

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
Rain

The February Furniture Sale Reflects the New and Wonderful Interest in the Things of the Home

Our Understandings Operate Best With Eyesight

"There's nothing like seeing a thing with your own eyes" is a common remark.

The brain and the eye seem to have an instantaneous telegraph communication in order to do what Alexander Graham Bell has struggled to do for years in improving the telephones that the speakers at the wire may see each other's faces as well as hear each other's voices.

The world of invention is moving on vigorously in these days of special needs for improvements, substitutions and duplications.

It is a mistake to suppose that a house of business like ours will in wartimes simply "mark time." Like other soldiers on the field, we must march forward or die in the attempt.

[Signed] *John Wanamaker*

Feb. 4, 1919.

Quantly Embroidered Silks, Straw Faced, Make the New Millinery

There may be nothing new under the sun, but clever milliners certainly manage to vary the old!

The newest hats for dress and formal wear are of roughish straws, in dull, coppery browns and greens, rich blues and beautiful mahogany shades, with tops of glistening, lovely silks, embroidered in novel fashion.

A sea-green taffeta has white water lilies in flat embroidery and a most bewitching bow in the back. Another charming hat has an underbrim of mahogany, a top of white silk and queer, unusual embroidery in black silk.

And there are ever so many more—all new and different and delightful.
\$20 to \$30.
(Second Floor, Chestnut)

A Word About Waists

The kinds that women are freshening their winter suits with.

Pongee silk, natural color and tailored with low collar and little hem-stitched frills, \$5.50.

Soft taffeta waists, of black, taupe or blue, with white and black striped collars of the high-low persuasion, \$6.85.

Georgette crepe in white or pale pink, big collars, of imitation Venice, \$9.85.

Georgette crepe in Nattier blue, navy and pale pink, \$13.50.
(Third Floor, Central)

Every Young Woman Needing Georgette or Chiffon Frocks

should see some very lovely ones that have just arrived in anticipation of parties, small informal dances or just quiet evenings at home.

They are in shell pink, pale blue, white or champagne made in pretty youthful styles with a lot of beading, embroidery, lace, tucks, or it may be narrow moire ribbon put on as tucks.

Such moderate pricings as \$20 to \$55 and sizes 14 to 20 years.
(Second Floor, Chestnut)

There Are Models for All Figures in Letitia Corsets

When the Letitia makers planned these good corsets they took into consideration most every type of woman, so that it is an unusual woman, indeed, who cannot find stays to suit her in the Letitia collection.

Letitia corsets, topless, and with low and medium bust, well boned and of good materials, \$5.50 to \$10.

At \$3 and \$3.50 each are Letitia specials in *flor* color and white.

At \$4.50 and \$5 are La. Filette topless corsets for slender figures and growing girls. In fish color.
(Third Floor, Chestnut)

The emphasis goes on the "silks," not on the "sale" in this

SALE OF SILKS

for it is the silks themselves that have made the sale.

People came in expecting to buy enough for a skirt or dress, and they bought two or three times the amount they had intended just because it was the more economical thing to do.

Consequently, many silks are gone entirely, some are in such small quantities that we prefer not mentioning them, but the very best fashion silks for Spring, on which we anticipated the demand, are here in plentiful assortment yet.

Please remember that every yard of these silks means a saving of from 50c to \$1.75 a yard.

Pink and blue checked sports silks and others in darker colors, in borders or stripes, one yard wide, \$2 a yard. They are usually twice this.

Printed foulards (the best values in the Sale, we believe), high grades, French and American, \$1.65 and \$2 a yard. Some should be double.

Plain-colored satins, \$2 a yard, were \$1 a yard more in regular stock.

Plain Georgette crepes, \$1.65 a yard, and printed \$2 a yard.

Checked and striped louisines and taffetas (the latter mostly dark green with white and black stripes), \$1.75 a yard.

Black satins, \$1.75, \$2 and \$3 a yard.

Crepes de chine, \$1.55 a yard.

Crepes meteor, mostly in Gobelins blue, \$2 a yard.

Pink or white wash satins, \$1.75 a yard.

(West Alle and First Floor, Chestnut)

A Handbag to Foil a Highwayman

In view of the numerous hold-ups now going on throughout the city, this new envelope bag is worth seeing. It is a large, square shape with a secret pocket in the flap which will hold bank notes unfolded.

The price of this envelope book in either dull or shiny leather, moire silk lined, is \$7.50.

A similar book without the secret pocket is \$5.
(Main Floor, Chestnut)

Women's White Shoes for Southern Wear

The Exclusive Little Boot Shop has

White sports styles, both high and low.

White reignskin slippers.

White kid slippers with French heels.
(First Floor, Market and Juniper)

Women's Wash Gloves Special at \$1.65 a Pair

We had gloves like them a few days ago and they went out in short order.

These are of washable lace, the skins of excellent quality, and the gloves full-pique sewn. They have one clasp for fastening, and come in a soft champagne color, tan shades and pearl color.

You'll agree that they are exceptional for \$1.65 a pair when you see them.
(West Alle)

Women's Woolen Sports Hose "Seconds" at \$1.65

These are the kinds of stockings that so many smart young women have been wearing with low shoes on the street.

They are in heather mixtures, tan and oxford and, though second grade, their deflections are scarcely noticeable and will not affect their wear. If first grade they would cost you over a dollar more.
600 pair at \$1.65 a pair.
(West Alle)

Bloomer Chemises

Do you know them—those fetching little garments without the sign of a waistline?

These are made of pink crepe de chine for \$5, or wash satin for \$6.75. They have soft self-folds for decoration at their tops and nothing else.

Crepe de chine nightgowns, Empire style, have round or square necks and are priced \$5.50.
(Third Floor, Chestnut)

OUR experience, so far, in this February Furniture Sale is that there is a new and wonderful interest in the things of the home—a very natural thing, keeping the first few years in mind.

The people want BETTER furniture, not necessarily costlier. Especially do they want furniture of a more inspiring type.

They are finding the furniture they want in this Sale. For this Sale is made up exclusively of furniture that people want, and it brings furniture of that kind in unparalleled choice and at prices as low as it is practically possible to have them.

Of both bedroom and dining-room suits of any grade, from the lowest-priced kinds, that are dependable, up to the most sumptuous, we have a choice that is not less than three times larger than any other variety available to the people of this community.

The assortment of medium and low priced suits in pure period designs is by far the largest ever seen in this city. Naturally, we show a selection of very fine suits that is entirely unrivaled.

Another outstanding characteristic of this Sale is the wonderful selection of distinguished-looking individual pieces of hall, library and living-room furniture, chairs, rockers, settees and benches of many uncommon and interesting kinds.

(Fifth, Sixth and Seventh Floors)

New Silver Mesh Bags to Go With Spring Suits

A new feature is the plaited silver chain, and some of the pouch-shaped ones even have silver tassels made of the links.

The frames are engraved or engine turned and quite narrow.

These sterling silver mesh bags are favorite gifts to a young girl, \$29 to \$44.
(Jewelry Store, Chestnut and Thirteenth)

"Number Seventeen" By Louis Tracy

This is a detective story told by a master of the art and filled with enough exciting incidents for several books.

Price \$1.50.
(Main Floor, Thirteenth)

Is There Anything Like the Real English Grenadines?

With their lovely silvery effects of gray-and-black stripes and (in a few cases) checks, they make the most distinguished-looking dresses for Spring for women of conservative taste.

The importation is a very new one and, of course, now is the best assortment. They are silk-and-cotton, 38 inches wide and remarkably brilliant.
Prices \$1.50 to \$2.25 a yard.
(First Floor, Chestnut)

"Gym" Suits for Girls and Women

Of black storm serge with cotton warp, \$4.75.

Of black all-wool storm serge, \$5.75.

Of heavy blue all-wool storm serge, \$7.50.

Black sateen bloomers, full pleated, \$4.50.

All-white middies, well made, with braid on collar and cuffs, also with lacer, \$2.25.
(Third Floor, Central)

Women's Special Brown Kidskin Shoes

At \$5.75 are high lace shoes of soft brown kidskin with tan cloth tops and low walking heels.

At \$6.75 are high lace shoes of all brown kidskin with Cuban heels.
(First Floor, Market)

Hemstitched Curtains \$1.50 and \$1.75 a Pair

Not only is this less than the present wholesale price, but these curtains are scarce.

At \$1.50 a pair are plain hemstitched voile curtains.

At \$1.75 a pair are plain hemstitched marquisette curtains.
(Fifth Floor, Market)

Such a Fine Lot of Chinese Weaves as Are in the Oriental Rug Sale

The Chinese predilection for ecru, golden tan, peculiar blues and pinks is remarkable. Their way of utilizing these shades in the making of rugs is more remarkable still.

The remarkable part seems to be in the relative proportion of the different shades.

Nowhere does an ecru figure show up more strikingly than on the blue ground of a Chinese rug.

Similarly as to blue figures on grounds of ecru, tan or burnt orange.

The Chinese rugs in this sale suggest these things. They are an interesting group, and, at the prices, very unusual.

Carpet - size Chinese rugs, 10x7.4 feet to 12x10 feet now \$197 to \$395.

Smaller pieces from mats 1.6x2.6 feet, \$11.85 to \$15.50. Other Chinese pieces 3x3 feet approximately, now \$22.50 to \$27.50.
(Seventh Floor, Central)

Mattresses Pillows Bolsters Springs

This is our twice-a-year bedding sale, held in connection with our half-yearly Furniture Sales.

It brings a choice of all the mattresses, pillows, bolsters and springs in our stock at reductions from our regular prices.

Every piece of bedding in the sale is guaranteed for cleanliness, quality and service.

All Reduced in the February Sale

(Sixth Floor, Chestnut)



Domestic Rug Prices That Tell Their Own Story

If you know anything at all about present-day rug values you know that you save a fourth to a third on every one of the fine domestic rugs in this February sale.

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.
22½x36 in., \$6.25.

Axminster Rugs
9x12 ft., \$39.50 and \$45.
8.3x10.6 ft., \$37.50 and \$42.50.

Tapestry Brussels Rugs
9x12 ft., \$29.50.
(Seventh Floor, Chestnut)

Little Girls Still Wear Gingham Aprons

We had some made in our own workrooms. They are of clean blue-and-white gingham of sturdy weave.

High-neck, long-sleeved aprons, in 1 to 6 year sizes, are \$1 each.

Gingham aprons without sleeves, in 8 to 14 year sizes, \$1.25 to \$1.50 each.
(Third Floor, Chestnut)

Some Much-Wanted Laces With Special Prices

Real filets, which are most popular for Spring dresses and underwear, ½ to 3 inches wide, 55c to \$2.25 a yard.

Novelty flouncings for dance frocks or Summer gowns—embroidered net or imitation filet, 18 to 27 inches wide, 50c to \$1.25 a yard.
(West Alle)



Wanamaker Windows

Thirty-one of them! They are always worth looking at, but never so much so as during this February Furniture Sale—the furniture itself never was quite so beautiful.

Start at the corner of Juniper and Chestnut Streets and go around with the Taker of Notes. The very first Chestnut Street window shows a fine dining-room suit, in Jacobean style, of antique-finished wood, the seats and backs of the chairs upholstered.

In the next window is the furniture for a luxurious living-room—antique walnut mirror, sofa, console table and wing chair, with covering of gray-and-blue brocade. Next to this comes a bedroom suit of creamy gray wood, charmingly relieved by a Persian rug with delicate blue and rose coloring. Then a little window with dark lacquered furniture, and its mate showing a group of peculiar grayish walnut—a console table and two high-backed chairs with seats of tapestry.

Beyond this is a dining-room suit of dark mahogany, upholstered with blue haircloth, and set upon a lovely Persian rug. Last comes a library table, desk and side chair of dark mahogany, also a tapestry-covered davenport which it would be a joy to sink into, and a tapestry hanging, soft and gray in tone, on the wall.

Now turn up Thirteenth Street toward Market. More dark lacquered furniture—lamp, sewing table, armchair, cabinet, even a slender, tall screen. The chair covering is of brocade with green sparkling daintily through it.

Beyond this is the simplest of refectory tables with an enticing luncheon for one upon it, and rush-bottomed chairs, enameled in black and green.

A Gothic oak cabinet, an oak table and silver-oak armchair, tapestry upholstered, have their color charmingly brought out by a jar of apple-green porcelain on the table.

A group in which a blue satin chaise longue with a French cover of lace, an enameled toilet table with two mirrors and an enameled toilet table chair play the leading parts, is luxurious enough for the background of a Madame Recamier.

A low Chinese screen, carved and gilded, a colorful lacquer cabinet, a brown mahogany desk and high-backed chair make a group that should find a corner in some library; while the window next it—altogether of red lacquered pieces, even to the tall lamp—shows how right children and men are in their love for red!

Before we turn the corner just note the depth and breadth of that antique mahogany armchair with the flag bottom.

Now for Market Street. Who was it that said blue was tranquillizing? The householder who buys this dining-room suit all in blue enamel will have a chance to prove it. Even the Chinese rug on the floor is blue and cream.

Quaintness and old-timey-ness are the notes of a bedroom suit, with its canopied bed in purples and yellows and its braided rugs repeating the same hues.

Another dining-room suit in walnut and blue brocade has the cozy round table and china closet which would be a joy to some February bride in her new home.

Two fetching small groups are one with an Adam mirror, fernery and escriptoire, and another with some fine walnut pieces, both given value by the exquisite Oriental coloring of the narrow Persian rugs.

A living-room suit all in walnut and gold is full of dignity and grace of line; and a dining-room suit of the same wood is relieved by pieces of green Venetian glass among the smaller furnishings.

The straw-colored and blue bedroom suit in the corner should find a home in some quaint cottage with lots of roses peeping in at the windows.

Now around Juniper Street. The very first window has pieces of black lacquer, and the chairs and ottoman are covered with black sateen piped with yellow. Nothing could be more perfect with the Chinese accessories.

Next to it are good examples of enameled furniture—dull green and tan—odd, distinguished, likable things. Next again shows in almost solitary pride a wee sofa in dull, dark rose—the kind of sofa a woman with tiny jewel-like rooms to furnish would fall upon with glee.

Chairs of mahogany of most graceful design occupy another window, and there are Persian colors in the striped silk of the chair seats to echo the colors in the Persian rug under it.

Italian walnut chairs, decorated; a red embroidered love-seat; some Jacobean pieces are in the next again, and here we are back at the Juniper and Chestnut Streets corner, where Charles II case chairs in red velvet and a richly wrought console with iron base complete the story.

But—inspiring as they are to the lover of beautiful homes—these windows are nothing compared with the three great floors of furniture!