

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 a Great Winter Sale of Men's Suits

"I'll Put a Girdle Around the Earth in Forty Minutes"

said Samuel F. B. Morse, a son of a preacher, who certainly did come to something.

After he had graduated from Yale College he went to London and became a pupil of Benjamin West, the painter. In 1824 he painted a full-length portrait of Marquis Lafayette.

Through his efforts the Congress of the United States in 1843 appropriated \$30,000 to construct the first experimental telegraph line between Washington and Baltimore.

It was successful, and in 1844 announced from the Baltimore Democratic Convention the nomination of James K. Polk for President.

In 1843 he suggested, in a letter to the Secretary of the Treasury of the United States, the project of a telegraphic communication between America and Europe, and he lived to see his invention spread over nearly all of the civilized world.

Verily, some of the dreamers have been the world's best benefactors.

[Signed] *John Wanamaker*
Feb. 6, 1919.

Here Are the Fresh Novelty Suits for Women

HUNDREDS of them! The perfectly straight jacket which Paris has been talking about is particularly in evidence among them. One navy suit of Poiré twill has button holes bound with tan and the front edges of the coat set closely with brass ball buttons. A tan waistcoat is held in closely. The straight box coat is seen again in another dark blue suit. Buttons outline the front edges of this, too, and borders of braid set on in a lattice-work design appear on both skirt and jacket.

The charming straight coat is on a tan cloth with braid binding. This has a gathered waistcoat of horizontally striped silk in tan and brown; and still another such jacket has its entire back and front enriched with lattice work. Other coats show the novel hip treatment characteristic of this Spring; another still has a long back, and its embroidered front turns back like a postilion's jacket. Prices of these individual suits run from \$50 to \$140.

(First Floor, Central)

The furs which women buy nowadays are almost always neckpieces—to wear after leaving off their fur coats and with their new Spring suits in March. We have plenty of the most desired brown and taupe fox scarfs in the Fur Salon, all specially priced at \$30 to \$60.

(Second Floor, Chestnut)

Special Sale of Embroidered Organdie Robes

\$9.75, \$11.75 and \$13.75 each are the prices—and there is a saving of several dollars on practically every one. The robes are of sheer organdie, daintily embroidered in white or colors. They are all new and immaculate, and will make charming summer frocks. There is all-white, white embroidered with colors, and solid-colored organdies embroidered with white.

They are made with three flounces, and there is sufficient material for the skirt, edging for trimming and plain material for the waist.

(West Aisle)

New Guimpes for Spring—All Hand Embroidered

Some are of sheerest white organdie and others are of white or creamy net.

Quite a few have the "modesty front" that is so pretty; others have new shape collars.

Hand hemstitching as well as hand embroidery is used sometimes, and occasionally there is real filet lace by way of additional charm.

They are \$3 to \$11 each.

(Main Floor, Central)

To Veil the Hats of Fashion—

there are smart new veillings of chenille dotted hexagon or hair-line meshes, or pretty scroll and dotted effects.

They are new and becoming and in taupe, blue or brown, in addition to black.

50c to \$1.75 a yard.

(Main Floor, Central)

Trimnings to Make Evening Gowns More Lovely

They are French, all of them, and new. And they are beaded and spangled in most fascinating ways.

There are many band trimmings—net bands with pearl and crystal and iridescent beads and spangles in artistic designs. And there are festoon effects and chain effects for the new draperies.

Many are all white, some have opalescent gleams, others are in rose shades or pastel colors.

(Main Floor, Central)

French Blouses

The French Room is showing a few of the plainer hand-made kinds—white blouses of sheer batiste or linen, with hemstitching or fagoting or tiny pleatings. Prices are \$16.50 upward.

(Third Floor, Chestnut)

A Waist That Is a Marvel

of embroidery was cut here by American measurements, but the lovely sprays of handwork on collar and cuffs and front, not to mention the fine, firm scallops, were done in the Philippines. The price seems very small for so much prettiness. \$10.50.

Also new is a very finely tucked, batiste with a flat round collar, edged with imitation filet. \$17.75.

The third is a hemstitched and tucked white voile at \$3.

(Third Floor, Central)

Women's Silk Stockings "Seconds," at \$1.25

1296 pair of black, white and colored, full-fashioned thread silk stockings, all very desirable.

If these were first-grade goods they would cost you 50c to \$1 more a pair.

(West Aisle)

Some Fine New Goods Join the Already Large Assortment in the Silk Sale

IT IS not the prices alone which are the remarkable thing about this Silk Sale, but the quality of the silks themselves—for these are beautiful weaves, of most desired fashions, and in just the right colors. And when it is possible to get all these, and at surprisingly small prices in the bargain, you will understand why women have been buying as freely as they have.

Just arrived are new colored and black satins, of unusual quality, 36 inches wide, and \$2 a yard. This

(West Aisle and First Floor, Chestnut)

is a dollar a yard less than we ourselves have sold such satins for.

Foulards (and they are one of the most fashionable Spring silks) are \$1.65 a yard for French and American weaves.

Crepes de chine are \$1.55 a yard.

Creme meteor, \$2 a yard. Colored crepes Georgette, \$1.65 and \$2 a yard.

And there are many more silks, in fashionable colors and designs and weaves at the same interesting prices.

1525 Fine Suits Worth \$67,100 Just Reduced to \$45,775

This is the great reduction sale of Wanamaker fine Winter suits for men, and it includes all the fancy mixed suits and blue suits.

THEY ARE THE FINEST THINGS OF THE SEASON—THEY ARE THE FINEST IN THE CITY

Right straight along while clothing store after clothing store beat the drum and rang the bell about sale and sale and sale, we went right along selling our fine Winter suits at regular bedrock prices, and sensible men kept coming right along to buy them.

Our fine suits, when all was said and done, were better value at their regular prices than were offered elsewhere at any sort of sale or reduction price.



We Said That This Furniture Sale Would Be Something of a Revelation and the People Are Finding It Just So

Shortly before this Furniture Sale began we said it would be something of a revelation in the beauty and the diversity and the scope and helpfulness of it.

In the meantime, the people have been able to form their own opinion and the result, so far, is that the sale has also proven a revelation in the volume of business.

There Has Never Been Anything to Equal It

We have an unprecedented stock; such a stock as has never hitherto been seen in Philadelphia; a stock with which no other stock in this vicinity even begins to compare in size, in variety, in beauty; a stock in which provision has been made for the requirements of every home worthy of the name; a stock in which it is next to impossible for any homekeeper looking for good furniture not to find it.

Some of the Fine Dining Room Suits

\$191.25 for a 10-piece dining room suit, fumed birch, William and Mary design, chairs upholstered in tapestry.
\$264 for a 10-piece dining room suit, mahogany, Georgian design, chairs upholstered in blue leather.
\$303 for a 10-piece dining room suit, brown oak, William and Mary design, chairs upholstered in tapestry.
\$327 for a 10-piece dining room suit, figured walnut, Queen Anne design, chairs upholstered in hair cloth.
\$435 for a 10-piece dining room suit, figured walnut, Georgian design, chairs upholstered in blue leather.
\$460 for a 10-piece dining room suit, figured mahogany, French Chippendale design, chairs upholstered in blue hair cloth.
\$549 for a 10-piece dining room suit, figured walnut, Sheraton design, chairs with upholstered seats and backs.
\$595 for a 10-piece dining room suit, figured mahogany, Louis XIV design, chairs upholstered in brown leather.
\$607 for a 10-piece dining

room suit, figured mahogany and inlaid, Sheraton design, chairs upholstered in blue hair cloth.
\$670 for a 10-piece dining room suit, mahogany, Queen Anne design, chairs upholstered in blue hair cloth.
\$750 for a 10-piece dining room suit, figured mahogany, Georgian design, chairs upholstered in blue hair cloth.
\$840 for a 10-piece dining room suit, figured mahogany, Heppelwhite design, chairs upholstered in steel blue hair cloth.
\$1010 for a 10-piece dining room suit, figured walnut, Louis XV design, chairs upholstered in red morocco leather.
\$1025 for a 10-piece dining room suit, inlaid mahogany, Sheraton design, chairs upholstered in blue hair cloth.
\$1240 for a 10-piece dining room suit, walnut, French Chippendale design, chairs upholstered in tapestry.
\$1485 for a 10-piece dining room suit, figured and inlaid mahogany, William and Mary design, chairs upholstered in tapestry.



(Sixth Floor)

"Valentines! Sweet Valentines! Who'll Buy?"

Here they are in heaps—cards, "uprights," folders, with sweet and dainty sentiments and people are as thick around them, all day long as bees around their hive. Lots of them are going to soldier boys.

Prices 5c to \$1.

(Main Floor, Thirteenth)

It's Been a Long Time Since We Had Chocolate Straws!

But they will be here tomorrow, fresh and perfectly delicious—crisp straws with creamy, chocolate fillings. 60c a pound.

Buttercreps, another much-loved sweet, are also 60c a pound.

And assorted curds and shavings are not only good to eat, but pretty to look at—80c a pound.

Fresh strawberry caramels are just as luscious as they sound—80c a pound.

(Down Main Store, Chestnut)

Imitation Crochet Laces

Women like them for under-muslins, for brassieres, for children's clothes, for bed linens and for curtains.

They come in varying widths, from 1 to 4 inches, and there are edges and insets to match. 15c to 35c a yard.

More New Mahal Carpets in the Oriental Rug Sale

PRACTICAL utility, comparative inexpensiveness and good looks combine in Mahal carpets. They are certainly combined in these Mahals which we will show newly tomorrow in the Oriental Rug Sale.

They are rugs of firm texture in attractive colorings—tans, blues and reds. The designs include both medallion and all-over effects.

Sizes range from 9.2x7.1 feet up to 13.3x9.4 feet, and the prices from \$150 to \$250, which are really very low markings for such good, reliable pieces.

(Seventh Floor, Central)

Embroidered Nightgowns Which Button

They open a little way down in front and the edges of the opening are scalloped; also the sleeves are set in—two features which mean a good deal to women who don't care for the more familiar slip-on kimono sleeve style. Also their hand embroidery is nothing short of exquisite. Prices are \$4.85 and \$5.

The same consignment brought us some of the slip-on sort, however, in new designs and quite as lovely as the two styles first mentioned. \$4.85 to \$7.50.

(Third Floor, Central)

Mercerized Cotton Foulard

It looks as much like silk foulard as one pea looks like another, until you examine it. It is lustrous, it has exactly the same designs—some neat and small, after the foulard tradition, some very striking—and it is very light in weight. But—it is pure cotton.

A great many women are buying it for between-season dresses. Also it is excellent for dresses to be worn motoring when warmer weather comes.

Navy grounds chiefly, with designs in other colors.

Width 31 inches. Price 50c a yard.

(Fifth Floor, Chestnut)

The London Shop Is Clearing Out Its Men's British Overcoats

This means that 140 distinctive coats from Kenneth Durward, London, go on sale at a fourth less than their regular prices.

Among them are single and double breasted overcoats in styles ranging from the big, warm great-coats to coats suitable for Spring wear because of their light weight and jaunty shape.

Cheviots, fleeces, coverts and tweeds are the fabrics, and they are in beautiful colors, including many rich overplaid.

New prices range from \$27.50 to \$62.50, and any man who is a judge of overcoats will do himself a favor if he looks these over.

(The Gallery, Chestnut)

Men's New Silk House Robes of a Different Sort

Made of fine Rajah silk in plain colors—brown, green and two shades of blue.

Collars, cuffs, girdles and linings are of white polka-dotted silk, and the contrast is uncommonly effective. In fact, they are as handsome house robes as we have shown for some time.

All in the Spring weight which men want now.

Price, \$35.

(Main Floor, Market)

Men's Fine Soft Hats of a Distinctly New Style

They are what is known as mixed-color hats, in brown-green and green-brown effects, and being all pleasing shapes they are a mighty handsome lot.

The felt in these hats was dyed before the hats were made—a difficult process, which was prohibited by the War Trades Board.

\$5 is a decidedly little price for such headwear.

(Main Floor, Market)

Men's Remarkable Shoes for \$7.50 a Pair

This is less than we could buy such shoes for today, and it was a good day when we picked this lot up from one of the best makers in the land.

Dark mahogany calfskin is the leather used and all have heavy soles. One style is straight lace, made on a smart last, and the other is Blucher lace, with a somewhat wider toe.

Splendid street shoes for any man.

(Main Floor, Market)