

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

From a Flying Start the February Furniture Sale Goes Ahead on the Strength of Having the Right Goods

And She Said
"He shook hands sort o' loose-like, an' temporary, like he meant something else."
There are people like that. You can tell them even on the street, like as if they "didn't belong."
Soft spines they have, much like chocolate eclairs.
Oh, well, it takes all kinds of people to make up the world.
But such people, like a bamboo pole, without backbone, cannot go much more than make an appearance of a Store.
A Store like that, and its advertising, seldom fits, but that's its own lookout.
Minding our own business, it is fair to say that from the first hour the main props of this business have been its backbone, common sense and vision.
Of course, nearly sixty years' experience on this one street counts.

[Signed] *John Wanamaker*

Feb. 1, 1919.

Fruits and Flowers and Feathers Make the New Spring Millinery Gay

Some quite fascinating new hats have just come into the Gray Salons—what would you say to these:
A black satin tam, with a close black band to fit 'round the head, studded with glistening steel beads?
Or a straw crown of the new blue, with an upturned brim of smoky-brown tulle, which veils flat pink roses?
Or an Oriental-like turban of rough and rose-hued straw, with many tiny bunches of tiny berries?
Or a military-looking hat of fine red straw, with four corners and four black silk tassels?
They are hats for street wear and hats for dress—hats as smart and as new and as charming as any woman in search of new Spring hats could wish!
\$15 to \$34.
(Second Floor, Chestnut)

Spring Gingham Grow in Volume and Loveliness

If you really want the best assortment, now is the time to make the selection.
Literally there are hundreds of styles bewitchingly pretty and in every imaginable pattern of check, plaid or stripe, to say nothing of plain colors.
Prices begin at 25c for a good American gingham (which was much higher than this up to a week ago) and go up to \$1.25 a yard for D. & J. Anderson gingham.
(First Floor, Chestnut)

Plaids Are Large—and Small—and Gay—in Young Women's Spring Skirts

Great squares of rich colors, effectively combined, smaller plaids of more subdued hues—these are some of the things you will notice first in the new skirts for girls and young women.
They are very smart, these new skirts, with their wide belts, their new pockets and their many pleats or gathers.
Some are of worsteds, some of soft wool velours and some of firm gabardines.
There are many new colors and combinations—plenty of blue and tan and green combinations, and lengths from 34 to 37 inches.
\$18.75 to \$23.75.
(Second Floor, Chestnut)

Women's White Buckskin Shoes

Sports oxfords with rubber soles and saddle vamps—perforated; equally good for tennis or golf. The price is \$10 in the Exclusive Little Boot Shop.
(First Floor, Juniper)

L. R. Waists and Rubber Girdles

Waists of batiste of medium length and with low bust, for slender figures, \$1.50. Heavier waists of coutil are the same price.
Other waists of batiste, with medium busts and shoulder straps, \$2.
Batiste waists, with high or low bust and clasped or buttoned fronts, \$2.50.
Rubber girdles, pink and white, with very low tops and light boning, laced in back, \$1.50, \$2, \$3 and \$4. These are excellent for growing girls and slender women.
(Third Floor, Chestnut)



ON THE verge of Spring, when Spring silks are growing in popularity every minute, the Wanamaker Store brings forward

THE SALE OF SILKS

In other words, 60,000 yards of the finest quality new Spring silks that we have ever offered to a discriminating public.
There is nothing hit-or-miss about this Sale. Every silk has been chosen after due consideration of its worthiness and its fashion importance. In fact, we believe no silk has been omitted that is likely to be wanted.
The very least saved on a yard is 50c. The most is \$1.35 a yard.

Any woman can prove these figures herself by comparing them with the prices of silks in our regular stock.
But it is the silks themselves that best tell their own story. You must see them, feel them and judge for yourself.

Colored Silks

Printed foulards, \$1.65 and \$2 a yard.
Printed foulards, \$2.50 a yard.
Checked colored louisines, \$1.75 a yard.
Striped taffetas, \$1.75 a yard.
Crepes de chine, double width, \$1.55 a yard.
Crepes meteor, double width, \$2 a yard.
Satin, in every shade except pink and light blue, \$2 a yard.
Satin-striped taffeta, \$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, \$1.85 a yard.
Satin-striped taffeta, \$2 a yard.
Satin charmeuse, double width, \$3 a yard.
Satin de laine, double width, \$3 a yard.

Sports Silks

Khaki kool, white and natural, \$2.25 a yard.
White carnival faille, \$2.25 a yard.
Bordered, checked and striped rough colored sports silks, \$2 a yard.
White or black sports satin, 40 inches wide, \$3 a yard (limited quantity).

Wash Satins

Flesh-color wash satin, \$1.75 a yard.
White wash satin, \$1.75 a yard.
(West Side and First Floor, Chestnut)

New Low-necked Nightgowns

Hundreds of them are in—fine, new low-necked styles of nainsook and soft cambric, with various trimmings of tiny tucks, fine embroideries and occasionally a little lace. Also one style has a casing with French knots. Prices are \$2.50, \$2.65, \$3.25 and \$3.50.
(Third Floor, Chestnut)

Five Fashionable Shoes That Women Can Get Under Price

Mahogany and black calfskin lace shoes with low military heels, indicated wing tips and blind eyelets.
Mahogany calfskin lace with straight tips with center punching and Cuban heels.
Same style in black calfskin with matt kidskin tops.
All-black glazed kidskin lace with Cuban heels.
All from a high-grade factory and special at \$11.50.
(First Floor, Market)

Dear Little Hand-made Caps for Babies

Delicate stitchery, snowiest of sheer lawns and styles suited to the mites who are to wear them.
From the feather stitching, or French knots of embroidery which decorate them, down to the hems of the strings which tie them, these little caps are every bit hand made. Some have turn-back bands, some are lace edged, some are very simple, but all are most dainty and very pretty.
And not expensive, either—85c to \$3.25 each.
(Third Floor, Chestnut)

It is a wonderful time of home-furnishing, and there is a wonderful reason for it. For there is something in this February Furniture Sale that is almost inspirational, if one has a home or a home sentiment.

As a matter of fact, one cannot fully realize what home can be until one walks observingly through the greatest exhibition of standard quality furniture ever seen in Philadelphia.

Surely, there is furniture here for every home deserving the name.

Naturally the great bulk of the collection is made up of furniture of the kind needed by the great bulk of the people.

The number of beautiful, yet moderately priced bedroom and dining-room suites is unprecedented. All of these are in excellent taste; and very many are decorated.

They are in mahogany, walnut and various enamels and the prices range from \$175 to \$350, which means a saving of about 25 percent, from the regular prices.

The living-room and library assortments on the Fifth Floor constitute an exhibition that everybody should see.

They represent the most highly developed skill and the most cultivated taste of the upholsterer and cabinet maker.

They are a vast and really magnificent object lesson in the art of fine furniture making.

The Sale has had a flying start and every day until the end it will go ahead on the strength of bringing the goods that people are looking for.

(Fifth, Sixth and Seventh Floors)



Women's New Spring Suits—\$30 to \$110

The more expensive sorts are novelties, which means only one of a kind, but each kind distinguished. The others are usually very severely simple—all the interest being in the smart cut of the coats. Here are box coats and belted coats and little flaring coats with rippling pointed sides, and other coats with novel hip treatment. Skirts, it isn't necessary to say, are straight and narrow.

Materials are trefortine, serge, gabardine, Poiret twill and covert cloth; in tans, browns, grays, navy and black, besides such variations as checks and hair-line stripes.
Prices \$30 to \$110.
(First Floor, Central)

Women's New Winter Coats Special

Perhaps such modest prices are due to the lateness of the season. Certainly nothing in the coats themselves explains them.

For \$37.50 one may have warm, practical everyday coats of rough all-wool coating, an attractive belted model.

For \$50 soft, lovely velours, with a near-seal collar and double belt interrupted under the arms.

For \$57.50 fine bolivias, black and colors. Every one is entirely silk lined.
(First Floor, Central)

Fine New British Fabrics for Men's Custom Shirts

The London Shop recently received a shipment of Scotch madras and English silk shirtings of unusual distinction. A fortunate and rather unexpected acquisition.

A clean, fresh-looking lot of goods that make up handsomely.

And our Custom Shirt Shop is famous for the fit and comfort of the garments it turns out.
Madras shirts in plain negligee style, \$7; pleated, \$8.
Silk shirts in plain negligee style, \$16; pleated, \$16.
(The Gallery, Chestnut)

New Books

"Eating in Two or Three Languages," by Irvin S. Cobb, is just as funny as Mr. Cobb's "Speaking of Operations." There are no tears in this book, but a laugh in every paragraph. Price, 60c.

"Dear Folks at Home" is the Marines' own book, being the story of the U. S. Marines in France, as told in their own letters from the battlefields. Price, \$2.
(Main Floor, Thirtieth)

Save a Fourth to a Third on Fine Domestic Rugs

Coming in conjunction with the Furniture Sale, this disposal of domestic rugs is unusually helpful. People can buy new floor coverings with a certainty of having them harmonize with their new furniture.

Wilton Rugs

9 x 12 ft., \$57.50 to \$79.50.
8.3 x 10.6 ft., \$55 to \$77.50.
36 x 63 in., \$14.75.
27 x 54 in., \$8.75.
22 1/2 x 36 in., \$6.25.

Axminster Rugs

9 x 12 ft., \$39.50 and \$45.
8.3 x 10.6 ft., \$37.50 and \$42.50.

Tapestry Brussels Rugs

9 x 12 ft., \$29.50.
8.3 x 10.6 ft., \$28.50.
(Seventh Floor, Chestnut)

Specially Priced Waists Again

Plenty still of the Georgette crepes and crepes de chine at \$3.85 and \$5. They are tailored, embroidered and beaded and mostly in light colors.
(East and West Aisles)

Glorious Persian Saruks Have Come to the Oriental Rug Sale

Also new Serapi and new Herez carpets. We secured these new lots at singular advantage in price and we have marked them accordingly.

The Saruks are marked close to what they are now costing at wholesale.

Nobody who knows anything about Oriental rugs need be told about the fineness, magnificent texture, substantial wearing qualities and exquisite colors of Saruks.

The Serapi and Herez pieces are very good specimens of these weaves and priced on a most moderate basis.

Persian Saruk Rugs—Carpet Sizes

11.7x8.8 ft., \$449.	12.7x9 ft., \$485.
12.4x8.2 ft., \$462.	11.5x8.2 ft., \$387.
12.5x8.10 ft., \$495.	10.6x7.3 ft., \$355.
12.7x9.6 ft., \$485.	11.8x9 ft., \$497.
13x21 ft., \$1575.	18.2x15.2 ft., \$2925.
21.7x19.8 ft., \$2885.	17.4x12.4 ft., \$2150.
	18.4x12.7 ft., \$2300.

Saruks (Sejades)
4x6.6 ft., \$135 to \$165. 3x5 ft., \$85 to \$135.

Small Serapi Rugs
4.6x6.6 ft., \$125.



Persian, Herez and Serapi Rugs

11.8x8.8 ft., \$265.	12.7x9.4 ft., \$295.
11.10x7.9 ft., \$265.	12.1x8.3 ft., \$225.
11.5x8.2 ft., \$297.	12x9.8 ft., \$475.
6.10x6.6 ft., \$185.	11.1x8.5 ft., \$2791.
10.7x8.3 ft., \$280.	18.5x12.1 ft., \$1183.
18.4x12.4 ft., \$1187.	20.2x12.1 ft., \$1155.
	17.9x11.2 ft., \$675.

(Seventh Floor, Central)

"Tell People We Have Some New Black Over-night Bags,"

they said to us in the Leather Goods Shop, so here is the announcement.

The bags are of shiny black and in that flat and convenient size for over-night use.

They are well made and carefully lined. Two styles, one at \$5, the other at \$6, are lined with gray or soft tan color.

Another style, at \$14, has fourteen fittings of imitation ivory, and is lined with red or green corded silk.
(Main Floor, Chestnut)

Basketball Is in Full Swing

And the Sporting Goods Store has all the clothing and equipment that strenuous game requires.

Basketballs, \$3 to \$12.
Goals, \$6.50.
Trousers, \$1.50 and \$1.75.
Jerseys, \$1 to \$5.
Shoes, \$5 and \$6.
Sweaters, \$8.50 to \$12.
Bladders, pumps, nets, score books and so on.
(The Gallery, Juniper)

30 Grades of Merit in Mattresses in the February Sale

This means eighteen different grades of hair mattresses and twelve different grades of cotton mattresses.

The hair mattresses range in price from \$24 to \$90 in double-bed sizes, 4.6 ft. x 6.4 ft.; and from \$15 to \$60 in single-bed sizes, 3 x 6.4 ft. There is a choice at sixteen different prices in between.

The felted cotton mattresses are now priced at \$18 to \$36 in the double-bed size, 4.6x6.4 ft., and from

\$14.40 to \$31.50 in the single-bed size, 3x6.4 ft. There is a choice at ten different prices in between.

Two grades of willowed cotton mattresses are now priced at \$12.75 to \$14 in the double-bed size, 4.6x6.4 feet, and at \$9.75 to \$12 in the single-bed size, 3x6.4 feet.

All these prices for both hair and cotton mattresses represent reductions of 10 to 20 per cent.
Feather pillows, bolsters and various good makes of bed springs are also in the Sale at the same savings.
(Sixth Floor, Chestnut)