

W. C. I. Girls' Military Band II and 4:50—Grand Organ Chimes at Stroke of Noon

**WANAMAKER'S** Store Opens 9 A. M. **WANAMAKER'S** Store Closes 5 P. M. **WANAMAKER'S** WEATHER Fair

# There Is a Lot to Be Learned From the February Furniture Sale

## You Have Got to Have a Grip on Yourself

to enable you to undertake the new and important things constantly going on in these large enterprises, now practically one, in this city and in New York at the old A. T. Stewart stand and its adjoining new building, where the sister Store to this occupies two full New York blocks on Broadway from Tenth to Eighth street and from Broadway to Fourth Avenue.

To operate these three great buildings, always necessary to be full of fresh goods from every part of the world, requiring such large quantities of new goods every month, year after year, naturally gives us, to some extent, one of the commanding positions in securing a choice, and sometimes control, of certain productions and, still further, the best terms to a cash buyer.

Our Stores make their best speech for us in the displays they make of their fullness, newness and attractiveness.

The American mills and workshops, having been called off from Government work, are now engaged upon orders for our Stores; and England, France, Switzerland and Italy are slowly getting ready to give us things we used to get, which were not made in America, but should be and will be some day.

Whatsoever is to be had worth having, within limitations stated above, will be in our Stores as early as possible and priced at proper prices.

[Signed] *Joe Wanamaker*

Feb. 2, 1919.

## Fine Novelty Coats Among Reduced Furs

A somewhat short Hudson seal (dyed muskrat), cut rather full and flaring and having a front belt. The collar is shawl style, and price \$325.

Another Hudson seal (dyed muskrat), long and full, with rich skunk collar and cuffs, is \$425.

Another long style of the same fur, with lynx shawl collar and belt, is \$400.

A quite enchanting affair is of Hudson seal (dyed muskrat) and mole combined, the seal forming a kind of under-slip with a panel back of mole which reaches round in front and forms a belt. The lapels also are of mole. \$487.50.

These and all the other fur coats in the Salon are 25 per cent less than regular.

(Second Floor, Chestnut)

## New Plaid Skirts Box-Pleated and Narrower

The nice part about them is that while they give the straight, slim lines so much admired now, the box pleats make them quite comfortable to walk in.

One is navy, tan and Copenhagen blue combined into the prettiest plaid.

Another is just black-and-white plaid with inverted pleats in addition to box pleats.

Both models are priced \$22.50.

(First Floor, Central)

## "2544 Pair of Silk Stocking "Seconds" at \$1.50 a Pair

Women's black, white and colored silk stockings, plain, Richelieu and Rembrandt ribbed.

Were they first-grade goods they would be a half more to twice as much.

(West Aisle)

## Waists With Delicate Tucks

They come from a manufacturer who does tucking of almost fairy-like fineness. In one style tucks appear on collars, turned-back cuffs, front lapel and turned-down front.

In another there is a long shawl collar with lace in it, and the tucks are on the shoulders.

The third has cluster tucks, a frilled front pleat, a bow-tie and a little very dainty embroidery.

Prices are \$7.75, \$6.85 and \$5, respectively.

(Third Floor, Central)

## New Spring Suitings Special, \$2.50 a Yard

They are lightweight, all-wool, and there is a slight mixture in the weave that gives a particularly soft and pleasing effect.

In the Spring shades of light brown, gray, Copenhagen blue and tan. 48 inches wide.

(First Floor, Chestnut)

## Flannellet Pajamas

are in nearly as much favor as flannellet nightgowns. They are of the Billie Burke or one-piece variety, with low necks, short sleeves and shirred waists, and the price is \$2.50.

Flannellet nightgowns of the regulation long-sleeved type are \$2.25 and \$2.50. Extra sizes, of either white or striped flannellet, \$3.50.

(Third Floor, Central)

## 125 Good Corsets on Which to Save Money

They are Letitia models which we are discontinuing—excellent corsets for slight and average figures.

There is a batiste model, with girder top, lightly boned, for slender figures.

And a coutil model, low cut, with long hips, suitable for average figures.

Also another coutil model, for large women, heavily boned, medium bust, broad abdominal clasp, long hips, in 28 to 34 inch sizes.

All \$3.50 each—and you save \$2 on each.

(Third Floor, Chestnut)

## The Uncolored Facts of This Richly Colorful Sale of Oriental Rugs

### Everything a Bride Needs in Small Table Silver

may be found in certain of the finely fitted-out chests in the Jewelry Store.

There is one that contains as many as 175 pieces and is priced at \$580. But smaller chests with the most necessary pieces begin at \$92 for a 30-piece chest. Then from time to time other pieces may be added.

Among the period patterns are:

Lady Wynn	Chippendale
George II	Paul Revere
Washington	Georgian
Harewood	Painted Antique
Alexander Hamilton	

(Jewelry Store, Chestnut and Thirteenth)

### Certain Specials in the Little House

Four commodes of the Adam type, which are copies of fine museum pieces have 10 per cent. taken from regular prices.

A satinwood and rosewood commode with painted decoration and marble top is now \$536.

The second commode is an English piece, painted and decorated with panels of Angelica Kauffman type. Price \$675.

The third is of satinwood, inlaid and painted, with the same Angelica Kauffman panels and a marble top. \$563.50.

The fourth, also English, has extremely pleasant lines and very graceful decoration, including painted panels. \$675.

(Fifth Floor, Chestnut)

## CONTINUING a good thing is next best to starting it

### THE SALE OF SILKS

goes on for just as long as the silks in the Sale last, but from the way people are buying, the huge supplies are going to melt down rapidly. Naturally, the best values are the first to be picked out.

One or two points worth noting about this Sale are—

- 1.—Every silk is of good, fine quality, the best to be had at the price.
- 2.—Every piece of silk was bought especially for this occasion, and it is therefore brand new.
- 3.—Practically all the most authoritative Spring fashion silks are represented in the best designs and colors.
- 4.—There are no narrow width silks, no out-of-fashion kinds and no so-called "cheap silks."
- 5.—Prices go from \$1.55 to \$3 a yard, and there is a saving of 50c to \$1.75 on every yard of silk here.

At \$1.55 a yard, double-width crepe de chine.

At \$2.50 a yard, printed foulards, Georgette crepes, taffetas, satins and grenadines.

At \$1.75 a yard, checked louisines, striped taffetas, white and flesh-colored wash satins.

At \$2.50 a yard, printed raijuns.



(West Aisle and First Floor, Chestnut)

## A Candy Advertisement Is for Men—

*Camee's*

Just by way of reminder, Valentine Day is not far off—February 14th—in case you have forgotten. And also by way of reminder, the Camee Shop has some new heart-shaped boxes, which, when filled with Camee sweets, will make a most favorable impression.

The boxes are hand painted, are in one to five pound sizes, and are \$1 to \$10 apiece.

If she likes caramels, fill it with these—80c a pound.

And if you are not so sure of her preference, send assorted chocolates, \$1.50 a pound.

You might leave the order to-morrow, while you think of it.

## 2500 Yards All-Wool Serge Special at \$1.25 a Yard

This is another shipment of the serge that created so much excitement and was so enthusiastically bought up last week.

It is a fine French twill, 40 inches wide, and exactly the required weight for Spring dresses, skirts, suits or for children's clothes.

In dark blue, Burgundy, gray, green, brown or reindeer.

(West Aisle)

## Two Undermuslin Specials

Nainsook nightgowns are one—with low round necks and ribbon run in; and lace-trimmed corset covers are the other.

Both nightgowns and corset covers are \$1 each.

(Third Floor, Chestnut)

The principal fact is that we secured a number of most attractive lots of carpets and smaller sized pieces at very favorable prices, so favorable that we can sell many of these pieces at close to prevailing wholesale cost, some at less.

The rugs are good specimens of their kind and dependable in every way.

Magnificent Saruk carpets are priced at \$335 to \$2925 in sizes 10.6x7.3 feet up to 18.2x15 feet.

Saruks in sizes 3x5 feet to 4x6 feet are now \$85 to \$165.

Herez and Serapi carpets range in price from \$185 for size 6.10x6.6 feet to \$279 for size 11.1x8.5 feet.

Smaller Serapi pieces, size 4.6x6.6 feet are \$125.

The Chinese carpets are \$287 to \$465 in sizes 12x9 feet to 14.1x10 feet.

Smaller Chinese rugs are marked \$11.75 for mats up to \$65 for size 4x7 feet.

Mosuls, Kazaks and Guindjes, 3x6 feet, at \$33.50, and 3.6x6.6 feet at \$37.50.

(Seventh Floor, Central)

## The Lower Priced Domestic Rugs in the February Sale

We should like to call special attention to the room-size Axminster and tapestry Brussels rugs in the Sale. Since prices rose so greatly many people have turned to weaves they never used before and have been agreeably surprised with the satisfaction they got.

That is particularly true in the case of Axminster rugs, which are unusually serviceable and handsome in design, many being in Oriental effects.

**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)

## All Our Mattresses, Pillows, Bolsters and Springs at Reduced Prices

We make all the hair mattresses we sell.

During this February Sale you can have mattresses made to order in any one of eighteen different grades and in any size desired at reduced prices.

Hair mattresses in regular, double-bed size, 4.6x6.4 feet, are now priced at \$24 to \$90 each; single-bed sizes, 3.6x4 feet, at \$15 to \$60 each.

Cotton mattresses in twelve different grades are in the sale also at reduced rates.

Felted cotton mattresses in double-bed size, 4.6x6.4 feet, at \$18 to \$36, and at \$14.40 to \$31.50 in the single-bed size, 3.6x4 feet.

Willow cotton mattresses are now \$12.75 to \$14 in the double-bed size, 4.6x6.4 feet, and \$9.75 to \$12 in the single-bed size, 3.6x4 feet.

Regularly all these mattresses are 10 to 20 per cent more.

In the Sale also are clean feather pillows and bolsters and various reliable makes of bed-springs, all at reductions.

(Sixth Floor, Chestnut)

## Men's Spring Shirts—First Appearance

We have just put on sale the first lot of men's Spring shirts. They are of woven madras of an excellent quality and are made negligee style, with soft cuffs.

Designs are pin stripes and cluster stripes, and they are in exceptionally good taste. A fine, clean-looking lot of shirts they are.

Price \$2.

(Main Floor, Market)

## Men's Good Business Shoes Special at \$5.90

One straight-lace shoe of dull black calfskin on narrow-toe English last.

One Blucher lace shoe of dull black calfskin with medium wide toe.

Both from one of our good factories and both much under regular price. Men needing new shoes for business or street wear should see them.

(Main Floor, Market)

## New Suede Handbags in Springlike Styles

Tans, browns and grays are the colors, and they are shades which are especially adaptable to this soft fabric.

There are styles with covered frames at \$5 and \$6.50, and one deep pouch shape with tortoise shell finish celluloid frame at \$13.50. The \$6.50 and the \$13.50 bags have tassels.

(Main Floor, Chestnut)

## Pure Linen Towels at Little Prices

Here are several groups bought months ago when conditions were more favorable than they are today. It is, perhaps, needless to say that they are all pure linen.

At 50c each. Heavy Scotch huckaback with hemmed ends, size 17x33 inches.

At 75c each. Bird's eye and plain huckaback with hemmed and hemstitched ends; size 18x36 inches.

At 85c each. Plain, fine quality of Irish huckaback with hemstitched ends, size 22x38 inches.

At \$1 each. A fine quality of Irish bird's-eye weave, neat figure and soft of weave; size 24x40 inches.

At \$1.25 each. A particularly fine quality of Irish huckaback with hemstitched ends; size 22x38 inches.

At \$1.50 each. Really beautiful towels of huckaback with damask borders, neatly hemstitched; size 24x40 inches.

In every instance the price is so low as to be remarkable in these days of linen dearth.

(First Floor, Chestnut)

## Furniture Sale



IN THE individual we call it personality. In the home we call it atmosphere.

It is true that the individuals who live in it make the home. But it is also true in a marked degree that by a reflex action the home, that is to say, its equipment, makes them. Such is the inescapable influence of the things which constantly surround us.

Your furniture's contribution to the atmosphere of your home depends largely upon you.

It is a pity to see furniture which jars the tone of a home. And there is no excuse for it any more than there is an excuse for furniture lacking the substantial elements of quality and service.

We can say without boasting that our furniture service, particularly our Furniture Sales, have left nobody an excuse for having furniture of a kind that is false and unlovely in design or unstable in character.

We have built this furniture business and especially these furniture sales, believed to be the largest retail business events in the world, upon a groundwork of stable quality and true and beautiful design.

And that is the reason why they have grown and grown until they are something of a commercial phenomenon.

This is the time of all times for you to ask yourself whether the furniture you have in your home is of the kind that enables you to get from your home all you are entitled to in comfort, in service, in beauty and in satisfaction.

But you cannot answer that question properly until you come to this February Furniture Sale and see with your own eyes how much finer, more beautiful and more interesting your home can be made at a substantial saving from the usual cost.

(Fifth, Sixth and Seventh Floors)