

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

Better to Lose a Sale Than to Sell Anything That Is Untrustworthy

The Table Talk of the Morning

(In the Interest of the Whole Family, the Writer Included.)

We think this business family, under instructions to first of all take care of our patrons, should be better understood.

Our hope is that our merits will be discovered by the things we do not do, rather than by the things we really do.

We are vain enough to believe that, as a go-between between the makers of merchandise and the users thereof, we deserve to be better known.

The master spirit says that it will go hard with people who hold to the old prejudice that a merchant will do anything to make a sale, if they fail to understand that there is one place, having goods to sell that everybody most likely wants, that prefers to lose a sale than to sell an untrustworthy article.

So much for Wanamaker's.

I guarantee that we would rather you would buy somewhere else the unworthy article we refuse to take into our displays. The wiser man or woman understands this.

[Signed] *John Wanamaker*

Jan. 20, 1919.

And Still the New Spring Millinery Comes Gaily In

Fine straws, feathery pompons, glistening figured silks, embroidered crepes—all these does Dame Fashion use in making the new Spring hats.

Among the very new hats is the one of embroidered crepe—a stunning affair of white crepe, with shadowy black embroidery and a bow of black-and-white satin ribbon. It has a soft crown and a brim with just the right droop.

Of small hats there are ever so many—little turbans of rough straw, with puffy pompons; smart toques, with perky quills; soft straw tams, with ribbon inset.

And for dress wear there are large hats with sloping brims—one of white silk with figures in bright color and an underfacing of Chinese blue has a great silken tassel for its only adornment. \$15 to \$30.

(Second Floor, Chestnut)

Snowy New Lingerie Blouses Which Express Spring Ideas

Here's a whole new box of snowy loveliness—and so varied in style and of such a wide range as to price that "most every woman will be suited."

\$3 for a fine voile waist with embroidered collar, tiny tucks and lace-edged ruffles.

\$3.85 for a white batiste waist with lattice beading on front, collar and frill-edged cuffs.

\$3.85 and \$5 for two other styles of voile waists, with hand embroidery, square necks and trimming of imitation flit or Valenciennes.

\$8.75 for fine batiste blouses with Filipino hand-work, intricate and lovely, and Valenciennes lace.

\$10.75 for a beauty of fine voile with hand embroidery, hand-drawn work and Valenciennes lace.

\$15 for two lovely new blouses of sheer voile, trimmed with real flit lace and enough hand embroidery to make them dainty.

(Third Floor, Central)



If she hasn't enthused over the candy you've sent lately, perhaps it is because she is a bit tired of sweets—so just send a box of glace marons or glace nuts by way of change—and see how delighted she'll be. They are \$1.50 a pound, and as one girl said, "are perfectly luscious!"

Jordan almonds are another nut-sweet that many people particularly enjoy—\$1.50 a pound.

(Main Floor, Chestnut)

SPECIAL Extra-Sized Under-muslins

Certain specially priced styles will be found at the counter devoted to regular extra sizes; and where there is someone who understands the large woman's needs.

Nightgowns are \$1.50 to \$3.85.

Corset covers, 75c to \$1.75.

Short skirts, \$1.25 to \$1.75.

Long skirts, \$2.50 to \$5.

Combinations, \$2 to \$3.75.

Chemises, \$1.25 to \$2.75.

(Third Floor, Central)

WOMEN'S Handkerchiefs—New and Gay

Some are wholly of colored linen with the tiniest of white hems, beautifully hand hem-stitched. And others are of sheer white flax with glowing designs in colors.

Soft, deep violet tones, lovely rose and blue shades, pretty greens and tans, rich purples.

They are of sheer and fine Irish linen and are \$1 each.

(Main Floor, Central)

Women Are Beginning to Wear Long Gloves Again—

for weddings and social affairs and special occasions. The fashionable lengths are the 20-button length, which costs \$6, and the 24-button length, which is \$6.50 a pair.

Both styles are of soft and very fine French kidskins, in white, and are made with all the care and nicety of the most dainty French gloves.

(Main Floor, Central)

White Sale Special Corsets

At \$5. C. B. corsets of fine broche.

At \$2. Nemo corsets—not self-reducing. Broken sizes. Also W. B. Reducos.

At \$2 and \$3.50. American Lady corsets and Madame Lyras. Broken sizes. Some were three times this price.

Also Lillian brassieres. Discontinued models in broken sizes. 25c to \$3.

And other brassieres are 75c and \$1.50.

(Third Floor, Chestnut)



Tomorrow All Our Small Furs Will Be Reduced to Half

We can set it down here very briefly:

Fox sets—including taupe, brown and black, will be \$37.50 to \$100.

Separate fox scarfs, \$30 to \$50.

Black lynx scarfs, \$20 to \$82.50; muffs, \$27.50 to \$50.

Natural skunk scarfs, \$22.50 to \$150. Muffs, \$17.50 to \$40.

Hudson seal (dyed muskrat) scarfs, \$15 to \$100. Muffs, \$11.25 to \$25.

Wolf sets, brown and taupe—\$35 to \$50. Separate scarfs, \$15 to \$30.

Other furs in this half-price sale are sable, mink, fisher, nutria, wolf, Australian opossum, natural squirrel, racoon and beaver.

Please note that this Sale does not include any fur coats whatever—they are all 25 per cent lower than regular, just as they have been for the past fortnight.

(Second Floor, Chestnut)

New Fashion Features

The use of tassels, especially on dresses with the Russian side-closing. Such dresses usually have the closing bordered with braid—one of white cloth has a little black in its border.

Rows of self-loops finishing the collarless neck. One example is of pink tricolette, and the same loops stand up on the pockets.

Elbow sleeves with little turned-back cuffs of Lierre lace and a chemisette to match, appearing under the surplice below the waist line. This frock is carried out in white-dotted green crepe de chine.

Insertions of white crepe on heavy white cuffs of Lierre lace and a chemisette to match, appearing under the surplice below the waist line. This frock is carried out in white-dotted green crepe de chine.

Queer oblong pearl buttons on white frocks. Figured bodices with plain skirts—for instance, a gown has black-and-gold chiffon for the bodice, and black satin for the skirt and an old blue girdle.

FRENCH Crochet Thread—25c a Ball

It is of beautiful quality for lace and crochet work. All white—and 25 grammes each.

(Main Floor, Central)

Loveliest of All the Voiles Are Arriving Now

France, for example, has sent some exquisite ones, piquant and French as can be. One has woven novelty colored stripes, alternated with embroidered dots on a white ground.

Others are English, a beautiful silk heliotrope check, and some in darker colors, with a silk plaid and printed figure.

There are many, too, from good American mills, a trifle more conservative, but scarcely less pretty.

From \$1 to \$4.50 are the prices.

(First Floor, Chestnut)

New Flouncings Glow With Metal Thread Embroidery

You can see them, in imagination, made up into wonderful evening gowns.

On black net, the embroidery is of old gold, silver, amethyst, emerald or sapphire blue; on bronze net gold, and on rose or Copenhagen blue net, silver.

We don't believe you will find such flouncings elsewhere.

36 to 40 inches wide, and \$3.75 to \$7.50 a yard.

(Main Floor, Central)

The First New Spring Hats for Little Girls Have Come

And they are lovely!

Mushrooms of crepe de chine or crepe Georgette, little bonnet-like hats of silk or of silk-and-straw, they are the most piquant frames for little faces we've seen in a long time.

These are hats of all white and hats of pale pink and hats of light blue, and they are trimmed with frills of lace and with ruffles of silk, and with soft fronds of ostrich feathers and with tiny rosebuds.

They are meant for little girls of 2 to 5 years, and they range in price from \$7.50 to \$11.

(Third Floor, Chestnut)

ANY Woman Who Wants a Sweater Can Get One at Half Price

There is still good choosing in the disposal of odd groups of our fine sweaters and slip-ons. Garments of silk, imported, brushed and plain wool, and artificial silk and wool. Some discontinued lines, some incomplete sizes and some mused.

Prices range from \$2.50 for a wool and artificial silk sweater to \$25 for a beautiful silk sweater. The silk ones start at \$7.50.

(Main Floor, Market)

TRULY Sports Coats for Sportswomen

In other words, leather coats, suede cloth coats and coats made of a very good material which closely resembles leather. And all reduced.

Some of the leather coats are reversible, with tweed or gabardine linings. Some have suede cloth linings, some have fur collars. All are waterproof.

There are short and long coats, the best kinds for motoring, skating and outdoor sports, and for bad weather.

Prices \$30 to \$75.

(First Floor, Central)

You Cannot Choose a Piano With Too Great Care

Remember, please, that if you choose the right piano it will last a lifetime, always a credit to your judgment and taste.

If you do not choose the right piano you will soon need another.

To buy your family an inferior piano is not only no compliment to them, it is a handicap to their musical education.

There are so few really fine pianos in comparison to the mass of poor pianos that no person should buy a piano without first learning something about it.

Ask any musician the standing of the following instruments in America:

Chickering
Schomacker
Emerson
Lindeman

Knabe
Haines Bros.
Marshall and Wendell
J. C. Campbell

If he is unprejudiced and not affiliated with some other make he will tell you that these are eight of the best-known and most dependable pianos made in this country, and that three of them—Chickering, Schomacker and the celebrated Knabe—are among the great pianos of the world.

These are the famous instruments that comprise the

Wanamaker Roll of Honor

and they are sold in Philadelphia at the Wanamaker Store only.

Each of these eight pianos was chosen for a place on our Roll of Honor only after the most exhaustive test. Each is made by a known and honorable manufacturer and guaranteed by the maker. And each is further guaranteed by the Wanamaker Store, because we know its worthiness.

You may choose here from over fifty styles of these makes—pianos, player-pianos and reproducing pianos—with the complete assurance that whichever instrument you choose will give satisfaction.

And you may buy any of them on convenient terms.

(Egyptian Hall, Second Floor)

An Opening of White and Gold Dinner Sets

Three new lots have just been received, two groups of domestic sets and one lot from England.

One lot of the domestic sets shows a narrow blue line, in addition to the gold band and gold handles.

Sets in this pattern are \$27.50.

Three New Books

"The Great Hunger," by Johan Bojer, the distinguished Norwegian writer, is declared by John Galsworthy to be "touchingly searching and sincere." The price is \$1.60.

"The Tin Soldier," by Temple Bailey, is a story of a man who wishes to fight for his country, but is bound by a tie he cannot honorably break. Price \$1.50.

"The Wine of Astonishment," by Mary Hastings Brady, is a swiftly moving marital story. Price, \$1.50.

(Main Floor, Thirteenth)

Some of the English sets have a narrow black line, in addition to the gold decorations. These sets are \$45 each.

The others are domestic sets in plain white and gold and marked to sell at \$37.50 a set.

All are sets of 106 pieces and moderately priced.

(Fourth Floor, Chestnut)

TAKE a look some day at those lovely Sicardo vases in the China Store. Tall and most graceful in form, they are quite enchanting in their subdued iridescent colors.

(Fourth Floor, Chestnut)

About Absent Arctic Weather and Present Arctic Overshoes

Rubber boots and storm arctics came late this year, but they got here before the stormy weather, at that. We now have full assortments for every member of the family—something you will not easily find elsewhere—and all priced as low as first-quality goods can fairly be.

Be not deceived by the mildness of the weather up to date. There never was a Winter without snow. The rough weather is ahead instead of partly over.

Better get your storm footwear while you can.

(Men's and Boys', Main Floor, Market)
(Women's and Children's, First Floor, Market)

Good Gray Blankets, \$5 a Pair 70 New Pairs—Special

Remarkably good blankets for the money.

Woven with cotton warp and filling of cotton and wool.

(Sixth Floor, Central)

Embroidered Bed Sets in a Special Sale

Bed-set means a spread and bolster to match. Both pieces are embroidered with silk in pink, blue, rose, Copenhagen, yellow and lavender designs.

Altogether there are 136 sets, all of them as pretty and dainty as can be and very desirable as a bedroom enrichment.

The materials are fine muslins and pique cloths in corded effects. We have marked every set in the collection at exactly half the former price. Which means \$2.25 to \$5 for single-bed size, 2 yards wide by 94, 96, 98 and 100 inches long.

Double-bed sizes, 2½ yards wide by 94, 96, 98 and 100 inches, are now \$2.50 to \$6 a set.

A small lot of spreads without bolster pieces are also marked at half price, \$4.50 each.

(Sixth Floor, Central)