

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

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Rain

Tomorrow 500 Men's Very Best Business Suits

A Bright Boy, With His Eyes and Ears, Said, "Beg Your Pardon, Sir,

why do they call that tall clock the 'Grandfather's clock'?" And the prompt answer of the nearby attendant was: "Because, if taken care of, it will be

A Good Clock for 100 Years

or for the Grandfather's lifetime, that you are wishing him to live."

Really, a Grandfather's Clock, regularly fed with proper care, is indeed a part of the family much missed if anything ever happens to him.

It is worth while, you see, to ask questions and entirely admissible, as you pass through this big show place of thousands of things of interest.

[Signed] *John Wanamaker*

Feb. 14, 1919.

50 Fine Evening Wraps and Coats Reduced Now \$75 and \$100

The evening wraps are of beautifully colored satins and velveteens. The other coats and wraps are of the luxurious pile fabrics such as bolivia, velour and pompon cloth, in taupe, black, blues and greens.

Both groups are richly trimmed with fur—mole, dyed nutria, beaver, taupe wolf and Hudson seal (dyed muskrat).

The evening wraps are \$75, and the other coats \$100, in a saving of \$25 to \$50 over their first prices.

(First Floor, Central)

From All Reports, It Is Going to Be

A Great Season for Sports Silks

and the Silk Store takes this opportunity to tell the women of Philadelphia that it has a wonderful assortment of the very weaves fashion is requesting for sports suits, gowns, shirts, blouses and skirts. There are—

- New Baronet satins
- New striped Jersey silks
- New tub silks
- New white wash silks

They are in the new colors and patterns, and from all the reports we have had cannot be equalled in point of price or assortment.

(First Floor, Chestnut)

Japanese Embroidered Nightgowns and Pajamas

Beautiful garments, all of them; the pajamas of white, blue or pink Japanese silk, with fine solid embroidery in rose designs and self-frogs; the nightgowns of pink or white crepe de chine with a good deal of eyelet work as well as blind embroidery.

Prices of the pajamas are \$12.50; of the nightgowns, \$15.75 and \$18.

(Third Floor, Central)

Beautiful Silk Handbags at Modest Prices

There is a dainty little bracelet bag of moire silk in various colors at \$3.

At \$3.75 is a style in charming striped silk, with an oddly shaped frame and a tassel.

A larger bag with tortoise-shell finish celluloid frame and tassel is \$4.

(Main Floor, Chestnut)

THE Fur Salon has just received a few fox neckpieces in brown and taupe to sell at late-season prices—\$30 to \$55.

(Second Floor, Chestnut)

Girls' Regulation Dresses Reduced—\$7.75

They are of navy blue wool serge, made in box-pleated style, and are braided trimmed and finished with silk tie.

They are useful dresses for general and school wear, and come in 6 to 14 year sizes.

(Second Floor, Chestnut)

Cotton Suitings With a Linen Finish

that are just the materials for nurses' uniforms, maids' dresses and middy blouses.

They are of sturdy weave, will give good service and launder satisfactorily, and come in three widths, 32, 34 and 36 inches. 35c to 60c a yard.

(First Floor, Chestnut)

2000 Yards of Silk Striped Cotton Voile—Special at 50c

That is practically half-price—the voile being a manufacturer's out-clearing of several lines.

The fabric is the sort wanted for inexpensive evening frocks now and day frocks as the weather grows warmer. It is 36 inches wide, and there is a great variety of colors, both light and dark.

(West Aisle)

Six New Styles of Waists

of white cotton voile are in some instances merely hemstitched and tucked, others with lace insertion or a little embroidery. Prices are \$2, \$2.50 and \$3.50.

(First Floor, Central)

No Pleasanter Place

than the Little Haircutting Salon could be found for the small children to come to when their hair needs attention. Everything about the salon is bright and sanitary.

(Third Floor, Chestnut)

Gay and Festive New Spring Hats at \$10 and \$12 Come Trooping Into the Millinery Salons

With the gentle warmth of Spring already in the air, most women feel as if one new Spring hat, at least, were almost a necessity!

There are smart little hats of straw—new hats of crepe and straw; hats of straw and satin; hats wholly of the new rough and shiny straws.

(Second Floor, Chestnut)

Some are gaily flower trimmed; some are fetching with wings and quills; some have bows and some have little bunches of fruits or berries. With them are some uncommonly good-looking sports hats in emerald, rose, white and brown—the tops of rough sports silks, the underbrims of fine straw, of the same color.

Women's Country and Sports Suits—\$27.50 to \$37.50

The sports suits are mostly of very heavy jersey—brown and blue mixtures being the usual colors.

The country suits are made by our own tailors and are really quite wonderful for their prices. Their materials are

(First Floor, Central)

tweeds and mixtures, in grays, browns and oxfords. In both groups the coats are of the most serviceable sort in various sports styles and the skirts, while straight, are not too narrow to be comfortable.

New Sports Suits for Spring of Interest to Young Women

These new suits are very Spring-like, very new and extremely good looking. Furthermore, they are the comfortable, practical kind of suit which is such a useful possession, and are cut on lines youthful enough to be becoming to most everybody.

(Second Floor, Chestnut)

They are of roughish tweeds, of soft wool velours and of wool jersey cloth in the new henna color, Copenhagen blue, tan, mixed green, gray and brown effects, and pretty checked cloths. \$27.50, \$32.50 to \$42.50—and 14 to 20 year sizes.

A Little Collection of Handsome Rhinestone Bar Pins—\$12 Each—

are kinds for which a woman would pay ordinarily (and cheerfully, too, they are so pretty) several dollars more.

They are of sterling silver, beautifully made and finished, in intricate and fascinating designs, usually entirely of rhinestones, sometimes of rhinestones and imitation pearls.

They are in the fashionable lengths and styles, and are pins much worn just now.

Only the fact that we were able to purchase this little collection for so much less than usual enables us to sell them for \$12 each.

(Jewelry Store, Chestnut and Thirteenth)

These French Gloves for Women Have Just Been Unboxed—\$1.75 a Pair

Of soft, fine French glace, they are in black or white, with one row of embroidery, and have two clasps and are oversewn.

They come just in time to accompany new Spring suits and gowns.

(Main Floor, Central)

Women's Sport Oxfords

of black Russia leather, with wing tips and perforations, and 1½-inch military heels. Price \$11 in the Exclusive Little Boot Shop.

(First Floor, Market)

The Salon de Beaute

is a restful spot to come to for a shampoo or scalp or facial treatment; also one may have one's hair waved or hands manicured, if desired.

(Third Floor, Chestnut)

To the Maid Who Would Be Trim and Well Dressed

—there are well made, good looking new dresses of black mohair at \$16.50 each, and of gray mohair at \$8.50 each. These are nice afternoon dresses.

Morning dresses for maids—plain blue and plain pink, \$3.85 each.

White dresses for children's nurses, \$3.50 and \$4.50 each.

And there are all sorts of dainty and practical aprons for maids and nurses. Small afternoon aprons are 50c to \$3.50 each; larger aprons for morning wear are 50c to \$1.85 each. Maids' collar-and-cuff sets, 25c and 75c set.

(Third Floor, Chestnut)

New Folding Cameras Special at \$7.50 and \$9.50

People lately have hesitated to buy cameras because they seemed to be too much of a luxury; but here are seventy specially priced cameras which are actually lower in price than similar Kodaks were before the war. There are two styles, both with double lenses and excellent shutters, but one style has a leather cover and uses a 3½x4½ roll film, while the other has imitation leather cover and uses a 2½x3½ film.

(Main Floor, Chestnut)

WE have just received from Japan a limited quantity of beautiful white crepe de chine in a quality used only by the royal family and the nobility of Japan. We are going to sell this fabric for the unusual price of \$1.50 a yard. This silk, which would ordinarily sell for almost as much again, comes only in white, is of a superlative grade, and would be perfect for women's blouses, lingerie or men's shirts.

(First Floor, Chestnut)

Mattresses and Bedding That One Can Be Sure of

These are the only kind to be found in our bedding sale.

We are now making hair mattresses to order at prices ranging from \$15 to \$60 in the single and \$24 to \$90 in the double bed size, with a choice at sixteen different prices in between in both the single and double bed sizes.

We are offering felted cotton mattresses at \$14.40 to \$31.50 in the single and \$18 to \$36 in the double bed size, with a choice at ten different prices in between.

Also two grades of willow cotton mattresses at \$9.75 to \$12 in the single and \$12.75 to \$14.50 in the double bed size.

Single-bed size means 3x6.4 feet and double-bed size 4.6x6.4 feet in every case.

These February Sale prices for both hair and cotton mattresses are 10 to 20 per cent less than regular rates.

Clean feather pillows and bolsters and several good grades of bed springs are also in the Sale at reduced prices.

(Sixth Floor, Chestnut)

New Linoleums in Spring Designs at a Third Less

Inlaid linoleum, \$1.45 to \$2.85 a square yard.

Printed linoleum, 90c and \$1.35 a square yard.

Plain brown or gray linoleum, \$2.25 to \$2.50 a square yard.

in a Special Sale at \$35

We have collected 500 men's suits from the finest of our stocks and marked them at \$35, at which price they represent a saving of \$10 to \$20 on a suit.

Every one of them is an all-wool suit.

Every one of them is hand tailored.

Every one of them a genuine Wanamaker regular stock suit, which means that they represent the highest selection in America.

They are business suits in all mixed and fancy patterns of the season and include some staple blues and blacks.

We have every confidence in every one of them, in their fabric, in their fashion and their merit, and we recommend them without hesitation to our old customers, and feel that they will make us steadfast friends of all new customers who purchase them.

(Third Floor, Market)

Men's Fine New Spring Ties and New Spring Shirts

The ties are handsome large shapes of an excellent quality of silk and in designs of great variety and charm. They are \$1.

The shirts are of woven and printed madras and are all soft cuff negligee style. Designs are stripes in a host of variations, from narrow lines to broad bands. They are \$2.

(Main Floor, Market)

Men's Handkerchiefs

A fresh lot of plain hemstitched handkerchiefs. They are of good, sturdy Irish linen, are well made and neatly finished and are 25c apiece or \$3 a dozen.

And we mark them for a very small charge, if you wish.

(West Aisle)

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)

Three Books of Note

The first is "Living Bayonets," by Lieut. Coningsby Dawson. It is a thrilling record of the last push—letters written on battlefields, in devastated towns and always in a wonderful spirit. \$1.25.

The second is "Yashka, My Life as a Peasant, Officer and Exile," by Maria Botchkareva, of the Russian Women's Battalion of Death. It is a great human story and a vivid account of Bolshevism in action. \$2.

"The Avalanche," by Gertrude Atherton, is the third, and is an entertaining novel of San Francisco society. \$1.35.

(Main Floor, Thirteenth)

Toilet Preparations Special

Vegetable oil soap, 8c cake, 90c dozen.	Witch hazel, 35c and 65c.
Castile soap, 15c cake, \$1.50 a dozen.	Vegetal—lilac or wistaria, 75c bottle.
Metal hot-water bottles, \$1.25 each, rubber hot-water bottles, \$1 each.	Face powder, 50c box.
Violet ammonia, 20c and 35c bottle.	Rice powder, 25c a package.
	Nail brushes, 18c and 25c apiece.
	Tooth brushes, 15c and 25c apiece.

(East Aisle)



The New Derby—Triple-Ring Quality At Wanamaker's Only

The supply is limited to this Store. We announce an exceptionally fine, new derby for Spring. In fashion it follows London's latest and best, somewhat lower in crown with gracefully balanced brims.

Triple ring is the trade name of the longest and silkiest hare's fur, of which these hats are made. It is used only in derbies of the highest quality.

Besides style and quality, these hats are black, genuine black and they will stay black.

The price of these hats is \$6, probably lower than a hat approaching its quality can be found elsewhere.

(Main Floor, Market)

\$10 for Any Pair of These Men's Very Fine London Shop Shoes

There are two styles of oxfords and six of high shoes—all much reduced.

The oxfords are of Cordovan and tan calfskin.

The high shoes are—Black and tan calfskin straight lace with punched tips. Tan calfskin straight lace with wing tips and profuse perforations.

Black calfskin Bluchers with wing tips. Officers' field and dress shoes.

(The Gallery, Chestnut)

Cord Tires Are Running Out Amazing Mileages

We are fortunate in having a good stock of Cord tires in staple sizes. If you have never used Cord tires we can quickly prove to you certain things about them that will be surprising to you.

(Automobile Accessories, Gallery, Chestnut)

Automobile Jacks—Special

Long-handled motor jacks that can be operated with the greatest convenience without getting under the car.

Special price \$5.

(Automobile Accessories, Gallery, Chestnut)

The Week-End Candies Are Ready

Packed in one-pound boxes so that you may get just what you want in a jiffy. They're deliciously fresh, too.

Bitter-sweet chocolates, 60c a pound. Chocolate-covered marshmallows, 50c a pound. Assorted mixtures, 60c a pound.

And the Candy Store reminds you that it is all ready for Washington's Birthday.

(Down State Store, Chestnut)

In the Midst of the Greatest Furniture Sale on Record and Everything Going Splendidly

Two conditions are chiefly responsible for the greatness of this Sale. One is the largest—incomparably the largest—supply and assortment of the right furniture. The other is the lowest price based on quality.

You can choose furniture here tomorrow as advantageously as you could have chosen it on the first day of choosing.

The best of it is that the stocks are so abounding in the things people want.

Medium-priced suits of pure design and trustworthy construction are much in demand. Of these we can now show you five for every one you find outside this Store.

We have more dining room and bedroom furniture of the good medium-priced and low-priced variety in two corners of the sixth floor, one at Chestnut street, the other at Market street, than you will find in any other two stocks.

The exhibition of living room, library and occasional furniture on the Fifth Floor is believed to have no rival in the world in diversity and attractiveness—at least if there is another such showing outside of the Wanamaker New York Store, nobody seems to know where it is.

And back of all the floor pieces we still have a full warehouse.

(Fifth, Sixth and Seventh Floors)