

J. W. C. I. Band at 9;
Organ at 11, 11:55 and 4:50
Chimes at noon

WANAMAKER'S Store Opens at 9

WANAMAKER'S Store Closes at 5

WANAMAKER'S

WEATHER
Snow or Rain

The Sale of Lamps Starts Monday at Wanamaker's

This Is Benjamin Franklin's Birthday

The drawing shown here will be a new picture of him to many, and without doubt must have been made during his lifetime.

He was born at Boston, in New England, January 17, 1706.

It will not be difficult for many of us, familiar with the pictures of George Washington, Thomas Jefferson, Alexander Hamilton, Robert Morris and James Madison, to imagine them walking around Independence Square, discussing each clause of the Declaration of Independence with Benjamin Franklin.

It is interesting to read, from Franklin's Letters and Miscellanies, written during the times of the Revolution and of the formation of the Government of the United States, to realize that politics then was about as difficult as it is today.

"Poor Richard" signed many of his letters "Veritas," and when he signed his own name it was generally



"B. FRANKLIN"

Evidently he had, with all his experience and ability, to encounter much bitter opposition while he was laying the foundations of our country.

It may be seen that a very bitter attack was made in 1763, in the shape of a protest against his appointment as agent of the Province of Pennsylvania, in which it was pointed out that he was unfit because "he had just failed of election to the Assembly," and for other reasons, some of them even insinuating his mismanagement of public funds.

In a reply to this he said:

"My very zeal in opposing the murders and supporting the authority of the government; and even my humanity, with regard to the innocent Indians under our protection; were numbered among my offences, to stir up against me those religious bigots, who are of all savages the most brutish. Add to this the numberless falsehoods propagated as truths; and the many perjuries procured among the wretched rabble brought to swear themselves entitled to a vote; and yet so poor a superiority obtained at all this expense of honor and conscience! Can this be a matter of triumph? Enjoy it then."

Your exultation, however, was short. Your artifices did not prevail everywhere; nor your double tickets, and whole boxes of forged votes. A great majority of the new chosen assembly were of the old members, and remain uncorrupted. They still stood firm for the people, and will obtain justice from the proprietaries. But what does that avail to you, who are in the proprietary interest, and what comfort can it afford you, when, by the assembly's choice of an agent, it appears that the same, to you, obnoxious, man (notwithstanding all your venomous invectives against him) still retains so great a share of the public confidence?"

In spite of the bitter protests and attacks so often made against him, Franklin still maintained a calm demeanor with the philosophic content of the man who knows that he is in the right, and when he was leaving for England in 1764 to submit the cause of the Colonies, he wrote:

"I am now to take leave (perhaps a last leave) of the country I love, and in which I have spent the greatest part of my life. *Esto perpetua!* I wish every kind of prosperity to my friends, and I forgive my enemies."

How familiar some of these old, bitter bickerings sound nowadays in what we are pleased to call our days of greater enlightenment, and how small would all the little partisan quarrels of today seem to Franklin, whose labors concerned no little appointment to office or small offense to officials of the district, but no less than the construction of the world's greatest and most prosperous nation, that remembers today to venerate his memory.

Walk down Arch Street today and stop at the grating in the wall of the graveyard at Fifth and Arch, and look upon the tombstone of Philadelphia's first and foremost citizen guide, and pray for more plain common sense and the spirit of Franklin to be given to our leaders and representatives in Washington.

[Signed] *John Wanamaker*

January 17, 1920

Thermometers

are very much in fashion just at present; everybody wants to know how cold it is in the morning, and whether the furnace is doing its duty. Thermometers, 40c to \$1.00. Window thermometers, \$1.50 to \$3.50. Self-registering thermometers, \$5.50. (Main Gallery, Chestnut)

Only Women Who Know Something About Shoes

can appreciate what it means to be able to choose from twenty-one of the finest shoe styles in America at \$12 a pair. All of these shoes have been selling for at least two or three dollars a pair more and some of them for half again as much. There are six styles of low shoes and fifteen styles of high shoes, every pair fine in fashion. Shoes for southern wear now, for spring and summer wear later and for winter wear now, next year and the year after. An extraordinary opportunity. (West Floor, Market)

Something like five thousands lamps, shades, fixtures and candlesticks are in it—all at prices from a third to a half less than the prices they have been selling at on our floors.

- Here are the details—
- 500 floor lamps at \$12.50 to \$150—half of regular prices. These are of mahogany-finished woods, solid mahogany, polychrome effects, richly painted woods, metals, cloisonne, bronzes and wrought iron.
 - 100 floor reading lamps at \$8.50. Short lamps of metal and wood, for use in bedrooms, offices and beside davenport.
 - 350 table electric lamps at \$5 to \$150. Mahogany, cloisonne, pottery, wrought iron, polychrome and elaborate painted sorts.
 - 100 electric lamps for the table at \$12.50 to \$35. These are metal lamps with shades of metal with ribbon and other glass panels.
 - 75 metal lamps at \$4.50 to \$12.50. These have shades of metal parchment and glass—some very beautiful.
 - 500 lamp shades at \$6.50 to \$75. All silk; some Japanese; some flat with exceedingly deep fringe.
 - 500 small shades at \$1.50 to \$10. Silk and parchment.
 - 1000 candle shades at 50c to \$5. They are of silk and parchment.
 - Hundreds of candlesticks at \$1 to \$5. Wood, polychrome, metal, silver and gold finishes, ivory and tinted ivory finishes.
 - 200 pieces of electric light fixtures, brackets, indirect lights and alabaster bowls at \$10 to \$100.



THREE BEAUTIFUL NEW ENVELOPE HANDBAGS

All are of fine polished pin seal and in rather square shapes. The workmanship in them is beautiful and the linings are richly colored silks. Their whole effect is one of great good style. Prices are \$13.50, \$22.50 and \$28.50. The \$22.50 book is in brown, gray, blue and black; the others are in black only. (Main Floor, Chestnut)

WOMEN'S WINTER CAPESKIN GLOVES—ALL WASHABLE

Stout, comfortable gloves that are satisfactory to wear and that look well on a woman's hands, are these good capeskin gloves that may be freshened with soap and water when they need it. \$2.75 a pair for gloves in tan, heaver, pearl, white or light gray, outseam sewn and with 1 clasp. \$4 a pair for fine quality gloves in dark brown, mastic, tan and pearl white, with pique or outseam sewing and 1 clasp. (Main Floor, Central)

TAILORED SILK SHIRTS

A natural pongee is \$5. A white crepe de chine, \$9.50. White and flesh crepes de chine, \$9.75. White soft taffeta, \$12. Men's-wear crepe, \$13.50. (Third Floor, Central)

PLEASE NOTE

Entries for the Exhibition of Photographs close on Saturday, February 7th, 1920. The Exhibition itself takes place on March 1st to 13th, inclusive. (Main Floor, Chestnut)

Paris Reveals Some of Her Spring Fashion Secrets in These New Hats



Coming, as they do, from the foremost modistes of Paris, these new hats are particularly interesting because they give some hint of the new Spring fashions to come—in fact, they are the new Spring fashions!

There are new shapes, new colors, new styles. There are a number of all-white hats—and a number of all-black hats, not to mention any number of bright and vivid hued colored hats, so that one has wide choice. There are hats from

Lucie Hamar Marie Lancret Jeanne Duc
Caroline Reboux Hermance Evelyn Varon
Lewis

One hat in a new red brown has a brim wholly covered with bright colored beads in a striking design. Another unusual hat is of that much-seen new straw, cellophane, which looks like patent leather but is much lighter in weight. And still another striking hat has the brim faced with black oilcloth and a wide band of the same shiny black around its high brim.

There are delightful little hats which come close to the face; there are small hats with bewitching black lace veils; there are small satin turbans with a maize of bright-hued feathers.

They are hats to wear South—or hats to wear in the North—just to wear one will be a pleasure!

They have their first showing Monday. (Second Floor, Chestnut)

A Few Fine Duvetyne Coats Are Very Much Less

Marvelously lovely garments, luxuriously fur trimmed and they are designed in such a way that they may be worn for evening coats as well as day-time wraps. The fashions, too, are very new, for these coats have only been here a short time. There are large collars, usually cuffs and sometimes entire facings of fur—mole, blended squirrel, kolinsky, fitch and Australian opossum. In fact there is so much fur used in some cases that these new prices little more than cover the value of the fur alone, \$200 to \$350. (First Floor, Central)

SUN-AND-RAIN UMBRELLAS

—Little ones, such as are desirable for use at Palm Beach or for gifts to be used in the Spring. They have covers of plain green, purple, brown, blue or black taffeta, and of plaid taffeta. They generally have eight or ten ribs, together with the fashionable light tips, and blunt ferrules, and their prices are \$5 to \$10. (Main Floor, Market)

WOMEN'S UMBRELLAS SPECIAL AT \$7.50

Covers of good silk taffeta—green, garnet, navy and black; handles mission style; some with silk loops and nearly all with bakelite tops. Uncommon for \$7.50. (Main Floor, Market)

Sterling Boudoir Silver Has Received Additions Lately

So that we will be able to match many sets in the pieces needed, for their completion.

Hand mirrors, \$21 to \$29.	Salve jars, \$3.50 to \$7.
Hair brushes, \$13.50 to \$19.	Cloth brushes, \$10.50 to \$17.
Combs, \$3.50 to \$7.	Hat brushes, \$4.75 to \$12.50.
Puff jars, \$12.50 to \$19.	

Also all the smaller pieces at corresponding prices. (Jewelry Store, Chestnut and Thirteenth)

Good Blankets for "Old-Fashioned" Winter Weather

Low-priced blankets of good, serviceable quality are scarce—no doubt about it. We have a lot at \$10 a pair that we believe to be the best low-priced blankets anybody can buy today. None that are offered for less can compare with them. We have better ones at \$15 a pair and still better at \$18 a pair and so on up to the fine, all-wool blankets at \$25 a pair. All of them are white blankets with borders in either pink or blue. All are in double-bed sizes. Blankets of a corresponding grade can be had at proportional prices in single-bed sizes. (Sixth Floor, Central)

Three New Books

"Memories of Buffalo Bill," by his wife. Price \$2.50. An intimate biography of one of the most picturesque characters in American history.

"The Mystery at the Blue Villa," by Melville Davisson Post. \$1.75. Seventeen short stories of mystery, of romance and of mysticism—charming all.

"The Blower of Bubbles," by Arthur Beverley Baxter. \$1.75. Five delicate, whimsical stories of love and adventure with the war for a background. (Main Floor, Thirteenth)

Table Cloths and Napkins of Fine Wearing Quality

We have two particularly good groups, one embracing fine double damask table cloths and napkins belonging to a very good purchase secured last year in the Irish market, the cloths being 2x2 yards at \$10.75 and 2x2½ yards at \$13.75 each, with napkins to match in size 24x24 inches at \$15 a dozen.

The other group comprises a remarkably fine lot of double damask table cloths and matching napkins, an importer's overlot, mostly in larger sizes, and these we are offering at a large saving from today's values. Table cloths, 2x2 yards, \$14.50; 24x24 yards, \$20; 2½x2½ yards, \$22.75.

Matching napkins, 25x25 inches at \$22.75 and 27x27 inches at \$25 a dozen. (First Floor, Chestnut)

French War Cretonnes Down to \$1 a Yard

During some of her most anxious days Paris found time to design and make these charming war prints, expressing her faith in the ultimate victory of the Allies' arms.

Each of the six patterns has its own story to tell. They are hand-blocked prints and are delightfully unique for draperies, cushion covers and reupholstering furniture. (Fifth Floor, Market)

Children's Velour "Tams" Half Price at \$4

We have these handsome lots in black, brown, navy, pearl, taupe and Russian green. Their shape, their color, their soft and silky texture—all combine to make them most becoming headwear for little folk. At \$4 they are exactly half price. (Main Floor, Market)

A Special Sale of Women's Sweaters and Scarfs

We have taken from our good regular stocks 1615 women's sports coats, sweaters, slip-ons, scarfs and tam-o'-shanter sets and marked them an **Average Less Than Half Price**

They are of wool, mercerized, artificial silk, linen and fine thread silk, and there are a great many different styles, though not every size in each style, as they represent odds and ends and discontinued lines. But the variety is so great that any woman can find something she wants at a saving of usually half or more.

Prices are \$1.50, \$2.50, \$3.50, \$5, \$7.50, \$10 and up to \$40. (West Aisle)

A remarkably good thing to put on your shopping list is

The Winter Sale of White

in which there are thousands of substantial undermuslins at \$1 to \$5. (Third Floor, Central)

Corsets in the White Sale

Parisienne corsets of pink coutil, toplines, with wide elastic bands partly across the top, and with long hips. Broken sizes only—22, 25, 26, 28 and 29 inches. Price \$6.50.

Other Parisiennes of tricot with low tops and light boning, sizes 25, 26, 27. Price \$6.50.

Letitia corsets of pink striped material, made with very long bust and long skirt. Sizes 22 to 28. Price \$6.

Another Letitia is of white batiste, with medium bust and long straight hips, \$4.50. (Third Floor, Chestnut)

Shoes and Shoes and Shoes—For Babies

They are shoes and slippers and moccasins of crepe de chine, of soft silks and of kid, as well as of washable white pique, and they come in white, of course, in delicate colors like pink or blue, and in black and tan. There are many styles, and they go from \$1 to \$3.75 a pair. (Third Floor, Chestnut)

MANY WELL-DRESSED GIRLS ARE WEARING REGULATION DRESSES

because their mothers think regulations are the most sensible practical dresses for school and general wear. They are in good taste, they are becoming to most girls, they are comfortable, and the girl inside one looks well dressed for school or every day.

Wanamaker regulation dresses are made especially for us, in our own workrooms, and to our own orders; serges in Norfolk style are \$27.50; in sailor style, \$25.

Wash regulations, in white or dark blue, are \$16.50. All in 14 to 20 year sizes. (Second Floor, Chestnut)

WOMEN'S INITIAL HANDKERCHIEFS \$3 A DOZEN

Sheer Irish linen, spotless and snowy, and of unusually good quality—with hand-embroidered initial in one corner.

It's not easy to find hand-embroidered handkerchiefs at this price! (West Aisle)

China and Persia Seen Side by Side in the Oriental Rug Event

The Oriental Rug Event is particularly rich in Chinese carpets and there is a growing appreciation of the decorative adaptabilities of these interesting weaves.

Because of their distinctively individual and unusual color effects and symbolic designs they fit into and accentuate the general effect of many a scheme in which rugs more neutral in shade and more conventional in pattern might fall short of the desired result.

Apart from the unmistakable shades of Chinese rugs, in their remarkable blues, golden browns, rose-pinks, tawny yellows and burnt orange, their symbolism is a study. Almost every device you see on them is emblematic, from the flower baskets, lotus pods and musical instruments celebrating the immortals, to the wheel and knob of destiny and the fish patterns of religious import.

It is a pleasure to walk through this beautiful exhibition and compare these rugs with the fine weaves of Persia and other Eastern lands, all of which are shown at very moderate prices. (Seventh Floor, Central)