

Origin, 9, 11 and 4:50  
Dimes at Stroke of Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER  
Fair

# First Day of Inspection and Advance Choosing Tomorrow in the Great February Furniture Sale

## Two Days at Most Journeying From New York

With Summer Sun and Warmth All the Way to Florida

You leave the bleak and chill behind you for the green grass, wind palms and pine trees, after passing Columbia, S. C.; along the way the blossoming cotton fields, little hamlets of colored folk, and the forests of moss-covered oaks, and the white cows and black razorback rooters; and, for diversion, later, St. Augustine, full of health and romance.

Further along you reach Ormond Beach, so solid and wide, with its Majestic Hotel and, ten minutes further away, over the bridge, Daytona, the little, winsome, refined Daytona, on the Halifax River, the beautiful town of hospitalities and interesting people whose homes are gardens of beauty rather than of show.

After the fifteenth of January (so say the old habits) and until early June the soft Summer air is usual all the time and like that of our May days.

To New York and Philadelphia Florida is the nearest porch of open south windows where the worn and weary may find in the sun and delicious air, new vitality, the desired rest and change of sight and sound. There is, too, something lazy and sleepy in the southern atmosphere at this time of the year.

Every day this Store sets its table freshly with the best we can get of such things as our patrons like. People say our Store, big as it is, is much like a "Friendship Village," where everybody feels at home.

[Signed] *John Wanamaker*

Jan. 28, 1919.

## NEW Winter Coats for Women! Yes Indeed

Plenty of women are buying coats now with not only the thought of this Winter, but of several succeeding ones, and they want good, warm practical coats of not too pronounced styles.

These new arrivals are exactly this and they are most moderately priced.

At \$30 a fine two-toned frieze, lined throughout and with shawl collar of cone.

At \$35 a knit black cheviot with large plush collar.

At \$47.50 a soft, lovely velour, entirely silk lined, with shawl collar of taupe nutria or nest-seal.

(First Floor, Central)

## ANY Coat-Need-Young Girl or Woman Should See These—

for they are excellent coats that better prices than those they are wearing—\$20 to \$39.50.

They are coats of wool velours, pompoms and other good, warm Winter materials, in such shades for colors as taupe, burrundy, reindeer, blue, green and brown shades.

They are made in new and becoming Winter styles, are all lined throughout with good silks, and are often interlined, as well. Quite a number have large fur collars.

14 to 20 year sizes.  
(Second Floor, Chestnut)

## NEW Fine Waists

Soutache is in again—if it can hold over to have been out. One waist with it is of white and the soutache appears in close design all around the neck and pointed collar and cuffs, \$8.50.

Another is of Georgette crepe in fresh, bisque, navy and black. The soutache design forming a band of square in front, \$10.75. Third is a very simple and dainty style with a broad collar and flit joined to a self-trill with very tiary pleats, \$15.50.  
(Third Floor, Central)

## LL-WOOL Tweed Suiting Special, \$3.50 a Yard

There is anything that gives more service than a tweed most people haven't found it out yet. This is a fine opportunity for thinking of practical suits or top coats or possibly a separate skirt. Also, some of the good wearing tweeds, this tweed is most desirable for small boys' suits. Colors, gray, tan, brown and mixtures, some with all 54 inches wide.  
(First Floor, Chestnut)

## THERE'S a Perfect Furor for Beads—Especially Red Beads

In fact, beads of all colors and shapes and sizes, for the fashionable necklaces.

Red beads in that vivid hue which is so popular this Winter, dark blue to wear with the many blue frocks, imitation amber, lapis, coral and other colors are all here in the Jewelry Store, made up into necklaces of many kinds. Often two or three colors and kinds of beads are combined; often there is a quaint pendant by way of finish, and sometimes metal beads are combined with the colored ones.  
50c to \$11.50.  
(Jewelry Store, Chestnut and Thirteenth)

## WHEN the Coat Stays Open Vests Come Into Their Own

This, it need hardly be explained, is in the Springtime.

In anticipation of which event have arrived some strikingly pretty new satin and broadcloth vests, slip-over style and showing beadwork or the tint of gold or silver brocade as a trimming to the satin. \$7.50 to \$12.50 are the prices.

New satin collar and cuffs also for Spring coats are here. They are vivid-colored satins or black with insets of color, and you can imagine how effective they would be on a dark suit. \$8.50, \$10 and \$11.  
(Main Floor, Central)

## SILKEN Warmth for the Babies—From Japan

For the baby whose mother wishes him to get plenty of fresh air, without discomfort, there are Baby Buntlings, those warm and cozy quilted garments which protect the baby from head to toe. They are quilted, figured silk in light colors, \$6.50.

Japanese silk quilts, in plain and embroidered silks and dainty colors, \$4.75 and \$6.50 each.

Little wrappers for babies of one and two years are of quilted silk, usually white with gay little rosebuds sprinkled over the surface and lined with pale pink or blue silk. \$5.  
(Third Floor, Chestnut)

## BETTER Shoes for Women Than \$6.50 Usually Buys

Any one of these high lace, cloth top shoes is good style. Medium shade of tan calfskin with tan cloth tops and Cuban heels.

Dark tan with tan cloth tops, military heels and indicated wing tips.

Black calfskin with gray cloth tops, military heels and indicated wing tips.

Patent leather with gray cloth tops, Louis heels and plain toes. Price \$6.50 a pair.  
(First Floor, Market)

When you come in here tomorrow you will find, in orderly arrangement, on the Fifth, Sixth and Seventh Floors, what is believed to be the largest and finest stock of furniture at retail in this country and what is known to be a stock many times larger and manifestly more desirable than any other in this part of the country. We do not enjoy making comparisons favorable to ourselves, but it is the only way by which people can obtain a true sense of proportion and a clear idea of the magnitude and import of this event.

## Sixteen Thousand Floor Samples

The floor samples alone constitute a greater stock than many another good store has altogether in its possession. They number approximately 16,000 pieces, and they are just a part of our entire assortments.

It is hardly necessary to tell you what all this magnitude has come from. Your own intelligence will convince you that it must have come from giving the people a furniture service of a kind peculiar to this store.

We desire to point out to you that this furniture service never meant so much to the homekeeper or apartment dweller as it means today.

It has never meant so much in economy, because greater magnitude means greater command of the market—and these sales are always growing.

It has never meant so much in the desirableness and beauty and stable qualities, because magnitude means first choice of the goods in which all these things are most pronounced.

## The Best Sale for You to Choose In

It is the most reasonable thing in the world to choose your furniture where the choice is incomparably the largest, where qualities are reliable beyond doubt, and where prices are the lowest for unquestionable qualities.

Only one Sale can fulfill these conditions. This is the Sale.

This is the Sale of unrivaled varieties, of unquestionable qualities and of economies that mean savings in real money.

With this we throw open to the public all the beauties and advantages which it holds for them, and to every visitor we offer kindest welcome and the best service in our power.

## In Particular

All our regular furniture stocks are in this Sale at special February reductions, in addition to an extraordinary series of new purchases.

The economies average between 25 and 33 1-3 per cent. On many things they are just 10 per cent., on quite a number there is a saving of 50 per cent.



## Locations

- Bedroom Furniture—Sixth Floor, Chestnut and Central.
- Dining Room Furniture—Sixth Floor, Market and Central.
- Living Room Furniture—Fifth Floor, Chestnut.
- Hall Furniture—Fifth Floor, Central.
- Wicker Furniture—Seventh Floor, Central.

No hurry, no bustle, no undue excitement

## The Sale of Silks Starts Saturday February 1st

bringing a great quantity of fine, practical, wearable silks at a notable reduction in price.

Every woman is invited to take her time to choose carefully and compare these silks with those offered elsewhere. We have no fear for the result.

Quite naturally the best values are sure to be recognized and carried off immediately. Some of these we can't replace. But the majority of silks bought for this sale are in sufficient quantity to last for some time.

## Window and Door Curtains Greatly Reduced

Lace curtains, consisting of one, two or three pair lots. Various kinds of laces are represented, and some scrim curtains—now one-third to one-half less.

Door hangings, mostly one pair of a kind, in plain colored armure or rep. red, blue, green, rose and brown, reduced to 85 to 82.75 a pair.  
(Fifth Floor, Market)

## IMITATION Ivory Toilet Articles All Specially Priced

Just read these prices—

Hair brushes, \$1.25, \$1.50 and \$1.65.

Combs, 15c and 25c.

Mirrors, 60c to \$1.10.

They are all of exceptional quality and unusual indeed for these prices.  
(West Aisle)

## USEFUL odd-ments From the Upholstery Store

Single pairs of lace curtains and single lace window panels reduced to about half what they were formerly.

Also various lengths of all kinds of upholstery materials, nice for chair coverings or cushion tops, and some net remnants—all marked at very little prices.  
(East Aisle)

## ANDERSON Gingham

The good David and John Anderson ginghams are ready in a greater variety of styles than ever. Stripes, checks, plaids and plain colors. \$1.25 a yard.  
(First Floor, Chestnut)

## LACE Remnants a Third to a Half Less

Very nearly every kind of lace you can think of and particularly good kinds for Spring dressmaking.

Also there are useful remnants of nets, chiffons and Georgette crepes, nice for making over blouses and frocks.  
(East Aisle)

## MEN'S Handkerchiefs With Plain Initials

Of plain, white linen, plain hem-stitched style, with an easily read letter in one corner. We suggest the handkerchiefs at 35c apiece, or \$4.20 a dozen.

They are of good quality, are new and fresh and are excellent for general use.  
(Main Floor, Central)

## WHITE Sale Special Longcloth \$2.15 a Piece

A good, sturdy quality for the making of undershirts and aprons.

This is, by far, the most economical way to buy longcloth, and during the White Sale is the most economical time. There is a saving of 35c on each piece. A piece is 19 yards.  
(First Floor, Chestnut)

## The Rich Displays Are Ready in the Sale of Oriental Rugs and Advance Choosing Begins Tomorrow

There is new bloom and new beauty and new opportunity in this wonderful Seventh Floor Salon of Eastern Rugs today.

New shipments, bringing thousands of dollars' worth of dependable and handsome Oriental weaves, have been secured to sell at special prices. Along with these are rugs taken from our regular assortments and marked at new low figures.

Coming simultaneously with the great February Furniture Sale, this event is as timely and helpful as can be because so many people securing new furniture will need some new rugs to go with it.

Now is the golden opportunity to secure both at

unusual savings. The rug displays are now in full readiness for inspection and advance choosing. They make an exquisite picture. Chinese, Persian and Caucasian weaves are shown in a great diversity of sizes and in a wealth of colors to delight anybody with an eye for the picturesque and the beautiful. It is a good thing to know that the background of the great picture is one of genuine advantage, in reliable qualities and real advantages in price.

Tomorrow, Thursday and Friday are three days of inspection and courtesy. Selections may be made in advance on any one of these days, but all purchases will date from February 1.

### Persian Mahal Rugs Carpet Sizes

9 x 12	\$147	10.5 x 13.5	\$157
6.8 x 7.6	193	12.2 x 8.10	290
12.4 x 8.5	229	11.8 x 9.10	227
11.7 x 8.8	190	11.6 x 9.1	197
11 x 7.8	175	12 x 8.9	226
12.7 x 9.2	279	9.2 x 10	169
10.8 x 8.9	157	12.5 x 8.2	269
		12.11 x 8.8	\$197

### Chinese Carpet-Size Rugs

12.5 x 9.9	\$545	14.1 x 10	\$460
13.6 x 9.7	585	11.11 x 9.1	550
12 x 9	287	12.6 x 10	297
12 x 9.2	379	11.10 x 9	382

(Seventh Floor, Central)

11.10 x 9	395	12 x 10.2	289
11.7 x 9.2	287	11.10 x 9.1	393
10.8 x 11.1	387	11.11 x 9.1	397
		11.11 x 9.2	\$389

### Chinese Small Rugs

Mat, 2 x 3	\$11.77
Rugs, 2 x 3	\$13.75 to \$15
Rugs, 2.6 x 3	\$17.50 to \$22.50
Rugs, 3 x 4	\$45
Rugs, 3 x 7	\$65

### Mosul, Kazacks and Gundyes

3 x 9	\$30.50	3.6 x 6.6	\$27.50
4 x 7	\$40, \$60, \$75 and \$85		

### Beloochistan Rugs

\$10.75 to \$35

## Fine Wilton Rugs at Savings of a Fourth to a Third

This is an unusually interesting collection of rugs from two of the best mills in the country. There are designs suitable for every room in the house, and we were especially fortunate to get them at a time when so many people will be wanting to buy new domestic rugs to match new furniture.

9 x 12 ft.	\$57.50, \$69.50, \$74.50 and \$79.50
8.3 x 10.6 ft.	\$35, \$67.50, \$72.50 and \$77.50
36 x 63 in.	\$14.75
27 x 54 in.	\$8.75

(Seventh Floor, Chestnut)

## Also Advance Choosing in the February Sale of Mattresses and Bedding

All our mattress and bedding stocks are offered at reduced prices in this Sale. This means as good a choice of good bedding at real savings as anybody can find or desire.

We have only one standard of quality in bedding—that is the highest attainable at each price.

All the mattresses, bolsters, pillows and bedsprings in this Sale are up to that standard.

You may choose tomorrow, Thursday and Friday, and all transactions will date from Saturday next, February 1st.  
(Sixth Floor, Chestnut)

## MOTOR Robes Reduced

The following lap robes, including sizes for one, two or three people, are a fourth to a third less than regular.

Woolen robes with fringe and in plaid designs, \$5.50 to \$9.50.  
Mohair plush, some rubber interlined, \$5 to \$13.50.  
Modeled plush, some silk plush, \$25 to \$30.  
Fur robes, \$20.50 to \$116.25.  
(The Gallery, Chestnut)

## WHITE Sale

To all women who would like to lay in a supply of undermuslins at prices below regular, please note that there are only three days more of the White Sale.  
(Third Floor, Central)

## CLUNY Lace-Trimmed Table Covers Reduced

Of pure linen elaborately trimmed with Cluny (linen) lace, some with insertions.  
One size only, 45 inches in diameter, all taken from our own stock and reduced one-fourth to one-third.  
(West Aisle)