

Organ plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Every Day Brings New Spring Goods and Goods at Lowered Prices

To Try to Get a Fortune by Living on the Weaknesses of Others

seems to be more common than ever. It is the acknowledged chief duty of some men, whereby they glorify themselves and allow self to climb over every obstacle, and they run away with all they can lay their hands on and take the chances of consequences. Its methods are the signboard and the full page of pictures; and curiosity brings the customers, who are overcome by volubility and turn over Liberty Bonds and hard-earned savings as if a spell had been wrought upon them, to let go what they have long kept for old age and a rainy day. Instead of going to the Governor and the State Legislature to make operative laws on the statute books, reputable people of the city have formed a society to work for better business, for which we have been working an entire lifetime and paying our own way.

[Signed] *John Wanamaker*

January 25, 1921.

Women Will Be Enchanted With New Spring Capes

Something of a happy compromise between a cape and a wrap, and they have the most becoming lines as a result. They are made from the softest and loveliest materials—a lightweight Bolivia, or a silk- and wool duvetyne and others. Some have fur, the curly, natural-colored caracul, used

for a collar and the facing down the front. Others have a new form of embroidery in points that answers the same purpose. If there is a belt at all, it is the narrow strap kind which appears through the armholes and ties in front. Starting with some knitted wool capes with brushed-wool scarf at \$75, prices mount to \$275.

(First Floor, Central)

Women's Admirable Suits at \$40—a New Price

About seventy-five suits, some samples, others made from short lengths of materials, consequently there is not a full range of sizes in any one material, but only all sizes from 34 to 42 in the lot. There are tweeds, silvertone velours, worsteds, checks and

mixtures, in about all the fashionable Winter tones; the linings are pretty and of fine quality, and the suits together a rather wonderful example of the new low prices. Earlier in the season they would have been something like \$20 more.

(First Floor, Central)

Young Women's New Spring Coats Are Here

And one new model is so attractive you'll like to know about it—and like to wear it, too! It is of marvellous cloth, a Bolivia-like weave that is very lustrous and velvety of finish, and is in two shades of brown and one of blue. There is a stitched round

yoke in front, a narrow belt at the waist, unusual pockets, stitched in a new way, and a smart collar which ends in scarf effect and has tassels on the ends, long enough to throw over the shoulder. The coat is lined throughout with rich brown beaver or cygne. \$85—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Here's a New Shipment of Women's Duplex Gloves

The most practical styles and the desirable colors. Many women wear these all Winter long, for they are comfortable, they look well and they wash beautifully—so that it is easy for a woman to have fresh gloves.

Short gloves, with two clasps for fastening, are in white, mode or beaver color and are \$1.75 a pair. Strap-wrist gloves, and they are full five-button length, are in white, mode, beaver and gray, and are \$2.25 a pair.

(Main Floor, Central)

10,000 Yards Cotton Remnants All a Third Less

Ginghams, percales, voiles, tissues, linens, in fact all the most desirable cotton goods for Spring are among them and they are in good lengths from 1½ yards up to dress patterns

for women. Plenty of remnants for children's dresses and women's waists. The prices are one-third less than our own new low prices.

(West Aisle)

Beautiful New Tan Low Shoes for Women

Two styles, both in the new chestnut brown shade of Russian mink. One is an oxford with plain military heel and perforations. The other is a plain toe pump

with turned sole and baby Louis heel. Both from the leading women's shoe factory in town and at \$12 a pair they are unusual value. You would pay a third more for them elsewhere.

(First Floor, Market)

White Sale

Envelope chemises of pink and blue voile, price \$1. Nightgowns of pink batiste, some Empire style, some merely tucked, \$2.50.

(Third Floor, Central)

A Few More \$10 Baronet Satin Skirts

But, in the meantime, the material itself has gone up in price, so that women who want these skirts for later on, would do well to buy them now. And, in fact, that is what many women are doing.

(First Floor, Central)

Inexpensive Corsets

About eight models of the good girdles are priced at \$2.50 to \$3 because sizes are broken or the styles discontinued.

L. R. corsets, front-lace style, broken sizes, \$5. Brassieres of all-over lace and imitation fllet lace, \$3.50. Bandeaux of jersey silk, white and pink, \$5.75. Brassieres of wide lace with insertions of pink satin, \$1.25. Plain embroidery trimmed brassieres, 90c.

(Third Floor, Chestnut)

An Unusual Opportunity to Buy Sterling Silver for Less

From our own large, fine collection we have put aside about 50 pieces of sterling silverware, 925/1000 fine, to sell for very much smaller prices than they are at present marked.

Some of these pieces are of patterns that we shall probably not have again, in other cases that is not so. Many of these pieces would doubtless match the silver in certain households, and it would be well to take advantage of this occasion to add them to the collection. Here are some of the prices:

A five-piece, hand-chased tea set at \$1000.	The kettle to same, \$540.	The tray, \$750.	A five-piece hand-engraved tea set, \$375.	The kettle, \$250.	The tray, \$300.
Meat platters at \$135, \$160 and \$200.	Chop plates, \$150.	Sandwich dish, \$75.	Cheese and cracker dish, \$85.	Covered vegetable dish, \$90.	Gravy boat and tray, \$70.
Candy jar, \$90.	Covered vases, \$75.				

(Jewelry Store, Chestnut and Thirteenth)

Women's Fine Fur Coats and Wraps for a Third to a Half Less

All the fur coats are a third below their early season prices—many of the novelties are exactly half their former prices.

Hudson seal coats (dyed muskrat) start at \$233.50 for the plain coats and go to \$550—and this includes the trimmed coats—with skunk, beaver, squirrel or lynx.

Nearseal coats (dyed coney) are \$157.50 to \$475—for plain and trimmed coats.

Nutria coats are \$200 to \$436.50.

Natural squirrel wraps are \$500 to \$675.

A short Alaska seal coat is \$700.

A rich brown mink wrap is \$1500.

A stunning caracul cape with dyed squirrel collar is \$500.

(Second Floor, Chestnut)

Women's White Tennis Shoes From England

The Little Boot Shop had them made expressly for its women customers who want the very best tennis shoes to be had and they are certainly all of that.

They are fine white buckskin oxfords with wing tip and perforations and corrugated red rubber soles. The price is \$20.

(First Floor, Market)

New Silk and Braid Girdles

If you have a new frock which needs just a smart touch to complete it, or one not so new that needs something to freshen it, one of these girdles may be just the thing.

Some are of novelty braids in black or blue, some are of silk in blue or black or other colors with fancy fringed or tassel ends and ornaments, and others are of gay and pretty Roman striped silks.

Cord girdles are \$1.25 to \$6. Silk girdles are \$4.50 to \$15.

(Main Floor, Central)

Tailored Waists of Crepe de Chine

with narrow, double pleatings may be had in the new silver gray as well as in the more usual bisque, flesh and white. The pleating appears on collar, cuffs and front pleatings, and the waists are \$6.85.

(Third Floor, Central)

6492 Good Brushes at New Low Prices—10c to \$3.75

Tooth brushes, nail brushes, shaving, hair and military brushes—kinds for everybody! In many cases these prices are below cost—always they are remarkably low for such qualities.

Tooth brushes, 10c and 15c—bone and celluloid handles, and all hand-made brushes.

Nail brushes, 15c, 25c and 35c—excellent brushes all of them.

(West Aisle)

Wash Laces From 12½c to 35c a Yard

The narrower fllet crochet and imitation Cluny laces are 12½c and 19c a yard. They are used for trimming curtains, table covers and scarfs.

The wider and finer laces are all kinds for lingerie or wash frocks and there are many camille laces with beading and points among them. Some are just half price.

(West Aisle)

Boys' Overcoats of Stanch Quality, Lower in Price

Any lessening of the prices of Wanamaker boys' overcoats is bound to mean a real opportunity because sterling quality is the mark of every boys' overcoat we sell. We insist on quality for our own sake as well as for that of the customer.

Just now a very large proportion of our boys' overcoats are marked at a new sea of prices, affording substantial savings.

(Second Floor, Central)

Men's London Shop Shoes at the Price of Ordinary Shoes

The shoes in the Men's London Shop are the last word in foot-wear fashion and excellence of leather and workmanship. We have taken a couple hundred pair 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. (The Gallery, Chestnut)

New Fiction

"Swamp Breath," by Robert Simpson, author of "The Bite of Benin." This is a tale of the African jungle; price \$2. "On Secret Service," by William Nelson Taft. A collection of excellent stories; price \$2. (Main Floor, Thirteenth)

Fine New Brief Cases at Lower Prices

Made of heavy, solid, brown cowhide, in various sizes and with from one to four pockets. Most of them have extension locks and at \$4 to \$10 they are lower priced than they have been for some time.

There are also some new shapes in brief cases which include unusually large cases in which a traveling man can carry enough clothing for a short trip as well as his samples and papers. These go up to \$32.50.

(Main Floor, Chestnut)

Men's Half Hose at 35c Three Pair for \$1

Full-fashioned half hose of mercerized lisle and cotton and a good, serviceable artificial silk-plated fabric that looks like silk and wears better.

All in black, cordovan, navy and gray. Ordinarily a half more.

(Main Floor, Market)

Lamp Sale

Here are a few of the finer pieces in the Sale:

A pair of three-light carved, wooden candelabra with dull polychrome finish, 36 inches high, \$50 each.

A pair of solid brass Colonial candlesticks, one-light, 24 inches high, \$30 each.

A pair of two-light candlesticks with prisms, gold and verde finish, marble bases, \$37.50.

A pair of two-light davenport lamps, 26 inches high, \$56.50 each.

(Fourth Floor, Central)

Fancy Blankets Very Much Lowered

Prettiness and comfort are combined in these blankets and along with these go service and savings of about 40 per cent.

Blankets in gray and white, about 85 per cent wool, size 80x90 inches, now \$10 each.

White blankets with pink or blue borders, cut separately, about 70 per cent wool, are now \$15 a pair.

Pink or blue bordered blankets, 70 inches wide, part wool are now \$7.50 a pair. Others of the same kind in single-bed size, part wool, now \$5 a pair.

(Sixth Floor, Central)

A Good New Lot of Irish Table Linen and Napkins

Direct from the looms of a well-known manufacturer have come 800 yards of heavy, full-bleached, pure linen table damask, 88 inches wide and offered at \$5.50 a yard.

For practical service and presentable looks these goods have much to commend them.

In the same shipment came 150 dozen napkins to match the table linen, sizes 19½ x 19½ inches and priced at \$10.75 a dozen.

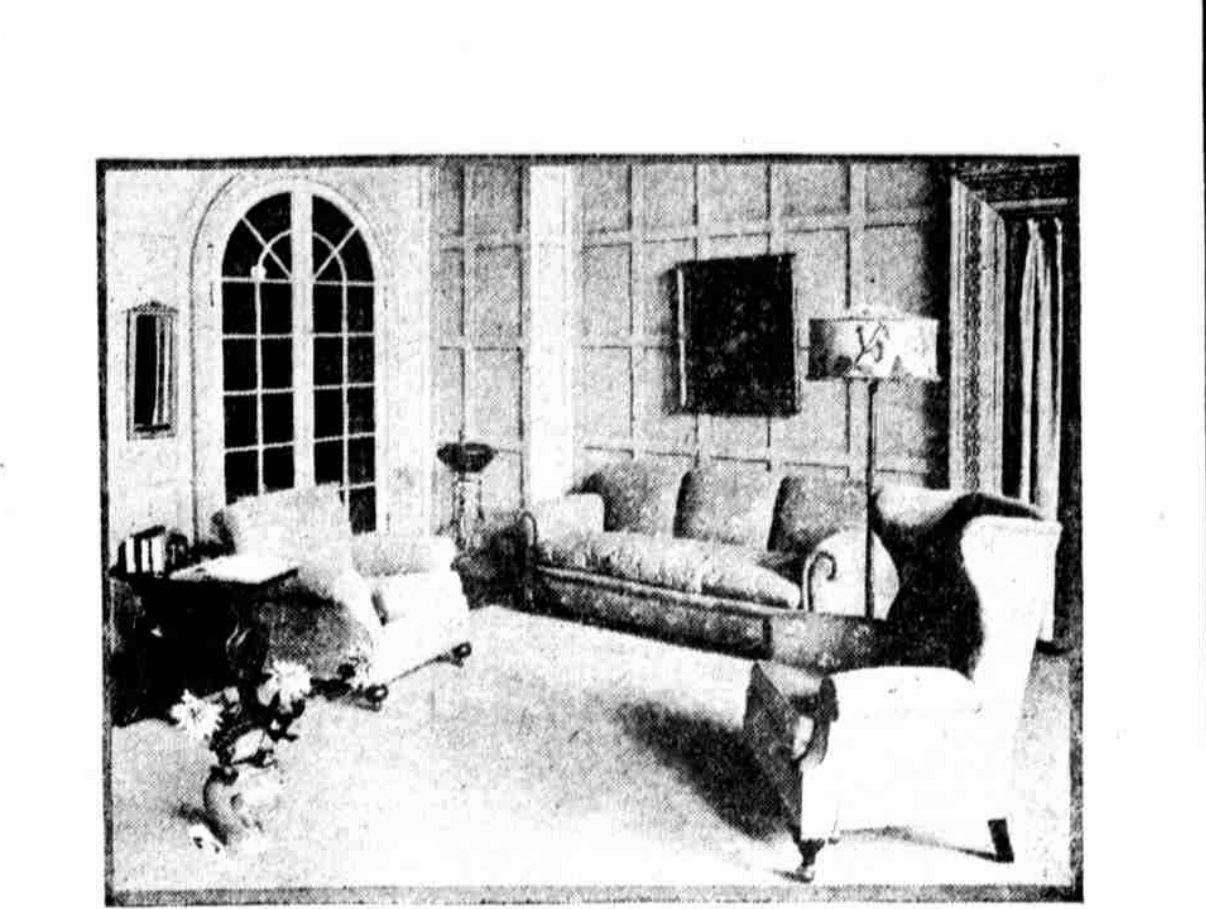
Six desirable patterns to select from.

(First Floor, Chestnut)

Camera Workers Please Note

that entries for the Fifteenth Annual Exhibition of Photographs close February 11th, 1921. The Exhibition itself will be held from March 7th to 26th, 1921. Any further information desired can be obtained from the Photographic Bureau.

(Main Floor, Chestnut)



Forty of the great display windows on the four streets bounding our Store are devoted to the exhibition of some of the furniture that is to be offered in

The Wanamaker Great February Sale of Furniture Starting Next Friday

No other such window display of furniture could be accomplished by any other store in the United States.

And yet the furniture that is in these windows shows only a fractional part of the variety of the goods that make up the sale.

We could clear out the windows and fill them up a hundred times and yet hardly seem to diminish or even disarrange the great stocks that are being made ready on the Fifth and Sixth Floors for the world's greatest Furniture Sale.

To give the figures and the description of the actual quantities and varieties included in these great stocks would be to print something that would seem almost stupendous.

It is not to be wondered at that there is great interest shown in this approaching sale.

For it is already very well known now, and the word has gone throughout the countryside that this great sale, starting next Friday, will be a sale not only of stupendous proportions, but one bringing values so great as to be beyond the most sanguine expectations.

—January 28—
—at Wanamaker's