

Grand Organ, 9, 11 and 4:50
Chimes at Stroke of Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

"Use the Store Privileges—Music and Hospitalities—All You Like"

Today the Back Is Broken of Roughish Winter

the Spring month being only about six weeks off, with its birth of color coming, and the sleepers of the lawns, gardens and woods awakening to give us their first smile. Then the sky will brighten, and the blue become bluer, and even the clouds will have a new light shimmering through them.

The gift of light each new Spring must be something like that of Eden, when Adam found his beautiful bride.

Lying between us and the Easter month are the chills of the short February and the fierce winds of boisterous March, but who minds them much when the baby Spring and the birds are so near at hand?

The Winter days are always healthful for workers and those who have, through the war, learned to love work and suffer weariness, and those who have broadened their sympathies and service will no longer study almanacs or count hours when there is yet so much to be done to make the world sweeter and better to live in.

Let us fill the gap of days between the seasons anticipating the bluebird weather of our Easter holidays, soon to be here.

Hark ye, good friend, use the Store privileges—music, hospitalities for your friends—all you like!

[Signed] *John Wanamaker*

Jan. 16, 1919.

New Printed Georgette Crepes for Spring Afternoon Frocks

Made up over plain-colored taffeta or satin, for example; no woman could wish for anything prettier.

Some have conventional oval figures combined with stripes, dark blue with a touch of white, and in some cases green, and some taupe-colored.

There are also attractive all-over flowered designs that would just suit some women. All are 40 inches wide and \$3 a yard.

(First Floor, Chestnut)

Fine Simple Undermuslins in the Sale of White

"Muslin" seems a misnomer for anything so silky soft and fine as the French batiste which these simple garments are made of. And this very fineness makes possible the tiny tucks, and the exquisite shirtings and hemstitchings which make the greater part of the ornamentation on these nightgowns and chemises.

The nightgowns are \$3.85 to \$6.50.

The chemises, \$3.75 to \$5.

(Third Floor, Central)

Woolen Remnants From a Third to a Half Less

On the eve of severely cold weather and in such convenient lengths that they can be made up into women's skirts, coats and (in a few cases) dresses, to say nothing of warm clothing for the children.

Almost every kind of woolen dress goods and nearly all colors.

(West Alley)

About Silk Waists Generally

There is never a day but something new comes into the Waist Store. The collection of white and flesh-colored Georgette and crepe de chine waists is particularly large because so many women insist on a light waist to brighten up their dark suits. They are tucked and ruffles, embroidered and beaded, or trimmed with lace, and prices are \$5.50 up to \$45.

(Third Floor, Central)

Concerning Corsets

L. R.'s to begin with—a white coutil style at \$1 with long skirt, low top, short boning; a pink girdle top at \$1.50 and a very slender style for growing girls at \$1.50.

Then Wanamaker Specials—a pink girdle with very few bones and elastic at top, price \$3.50; and a short, white topless tricot at \$2.

Then C. B.'s—very short styles of white batiste at \$1.25.

(Third Floor, Chestnut)

Flouncings and Other White Goods Drop Part of Their Prices

Some of the flouncings are not quite so fresh as they once were, consequently the prices are lowered from a third to a half less than the first price. They are of voile and batiste and are \$1 to \$4.50 a yard.

Bands, which often match the flouncings, are also reduced in prices to \$1 to \$2.25 a yard.

And on the same counter you will find a little collection of white goods remnants in plain and fancy weaves at a third and a half below the usual markings.

(East Alley)



Looking Forward to Spring—New Wool Jersey Dresses for Young Women

Their soft, pretty colors, reindeer, Pekin blue, tan and sand shades, brown tones and mulberry, are colors that may be worn now or later on, when just such dresses will be needed.

They are of firm, good wool jersey, usually in the rather straight, youthful styles that are ever in fashion. These have the new tucked effects, new satin vests, braided designs, wide girdles or other newnesses to make them more pleasing.

14 to 20 year sizes.

Price, \$32.50.

(Second Floor, Chestnut)

More Women's Fur-Trimmed Coats Reduced—\$37.50 to \$75

This time we have taken three groups of coats, all good, warm, sensible kinds for cold weather, all with large fur collars, and some with cuffs and other trimmings of fur.

\$37.50 for fine, all-wool velours, silk lined, with racoon or near-seal collars.

\$50 for handsome frieze and velour coats with large square collars of racoon or near-seal.

\$75 for beautiful novelty coats, velours and silvertone velours, with wolf or near-seal collars and trimmings.

Savings are close to one half and even more than half.

(First Floor, Central)

THERE is still very good choosing among the small furs at 25 per cent off—nutria, foxes, wolf, beaver, natural skunk and so on.

(Second Floor, Chestnut)

Picture Framing

For some reason or other more photographs are being framed than at any other time within our memory, and we have, perhaps, a larger stock of the frames for them as well as of the woods from which frames can be made to order.

Sizes run from that of a postal card to one 16x20 inches.

(Fifth Floor, Market)

Huckaback Linen Towels at 50c

These towels, which we have just taken out of bond, are part of a purchase made about a year ago. They are of heavy, Scotch huckaback, with hemmed ends, and woven from good, clean linen yarn. Size, 17x33 inches.

(First Floor, Chestnut)

286 Boys' Suits of Jersey Cloth and Blue Serge Special at \$10

This means a clear saving of \$5 on every suit, based on the price for which suits of this kind are generally sold.

Every mother knows what a snug, neat-fitting, warm fabric jersey cloth is and what good-looking suits it is made into. These are a new purchase and they come in a beautiful choice of colors, tan, brown, bronze, green and Oxford grays.

The styles are junior Nor-

folk with box pleats and extra white collar; also the middy style with braided collar and cuffs. The blue serge suits are in the middy style with braided collar and cuffs. Trousers of all suits in the collection are in the plain, straight style. Sizes in both groups are for chaps of 3 to 10 years. Mothers are advised to choose early.

(Second Floor, Central)

These Are the Shoes You Hear So Much Talk About—

Girls' and Women's Shoes at \$5.90

Taken out of our regular stocks and reduced \$1.60.

High lace shoes of a dark brown, specially tanned leather that is heavy but soft. Soles are viscolized to help keep out the wet and all have low, broad heels. There are three styles—straight lace with narrow or wide toe and blucher lace with wide toe. Most durable moderately priced shoes made.

(First Floor, Market)

Men's Shoes at \$4.40

Ordinarily any of the five styles would cost you 50 per cent more. Styles good for now and next winter, too.

Smooth black calfskin blucher lace with smart, narrow toe, or what is known as the college last, with rather wide toe.

Plump black box calfskin in the above styles or made on the Munson Army last, with wide, soft toe.

(Main Floor, Market)

All Sizes Now in "Liberty Linen" Paper

This is the first time we have been able to say so about this new stationery.

It has already made quantities of friends, and it really is a remarkably good paper for 50c a pound.

There are two sizes, one for women and one for men, both in white with linen finish.

Also the letter and note size comes by the quire, white, pink or blue, at 50c, and in gray in letter size only.

Envelopes are 75c a hundred.

(Main Floor, Chestnut)

Ahogany Chests Fitted With Sterling Silver

Surely it is the most convenient and nicest way of presenting a bride with the necessary small silver.

And many brides now are requesting just such useful gifts. The silver, all sterling in quality and of dependable weight, comes in these period patterns, and chests may contain anywhere from 30 to 175 pieces and are priced from \$92 to \$580.

Maryland
Lady Wynn
Washington
Chippendale
Valley Forge
Hamilton
Pointed Antique
George II
Harewood (Adam)
Jewelry Store, Chestnut and Thirteenth

JOYOUS small children come every day to the little playground corner in the Toy Store, and there you may see them making the best kind of use of swings, sliding boards and sand piles.

FOR spirit and gaiety there's nothing more notable in the entire Toy Store than the Kewpie dolls, richly dressed in ribbon bows and with their little wings carefully marcelled.

FLAGS of all nations may be had in this same Store—when the peace is signed lots of people will want them in a hurry.

A TABLEFUL of Ruskin pottery in the China Store shows how "crisp"—in the artist's phrase—color can be.

Japanese Jute Rugs Have an Eastern Air

They are Oriental in design and coloring and are notably inexpensive.

4.6x7.6 ft., \$13.50
8x10 ft., \$34

(Seventh Floor, Chestnut)

The Little House

Two chairs have recently come into it which aren't likely to be matched anywhere in this city. They have old fine frames and are covered with old fine tapestry in tender grayish-green tones, and they would be appreciated instantly by a connoisseur.

Two interesting cabinets also have come—pieces which would make wonderful humidors or Victrola cabinets. They are painted in Chinese designs and stand on pure green bases.

(Fifth Floor, Chestnut)

Dinner Sets as Good as We Have Had at the Prices in Four Years

The sets referred to are a group of English and American semi-porcelain sets of 107 pieces, which we are selling at considerably reduced prices. They are now marked \$22, \$25 and \$27.50, having hitherto been \$7.50 to \$14.50 higher.

Fourteen floral and conventional border patterns to select from.

(Fourth Floor, Chestnut)

1000 Men's and Women's Umbrellas at \$2 and \$3.50

The umbrellas at \$2 are of that fine cotton known as American taffeta, with a silk selvedge, and the handles are plain and natural woods.

The umbrellas at \$3.50 are of union taffeta (cotton-and-silk) with 8-rib paragon frames. In this lot the handles of the women's umbrellas may be had in colors, as well as black.

(Main Floor, Market)

Men Are Stocking Up in the Furnishing Sale

Taking full advantage of the opportunity to get shirts, neckties and other garments at a third to a half below regular prices.

Shirts at \$1.45, \$1.65, \$1.85 and \$2.15

A great collection of madras and percale shirts with soft or starched cuffs and pleated or plain bosoms. All good, and some very fine.

Neckties at 50c and 85c

Ties of nearly all description and all in good Winter fashions.

And Also

Scotch wool jackets, sweaters, silk mufflers, silk house coats and silk house gowns, all at reductions of a third to a half.

(Main Floor, Market)

Sealskin Caps, Gloves and Collars for Motorists

There is almost as much difference between the various grades of real sealskin as there is between real seal and imitation. These caps, gloves and collars in the Men's Hat Store are all of carefully selected sealskins of the finest quality.

Caps, \$25 to \$60.

Gloves, \$30 to \$50.

Collars, \$100.

(Main Floor, Market)

Lucky the Man Who Can Go South for Golf

And there seems to be quite a crowd of him, judging by the equipment we are selling now.

This collection of golf clubs is unequalled in Philadelphia. It includes many fine imported clubs and kinds not seen elsewhere. Irons, \$3.50. Wood clubs, \$4.50 and \$7.

Among golf balls are Silver King, \$9 and \$12 a dozen; Radio, \$12 a dozen; Yellow Flash, \$10 a dozen; Blue Flash, \$7.50 a dozen; Taplow, \$6 a dozen.

Golf bags, sweaters, suits, stockings, shoes and other equipment in good assortment.

(The Gallery, Chestnut)

SOMEBODY told us the other day that he had looked all over town to get extra-size handkerchiefs, and there weren't any under 85c apiece—that is, except at Wanamakers—here they are 50c apiece!

Here's a new lot, just unboxed, of snowy extra-size handkerchiefs for men, in plain hemstitched style, with two widths of hem. 50c each, \$6 a dozen—and if you like, we will mark them to your liking, at a very moderate charge.

(Main Floor, Central)

New Dressing Cases for Men Who Travel

Whether they make short trips or long—a day or two in New York, a week or two in Florida, a month or two in Europe—these cases will help make them comfortable.

Made of black leather and chiefly equipped with black fittings of good size.

Prices range from \$3.50 for a compact little case, to \$15 for a very handsome and complete one.

(Main Floor, Chestnut)

In the Midst of the Greatest Season of Selling Pianos in All Our History

at a time when there is greater and more wholesome demand for the finer kinds of instruments, that we sell, than we have ever known.

With No Necessity Here for a Piano Sale to Clear Away Poor Old Stock

we stop for a moment only to make a little special sale of a few of our fine new pianos (not second-hand) on which reductions have just been made.

The savings range from \$50 to \$750.

These are all beautiful and efficient instruments of the best description, of such names and lineage as to make them honored guests in any home.

Convenient arrangements can be made as to payment.

Player-Pianos and Reproducing Pianos

Schomacker Artrio (electric control)	Now \$875
Schomacker Artrio (electric control)	925
Knabe Angelus	975
Knabe Artrio (electric control)	975
Schomacker Angelus Grand (new)	1450



Upright Pianos

Emerson (new)	Now \$400
Chickering (new)	575
Chickering (new)	600

Grand Pianos

Schomacker (new)	Now \$800
Chickering (new)	975
Knabe (new)	1050

(Egyptian Hall, Second Floor)