

Band at 9
Organ at 11 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Cloudy

Business Is Good, Thank You, Because Goods Are Fine and Fairly Priced

A New Year's Thought Which May Be Worth Careful Reflection

Looking over back years it seems to the writer that the men of good parts and of good conduct invariably gained success in reaching high points of merit and profit in many channels of human effort by steadily following up the particular path to which they were most bent.

Those who are just starting out on their life tasks may worthily study what has been done by others who have met and conquered the conditions that faced them.

Fixed principles, good health, alertness, perseverance, endurance, are the main essentials, humanly speaking.

[Signed] *John Wanamaker*

Jan. 22, 1921.

The Annual Fur Sale at Wanamaker's

offers wonderful opportunities to procure fine furs and save money at one and the same time. There are—

Handsome fur wraps at half the former prices.

Fine fur coats at new low prices.

Separate muffs and neckpieces at small prices.

Fur sets for surprisingly small sums.

Every fashionable fur is included, and the furs are always of one quality—the best.

(Second Floor, Chestnut)

Women's Black Duvetyne Wraps, Going Out at New Prices

There is no denying the fact that they are among the most fashionable and beautiful wraps brought out this season and there is such a small number left at the present time that prices have been very much lowered.

It is the opportunity that many women have been looking forward to. About five models and a few only of each one, \$175 to \$235. All are the finest quality silk-and-wool duvetyne and all are lined with black silk and interlined.

(First Floor, Central)

Dark Embroidered Flouncings at \$8 and \$9.75 a Yard

They are the wide 40-inch flouncings for afternoon and informal evening dresses and they are being much used for Spring.

Some have silk embroidery, others are beaded or braided and still others have ribbozene work. They are of Georgette crepe or net and in navy blue, brown, black and French blue. This is a great deal less than these pretty flouncings originally cost, but there is not a large quantity of any one kind.

(West Aisle)

More New Gingham Frocks for Older Girls

Clear, pretty checks, gay plaids, and the broken checks that are so popular, are all here.

Some have crisp and snowy organdie collars and cuffs, some have sashes, some have deep pockets, some have novel trimming of white organdie in pointed effect, some have skirts with rows of closely pleated ruffles.

They are youthful, attractive dresses, they are in the new Spring and Summer fashions and they are not expensive—\$8.50, \$11.50, \$13.50 and up to \$25.

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

Young Women's Serge Regulation Dresses, \$10

Made of firm, good all wool serge—and well made, too—the kind ordinarily sold for more than twice this amount.

These dresses are all in two-piece Norfolk style, with white braiding.

Boarding school and college girls like these dresses, which are excellent for general winter wear.

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

Women's White Wash Skirts Unusually Early This Year

This is because so many women have been asking for them that we couldn't do less than have them here as soon as possible.

Quite a number of new ideas are noticeable—one of the most important is that many have plain fronts and gathered backs. There is a new form of heavy white stitching used with very good effect. Pockets have taken on most interesting and novel forms, some are apparently hanging from straps, there is the "water bottle" pocket and others.

The styles, some dozen in all, are the prettiest yet and prices are very moderate, \$5 to \$10.

(First Floor, Central)

New Paris Veilings at \$1 a Yard

The pretty and becoming dotted veilings that women have taken such a fancy to and are wearing so much with small hats.

There are both the plain colors, black, brown and navy blue, dotted over the face and with the ends plain and also the veilings dotted all over with colored dots on different colored grounds.

(Main Floor, Central)

New Batique Ribbons for an Entirely New Use

You would hardly guess what it is, but these odd and varied colored ribbons are intended to make new Spring turbans and they do make the prettiest turbans you would wish to see.

They are 8½ inches wide, with a brilliant cire finish and priced at \$4 a yard.

(Main Floor, Central)

Diamond Christ Watches for Women

The most beautiful little jeweled affairs imaginable but very good timepieces notwithstanding. They all have platinum cases set with diamonds of the same high character that is to be found in all our finest diamond jewelry. And both the casing and mounting are done under our personal supervision. All are attached to black ribbon bracelets. In octagon, round, square, tonneau and rectangular shapes, \$75 to \$1140.

(Jewelry Store, Chestnut and Thirteenth)

Pretty Purses and Bags All in Green Gold Finish

Women like to carry these dainty gold plated bags and purses, with their fine, close meshes, and the green gold finish is most popular just now.

The bags are in the long shape that is so fashionable, or the oblong or square shape that many women like. Some have chain handles, some strap handles, and the frames are narrow, \$28.50 to \$63.

Tiny purses in new shapes and also in green gold finish, with fine meshes, are \$7.50 to \$14.

(Jewelry Store, Chestnut)



Exquisite New Gowns for Women

Evening gowns chiefly, though some are adapted to afternoon or semi-evening uses. No two of them are alike, but each is charming.

For instance, there is a cherry marquisette over black taffeta which is extremely smart. There are flowered and striped chiffons in many colors; some pale gray and beige chiffons with gray and beige laces—either the much-beloved filet or the shadow lace; one creamy all-over lace gown has crisp pleatings of black net to relieve it; and a good deal of heavy flax with designs in wooden beads appears as draperies. A very striking beige colored chiffon has darned work embroidery all over it, the design being outlined with coral beads. One lovely frock is a harmony in creams and browns, being a combination of pale brown net and creamy all-over lace over a pinky-yellow radium silk slip.

A very striking dress is of cream-colored eyelet embroidery with cherry pipings and a cherry bead girdle over a black taffeta underslip.

Prices are \$95 to \$260.

(First Floor, Central)

Chinese Hand-Embroidered Robes, Priced Very Moderately

In fact, not for five years past have these exquisite robes cost as little as they are marked now in this new importation.

Every bit of the embroidery and drawn work is done by hand, and few can equal the Chinese in this respect.

(West Aisle)

Clearaway of the Finest Velvet Handbags

To make immediate disposal of our most beautiful velvet handbags we have repriced them all—in some cases to exactly half and in every other case close to half.

These are bags of all shapes and sizes, many imported. They have frames of etched metal, shell finish celluloid, self covered with fancy knobs, and sterling silver. Many of the bags are beautifully embroidered with steel or iridescent beads, or both.

New prices range from \$5 to \$35, the last for a magnificent large bag of French velvet with sterling silver frame.

(Main Floor, Chestnut)

A New Sports Skirting in Silk and Cotton

A lovely shimmering material in stripes or figures that would make beautiful skirts, either pleated or plain.

(First Floor, Chestnut)

Interest Still Is Keen in the Women's Sweater Clearaway

The following garments are either exactly half price or average it:

\$4.50 for brushed-wool scarfs with pockets and belts, in brown and buff with stripes.

\$7.50 for imported silk scarfs in striped combinations.

(First Floor, Market)

\$10 for alpaca wool slip-ons with flet trimmed neck and sleeves.

\$12.50 for imported hand-knit wool slip-ons in bright colors.

\$25 for silk slip-ons and tuxedo style sweaters and imported artificial silk slip-ons.

(Third Floor, Central)

Mahal Rugs at a Notable Downcome in Price

If you are thinking of buying a good, practical Oriental rug in a carpet size, you have now an opportunity such as has not been presented in years. We are offering a number of Mahals at old-time prices, ranging from \$245 to \$396. To anybody acquainted with Oriental rug values the unusualness of these pieces at the prices quoted will be apparent.

Mahal Rugs

11.6x8.8 ft.	\$325	11.7x8.7 ft.	\$290
18.8x10.7 ft.	\$385	12.5x8.5 ft.	\$317
12.3x8.9 ft.	\$245	11.8x7 ft.	\$396
12.5x8.3 ft.	\$279	13.4x9.1 ft.	\$347
12 x9 ft.	\$283	12.3x8.9 ft.	\$267
18.2x10.4 ft.	\$357	12.6x8.9 ft.	\$273
11.6x9 ft.	\$287	10.8x6.10 ft.	\$245
11.4x8.8 ft.	\$280	10.6x7.1 ft.	\$247

Kazak Rugs

3.6x6 ft. to 4x7 ft. \$75 to \$125
(Seventh Floor, Central and Chestnut)

14,000 Fine Linen Handkerchiefs, All Attractively Priced

Fresh, spotless handkerchiefs, all of pure Irish linen, and all of remarkable value for the new price.

Men's handkerchiefs, \$5.50 a dozen, are in two styles, one perfectly plain hemstitched, with narrow hems; the other with narrow hems, and an embroidered, long narrow letter in one corner.

Men's extra-size handkerchiefs, \$8 a dozen, are of snowy Irish flax, fine and firm of weave, with half inch hems.

Women's colored handkerchiefs, \$3.50 a dozen—gay colors, attractive designs and many styles from which to choose.

Women's sheer handkerchiefs, \$2.65 a dozen—plain hemstitched style, with narrow hems.

Owing to the unusual prices, these handkerchiefs will be sold by the dozen only.

(West Aisle)

A Lot of Little Rugs Go Out at Little Prices

378 good domestic rugs have had a fourth to a half taken from their regular prices. Mostly small sizes and only a few of each kind and size.

48 bath rugs at 75c for 18x36 in. to \$5 for 36 to 72 in.

67 Wilton rugs at \$7 for 27x54 in. to \$14.50 for 36x63 in.

36 grass and straw rugs at \$1.75 for 54x90 in. to \$8.50 for 9x12 ft.

16 fiber rugs at \$1.50 for 30x60 in. to \$13.50 for 9x12 ft.

71 linen rugs at \$2.75 for 18x36 in. to \$7.50 for 36x72 in.

140 new rag rugs at \$1.50 for 27x54 in. to \$1.75 for 30x60 in.

(Seventh Floor, Chestnut)

A Word About the Lamp Sale

100 gas and electric table-lamps will have their prices cut to half Monday morning—\$7.50 to \$20. They have metal bases, variously finished, and trimmed glass shades. The glass is sometimes plain and sometimes of the ribbon variety.

(Fourth Floor, Central)

A Sale of Imitation Ivory Toilet Articles

\$5000 Worth to Go at New Low Prices

In most instances these pieces are less than half their original prices, and the new prices, starting at 10c for combs up to \$4 for a mirror of generous size, are very small indeed.

All fresh and perfect, the pieces are just the kind women are asking for. They are in pleasing shapes and the wanted styles and sizes, and in addition to the imitation ivory

pieces there are a few in pink or pale blue.

There are mirrors, hair brushes and combs, puff boxes, hair receivers, jewel boxes, nail polishers, shave boxes, hat pin holders, button hooks, nail files, shoe horns, cuticle knives, trays, military brushes, cloth and hat brushes, frames and bonnet brushes.

It will be easy to match up whole sets or buy separate pieces.

(West Aisle)

New Fiction

"Meet 'Em With Shorty McCabe," by Sewell Ford, price \$1.90. Sewell Ford helps to preserve our youth as much as any author writing in English today.

"The Happy Highways," by Storm Jameson, price \$2. The theme of this novel is youth's revolt against convention.

"Much Ado About Peter," by Jean Webster, price \$1.75. The love story of Kaleema, who gambled with Fate for a home and happiness.

(Main Floor, Thirteenth)

Tricolette

Over-Blouses

One style has long sleeves, a shallow neck, and finish of fringe around the neck, the sleeves and the lower edge of blouse. This comes in taupe only and costs \$8.75.

The other is a somewhat heavy weave in navy and brown, with heavy henna embroidery and three-quarter sleeves and is priced at \$9.85.

(Third Floor, Central)

A Splendid New Lot of Irish Hand Loomed Table Cloths and Napkins

This is a notable direct shipment, bringing \$12,000 worth of wonderfully fine and beautiful table cloths and napkins woven on the hand-loom in the County Down, beautifully bleached on the grass and glowing with a lustrous satin-like sheen.

The patterns are in keeping with the splendid quality of the fabric, being chiefly rich, handsome floral effects. There are 27 different styles and grades in the shipment, five different sizes of cloths and two sizes of napkins. Anybody wanting high-class table linens will be delighted with these goods.

Table cloths—72x72 inches, \$18.75 to \$25 each.

72x90 inches, \$22.75 to \$30 each.

72x108 inches, \$27.50 to \$35 each.

81x81 inches, \$22.50 to \$30 each.

90x90 inches, \$27 each.
(First Floor, Chestnut)

Napkins—22½ x 22½ inches, \$25.75 to \$50 dozen.

27x27 inches, \$35 to \$44 dozen.

(First Floor, Chestnut)

Here Is a Full-Size Cabinet Phonograph for \$90

and it is an excellent phonograph—L'Artiste

The price, \$90, is, of course, a special price. No high-grade, full-size cabinet phonograph can ordinarily be sold for so small a sum.

But we secured a large number in a special transaction, and hence the low price.

It has a powerful, two-spring motion, is mechanically fine in every way, and is equipped to play all kinds of disc records.

Its "Liquid Smoothness" is a characteristic of the playing of L'Artiste. There is no "surface scratch."

Only \$90, and convenient terms, of course.
(Second Floor, Central)



The Promise We Made

was that the coming Wanamaker February Sale of Furniture would bring values beyond all expectation.

That it should be such a Furniture Sale as has never been held.

These promises must be and will be made good.

Whoever is going to need new furniture at any time in several years to come will do well and prudently to buy it in this Sale.

It Will Start Next Friday, January 28

and will bring values beyond all expectation.

Men Like These Umbrellas

because they have natural cherry-wood handles which run all the way to the ferrule—in other words, handle and shaft are in one piece, simple and solid. Covered with a fine, strong, black silk, their price is \$12.

(Main Floor, Market)

\$45 for a Man's Fur Collar Sheep-Lined Overcoat!

(In the London Shop)

Only twenty-nine men may have this good fortune but those twenty-nine will surely get great coats for their money. Until a few days ago this coat was \$27.50 more.

The outer coat is of oxford gray kersey in a double-breasted style with belted back. It has a large shawl collar of marmot and is warmly lined with sheep's wool in a beaver finish.

A splendid, sturdy, warm coat that is especially good for motorists.

(The Gallery, Chestnut)

Decorated Candy Jars New From Czecho-Slovakia

Some are cut and engraved and some are done in colors—blue, green, garnet, orange. All are pretty things such as have long been in favor in America under the general designation of Bohemian glass. Bohemia is now Czecho-Slovakia, but the glassware is as pretty as ever.

Prices \$4.50 to \$50 a piece for this new shipment of candy jars.

(Fourth Floor, Chestnut)

