

Grand Organ, 9, 11 and 4.50
Chimes on Struck of Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

Backing the Furniture Sale and All That We Say of It With the Goods

A Lincoln-Like Lad Helps to Make

something of a Lincoln-like man.
On Crawford's School House, where Lincoln went Winters for a short time, there was nailed on the School House wall a buck's head.
One day the teacher saw that one of the horns was gone and naturally she had to find out what became of it. The answer came quickly from Lincoln: "I did it. I did not mean to do it when I took hold and hung on to the horn, but it broke off in my hand. I'm sorry for it."
That's the type of stuff to make men for America. We meet with accidents. We have our faults, but we can own up to them, be we little men or big men, and do better and go on to conquer in a Lincoln-like way.

[Signed] *John Wanamaker*

Feb. 12, 1919.

We are now midway in the Sale.

This means that we are pretty near the time—if we have not already reached it—when any event of the kind cannot help showing, even to a casual observer, just how much there is behind it—or how little.

The goods are here; they are here in unmatched quantities and varieties, notwithstanding that we have never before sold so much furniture within the same period as we have sold since this Sale began.



A Few of the Many Enamel Bedroom Suits

\$151 for a 4-piece shaded ivory suit; bureau, full-size bed, chifforobe and dressing table.

\$177 for a 6-piece ivory enamel and decorated suit; bureau, chest of drawers, twin beds, chair and rocker.

\$185 for a 5-piece ivory enamel suit; twin beds, storage chest, toilet table and bureau.

\$245 for a 6-piece shaded ivory suit; Colonial pattern; bureau, chest of drawers, full-size bed, dressing table, somnoe and toilet mirror.

\$293 for a 5-piece ivory enamel suit; Louis XVI pattern bureau, two beds, dressing table and chest of drawers.

\$319 for a 4-piece antique ivory suit; Louis XVI pattern; bureau, full-size bed with curved end, foot board, a chifforobe and a toilet table.

\$358 for a 9-piece antique ivory and decorated suit; Colonial pattern; bureau, full-size bed, dressing table, chest of drawers, chair and rocker.

ing table, chest of drawers, separate mirror, somnoe, chair, robe and bench.

\$366 for a 6-piece suit; ivory enamel finish, with blue, gray and pink decorations. Poster-style reeded and carved columns, bureau, chifforobe, dressing table, two beds and somnoe.

\$450 for a 5-piece suit; ivory enamel, with antique finish decoration. Bureau, chest of drawers, dressing table, desk and a full-size bed with curved head and foot; cane panels.

\$497 for a 6-piece suit; gray enamel; straw shaded; Adam design; bureau, chest of drawers, two beds, a vanity case and a toilet glass.

\$520 for a 5-piece ivory enamel suit; Adam design. Bureau, chest of drawers, vanity case, desk, full-size bed, with curved-end foot board with cane panel.

\$551 for an 8-piece putty enamel suit; Louis XV design. Bureau, full-size bed, dressing table, chaise longue, somnoe, chair and bench.

full-size bed, dressing table, bench, desk, toilet table, chair and rocker.

\$620 for a 9-piece gray enamel and decorated suit; Louis XVI design. Bureau, chifforobe, vanity case, two beds, desk, somnoe, rocker and bench.

\$975 for an 8-piece antique ivory suit. Bureau, chifforobe, full-size bed with curved foot board and cane panels, desk, vanity case, somnoe, chair and bench. Glass tops with cretonne.

\$1075 for a 7-piece antique ivory suit; Louis XVI design. Dresser, chifforobe, toilet table, full-size bed with curved head and foot board, serpentine dressing table, a night stand, chair and bench. Glass tops on bureau, toilet table and stand with cretonne.

\$1165 for an 8-piece suit in antique ivory enamel; Louis XVI design. Bureau, chifforobe, full-size bed, toilet table, chaise longue, somnoe, chair and bench.

There Is Many a Suction Cleaner With a Splendid Roar That Gets Little Dirt

Suction cleaners, or "vacuum" cleaners, as they used erroneously to be called, came in along about the same time with automobiles, but it is only within the last few years that they have come to their true utility.

People understand nowadays that to get a suction cleaner that is worth having you must get the best.

Cheap suction cleaners do not get the dirt. The fan roars loudly, but it is all noise.

They take the nap off the top of the carpet and they run up the electric meter tremendously, but if you take a broom over the carpet afterward, you will find that the dirt is still there.

We have tried each and every sort of suction cleaner to be found on the market with the result that we have come to recommend to the customer the "Superb."

The "Superb" is the greatest suction cleaner on the market. It is the one that actually does get the dirt. It does it cleanly, thoroughly and absolutely.

The "Superb" lasts a long time, it is durable and sound.

The "Superb" has a comparatively slow-moving brush that cleans the carpet without injuring it—if you go over the carpet with a broom after the "Superb" has been over it, you will find nothing has been left in it.

This fine suction cleaner comes in two sizes, the "Superb" at \$70 and the "Superb Junior" at \$55. The "Superb Junior" has a 12-inch sweep and the "Superb" a 14-inch sweep.

\$70 seems like a great deal of money to put into a cleaner, but this is a genuine suction cleaner, and worth every cent of it. It will last years and always do good work.

Cheaper cleaners are to be had, but they are not so durable nor so efficient.

(Fourth Floor, Central)

Women's French Kidskin Gloves for Spring

Nowhere in the world are kidskins produced so well as in France, where their culture is carried to perfection, which is one reason why French gloves are the fine things they are.

These skins are of beautiful quality, the gloves are in fashionable cut and colors—and are brand new, too.

\$3 a pair for black or white gloves, with self or contrasting needlepoint stitching.

\$3.50 a pair for navy blue or green kidskin gloves with fancy combination embroidery.

Both styles are pique sewn and have two clasps for fastening.

(Main Floor, Central)

New Suede Handbags to Match New Costumes

Tan, gray and brown are the colors and they are shades which harmonize well with Spring suits and dresses.

They are medium size with round frames of tortoise-shell-finish celluloid and a tassel.

Price \$7.50.

(Main Floor, Chestnut)

Come See the Pretty New Collars!

There are charming little collars, just large enough to relieve any "bare" look a frock may have. They are in plain white, usually hand embroidered and frequently lace trimmed.

And there are larger collars, too, also in white, and of net, crisp white organdie or crepe Georgette. Some have a bit of color cleverly introduced, and there are ever so many new ideas as to embroidery and inset laces and dainty finishing touches.

\$1 to \$12.50 each—the first for a small back collar and the last price for a handsome collar with much hand work and a beautiful edge of real filet.

(Main Floor, Central)

New Sports Silks Now in the Silk Sale

Some beautiful fancy silks for sports skirts or coat-and-skirt costumes, \$6.50, \$7.50 and \$8 a yard. These are so lovely that one must really see them.

New baronet satins, both plain and broched, \$4.50 a yard.

New tub silks, \$1.50, \$1.75, \$2, \$2.50 and \$3 a yard.

(First Floor, Chestnut)

75 Patterns in Tissue Gingham Have Just Arrived!

It will be good news to the many women who have been asking for these very pretty summer cottons.

They come in the much-admired gingham designs—in plaids, stripes and checks. The colors are woven into the fabric and so are thoroughly dependable in washing.

The texture is slightly heavier than a voile, but not so closely woven as a gingham.

27 and 31 inches wide, and 60c a yard.

Hair Mattresses of Particular Merit in the February Sale

Among the eighteen grades of hair mattresses which we are now making to order at reduced prices, there are three which seem to be particularly popular. You can have any grade made in any size desired.

The three grades that people like so much are covered in the best cotton tickings—either sateen or the good old-fashioned blue-and-white ticking. They are made in one or two parts, as desired.

Prices vary according to the fineness of the hair used, but all are guaranteed clean and sanitary and they are made full and resilient. Mattresses in these three grades made in double-bed

size, 4.5 x 6.4 feet, are now priced at \$30, \$34 and \$44 each, respectively, a saving of \$6 to \$10 on each.

The same three grades made in the single-bed size, 3 x 6.4 feet, are now \$18.75, \$21.25 and \$27.50 each, respectively, a saving of \$3.75 to \$6.25 each.

Upholstered box springs of the best materials are specially priced at \$21, \$28 and \$37.50 in the double-bed size, 4.5 x 6.4 feet, a saving of \$3 to \$7.50. Single-bed sizes are priced in proportion. The difference in the prices is according to the various grades, upholstery materials used and the number of spirals in each spring.

(Sixth Floor, Chestnut)

Making a Sudden Sale of Our Whole Stock of Men's Winter Ulsters

Many a man has been going through this mild winter with a light-weight overcoat—but now he knows he must have an ulster.

And just at the right time we put our famous town ulsters and storm ulsters in a Sale at two prices



\$35 and \$45
representing reductions running all the way from \$10 to \$25.

These prices are made so low in order to encourage the buying of fine ulsters, not only for the rest of this season, but for all of next winter.

The famous new town ulsters are the handsomest coats in point of tailoring and fabric on sale in America today.

We pledge them for next season and guarantee them good and sound in every respect.

(Third Floor, Market)

A Choice of Beautiful Things in the Oriental Rug Sale

Mahals are generally the least expensive of Persian carpets. Along with that they are practical and good looking. All this is particularly true of the new Mahals that we are showing in the Oriental Rug Sale, and they are reliable in quality as well.

These new pieces are mostly in tans, reds and blues and in all-over patterns. The prices represent a substantial saving from usual rates from 11x7.6 feet at \$175 to 21x14.4 feet at \$1275.

Also a beautiful choice of other Oriental rugs in carpet and small sizes, including Chinese, Persian, Herez and Serapis, rich Persian Saruks and low-priced Mosuls, Guendjes and Beluchistans, all at reliable savings.

(Seventh Floor, Central)

YOU Might Send Your Valentine Flowers in a Bottle

—which is to say, perfume.

La Fere is one of the delicious new scents—it is a spicy, fragrant bouquet odor, and is packed most attractively. The extract is \$1.75 a bottle and toilet water \$1.50.

Ayame extract, another fragrant scent, is \$1.25 and \$2.50 a bottle; toilet water, \$1.50 and \$2.50 a bottle.

Ayame face powder, 50c package.

(Main Floor, Chestnut)

Men's Merino Underwear Half Price and Less

Just 1452 pieces are what is left of the Winter Sale. Of course there are many different kinds and sizes are not complete, but the value is there and it is just the underwear a man needs now.

1188 shirts and drawers at \$1 and \$1.50.

264 union suits at \$1.50.

(Main Floor, Market)

Right Now, When People Want Plain-Color Carpets

more than they want any other kind, and when such carpets are none too plentiful in most stores, even at regular prices, here comes Wanamaker's with a lot of fine imported and domestic plain-color carpets to sell at 25 per cent less.

Colors are light and dark blue, green, rose, gray, taupe and mole. Three-quarter width, \$2.50, \$2.85, \$3.35 and \$4.25 a yard. Extra fine grades, 9, 12 and 15 feet wide, \$10.50, \$11 and \$11.50 a square yard.

(Seventh Floor, Chestnut)

"Explaining the Britishers" By Frederic William Wile

This story of England's mighty effort in Liberty's cause, as seen by an American, is a timely and very welcome interpretation of the British character for the American public. It ought to help very materially to draw the two great English-speaking countries together. Price \$1.

Another new book of special interest is "Mexico, Today and Tomorrow," by E. D. Trowbridge. Price \$2.

(Main Floor, Thirteenth)

Tapestry Is the Favorite for Re-covering Furniture

A good tapestry not only wears better than almost anything else, but it is less likely to show spots or soil, and in addition, it goes well with everything else in the room.

There is no question but that the assortment of tapestries here is the best to be found anywhere in this city. Something over 50 patterns in wool tapestries and cotton tapestries, altogether.

The former are \$8 to \$13.50 a yard and the latter \$2 to \$8.75 a yard. These are most reasonable prices compared with present market valuations.

Also our factory is perfectly equipped to do re-covering and refinishing furniture in the best possible manner. Now is the time to have such work attended to.

(Fifth Floor, Market)

Women's Fine Wool Gowns at \$38.50 to \$130

There is no decided change in their silhouette and a great many of them are chemise dresses, but there is no question whatever about their being Fashion's very latest word!

One model of navy serge has its lower half entirely of richly embroidered satin. An oddly woven girdle holds it together.

Another with a perfectly straight, bordered coat has a severe Chinese neck and opens at one side over metal cloth of blue and red, black and gold. The coat is heavily bordered.

In another the similar straight coat hangs from the neck and tiny buttons outline each side.

A notable type is of navy tricotine with vertical lines of black jet bugsies increasing its effect of slenderness.

A very medieval costume indeed is also of navy wool with a heavy wool embroidery in beige color, and a rope girdle of beige and navy.

A long-waisted bodice has a skirt gathered into it, the latter being richly embroidered with a grape and chrysanthemum design.

A tunic style with rows upon rows of braid has a narrow girdle with tailored bows and a little tomato-colored wool posy on the shoulder.

But we might go on and describe scores of styles.

Prices are \$38.50 to \$130.

(First Floor, Central)



NOW that women are dressing gaily once more—especially for the evening—all the cry is for openwork silk stockings. The Little Stocking Shop can show some charming ones in black and white only at \$4 a pair. Also in bronze, blue, gold and silver at \$4 and \$5. Black and white silk stockings with insertions of lace are \$7.

(First Floor, Market)

Graceful, Sweeping Capes for Spring in the Young Women's Salons

There is no doubt whatever but that Dame Fashion is smiling on capes again this Spring—and here are some of the charming new models she approves:

They are of soft velour and silvertone cloth, and there are two lengths—the one which quite covers the frock and a shorter length, which many girls find more becoming.

They are in such pretty shades as rose, tan and blues, are lined with silks or satins of the same hue or gay figured silks. Some are straight, some are on yokes, some have straps, and some have the new narrow, tie-in belts.

\$30 and \$39.75—14 to 20 year sizes.

(Second Floor, Chestnut)

Women's Newly Reduced Winter Coats—Timely News for Colder Weather

In going over our remaining coats we found some very warm and attractive plain velours. They were reduced and tomorrow will be only \$25.

A few leatherette and chamouis cloth coats, short, for sports wear or motoring, are now only \$25.

Fine wool plushes, duvette de laine and bolivia cloths have changed to \$50. They were more than double this.

Finally some beautiful silver-lined evoras in various colors were made \$57.50 from a great deal higher figure.

(First Floor, Central)

White Night Gowns And Pink Chemises

The nightgowns are of nainsook and the inexpensive variety—some with low necks and simple embroidery edging at \$1.25; others with a good deal of lace at \$2. We forgot a pink batiste style with fish-eye lace at \$1.50.

The corsetlike chemises also are pink batiste, with feather-stitching at \$1.50.

WOMEN'S White Sports Shoes

White buckskin oxfords—regular walking shoes, with 1 1/4-inch covered wood heels, with straight tips and perforations. \$12 in the double and \$10 in the single.