

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

Nothing Pleasanter, of a Gentle Winter Day, Than a Visit to the Wanamaker Store

To Young Men Beginning Business

or contemplating doing so.

Look up your best business friend who is likely to be interested in you and go over the situation with him.

If you have good health, and set the wheel of your principles rightly, and keep your own hands on the wheel, and your eyes on your business chart laid out on paper, while in shallow waters, it is next to impossible for you to run aground.

Be sure of yourself, however, in the beginning; a man may be excellent under a good master, but not at all competent to be a principal.

Try to speak candidly to yourself of yourself.

We cannot all be principals or even partners.

When a man knows that he "loses his head easily," or in other words under sudden difficulties loses his balance, better far for him to hold on to the place he knows he can fill and in it get more experience before he risks his reputation and money and loses both by a failure.

[To be continued]

If this Store can be of any use to you in its system and plans, be free to say so.

[Signed] *John Wanamaker*

Jan. 27, 1919.

Hand Embroidered Guimpes in New Spring Styles

They are fine net or the daintiest organdie, and every one has a bit of handwork. Some also have lace.

These are the correct guimpes to wear with Spring frocks that have either square or round necks. The collars are slightly shorter. Most women will find them very becoming.

(Main Floor, Central)

Women's Winter Coats Without Fur Reduced to \$25, \$50 and \$75

Also many of them are in the lighter weight all-wool cloths, so that women can easily wear them until far into the Spring.

The savings are so great that some of the finer ones are now only half price.

\$25 for good, plain-tailored models in velour and 'frieze. Also a few navy capes.

\$50 for handsomer velours and pompom cloths, some very beautiful coats among them.

\$75 for lovely evaras, zenobias and duvetynes, some cape effects, mostly one of a kind and all most distinguished and unusual styles.

(First Floor, Central)

250 Plaid Silk Waists Special at \$3.85

Such pretty waists as they are to wear with street suits or with separate skirts under a coat!

The plaid is changeable blue and green, and for trimming there is a plain dark blue satin collar, vest and cuffs.

(East Aisle)

Such Attractive Winter Hats for Women Are Reduced

Practically every Winter hat is reduced in price, and there are some remarkable opportunities here for any woman who wants one or two good Winter hats to finish out the season.

There are small and large hats, hats in black and the fashionable colors, and hats suitable for tailored or dress wear.

Most of them are half the original prices; some are even less.

(Second Floor, Chestnut)

300 Wash Blouses a Third to a Half Less

Just because they are slightly soiled or mussed, but a tubbin' all quickly correct that.

Many of voiles, some very pretty fancy styles and others... little plainer. A few have high collars.

(East Aisle)

"The Prettiest Skirts Never Come in Large Sizes" (Wrong)

By means of disproving this remark we have chosen two of the newest and loveliest of the Spring skirts and had them adapted and made in sizes from 32 to 40 inch waistband.

One is a fine white silk broadcloth, guaranteed washable, with large pearl buttons and simulated buttonholes. \$19.75.

The other is an exquisite white baronet satin in the finer quality of baronet. It is quite full without giving the appearance of being so. Very new-shaped pockets and huge pearl buttons are the only trimming. \$27.50.

(First Floor, Central)

Envelope Chemises From Patient Filipino Fingers

They are all hand made, from their fine seams and dainty to the pretty embroidery which makes them distinctive. All in envelope style, which so many women like. And are several styles from which to choose.

\$5 to \$5.50 each.

(Third Floor, Central)

The Aristocratic Chickering Piano

The Chickering piano, a piano for aristocrats, has become an aristocrat among pianos.

To own a Chickering is evidence of musical discernment and taste and is, in a way, a mark of distinction.

The Chickering piano originated in this country over four generations ago and grew up with America. It is no alien.

In spite of the long and honorable record of the Chickering and the important list of people who have owned Chickering pianos, its price does not bar it from any but the humblest home. This is more particularly true when you consider that at Wanamaker's, the only Store in Philadelphia where the Chickering piano is shown, you may buy one of these instruments on convenient terms.

Special

We have a few new Chickering upright pianos in discontinued styles reduced to \$525 and \$575.

(Egyptian Hall, Second Floor, Market)

A New Galsworthy Book and Two Other Books

"Another Sheaf," by John Galsworthy, contains more of Mr. Galsworthy's charming essays, timely because they deal with questions of reconstruction. Price \$1.50.

"The Crimson Alibi," by Octavus Roy Cohen, is the extraordinary story of a detective who is human, unraveling a plot which is unique. Price \$1.50.

"Patricia Brent, Spinster," Anonymous, is a delightfully humorous novel which is arousing much speculation as to the identity of the author. Price \$1.50.

(Main Floor, Thirteenth)

500 Good Umbrellas Special at \$3.50

These are for women and for men, have covers of union taffeta, which is a silk warp with a cotton filling, and makes an excellent fabric, and frames with eight ribs.

The handles are plain, fancy and natural woods. Those for women have colored bakelite tops usually, and those convenient loops for carrying.

\$3.50 each—and we got this 500 in a special purchase, hence the price.

(Main Floor, Market)

Flat Handbags and Envelope Books

New and smart in many shapes, mostly rectangular, but some with rounded bottoms.

Patent leather and morocco, chiefly; a few in colors, but most of them in black; handles at the top or on the side.

Price \$1 to \$5.

(Main Floor, Chestnut)

Save \$2.50 to \$10 on a Kitchen Cabinet

These are fine, white-lined cabinets, finished like furniture and with all the little devices to save the housewife's time and energy.

Model A, \$55. Model Z, \$45.

Model J, \$60. All white, \$52.50.

Model G, \$50. De Luxe, \$55.

Model K, \$47.50.

(Fourth Floor, Market)

Shoes at \$4.65 That Will Give Men Great Service

They are what we have spoken of before as "heavy-duty" shoes, and we know of nothing better for men engaged in outdoor work or any work that requires stout footwear.

These are Blucher lace shoes of black and light color re-tanned leather with extra-heavy double soles all the way back to the heel, and made on the Munson army last.

Special at \$4.65.

(Main Floor, Market)

Handkerchiefs for the Man With a Fondness for Color

These are new, Irish, and not expensive—65c each.

They are of sheer linen—and you may be sure they are pure linen, too.

Colored border and designs on white linen—they are styles men will like.

(Main Floor, Central)

Colored Silk Stockings Greatly Reduced

All well-dressed women know that colored stockings have not been so much in demand recently as plain black.

But not all well-dressed women know that colored stockings are coming into vogue again.

This is the time to be prepared, when you can get plain colored stockings for \$1 a pair and cloaked for \$1.50 a pair in grades that are usually about one-half more.

(West Aisle)

Wanamaker Special Corsets—\$3.50

Of excellent broche, these corsets are kinds that it would be difficult to duplicate for most as much again.

They are in brand-new models, and have just come to us from the maker. The materials are of fine quality; most of the corsets are almost topless, but slightly higher in back and made with good, long skirts—just what most women want.

They are well boned, beautifully made and exceptional, indeed, for \$3.50.

(Third Floor, Chestnut)

Wednesday Is the Day

Wednesday, the day after tomorrow, is the day that will show how our work measures up to our words.

We are eager for it to come, because we have something fine in store for all our friends. Nothing so fine, so comprehensive, so immense in variety, so overflowing with opportunity, so beautiful in every way, has up to now been seen in Philadelphia as the stocks which we have assembled for

The Great February Furniture Sale

Wednesday next, the first day of courtesy and inspection, these stocks will be ready for everybody to see and to enjoy and to select from. Two more days of advance inspection will follow—Thursday and Friday, January 30 and 31. On any one of these days advance selections may be made, all transactions to date from next Saturday, February 1.

Wednesday is also the first of three inspection days in the

Sale of Oriental and Domestic Rugs and Also in the Sale of Mattresses and Bedding

It will be a wonderful day for everybody with a home or a home interest.

"Have nothing in your homes that you do not know to be useful and believe to be beautiful," wrote William Morris.

It is the golden rule of home-making. Pity it is that so many people fail to live up to it, but their number is lessening. If there has ever been an excuse for useless or unlovely things in the home or the apartment there is not the shadow of one now.

For these allied sales we have brought together what is reasonably believed to be the largest and best-chosen assemblage of useful, beautiful and reliable household merchandise ever presented at reduced prices in this or any other city.

Roughly, 16,000 Pieces of Furniture Are Now on These Floors

More than twice sixteen thousand are in reserve. They represent the cream of the best cabinet-work turned out in this country. All our furniture stocks are in this



sale; hundreds of rich and beautiful Oriental rugs are in it, together with a fine assortment of domestic rugs.

All our mattresses, springs, bolsters and pillows are in it; all our experience of trying to do things better is in it; all our energies are in it, and all our confidence as well.

On Wednesday we shall be delighted to show you the goods.

Over 4000 Men's Shirts at \$1.25 Average Half Price

This is to make a sweeping clearaway of all our men's Winter shirts.

It includes soft and starched cuff shirts of madras, percale and Japanese crepe at \$1.25 each, and it will pay any man to buy a half dozen. All good, desirable designs. Some of these shirts are mussed, but the laundry will make them as good as new.

Neckties at 65c

A large assortment of four-in-hand ties that you regularly pay a half more for.

Vests and Sweaters

A little lot of Scotch wool vests at \$7.50 each, which is half price. All large sizes.

Some small sizes of vests and sweaters and a few "woolie" jackets at \$2.50 each, which is less than half price.



(Main Floor, Market)