EVENING PUBLIC LEDGER-PHILADELPHIA, THURSDAY, JANUARY 30, 1919

Grand Organ, 9, 11 and 4:50 Chimes at Stroke of Noon

WANAMAKER'S

WANAMAKER'S Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WEATHER Fair

# The Great Fact of This February Furniture Sale Is That It **Brings the Goods That People Desire** "The People of the United

States," Said Daniel Webster "descendants of the English stock, admit with gratitude and filial regard that, among those ancestors, under the culture of Hampden and Sydney and other assiduous patriots, the seed of popular liberty first germinated, which on our soil has shot up to its full height, until its branches overshadow all the land."

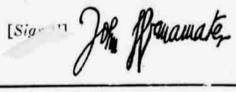
Happily it seems today as if those branches are destined "to overshadow all the earth."

The brave men who lie asleep with open eyes in the "Valley of the Marne" and along "the Ridge" are still the living witnesses of "seeds of popular liberty" which they planted amid the storms of fire "to overshadow all the earth."

May it "germinate" in all countries as speedily as the "wise men in the East" can make the next move.

What is to be, must be.

a. "Let us have peace" and patience.



### Jan\_30, 1919.

# 100 Women's **Novelty Dresses** Reduced-Now Priced \$35 to \$75

These are of glove cloth, tricotine, serge, Poiret twill and such lighter materials as Georgette crepe, satin and velvet, and as there are no two alike, it is impossible to describe them. But there are some very distinguished things among them of the dark, quiet sort, and women seeking extra frocks to wear through February may be glad to know about them. (First Floor, Central)

The people can see for themselves that this Furniture Sale is great beyond comparison in the thing that matters most-the goods.

We have said that in all events of the kind the furniture is the thing.

Judged by that criterion, this is a marvel of a sale.

We have never tried to make a furniture sale go ahead on any principle but that of having the kind of furniture that people want and having it in unequaled assortment and at price savings that will stand investigation.

That is the principle upon which we are still working. It has brought our sale to the point at which we can say that nobody can afford to buy any furniture without seeing what we have to offer. Of course, the great majority of people seem now to understand this and to act up to it, but there is no reason why anybody should be unaware of the fact that the first principle in furniture buying is to see what can be had in this sale, which presents all the most dependable and desirable types of furniture made in America and some very choice imported pieces at the lowest prices consistent with service and quality.

Tomorrow will be the third and final day of courtesy and inspection. Selections may be made tomorrow, as on yesterday and today, but all purchases will date from February 1. (Fifth, Sixth and Seventh Floors

## In the Sale of **Reliable Mattresses** and Bedding

you have a choice of all the bedding goods in our stock-quilts, blankets and spreads, of course, not included.

You can choose eighteen different kinds of hair mattresses, twel different kinds of cotton mattres/ 4, eight styles of box springs, and p ows and bolsters in the fullest var' y, all at special February prices.

Any goods chosen in th' ale tomorrow, third day of inspection, can be charged from Saturday. For uary 1, if the customer so desires.

Everything in the Sale is of our regular certified good quality. (Sixth Floor, Chestnut)

## **Many Selections Have** Been Made in the Sale of Wilton Rugs

But, fortunately, the stocks were large and the variety is still unbroken. We hope the assortment remains intact for a day or two so that all who wish may have opportunity to choose, but we canne . promise it. If you wish to see the full .: ange of patterns we would advise / early visit.

their present prices these rugs represent savings of a fourth to a third. 9x12 ft., \$57.50, \$69.50, \$74.50 and \$79.50.

8.3x10.6 ft., \$55, \$67.50, \$72.50 and \$77.50.

36x63 in., \$14.75. 27x54 in., \$8.75 (Seventh Floor, (hestnut)

Spring Time Is Vest

Time, So 'Tis Said

Therefore, have arrived

some strikingly pretty bow

satin and broadcloth vests.

slip - over style and showing

beadwork on the satin. \$7.50

New satin collar and cuff

sets also for Spring coats are

here. They are vivid-colored

satins on black with insets

of color, and you can imag-

ine how effective they would

be on a dark suit. \$8.50,

(Main Floor, Central)

All the Fine Leather

**Coats for Women** 

Are Now \$50 Each

\$10 and \$11.

to \$12.50 are the prices.

## An Oriental Rug Sale of Much Beauty **Backed** With Opportunity

These February displays of Oriental rugs make a picture well worth coming to look at.

But they have more than a picturesque charm. They have a background of real economy. Oriental rugs are still scarce, generally speaking. Their prices in the open market are still high.

In this sale there is a magnificent variety at large savings.

We understand there is no such variety to be found anywhere else at any prices.

Chinese and Persian weaves are shown in profuse choice, many of them at the prices now obtaining at wholesale, some at less.

The Persian carpets in the sale are chiefly Serapi and Mahal pieces, all of good, reliable quality and in excellent colorings.

The Chinese carpets are fine types in charming shades.

Scores of very desirable small rugs are in the sale at low prices, such as small Chinese pieces, Mosuls, Kazaks, Guendjes and Beluchistans.

As in the Furniture Sale, customers may select rugs tomorrow, the third day of inspection, and have them charged from Saturday, February 1. (Seventh Floor, Central

OMING Saturday, February 1, the promised and I now about-to-be-fulfilled

# Sale of Silks

In view of the fact that silk is the most fashionable fabric Spring, that everybody is talking silks and planning for silk wns, the Sale of Silks this year will take precedence over every mer Sale of its kind.

We are anxious to show you some of the beautiful silks now "Ir unpacked.

With all their fine qualities and spiendid variety of colors prices are lower than many people would think possible.

## Specially Priced Corsetsand Brassieres, Too

Women who need new stays will find in this collection my good styles, all at exceptional prices.

\$1.50 for Kabo corsets of plain pink batiste; topless, with stic band at waist.

\$2 for Kabo corsets of dainty pink broche; topless, with astic band all around waistline.

\$1.50 and \$2 for Wanamaker Specials for average figures pretty pink-and-white and pink-broche models; topless, h elastic.

\$1 and \$1.50 for Wanamaker Special corsets with low st and long hips.

75c to \$3 for Lillian brassieres in broken sizes of dismued models. This is much less than their usual prices. (Third Floor, Chestnut)

## Yes, Women's White Wash Skirts Are Here

Much carlier than usual-but then there never were so ny people going South, and these skirts include styles for h mistress and maid.

They are of white gabardine, linen, needlecord, tricotine ottoman cloth, all cut fashionably narrow. Prices run \$3.75 for a plain white gabardine to \$13.50 for a white with huge pearl buttons held on by self straps. (First Floor, Central)

#### Speaking of Lingerie Waists More styles than usual for **Beautiful Hair** this time of year will be

necks.

them at \$4.

yard.

(First Floor, Chestaut).

Third Floor, Central

If you have had the "flu" found in the Waist Store. and have lost your hair, it We have voiles and batistes. may be worth your while to some hand and some mastep into the Salon de Beaute chine embroidered, others and have a little talk about trimmed with real and imiit. Hair at that stage of tation laces such as Valenthe game needs particular ciennes, Venise and filet, and care and petting if it is to cut with V, square and round come back in its original Prices are \$3 to \$15. beauty.

(Third Floor, Chestnut)

## Training Little Feet in the Way They Should Go

is as much the province of a shoe store as of a school.

Much of the foot trouble people suffer with results from their having worn ill-fitting shoes in their childhood, when their feet were growing.

A child's shoe should not only be large enough at the time it is first tried on, but should make allowance for the growth of the foot up to the time that shoe will be worn out.

The footwear in this Children's Shoe Store is built on scientific principles and fitted by experts, who know just how much allowance should be made for growth.

A host of trim little shoes in various leathers, at prices ranging from 85c for the baby's first pair of soft leather shoes to \$9.50 for a pair of shoes for a large girl. (First Floor, Market)

#### **Black Net Tunics Black Moire Spats** for Women Reduced to \$11.75

Draped over a black or colored silk foundation, they make a really charming gown for many occasions.

Woob AL

flat black braid and there is material for the sleeves with each one.

all are belted.

## "Common Cause" By Samuel Hopkins

## Adams

one of the new books-de lightfully written and dealing with patriotism and love, anwith casy-going Americanian waking to the force and danger of pro-German intrigue. Th story is based upon facts. Price \$1.60.

(Main Floor, Thirteenth)

### "School Suitings" Reappear to Many Mothers' Delight

A brand-new shipment of these sturdy cotton suitings has just arrived and there have been many requests for them

Every mother knows that Not a coat in the collection there is nothing like them that was not at least \$37.50 for real hard wear and conhigher in price-some were stant tubbing.

In plain blue, tan and white, also light and dark colored stripes, 27 inches wide, 45c a yard.

(First Floor, Chestant)

## Good Pick of Men's Black **Traveling Bags**

A handsome array of big, roomy, well-made bags of cowhide, calfskin, seal and walrus, all black.

Prices range from \$10,50, for a large, serviceable bag, to \$50, for a beauty of baby walrus.

We call special attention to a bag at \$15. It is of solid cowhide, with hand-sewed frame and fabric lining. We got it at a lowered price because the leather had been released by the Government, being too heavy for binocular cases. (Main Floer, Chestant)



## Winter Winds Are Not Always Kind to the Skin—

and one of the best ways to counteract their effect is to use good skin creams, to keep the skin soft and fine and healthy. Queen Mary cold cream, 25c and 50c a jar, or 20c for

handy little tube Glycerine and Honey Jelly, for chapped skin and hands,

20c a tube. Witch hazel jelly, 25c a bottle.

Main Floor, Chestnut!

## Still Some Good Shirts for Men for \$1.25 Each

Selection is particularly good in the larger sizes of the Winter shirts we are clearing out at average half price.

Shirts of madras and percale, with soft or starched cuffs, and in excellent designs.

### Plenty of 65c Neckties

A wide assortment of good four-in-hands that are about a third under the usual price. (Main Fleer, Market)

## Men's Merino Underwear at a Special Price

A little lot of heavy merino long-sleeve shirts and ankle-length drawers at \$1 a garment, which is a third less than the regular price.

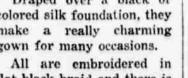
These goods came out of a case that was expected for the Winter sale, but was delayed in transit.

(Main Floor, Mathet)

Nothing could be prettier There are only a few left worn with patent or dull leather slippers. The Exof these very attractive tunics and this new price clusive Little Boot Shop has brings them down to less (First Floor, Juniper and Market) than half. THE Linen Store can show you just now a certain

full-bleached, heavy dress linen which is distinctly a

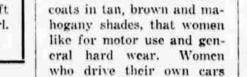
treasure, on account of its remarkably low price-\$2 a The width is 90 inches.



for \$50.

find them particularly satis-

factory.



\$75 more-so you will see how sharp are the reductions. These are the fine leather

Some are reversible, some

are lined with gabardine,

some with roughish tweeds,

some with heavy fleece.

Some have leather collars, a

few have otter collars. All

have storm and wind proof

collars and sleeves; all have

generous pockets, and most

Such coats will give

women no end of service,

and are extremely unusual