



BEGINNING TOMORROW EVENING

This Page of the EVENING PUBLIC LEDGER Will Contain Daily

The Advertisement of the Wanamaker Store

A WANAMAKER advertising page is worth anybody's time to read in the evening before starting the next day's business or pleasure. What he or she reads there may result in a distinct contribution to either business or pleasure, hence there is no advertising that is read so closely or is so well worth reading closely.

Wanamaker Advertising

is calm, dispassionate, dependable. A great many persons think it very interesting. Yet it is simply a daily news letter issued by the greatest Store in the world, telling the current news of that Store in the clearest, the briefest, the brightest, but above all, the *truest*, way it knows how.

No megaphone, no sensationalism, no confused and confusing statements where superlatives compete with superlativer and superlativest. No effort whatever to be what one far Western newspaper called itself - "The Daily Astonisher and Paralyzer." Just store news.

This probably is why so large a proportion of the public finds it interesting, turning to it, often with relief, and always with confidence.

The confidence is because of the store that stands behind the advertisement.

Frequently in the years that have passed since 1861, The Ledger has found occasion to refer to The Wanamaker Store as an institution.

It is the greatest peace-time Store in the world, and the greatest war-time Store.

After the conclusion of the great Civil War by honorable peace, the Wanamaker Store furnished General Grant (then in Philadelphia, visiting George W. Childs, the founder of THE LEDGER) with the uniform which he wore in his famous visit to the crowned heads of the world.

Today, a generation later, it is uniforming for honorable warfare young American officers crossing seas to get as near to some of the crowned heads of the world as they can!

The institution is close-linked with all the history of the past 57 years, but most of all with commercial history—which it has helped to make.

It is familiar knowledge, in and outside Philadelphia, that the modern ethics of storekeeping were reached—against grim opposition and disbelief—through the far and earnest vision of a young merchant. They were, and what is more important, they are still:

1. *To have one fixed price, plainly marked and not to be changed by argument.*
2. *To sell only trustworthy goods, labeled truthfully. To sell as "wool" only what is genuinely all wool, and to mark mixtures as such. To label "seconds" as such.*
3. *To welcome people to the store without urging them to buy.*
4. *To take back purchases that proved not satisfactory, and to refund the money.*
5. *To establish new, fair and agreeable relations between merchant and customer.*

An advertisement should be a clear, well-lighted window, without any cunning tricks of magnifying or throwing prismatic effects.

Commencing tomorrow, you may look daily through the clear window of this page at The Wanamaker Store.