.50 to \$5.

(Third Floor, Chestnut)

What Is New in Veils and Veiling?

Paris, of course, thinks there is nothing like the "made veil" and there are some lovely new Paris veils here to be used in various ways draped over the hat. There are others, copies of French veils and scarcely less attractive. From \$3 to \$15.

New dotted veilings in solid colors and combinations of colors, \$1, \$1.50 and \$1.75 a yard.

New geometric effects, some fine, others heavier patterns, \$1 and \$1.50 a yard.

(Main Floor, Central)

Women's Spring Sports Coats Are Beginning to Appear

Already there are some very pretty new wool Jersey coats in a Spring model that would be coming to almost any woman.

It is belted with an inverted pleat in the back and the collar comes down to long points in the front and can be worn open or almost entirely closed.

The wool Jersey is an excellent quality and the colors are Oxford, gray, tan and two shades of brown. Moderately priced at \$37.50.

(First Floor, Central)

INTERESTING Jewelry of Imitation Jade

Some of the new necklaces are most attractive, and whether you choose a necklace all of imitation jade beads or one of plated green gold with imitation jade ornaments and beads, it will not be difficult to find one that you admire. \$5 to \$17.50.

A new bracelet is one of flexible squares of plated green gold and imitation jade—and is \$5.

And there are any number of odd and unusual pendants, quite Oriental looking, all of the imitation jade, at \$4, \$4.50 and \$5.

(Jewelry Store, Chestnut)

OSTRICH Feather Trimmings, \$2.50 a Yard

Dove gray, American Beauty, flame color, jade green, shell pink, pale blue, taupe, navy blue and black—the colors are really lovely!

They are fluffy and pretty, of the fashionable width, and women will like them for party frocks and evening gowns.

\$2.50 a yard.
(Main Floor, Central)

A WHITE Sale Note

200 Porto Rican nightgowns have arrived, all square necked, and kimono sleeved, with various designs in fine hemstitching, and drawn-work, and occasional dots, all hand-done. Prices are \$5 to \$7.50.

(Third Floor, Central)

Children's Winter Coats All Down in Price

This takes in everything, from the simple little white coats for babies up to the fine fur coats for older children.

There are white cashmeres and colored serges, velvets, silver-tones, chinchillas and the fur coats. Some are fur trimmed, some are plain, but all are warmly lined and interlined, too.

Prices start at \$10 and go to \$225 for a handsome squirrel coat.

There are 1 to 6 year sizes.

The hats are now \$1.75 to \$10 and include beavers, velours, velvets, silk and corduroy hats in dark and light colors and many attractive styles. These are in 2 to 6 year sizes.

(Third Floor, Chestnut)

Beautiful Plaid Woolen Skirts to Sell for \$15

They are all skirts that ordinarily sell for a great deal more but only a few of a kind are left. There are, however, some large sizes as well as regular sizes.

The materials are fine finished worsteds, velours and prunella cloths, all are pleated in the newest fashions and there are plenty of blue-and-tan and green-and-blue combinations as well as Roman stripes and other good colors for coats.

(First Floor, Central)

NEW Books

"Six Seconds of Darkness," by Octavus Roy Cohen, a mystery story as exciting as "The Crimson Alibi." Price, \$1.75.

"The Underwood Mystery," by Charles J. Dutton. A story which has that rare thing—an ending new in detective fiction. \$1.90.

(Main Floor, Thirteenth)

200 Women's Dresses at \$25 Each

A little miscellaneous lot of new dresses which show the new low prices. They are mostly of the chemise type, are in many different styles, and the materials are serge, tricotine and satin combined with cloth. The colors are navy, brown and black; many of the dresses are beaded, a few are embroidered, and still a few others are plain.

Sizes 34 to 44 in the lot.

Price \$25.
(First Floor, Central)

Women's High Sports Shoes Are Now \$11.75

They are in the Little Boot Shop and were originally a good deal more than this. There are nearly all sizes and they are a very good-looking style in black or tan leather with wing tip and perforations.

Also women will find many other kinds of these fine shoes that have lately been lowered in price. High and low shoes, evening slippers of silver cloth, black satin or black velvet are among them. Not all sizes, of course, but the prices are down to \$7.75 to \$11.75.

(First Floor, Market)

Women's Fine Shoes at \$6.75 A 40 Per Cent Drop

Dull black calfskin lace boots with narrow toes and military heels. A style young women will like.

Black glazed leather lace boots with full, round toes and military heels. Both well made and of good style, and at \$6.75 they are extraordinary value.

(First Floor, Market)

HONFLEUR Toilet Articles That Women Like So Much

Once more they are here at the same little prices and it is worth while noting that most women are careful to lay in a sufficient supply at these times to last until there is another sale of Honfleur goods.

They are all absolutely pure and of an unusually high quality to be priced as they are.

Extracts, l'Empire, violet and rose, 60c a bottle.

Toilet water, violet and l'Empire, 60c and \$1 a bottle.

Talcum powder, 15c a box. Sachet, 35c a package. Face powder, 40c a box. All come in violet, rose and l'Empire.

Skin cream, Youth and Beauty cream and Cleansing cream—all are 40c a jar.

Lilac and Wistaria Vegetal, 85c a bottle.

(Main Floor, Chestnut)