

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

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.

"Let us have peace" and patience.

[Signature] *John Wanamaker*

Jan. 30, 1919.

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 unequalled 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.



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)

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

Sale of Silks

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

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

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

Specially Priced Corsets—and Brassieres, Too

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

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

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

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

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

75c to \$3 for Lillian brassieres in broken sizes of discontinued models. This is much less than their usual prices.

(Third Floor, Chestnut)

Yes, Women's White Wash Skirts Are Here

Much earlier than usual—but then there never were so many people going South, and these skirts include styles for the mistress and maid.

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

(First Floor, Central)

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, twelve different kinds of cotton mattresses, eight styles of box springs, and pillows and bolsters in the fullest variety, all at special February prices.

Any goods chosen in this sale tomorrow, third day of inspection, can be charged from Saturday, February 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 cannot promise it. If you wish to see the full range of patterns we would advise an 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, Chestnut)

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)

Lingerie Waists

More styles than usual for this time of year will be found in the Waist Store. We have voiles and batistes, some hand and some machine embroidered, others trimmed with real and imitation laces such as Valenciennes, Venise and filet, and cut with V, square and round necks.

Prices are \$3 to \$15.

(Third Floor, Central)

Speaking of Beautiful Hair

If you have had the "flu" and have lost your hair, it may be worth your while to step into the Salon de Beauté and have a little talk about it. Hair at that stage of the game needs particular care and petting if it is to come back in its original beauty.

(Third Floor, Chestnut)

Spring Time Is Vest Time, So 'Tis Said

Therefore, have arrived some strikingly pretty bow satin and broadcloth vests, slip-over style and showing headwork on the satin. \$7.50 to \$12.50 are the prices.

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 imagine how effective they would be on a dark suit. \$8.50, \$10 and \$11.

(Main Floor, Central)

"Common Cause"

By Samuel Hopkins Adams

is one of the new books—delightfully written and dealing with patriotism and love, and with easy-going Americanism waking to the force and danger of pro-German intrigue. The 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 there is nothing like them for real hard wear and constant tubbing.

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

(First Floor, Chestnut)

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 Floor, Chestnut)

1100 Player Music Rolls at 10c to 75c

All 85-note rolls that were much higher priced.

200 rolls at 10c.

300 rolls at 25c.

300 rolls at 50c.

300-word rolls at 40c to 75c.

(Cappian Hall, Gallery)

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 Floor, 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, Market)

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 Moire Spats for Women

Nothing could be prettier worn with patent or dull leather slippers. The Exclusive Little Boot Shop has them at \$4.

(First Floor, Juniper and Market)

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 yard.

The width is 90 inches.

(First Floor, Chestnut)

Black Net Tunics Reduced to \$11.75

There are only a few left of these very attractive tunics and this new price brings them down to less than half.

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

All are embroidered in flat black braid and there is material for the sleeves with each one.

(West Aisle)

All the Fine Leather Coats for Women Are Now \$50 Each

Not a coat in the collection that was not at least \$37.50 higher in price—some were \$75 more—so you will see how sharp are the reductions.

These are the fine leather coats in tan, brown and mahogany shades, that women like for motor use and general hard wear. Women who drive their own cars find them particularly satisfactory.

Some are reversible, some are lined with gabardine, some with roughish tweeds, some with heavy fleeces. Some have leather collars, a few have otter collars. All have storm and wind proof collars and sleeves; all have generous pockets, and most all are belted.

Such coats will give women no end of service, and are extremely unusual for \$50.

(First Floor, Central)