

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Cloudy and Unsettled

Some Reasons Why People Will Be Looking Forward to Monday

Tourists Were Riding in an Irish Jaunting Car One Day when the rain suddenly came down. Everybody tried to cover up, and a little girl, five years old, had a hood placed over her head. The man sitting next to her heard her say:

"There is such a pretty view."
"Why, how is that, when you are all covered up?"
"Oh," she replied, "I see my knees, my shawl and my pretty little feet."
How very like this it is when we are muffled up that we see very little but our pretty little selves!
We have narrow views of things and wonder why life has so little in it for us.

[Signed] *John Wanamaker*

MEMO: The Annual Fur Sale is going on and there is still a fairly good selection in it, both of small furs and fur coats. The two important things to remember are that the furs are all 25 per cent below regular and that all are guaranteed.

THE fashion of the times sanctions a personal gift to the bride from members of the family and intimate friends. There is no more acceptable wedding gift of this kind than a piece of fine

Diamond Jewelry

It is something that she can wear with the prettiest gowns in her trousseau. And it is often the starting point of a collection of handsome family jewelry. Diamond rings from \$53 to \$2800. Diamond bar pins, \$120 to \$900. Diamond bracelets, \$250 to \$2175.

Paris Sends Soft Little Sports Hats

They are like the English moulton millinery, these soft and becoming little hats of straw-and-wool that pull well down on the head, and are so light and comfortable to wear. They are in delightful colorings—cherry red, periwinkle and morning-glory blue, delit, navy, the soft shades of beige, brown and gray, the useful black, and the always becoming white. A narrow ribbon encircles the crown, finishing in a loose bow. The three shapes are all becoming and easy to wear. Their price is \$18.

Embroidered Net Tunics

Two new styles—with a filet net foundation heavily braided in gray, tan, brown and Copenhagen; one with a great deal of chenille work and beads, in black, Copenhagen and brown. The first sells at \$25.75 and the second at \$40.

New Silk Scarfs Hint Strongly of Spring

They have taken upon themselves the fashionable Spring shades—the reddish browns, greens, lighter blues that will be found in the new sports costumes and a number are in the more vivid Roman stripes. All are pure silk, although prices are as little as \$10 to \$16.50.

Tailored Silk Shirtwaists at \$3.85

These are excellent low-priced waists to wear with the plain tailored street, sports or business suit. One model is natural pongee of a good sturdy weight, quite unusual for \$3.85. Its Peter Pan collar and the cuffs of the long sleeves are edged with fine pleating. The other model is a striped tub silk in various colorings, made with yoke back, and a collar that buttons high or turns back from the throat. This also is \$3.85.

Bandeaux and Brassieres

Extremely pretty bandeaux of broche, pink or white satin, a satin-striped material and satin broche; prices, 45c to \$1.25. Brassieres of pink broche with deep filet lace, \$2. Brassieres in cross-over style, made of plain material and embroidery, 85c. Others of Swiss all-over embroidery with lace at top and bottom, \$2. All-over embroidery with wide lace edging or insertion, 85c.



The Women's London Shop

We are just now making suits to order from our own imported Caledon tweeds—overplaids—for only \$75. Also the Devonshire, our own original creation—cape, skirt and waistcoat—will be made to measure from any of these overplaids for \$70. The materials are in beautiful light mixtures, which include light blues, soft yellows, rose colors, tan and brown overplaids.

All the work is done by our best tailors.

"Fleur d'Or"

is one of the fine but moderately priced perfumes from Claire of Paris, who sends the choicest productions of his laboratories only to Wanamaker's. Fleur d'Or extract and toilet water are each \$6.50, attractively bottled. The powders to match its fragrance are \$1.50, in white, natural or brunette.

EARRINGS, both close-fitting and pendant, are here in scores of styles and set with almost every fashionable kind of imitation stone. There are imitation sapphires, emeralds, jade, pearls, topazes, lapis lazuli and coral—among others. The pendant styles include both pendant and hoop shapes. Prices are \$1 to \$17.

THERE are few homes in which some new furniture is not needed at this very moment.

You are the best judge of the requirements of your own home. The one thing to keep in mind is that whether it needs much or little, that much or little should be of the right kind.

It takes the kind of furniture that is best for the people to buy to make the kind of sale that is best for people to buy in.

The Wanamaker Great February Sale of Furniture

which will be opened with three days of advance inspection and choosing, January 28, 30 and 31, is bound to prove itself the greatest thing that ever came from selling the right kind of furniture.

It cannot fail to do this, because it will have for a foundation and framework the right kind of furniture in a supply and variety unmatched in the world, and it will be priced on a basis to prove that it is beyond question the best furniture for any homekeeper of sound judgment and good taste to invest good money in.

Mark well the first day of inspection and advance choosing—

Saturday, January 28th

It will be a great day for everybody with a home and an interest in the same.

The New Camel's-Hair Coats and Capes for Spring

They have just come and women have hardly waited long enough for us to put them in the cases before buying them. The coats are somewhat longer than three-quarters and have a decided flare at the hem. One style in the plain camel's-hair is very full and without a belt. It is \$115. Another very good model is in the lattice check camel's-hair with stitching and a belt. This one is \$125. The capes are very full and long with arm slits, and they are in jade green, white or the natural camel's-hair with lattice plaids at \$109.

Fine Philadelphia-Made Shoes for Women

In this city are some of the best-known shoemakers in America. They have been making shoes for Philadelphia women for many years, and know exactly what kind of fine workmanship and high-grade materials our customers like. Here are eight examples of their best work in high shoes, each priced \$15 a pair: Chestnut brown calfskin laced shoes with medium toes and military heels. The same shoe with the higher Cuban heel. Patent leather shoes with buttoned gray buckskin tops and Louis heels. Dull black calfskin buttoned shoes with Cuban heels. Black calfskin laced shoes with military heels. The same style with Cuban heels. Dark tan Norwegian calfskin laced shoes with low, broad heels. Black glazed kid shoes, laced or buttoned, with low heels. In addition to these eight styles, at \$15 we have other kinds of high shoes at the same price.

Philippine Nightgowns Specially Priced in the White Sale

In no other kind of under-clothing is it possible to secure at so little cost garments of such indisputable good taste, with such fine needlework and such beautiful hand embroideries, as these Philippine-made garments. The materials are good, the patterns well cut and ample, and the ornamentation such as women of the most critical taste prefer to wear. On the very least-priced nightgown at \$2.65 the hand embroidery of front and sleeves is exquisite, and every stitch of deep hem and seams is done by hand, as are the ribbon-run eyelets and the buttonhole scalloping of neck and sleeve edging. There are low-neck and short-sleeve nightgowns in a variety of beautiful patterns at \$2.65, \$2.85, \$3.85 (quantities of wide satin ribbon are used at this price), \$4.65, \$5 (these are finely lace trimmed as well as embroidered), \$7.50 and \$7.85. At \$8.85 and \$6.85 are high-neck and long-sleeve Philippine gowns, buttoning in front. Philippine chemises are specially priced at \$2.65 to \$3.85, and drawers at \$1 to \$1.85.

New Sports Tweeds

For cape costumes, sports suits, separate skirts, and some women are buying them for entire dresses. They are in the lighter Spring tones, such as rose, violet, tan, leather and a most lovely blue. All-wool, 54 inches wide, and only \$2 a yard.

Men's Austrian Velour Hats Now Down to \$8

Every one who knows anything about velour hats knows that the finest ones come out of Vienna. The texture is inimitable and the colorings are wonderfully rich. For a clearaway we have lowered the price on these beautiful hats to less than half what similar hats were a year ago.

Now is the time for a man to indulge himself.

Here's a Fine Soft-Toe Brogue for Men

It is a high shoe of fine tan calfskin with perforated tip, perforated vamp seam, brass eyelets and rawhide slip in sole to keep the feet dry.

A triumph of boot-making from a celebrated factory.

Price \$15 a pair.

Eight Experts Teach in This Golf School

Each of these well-known professionals has his own practice room, where you will not be disturbed. You will be surprised to find how your game improves under careful direction. Call or phone the Golf School for an appointment. Lessons, \$1 a half hour.

New Books

"General Robert E. Lee After Appomattox," by Franklin K. Riley, \$2.50. An account of General Lee as a college president—a phase of the great general's life which is better known to Southerners than Northerners. "Watched by Wild Animals," a new Enos A. Mills nature book; price, \$2.50. An appeal to all admirers of animals, of nature and good writing. "Health and Diets," by Mary A. Wilson, \$2.

THE new Canterbury dinner ware is very charming, its color designs being suggestive of the old English cathedral windows. The china is "open stock," and the complete set of 107 pieces—price \$95—provides breakfast luncheon or dinner service.

Hemstitched Huckaback Linen Towels—Special at 60c Each

Full bleached, neatly hemstitched and in a generous size—18x34 inches. For pure linen towels of this quality and size, the price is exceptionally low—60c each.



Piano Opportunities Extraordinary Used Instruments Starting as Low as \$150

We have on hand a small collection of good pianos and player-pianos that have either come to us in exchange for new instruments or have been used in our demonstrations. We will clear them out at once.

30 Upright Pianos

These are all very good instruments, and all have been put into first-class condition in our factory.

Two of them will be sold for the low price of \$150.

Most of them are marked \$200 to \$275. The highest priced is a Knabe for \$400.

8 Grand Pianos

Splendid instruments—a Weber for \$275, a Chickering for \$450, and other Chickering and Schomackers up to \$1150.

28 Player-Pianos

Several to be sold for as little as \$400; others up to \$875. Convenient terms of payment.

Excellent Plaid Blankets at Special Prices

We have three kinds of all-wool plaid blankets in Scotch plaid designs, size 72x80 inches, special at \$16 a pair. Another lot comprises all-wool blankets in size 72x84 inches, and in distinctive patterns, at a special price—\$15 a pair. These are in rose, blue and tan shades. We also have a group of French Jacquard-woven blankets in gray and white figured designs and with floral borders in rose and blue, size 80x90 inches, at \$8 each.

Irish Linen Table Damask of Rare Merit at \$3.50 a Yard

There is solid value for the money in every yard of these goods. The fabric is full bleached, heavy, serviceable and good looking, and woven 70 inches wide. Price \$3.50 a yard, with napkins to match at \$9.75 a dozen; size 22x22 inches. We are showing a cream, or silver bleached Irish damask napkin, just the kind for hard everyday usage, made of pure linen and free from dressing, price \$4.75 a dozen, in size 20x20 inches.

Wash Suits for Small Boys

Pretty little suits of colored or white chambray, poplin, sateen, sturdy cotton and, of course, there are regulation linen suits as well. Quantities of styles, all in good taste, and priced from \$2.25 to \$9 for sizes from two to five years.

Save a Third to a Half on Domestic Rugs

We have just 152 good rugs in broken lots and sizes, some slightly shopworn, that we will sell for a third to a half less than their regular prices.

Rug Rugs	Imported Axminster Rugs
9 x 12 ft. \$5.75	36 x 63 in. \$9.75
7 1/2 x 10 1/2 ft. \$4.75	Velvet Rugs
6 x 9 ft. \$3.50	36 x 63 in. \$4.75 and \$7
27 x 54 in.75c	Odd strips of chenille carpet, excellent for runners, at less than half price.
Woolen Fiber Rugs	Carpet samples one and one and a half yards in length, bound to make small rugs, 50c to \$3.50.
9 x 12 ft. \$8	
8 1/2 x 10 1/2 ft. \$7	
6 x 9 ft. \$4.75	