

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  
Unsettled

# We Are Just Reducing Our Men's Fine Overcoats and Ulsters

## 350 at \$30 and \$35

The fine things—single- and double-breasted.

100 per cent. wool (not the part cotton kind that are figuring in certain sales).

100 per cent. true in fashion (not the old "shorties" that were made to send to cross-roads stores and then had to be sold at home).

100 per cent. genuine in every respect—and 100 per cent. real value at their former prices, which were \$5 to \$15 higher.

They are all out of our own stock and all in full winter weight.

Yours for good overcoats!



(Third Floor, Market)

### Marbles, Bronzes, Vases

—150 Pieces at Halved Prices

Italian marble busts and figures, French art bronze busts and figures and English and American pottery vases now priced at \$1 to \$50 each, instead of twice as much.

In very few instances are there more than one single piece in any one subject. Early choosing is advised.

(Fourth Floor, Chestnut)

### Every Man Needs One Black Derby Hat—

no matter how many other hats he may have. There are occasions when no other hat will take its place.

Here are American derbies made for Wanamaker's specially that are fine in fashion and a noticeably better black than other derbies.

Prices are \$4 and \$5.

(Main Floor, Market)

### 132 Quilts New and Special

First, a group of 84 quilts filled with wool and a percentage of cotton, covered with fine cambric in floral design and bordered with plain cambric, special at \$6 each, a saving of \$3.

24 quilts filled with wool and a percentage of cotton covered with figured satin on top, bordered with plain satins and backed with plain sateen. Special at \$15 each—a saving of \$5.

24 quilts filled with lamb's wool and a percentage of cotton, covered with figured silk, bordered with plain Japanese silk and backed with plain sateen—special at \$13.50, a saving of \$2.50.

Also we have a lot of very good cotton-filled quilts covered with the best silkoline—special at \$3 each, a saving of \$2.

(Sixth Floor, Central)

### Domestic Rug Specials

Room-size pieces in three good weaves at lowered prices.

9 x 12 feet seamless Wilton rugs, \$72.50.

9 x 12 feet body Brussels rugs, \$47.50; 8 1/2 x 10 1/2 feet, \$45.

11 1/2 x 12 feet tapestry Brussels rugs, \$35.

(Seventh Floor, Chestnut)

### High Lights of the Sale of Hosiery and Underwear

From such a great assortment of desirable goods it is difficult to say which will interest the most people, but we call special attention to—

Women's black and white cotton and lisle full-fashioned stockings, first quality, at 35c, three pairs for \$1.

Men's merino socks in natural, black and oxford, first grade, 35c, three pair for \$1.

Men's cotton and merino union suits of many kinds, \$1.50, \$2 and \$3.50.

These are only a few of a large number of excellent opportunities presented by this sale. There are garments for all seasons as well as the present, and this is a good time to lay in a supply.

Practically Half Price

(Women's Goods, West Aisle; Men's Goods, Main Floor, Market)

### Women's New \$9 Shoes With Narrow or Round Toes

Six styles, three with graceful, pointed toes and military heels, and three with round but also shapely toes and lower heels.

All high lace shoes with blind eyelets.

Leathers are mahogany calfskin, black calfskin and black glazed kidskin.

(First Floor, Market)

**T**HERE are lots of good things still in the Sale of White, but assortments are broken and we cannot go into details about styles. But there is an excellent range of garments between 75c and \$5.

(Third Floor, Central)

### Cameras

Now that the boys are coming home their friends are taking pictures of them before they get into civilian clothes.

Brownies are \$2 upward.

Vest pocket cameras, \$7.50 upward.

(Main Floor, Chestnut)

### Eye Glasses

The Optical Goods Store has a lens grinding shop, and is well equipped both to grind lenses from prescriptions and to make repairs quickly.

(Main Gallery, Chestnut)

### Beads

Some newly arrived beads are just right for the new Spring frocks, blue serges, for example. They are bright red or blue beads, strung at intervals on a cord of the same color, 50c and \$1.25.

Or lovely colored glass beads variegated with filigree beads, \$2 to \$9.50.

(Jewelry Store, Chestnut and Thirteenth)

### 500 Handy Game Tables at \$1.85

These are the convenient collapsible, thin model leatherette-covered tables that are so useful for bridge and other parties. Buy half a dozen, and fold them away in any convenient space.

(Fourth Floor, Market)

### Boys' Suits of Jersey Cloth—Special at \$10

Suits of this kind are sold in most places for 50 per cent more, but these are part of a very exceptional purchase. Jersey cloth, as most mothers know, is a good, warm wool fabric. In this lot there is a choice in brown, tan and greenish mixtures.

In the collection also are some blue serge suits equally unusual at the same price, \$10.

Suits in both fabrics are made in junior Norfolk and middy styles and can be had in sizes for boys of 3 to 9 years.

(Second Floor, Central)

### Turkish Bath Towels at 50c Each

A special purchase of heavy ribbed, well made, absorbent pure white towels. A splendid towel for promoting good circulation and as big a 50c worth as we have had in many a day. A limited quantity only, size 20x42 inches, 50c each.

(First Floor, Chestnut)

### Frames for Bags

We've a new shipment—of the metal frames which are so effective for this very purpose. They come in different sizes, many designs and many widths, and are \$2 to \$6.50 each.

(Main Floor, Chestnut)

Giving early and timely notice of

## The Great February Sale of Furniture and Sales of Oriental and Domestic Rugs at Wanamaker's Philadelphia

which will open on Saturday morning, February first, but will be preceded by three preliminary Courtesy Days of Inspection—

**Wednesday** January 29th  
**Thursday** January 30th  
**Friday** January 31st

These three earlier days of inspection, in which selection and reservations may be made if desired, are of special convenience to our customers from out of town—many of whom, indeed, come from distant States—since they cannot always arrange dates for visiting Philadelphia to include the opening days of the Sale.

The fame of the Wanamaker Half-Yearly Furniture Sales is now virtually world-wide. They are probably the largest and undoubtedly the most helpful retail business events held anywhere. They are certainly the best-prepared-for Furniture Sales, as they were the first Furniture Sales, in the city of Philadelphia.

This has come about through unpretentious beginnings, strenuous work and thorough study of the conditions all 'round.

Instead of aiming for stupendousness, the aim was to give good service, and the result has been a service which was evidently beyond the expectation and experience of the public, and a stupendousness of growth and scope which was certainly beyond any dreams of our own in the early years of inaugurating these Furniture Sales.

### This Coming Sale Will Be the Largest Yet and in Real Service the Greatest

for people who desire to add in any measure, whether great or small, to the furnishing of their homes.

This is just as true of qualities as of prices, and it is as true of prices as of qualities.

Nobody needs to be told that in these days good service in any line of endeavor means a great deal.

But we like big things—have always been accustomed to undertaking them! And thus, amid a scarcity or semi-scarcity of fine woods finely made into fine furniture, and we regret to say, very far from a scarcity of chicane, slack standards, and profiteering prices for the wise investor to dodge carefully—

You can come this February to a Wanamaker Furniture Sale, as you are doubtless accustomed to do, and see more furniture than even a Wanamaker Furniture Sale ever showed before, and you will find all of it as good as any furniture we have ever offered, and some of it in many respects better.

The vast range of choice extends over our entire regular stocks, placed in the Sale at special February reductions, and over a number of large new purchases, secured for the occasion and priced much below usual figures—

### Sane Prices for Plain People—Look for These Straight Along!

It will be a superb display, covering many acres of floor space, of beauty and fashion in furniture, but it will also be something to take hold of and use.

Much magnificence will be there, but no extravagance, either in taste or in price-figuring; and there will be much simplicity, but no crude designs, poor workmanship or unworthy qualities.

If you have friends living in places more or less distant, who intend visiting Philadelphia soon, you may be doing them a real service by cutting out and passing on to them this announcement.

### We Must Not Lose Our Grip of Facts in the Swamp of Mushy Optimism

The time is ripe for a new Reformation of governments, railroading, wire and wireless communications, banking, manufacturing, commercialization.

Changes are not always progress, but we must inevitably advance or slide backward.

That which does not move forward is sure to go to lower levels.

It is high time that airplanes should be carrying the United States mails to London and Paris.

To him that hath made good shall be given.

[Signed] *John Wanamaker*

Jan. 23, 1919.

### The Few That Are Left of These Wonderful Coats for Women

are reduced to near half-price for tomorrow. Women fortunate enough to get them will have the satisfaction of knowing that they are among the most beautiful coats brought out this season.

They are fine, soft duvetynes, zenobias and everas in cape effects or large voluminous wraps, all trimmed with handsome furs. Such coats can be worn either for afternoon or evening.

No two are alike and the new prices are \$150, \$200 and \$250.

(First Floor, Central)

### 5000 Yards Mohair Skirting 45c a Yard (Less Than Half)

Just what is wanted for early Spring skirts, and every woman knows what good, practical skirts mohair makes!

In the prettiest of striped effects combined with an appliqued dot of the same or a contrasting shade. Some styles are dark conservative colors, suitable for morning or business wear. Some are vivid enough for sports skirts.

(West Aisle)

### YES, we have still a fair collection of standard furs at half price—fox, lynx, nutria, wolf and others; almost everything, in fact, except natural skunk. All in the Fur Salon.

(Second Floor, Chestnut)

### Newest Spring Fashion Note Cossack Jacket Robes

Delightful affairs of Georgette crepe with heavy wool embroidery. They open down one side of the front and the embroidery is arranged to give the paneled tunic-effect. Only the seams and some slight finishing are required.

These jackets may be worn as blouses, they have sleeves and a belt, or they may be used over a blouse as a coat.

Dark blue with Copenhagen or henna colored embroidery, or black with taupe embroidery, \$20.

(Main Floor, Central)



### Gay Plaids Make the New Spring Skirts for Young Women

Very Spring-like, indeed, are these new skirts, with their new colors and gay plaids. The plaids, for the most part, are of soft wool velvours or quite large plaids and many new color combinations in both light and dark effects. Some are gathered, some box pleated and usually finished with wide, button-trimmed girdles. \$18.75 to \$23.75.

All in 34 to 37 inch lengths.

(Second Floor, Chestnut)

### Gold and Silver Evening Slippers for Less

They are slightly rubbed and for that reason we shall sell them at \$3 a pair, which is less than half.

Also reduced are some high shoes of black patent and tan leather with light tops. Their new prices are \$5—close to half.

All broken sizes and all in the Exclusive Little Boot Shop.

(First Floor, Market)

### Waist Oddments

We have gone through our waist stocks and collected all the odd cotton waists that are mused and soiled and reduced them so that present prices read \$1 to \$3.85.

They are mostly white; some have a touch of color.

(East Aisle)

### Fluffy Evening Petticoats

Of course, they are pink and white and, of course, the people who made them carried out all manner of pretty notions about their trimming.

Those of crepe de chine have lace frills and self-tucks and may be had for \$3.85 and \$6.75.

Those of wash satin have laces and pleatings and ribbons and chiffons—one of the most charming has ruffles of pink and blue satin ribbon on a crepe flounce—and the prices are \$5 to \$13.50.

(Third Floor, Central)

### White Sale Corsets

We still have a good collection of corsets in the Sale—broken sizes of such favored makes as the L. R., the Letitia, the Wanamaker Special, the Kabo, the American Lady and the Warner Rustproof. Prices on all of these are so much less than usual that most women will consider it well worth their while to hunt for sizes.

(Third Floor, Chestnut)

### Delightful New Envelope Chemises

Just arrived are of pink crepe de chine, charmingly tucked and hemstitched and otherwise prettified.

Prices are \$3.50, \$4.50 and \$5.50.

(Third Floor, Central)