

Grand Organ, 9, 11 and 4:50
 Wanamaker's Store Opens 9 A. M. Wanamaker's Store Closes 5 P. M. Wanamaker's WEATHER Fair

The One Thing Above All Others Which This Furniture Sale

February Is the Birthday Month of Great Americans

- George Washington, February 22.
- Abraham Lincoln, February 12.
- Henry Wilson, Vice President, February 16.
- General Winfield Scott Hancock, February 11.
- Peter Cooper, February 13.
- Henry Wadsworth Longfellow, February 27.
- George Peabody, February 18.
- Horace Greeley, February 3.
- Alexander H. Stephens, February 11.

The shortest month in the year has given to the world some of its greatest men. Very few names ever die of such as lived to serve their fellow-men. Heroic, conscientious endeavor, in spite of difficulties, to work out to success a fixed purpose, is well worth the struggle and privations. To remember the birthdays of the men to whom this country is so much indebted is well worth while.

[Signed] *John Wanamaker*

Feb. 7, 1919.

A Miscellany of Women's Afternoon Dresses—New and Priced at \$30 to \$38.50

Dresses of wool jersey, of satin, with bands of serge, of Georgette crepe and all-satin and crepe de chine and charmeuse—far too many kinds to go into details about. But they include beaded styles, and styles with embroidered tunics, and tucked styles; and the colors are many, in both light and dark, such as silver gray and shell pink and maize, castor color, old blue, Copenhagen blue, henna, navy and black. All sizes in the lot.

(First Floor, Central)

A Group of Specially Priced Dresses for Young Women—\$25 to \$32.50

Just such frocks as girls and young women want to wear now. They are of firm, wool serges and good wool jerseys in at least twenty different and interesting styles. Many have tunics or overskirts, some are braid trimmed, quite a few are embroidered, and any number have rows and rows of tiny tucks. And some are finished with showy collars and vests. Taupe, burgundy, brown, Pekin and navy blue are some of the colors, and there are models useful for street, dress or business wear. \$25, \$27.50 and \$32.50—14 to 20 year sizes.

(Second Floor, Chestnut)

New Bead Necklaces—and Plenty of Red Beads

Glowing red beads, glass beads that glow like moonstones, lovely green beads that are remarkable imitations of the much-more-expensive jade, blue beads and purple beads—in fact, beads of all colors—are here. They are in the fashionable lengths, some are in one color only, some are combinations of two or more colors and perhaps metal, too, and some are cleverly strung on colored cord. And bead necklaces are certainly fashionable this Winter! 50c to \$10 a string.

(Main Floor, Chestnut)

New Fine Corsets

Letitias and Parisiennes, both from the same clever maker and both including models which we have not shown before. Among Letitias—A pink tricot with elastic top with two side steels over the hips for the only boning, \$8. Another pink coutil, very thoroughly boned, with girldie top, elastic gore and three hooks below clasp, at \$7.50. A broche with low top, gore to give fullness, free hips and light boning, at \$6.50. Among Parisiennes—A model of dotted pink broche, lightly boned, at \$8. A riding corset of pink broche which is equally good for dancing or golfing; very short, with wide elastic gore and fringe trimming, at \$8.50. A topside style of pink broche, made with elastic insert at waist line, eyelets and elastic lacer below clasp, at \$10.50.

(Third Floor, Chestnut)

A New and Important Addition to the Sale of Silks

We have just opened two large cases of the real Japanese white habutai silk, in two grades, one at 75c a yard, which is undoubtedly a very small price for this silk, and the other, a better quality, at 85c a yard. What is most remarkable about these silks is that the importers themselves are asking more for the same grades at wholesale than the price we are selling them for at retail. The explanation is simple enough—we bought these habutais ourselves in Japan. No woman in these days needs to be told the usefulness of a silk that washes and wears as well as Japanese habutai. New also are some beautiful colored satins, for afternoon and evening gowns. They are 36 inches wide and only \$2 a yard. Fresh re-enforcements have also been brought up of foulard, \$1.65 and \$2 a yard. Striped taffetas, \$1.75 a yard. Checked louisines, \$1.75 a yard. Gingham pattern sports silks and others with borders, \$2 a yard. Georgette crepes in colors, \$1.65 a yard. White sports satin, 40 inches, \$3 a yard. Chinese pongees, natural color, 75c a yard. Black silks, \$1.75 and \$3 a yard.

(West Alle and First Floor, Chestnut)

Pink and White Waists of Crepe de Chine

They are the waists-of-all-work in the wardrobes of most women, because they are simple enough for the simplest occasion and yet they have a freshness and prettiness which give the desirable note of femininity to a very plain suit. They are all of the tailored sort—being self-trimmed with pleated frills round the neck, tucks on the shawl collars or tucked front panels that form square necks. Prices \$6.75 to \$9.50.

(Third Floor, Central)

New Figured Crepes

They are woven of silk and cotton, very soft and silky in texture and the designs are quite small and of an all-over character. Pink, blue, lavender, white or rose are the backgrounds chiefly with the printing in white or colors. 50 inches wide and \$1 a yard.

(First Floor, Chestnut)

New Lot of Silk Service Bags

Large round shape with a ruffle around the middle and made of a good grade of silk in black, navy, brown and taupe.

(Third Floor, Chestnut)

NOVELTY COATS OF FUR AT LATE-SEASON PRICES

Like all the other coats in the Fur Salon, these coats are 25 per cent less than early in the season. One straight model of Hudson seal (dyed muskrat) has beaver cuffs and collar. \$425. A leopard coat, rather long and flaring a little, has collar and cuffs of Hudson seal (dyed muskrat) and may be had for \$375. A taupe-dyed nutria coat, quite simple in line, is \$350. A long coat of Hudson seal (dyed muskrat) has a long shawl collar and cuffs of Kolinaky. \$487.50. A leopard with half its sleeves and half its skirt and its collar all of Hudson seal would be delightful on some slender woman, and costs \$356.25. And an all-Hudson seal (dyed muskrat) wrap-coat of peculiarly fine quality is \$393.75.



(Second Floor, Chestnut)

“With the Help of God and a Few Marines”

By Brigadier General A. M. Catlin. This is the story of the great fight at Chateau-Thierry, when the U. S. Marines with American Infantry brought about the turning point in the war. It is written by the man who commanded the Sixth Regiment on that occasion. \$1.50. Another book of interest today is “The Little Grandmother of the Russian Revolution,” and here is a new, inexpensive popular edition of it, edited by Alice Stone Blackwell. Price \$1.50.

(Main Floor, Thirtieth)

An Oriental Rug Sale of a Very Attractive Kind

Saruks, Herez, Serapis, Mahals and Chinese carpets are the outstanding features of the Oriental Rug Sale. Saruks, Herez, Serapis and Chinese pieces are shown in both carpet and small sizes, but all the Mahals are carpet-size pieces. Altogether they present a most attractive range of choice, and their prices are much below the regular market ratings. The Sale provides an excellent opportunity for the many home-keepers who are now refurbishing and who are anxious to secure the most desirable things at an advantage in prices. The display of these rugs is a beautiful thing to look at—too hundreds it has been a veritable delight, with its marvelous symphonies of color. It is well to know that it stands the practical test of economy, every rug comprised in it being a safe and reliable investment. The prices run from \$22.50 for a small Chinese rug to \$285 for a Saruk carpet of rare beauty and wonderful texture. The variety of carpet-size pieces at moderate prices is especially large, the Mahals affording excellent choice at \$150 to \$250, in sizes 9.2x11 feet to 13.3x9.4 feet.

(Seventh Floor, Central)

New French Gloves for Spring

They are the latest arrivals in the Glove Store, and they are just as dainty and smart as the most fastidious woman could wish. \$3 a pair for 2-clasp, pique-sewn gloves in black, black with white stitching, and white. \$5.50 a pair for 2-clasp, pique-sewn gloves in black with white embroidery, white with black, green and navy.

(Main Floor, Central)

New Spring Skirts

Black or navy blue are most popular because they go with everything. There is a pretty, youthful style in all-wool serge with pleated back and slash pockets at \$9.75. Or for \$5.75 a tailored all-wool serge with gathered back. In extra sizes this is \$6.50. Then at \$10.75 is a very attractive wool poplin with the new gun pockets and rows of buttons for trimming. In extra sizes \$12.75.

(First Floor, Central)

Spring Patterns in Rugs in the February Sale

New shipments of fine Wilton rugs that have just been received for the great sale include some of the most recent designs for the coming Spring. Please bear in mind that the following prices are all less than regular:

27x34 in., \$8.25	4.6x7.5 ft., \$24.50
36x63 in., \$14.50	6x9 ft., \$48.50
8.2x10.6 ft., \$57.50 and \$97.50	
9x12 ft., \$50.50 and \$95.50	

(Seventh Floor, Chestnut)

Proves Is That There Is Nothing Like Having the Goods

People sometimes ask us what is the secret of having such a wonderful sale as this. There is no secret in it that we know of except the open secret of having the goods. That is the whole thing—having the furniture that people want. It takes one thing above all to make a Wanamaker Furniture Sale and that is a Wanamaker Furniture Stock. The reason why this Sale has surpassed all former ones is because we have a greater stock of furniture than we have ever had; in other words, a greater stock of furniture of the kind that people desire. It is an impressive sight to see all these thousands and thousands of sample pieces and it is still more impressive to observe how well selected they are, how remarkably varied they are and how responsive they are to every requirement within reason.

(Fifth, Sixth and Seventh Floors)



His Room When He Is Through With Making History

Ever so many times since this Furniture Sale began we have had brought to our notice the number of mothers and fathers and sisters who are buying bedroom furniture to have HIS room fitted up when HE comes back again, if he has not come back already. His room, when he left it, was probably something of a fright, from the viewpoint of a decorator, but from the viewpoint of a real fellow it was pretty good. Of course, it may have been furnished with things donated by more important members of the family. Some of the more pretentious things were opportunely salvaged from among the discarded of his big sister's apartment when she got in the fine new period suit. But it was only from a real grandfather that he could have inherited such a real phenomenon of cabinet-work as the thing which served him for a “chiffonier”—with the drawers that could be pulled out, sometimes, but never pulled out and pushed back again unless one knew the “combination” it was a “safe,” all right, for HIS things, because, as well as being temperamental, it was also inclined to be tragic, so that nobody but himself could operate it without danger to life and limb. His bed was a good one in its day, and in good enough still, as many beds go, but not just good enough for him—no, not any more. For he went away a boy, or a little more than a boy, but he is coming, or has come home a man, with a new dignity upon him and with new deference due to him. We remarked in one of our former notices of this Furniture Sale how significant it was to find in so many letters from “over there” the wonderful sentiment for home—“after all, no place like the old home place.” But we must admit we did not then realize fully how much this means to thousands of people. Now we know better, because the new and deeper home sentiment is daily echoing through this Sale; and the buying of new bedroom furniture is just wonderful. They are getting HIS room fixed up as it should be. They are putting into it the best things they can afford, but they feel that nothing is too good for him. It is a fine thing to do. It is being done in such a fine, sincere way that we will not cheapen the sentiment that prompts it by making an ordinary advertisement out of it, beyond saying that we are here to help sincerely in the doing of it.

Second Great Day of the Winter Sale of Men's Suits

\$67,100 Worth Going at \$47,775

Not old suits; not suits that have been handed about from jobber to jobber in the wholesale market, but our own splendid Winter stock. Every suit 100 per cent wool; every suit hand-tailored; every suit Wanamaker standard, which means the best in the world. New Low Prices, \$25, \$30, \$35, \$40. At these figures choose from the whole collection of men's fancy business suits and blue suits, bringing savings of from \$5 to \$20. You need not hesitate to buy two of these suits, one for this Winter and one for next Winter, if they are of the kind that please you. You will not lose money.

(Third Floor, Market)

An Ultra-Smart Oxford for Men of Fashion

The shoe corner in the London Shop has just got in some beautiful black wax calfskin oxfords. They have shapely toes, wing tips and profuse perforations all around. Heels are low and broad. Because of the mild weather there is an early demand for low shoes, and this shipment is a month ahead of schedule. Price \$15 the pair.

(The Gallery, Chestnut)

Men's Good 50c Handkerchiefs

Of snowy, firm linen, in that always-popular plain hemstitched style, with two widths of hem. 50c apiece, \$6 a dozen.

(West Alle)

Caramels Covered With Fresh Strawberry Cream

Luscious caramel squares, covered with cream candy, chunkful of the real strawberry flavor—we make them fresh every day. 80c a pound. Not for a year have we had chocolate straws—that's one reason why we are so glad to advertise them now. They're delicious, too, and 60c a pound. Buttercup and assorted curls and shavings—all in pretty colors and good to eat, too, 60c a pound.

(Down Stairs Store, Chestnut)

Pleasant Days Suggest Bicycles

As a means of exercise or as a means of locomotion the bicycle need ask small favor of anything. America bicycles for men and women, \$40 and \$45; for boys and girls, \$37.50. Wanamaker Continental bicycles for men, \$42.50; for women, \$45; for boys and girls, \$40. Columbia bicycles, \$40 to \$75.

(The Gallery, Juniper)

New Chemises and Bloomers

The first are of pink crepe de chine, with shirred waists and hemstitched tucks, prices \$3.50 and \$5.50. The second are of white and pink cotton crepe at \$1.

(Third Floor, Market)

Men's \$1.65 Shirts in Any Stripes You Prefer

Narrow stripes, seersucker stripes, wide stripes, cluster stripes and stripes of a pattern no one ever saw before. Soft-cuff negligee shirts of madras in good weight for wear now and later. Neckties at 65c. Four-in-hands of almost every conceivable design, and all of a grade that usually costs more.

(Main Floor, Market)

Men's Brown Soft Hats in a Well-Liked Style

Designed to be worn Fedora shape and with a flattish, braid-bound brim and silk lining. These hats go out as fast as we get them in, so this notice of a fresh shipment is also advice to get yours while the selection is good. Conspicuously good hats for \$5.

(Main Floor, Market)

We Have 1800 Pair of Good Quality Blankets at Reduced Prices

People buying bedroom furniture, mattresses and bedding have been inquiring about a blanket sale. They will be glad to hear of the opportunities now offered. All the blankets in this Sale are from our own stock and they are standard grades in perfect condition. 200 pair white mixed wool and cotton blankets, extra large size, \$8 a pair, saving of \$2. 400 pair of white mixed wool and cotton blankets, double-bed size, \$7 a pair, saving of \$1.50. 150 pair of fine white wool and cotton mixed blankets, double-bed size, \$10 a pair, saving of \$3.50. 150 pair of fine white wool and cotton mixed blankets, single-bed size, \$9 a pair, saving of \$3. 200 pair of fine white wool and cotton mixed blankets, double-bed size, \$7.50 a pair, saving of \$2.50. 150 pair of fine white all-wool filled cotton warp blankets, 60x84 inches, \$12.50; 72x84 inches, \$15 a pair; 78x90 inches, \$18 a pair; saving of \$2 to \$5.50 a pair. All these white blankets have borders of pink and blue.



Plaid and Gray Blankets

200 pair in three grades, including practically all colors; woven in large block designs; mixed wool filling, cotton warp, size 70x82 inches, \$10 a pair, saving of \$3.50 a pair. 50 pair in pink and white, mixed-wool filling, cotton warp, \$7.50 a pair, saving of \$2.50.

100 all-wool plaid blankets in large block designs, blue, tan and gray combined with white, 72x84 inches, \$20 a pair, saving of \$10. 200 gray blankets, 80 per cent wool-filled, cotton warp, 70x82 inches, \$10 a pair, saving of \$5.

(Main Floor, Central)