

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

# Tomorrow Begins the Real Business of the February Furniture Sale—the Sending Home of the Goods

## A Cheerful Spirit Is Possible as a Means of Keeping Young

Look around among your friends and prove the truth of this for yourself.

Ask your friend how it is done, and the first answer is likely to be: "Well, I do not count my age by the almanac. I am only as old as I feel."

But you say: "Tell me how you get the young feeling that is in your face and activities," and your friend replies something like this, probably:

"I do not stop reading and walking, nor fail to keep up with the old pleasures of the past.

"I do not read doleful things in the newspapers, neither do I take up with grumblers and such who say: 'Oh, everything is different from what it used to be.'

"I take exercise, sleep well and do not stay up late at nights.

"I refuse to cherish a sense of neglect or harbor a grudge or ill-feeling against any one.

"I look on the bright side, for there is a bright side to everything, and I try to do a little errand, lend a book, take a clipping from the newspaper, write a postal card or letter.

"Finally, I strive to impart to whoever crosses my path some little thing of myself or another that they may enjoy what I am enjoying."

Try it is the last word, and see how much sweeter your quiet hours are.

Let the big organ help you.

[Signed] *John Wanamaker*

Jan. 31, 1919.

## There's the Charm of Early Springtime in the New \$10 Millinery

And the hats are those a woman will enjoy wearing at once—they are the kind you will want to try the minute you see them! There are—

Small hats of soft crepe and fine straws; plenty of the new henna and black combinations.

Large hats, with sloping brims—combinations of satin and lisere.

Hats of straw, with large, flat flowers, veiled with maline.

New hats of crepe and ribbon—and new hats wholly of ribbon; these last are very smart.

New sports hats of straw and quilted silk—there's a very smart model in a soft sand shade.

The shapes are quite new; the hats are extremely becoming and not difficult to wear. And there are all the new colors from which to choose.

(Second Floor, Chestnut)

## 2600 Waists in a Little Sale

Just in time for that freshening up which most men like to give their suits in the pleasant month of Valentines.

**300 waists at \$1.65**—lingerie and semi-tailored sorts of voile and batiste; all white.

**2000 silk waists at \$3.85**—being Georgette crepes and crepes de chine, mostly in light colors. As to styles, they are tailored, embroidered and beaded.

**300 Georgette crepes at \$5**—in white, bisque and the ever-becoming flesh color; beaded and embroidered.

(East Aisle)

## Coats and Serge Dresses for Young Women \$20 to \$27.50—All Specially Priced

Winter clothes, wanted now, and all especially interesting as to price.

**A Clearance of Topcoats —\$20 and \$25**

These coats are of soft wool velour, chevrons and pompon cloths in good Winter styles. Some are belted, some pleated; some have large convertible collars, a few have fur collars, and all are warmly lined. Brown, taupe, burgundy and blue are the colors; there are many models and 14 to 20 year sizes. Also, they have been a great deal higher in price.

(Second Floor, Chestnut)

**Serge Dresses —\$20 to \$27.50**

Good, firm wool serge, usually in dark blue. Ever so many becoming styles—some in the long, straight-line effect that girls like so well; some braid trimmed, quite a few tucked and others trimmed with folds and buttons.

They are suitable for business, school or better wear and are in 14 to 20 year sizes.

**Petticoats and Bathrobes Special**

**200 silk petticoats at \$3.50 and \$3.85**—mostly samples and in dark but good colors. Those at \$3.50 are of taffeta altogether, and those at \$3.85 have jersey tops with taffeta flouncings.

(Cross Aisle)

**75 blanket bathrobes at \$2.85**. Samples in light colors and figured designs.

(Third Floor, Central)

**800 cotton taffeta petticoats at \$1.50**. All gay plaids.

(Cross Aisle)

## Spring Is Coming and Spring Suitings Are Here

The soft, lovely shades you think of and want to wear when the weather turns a bit warm—light brown, gray, Copenhagen blue and tan.

There is a slight mixture in the weave which gives a very pretty effect.

They are all wool, 48 inches wide, and only \$2.50 a yard.

Besides suits they are nice for coats, skirts and even for tailored dresses.

(First Floor, Chestnut)

## Young Girls Seeking Dainty New Shirtwaists

will find some in the Children's Wear Shop.

Snowy batiste blouses, of youthful simplicity, with tucks, tiny pleats, or perhaps lattice veining for their only trimming, are \$4.50 to \$6 each.

Crepe Georgette blouses, in white and flesh color, and a bit more elaborate, are \$5 to \$9.50 each.

All these blouses are in 32, 34 and 36 inch bust measure.

(Third Floor, Chestnut)



## TOMORROW THE SALE OF SILKS

There are 60,000 yards of the finest new Spring fashion silks that can be found in the market today.

There are savings of from 50c to \$1.75 a yard on every yard of silk in this Sale. These estimates are very conservative and are based on present prices.

There are not any "cheap" and therefore doubtful silks. The least expensive is a \$1.65 black messaline, as good as can be found in its way, but we do not care to recommend it because we know the higher-priced silks are better values and more satisfactory in the end.

And it is perfectly true that women never were such good judges of silks nor so particular about the quality as they are now.

Every silk in this Sale has been carefully selected for its fashion importance or because it is a staple silk that is always in request.

Certain silks in small quantities have not been listed at all. Of the most desirable Spring silks such as foulards, Georgette crepes and satins, there are plenty. The foulards are all in the new Spring patterns, and in some cases there is a saving of \$1.35 a yard.

All the silks are wide widths, and each one is exactly as represented, except that in most instances it is impossible to do justice to their real freshness and beauty of color and design.

Therefore we prefer you to see them for yourselves.

### Colored Silks

Printed foulards, \$1.65 and \$2 a yard.

Printed rapiers, \$2.50 a yard.

Checked colored louisines, \$1.75 a yard.

Printed Georgette crepes, \$2 a yard.

Plain colored Georgette crepes, \$1.65 a yard.

Satin charmeuse, double width, navy blue, \$3 a yard.

Satin de laine, double width, navy blue, \$3 a yard.

### Black Silks

Foulards, taffetas, satins and grenadines, \$1.65 a yard.

Satin-striped taffeta, \$2 a yard.

### Sports Silks

Khaki Kool, white and natural, \$2.25 a yard.

White carnival faille, \$2.25 a yard.

Bordered, checked and

### Wash Satins

Flesh-color wash satin, \$1.75 a yard.

White wash satin, \$1.75 a yard.

(West Aisle and First Floor, Chestnut)

THE people have had abundant opportunity to see what our February Furniture Sale is made of, and they have enthusiastically availed themselves of it.

They have seen the goods and the goods have told their own story.

That is the story of varieties and quantities without equal anywhere; of prices as low as it is practically possible to have them; of qualities sound and dependable beyond question.

What the people think of it all we have reason to know.

To many, especially

to visitors from a distance, this particular sale is a matter of wonder, and their wonder has become something like astonishment when they learned that we could show three times the sixteen thousand pieces now on the floors and still have thousands left.

Tomorrow we begin to send furniture from this Sale into the homes of the people. It will go to all points of the compass and into several different States.

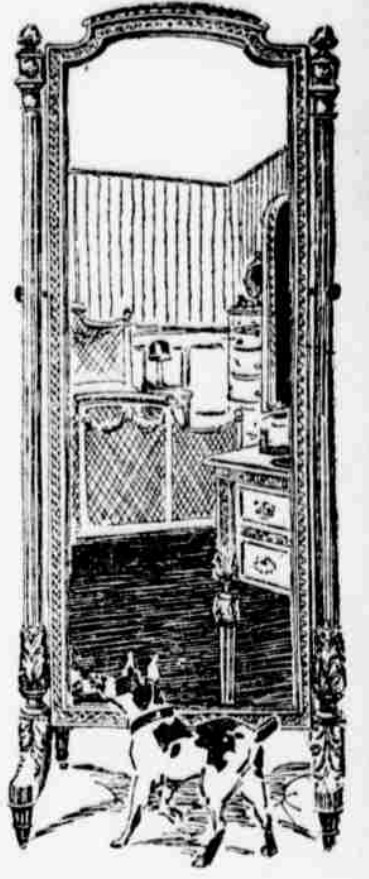
Tomorrow also we begin to bring in new pieces by hundreds from our great reserve stocks, and we shall continue to do this all through the month, so that we

shall have what will be practically a new sale all the time until the end.

### Your Home

Does your home need some new furniture this minute? It is almost certain that it does.

Here, then, is your opportunity, the opportunity to choose from the largest collection of good furniture to be found at guaranteed savings in any retail store in the world. This last statement is neither a boast nor a vague assertion, but a matter of actual fact stated for the guidance and information of all people who have money to invest in good furniture and



who naturally want to invest it to the best advantage.

(Fifth, Sixth and Seventh Floors)

## New Arrivals in the Sale of Domestic Rugs

Good shipments of room-size Axminster and tapestry Brussels rugs and a new small size in Wilton rugs.

These are all well-known and dependable makes and the variety of designs and colors is large and pleasing.

Savings range from a fourth to a third.

### Wilton Rugs

9x12 ft., \$57.50 to \$79.50.

8.3x10.6 ft., \$55 to \$77.50.

36x63 in., \$14.75.

27x54 in., \$8.75.

22 1/2 x 36 in., \$6.25.

(Seventh Floor, Chestnut)

### Axminster Rugs

9x12 ft., \$39.50 and \$45.

8.3x10.6 ft., \$37.50 and \$42.50.

Tapestry Brussels Rugs

9x12 ft., \$29.50.

8.3x10.6 ft., \$28.50.

(Seventh Floor, Chestnut)

## A Sale of Real Savings in Oriental Rugs

People often speak about "a riot of color" and, of course, we know what they mean.

Here on the Seventh Floor there is a grand harmony of color, a glorious commingling and interplay of all the shades that all the weavers of the eastern countries are fond of.

Blues of varying tones, burnt orange, ecru and salmon pink of the Chinese rugs stand out in contrast to the mellow and elusive shades of Persian and Caucasian pieces.

The ox-blood red of Mahal, the softer rose tints, captivating blues and moss-greens of the Saruks, the bold and striking red and ecru effects of the Serapi weaves—all combine to make a very charming picture indeed.

But this is an Oriental rug sale, which not only pleases the eye, but stands the test of practical judgment.

In the weaves that we have named there is a beautiful choice at reductions from regular prices. This applies not only to the Chinese, Mahal and Serapi carpets, but also to a fine selection of Mosuls, Kazaks, Guendjes, Beluchistsans as well as small Chinese rugs.

It is a very helpful sale, especially in view of the many homes now getting new furniture.

(Seventh Floor, Central)

## Toilet Helps for Men

Phytalia Hair Tonic will keep the hair healthy and the scalp clean. 60c to \$2.75 a bottle.

Orris Hair Lotion, 75c a bottle.

Obimyske is good, too—75c and \$1.50 a bottle.

Queen Mary Brilliantine is 50c.

Moustache wax, 25c and 50c.

Plenty of good tooth pastes, 10c to 55c.

And tooth brushes, 25c to \$1 each.

Military brushes, \$1 to \$2.50 a pair.

After shaving many men like Queen Mary Cleansing Cream, 50c a jar.

(Main Floor, Chestnut)

## Sale of Mattresses and Bedding

This is our regular and long-established half-yearly sale of hair and cotton mattresses, feather pillows and bolsters and bedsprings of standard makes.

It provides a full choice of all of these goods in our stock at reductions of 10 to 25 per cent from regular prices. Everything in the sale is fully guaranteed as to quality, cleanliness and value.

(Sixth Floor, Chestnut)

## 300 Men's Fine Overcoats and Ulsters in a Special Sale

150 at \$35

150 at \$38

In this Sale there are savings ranging all the way from \$5 to \$22.

Not only are the savings real, but these are overcoats representing the very finest goods of the season; no cheap and uncertain job lots, but goods of such suitable and dependable character as have made the Wanamaker Men's Clothing Store famous throughout the land.

The fabrics are all in good taste and fashions will appeal at sight to men who are careful about their dress.

Please do not classify this little special disposal of fine goods, as in any way similar to the various sensational sales that have been made throughout the city of low-grade stocks.

These overcoats and ulsters are 100 per cent wool, hand tailored and genuine, and the savings are safe as wheat.

(Third Floor, Market)



## Latitia Corsets at Small Prices

Latitias are the best cut low-cut corsets we know, and when we have a little lot of them to sell at notably little prices the fact is to be mentioned. They are pink and white coutil, with flow and girdle tops and extra boning, and they may be had for \$3 and \$3.50.

A few odd sizes of fine laces in pink and white may be had for \$6 and \$8.

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(Third Floor, Central)

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(Cross Aisle)

## One-Corner Embroidered Handkerchiefs for Women

We consider them very special, indeed, in these days, because they are a nice quality of Irish linen, and the prices are only 25c, 40c and 50c each.

While they last it is certainly a chance for women to fill their handkerchief boxes.

(Main Floor, Central)