

W. C. I. Military Band
11—Grand Organ
Nonn—Patriotic Hymns and Chimes
4:50—Grand Organ

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Unsettled

BEGINNING MONDAY THE GREAT SPRING SALES OF HOUSEWARES AND CHINA WILL JOIN THE SALES OF FURNITURE AND OTHER THINGS THAT HAVE MADE FEBRUARY SO NOTABLE

Do Not Make the Past a Museum of Regrets

Do not sit with your face to the past, and your back to the future, for the reason that you are not so young as you were once.

Do not put yourself into a jail of your own making because of mishaps, sorrows or losses.

There is something worse than poverty of money, and it is the poverty of manhood or womanhood.

Healthful occupation is the best cure for discouragements. Rouse yourself, stop off unavailing regrets; be diligent to redeem the time which you have left. Almost all the years still have 365 good days in them.

A mechanic, living in New Jersey, one day made himself famous by developing the incandescent light, without which this big building would be only a barn.

[Signed] *Joe Wanamaker*

Feb. 15, 1919.

The Silk Sale Goes Ahead on the Strength of the Goods

This is a Silk Sale backed by the largest assortment of the right silks at the lowest prices based on quality. We believe a fair comparison will bear out that statement. We have had exhaustive comparisons made and we have yet to hear an unfavorable criticism.

Among the remarkable items in the Sale are the much-favored sports satins, 36 inches wide, mostly all white, but some in black at \$3 a yard.

Colored satins in a complete assortment of street shades and some in black at \$2 a yard.

A 40-inch Georgette crepe in plain colors, but not a large variety, \$1.65 a yard, and some printed \$2 a yard.

Black messalines, 35 inches wide, at \$1.75 and \$1.85 a yard.

36-inch "No. 1 American" Japanese washable satin at \$2 a yard.

Plain Japanese washable satin at \$2 a yard.

Plain Japanese Habutai in natural color at 75c a yard.

Plaid taffeta silk, 36 inches wide, at \$1 a yard.

36-inch printed Shantung in white with colors and in the well-known gingham patterns, \$2 a yard. We have had some of these goods washed to test them and they proved absolutely satisfactory.

Printed foulard, 36 inches wide, \$2 a yard.

Striped and checked Louisines, 36 inches wide, at \$1.75 a yard.

Printed radiums, 40 inches wide, \$2.50 a yard.

Several hundred pieces of Chinese Shantung just in at 65c a yard, and a better grade at 85c a yard.

One counter is specially of lengths of silk from half a yard to five yards, all much below regular prices.

Our regular assortments are as abundant and beautiful as any woman could wish for and marked at the lowest prices, piece for piece and grade for grade.

(First Floor, Chestnut)

Charming New Handbags of Velvety Mocha

Taupe, brown and gray are the colors and any of them will go well with a new Spring costume.

The mocha is very soft and fine and the shape of the bags is good.

Frames are covered, linings are silk in harmonizing colors and each bag contains purse and mirror.

Price \$12.

(Main Floor, Chestnut)

Fashion Features of the New Suits for Women

Straight vests of rich brocade inside the little box coats, sometimes held in by narrow crossed belts.

Fullness in the backs of the narrow skirts so that they are far more comfortable to walk in than any one would suppose from their appearance of slenderness.

Fitted and buttoned-brocade vests with roll collars which appear outside the coats they belong to—such coats sometimes having tuxedo collars. Other brocade vests have fullness at the waist line to suggest a girle.

Fullness on the hips of some coats. Embroidery in unexpected places, such as the revers of the coats and around their armholes.

Braid-binding on some of the severer tailored suits, crocheted buttons and frogs on the others. Circular skirts attached to the bodies of long straight coats.

Delightful little frogs fastening the fronts of the straight, flaring box coats.

Linings in light colors that suggest spring gayeties.

Narrow long girdles of elaborately woven braid. Inserts and borders of self-tucks—even belts are occasionally tucked.

Wide mohair braid used for shawl collars, with vests of white moire, beaded and embroidered. Narrow leather belts held on with cords through the jacket.

Most of these suits are the universally becoming navy blue, and prices are \$75 to \$140.

(First Floor, Central)

Stunning New White Skirts for Women Going South

Two new skirts that are as attractive as anything of the kind we've seen for a long time.

\$16.50 for a skirt of pleated white French serge—made with a deep girle and new pockets, and in full pleated style, with a broad panel front and back.

\$19.50 for a skirt of white tussah pongee, made with new long wing pocket at the side, and fastening at the side. There is a new button-trimmed back, with pleats at one side, also.

Women going South will find such skirts of much use.

(First Floor, Central)

New Crepe Nightgowns

It is difficult in these days to get any fine, crinkly crepe nightgowns which are at once as good as and as inexpensive as these.

One style with square neck and pink hemstitching is \$1.85; the other with round neck, front opening and blue feather stitching is \$2.25.

(Third Floor, Central)



Sale of Housewares

A Wanamaker occasion, with greatest benefit to housewives in Philadelphia and the surrounding country.

This is the famous sale that comes along about this time every year after serious preparation of several months, bringing tens of thousands of bright, new housefurnishings at price reductions averaging one-third.

The Wanamaker Spring sale of Housefurnishings is famous for the many economies that it presents in housewares, and also for the fact that it invariably introduces new devices that have been invented during the past several months.

Special Low Prices Will Prevail in—

- Highest grade aluminum cooking utensils.
- Enamel cooking utensils, pure quality.
- Heavy, well-made tinware.
- White pantry utensils.
- America's best cutlery.
- Genuine Russian iron roasting and baking pans.
- Old-fashioned iron frying pans.
- Waffle irons, ovens, etc.
- Willow clothes baskets.
- Bathroom furnishings, white and nickelled.
- Coffee percolators.
- Chafing dishes.
- Casseroles.
- Baking dishes.
- Chamois (the famous Wanamaker kind that does not become hard).
- Brushes by the thousands.
- Scales.
- Meat juice presses.
- Vacuum cleaners (electric and hand operated).
- Porcelain top kitchen and bedroom tables.
- Kitchen cabinets, the better kind.
- Dress forms, adjustable at 14 points.
- Mesh hardware.
- Cedar chests.
- Vapor bath cabinets.
- Electric irons and electric room heaters.
- Woodenware—ladders, pastry and ironing boards, kitchen tables.
- Sewing machines, foot and electric power.
- Wardrobe, steamer and dress trunks.

Perhaps the most important point of all is that these articles are, without exception, the first and highest quality in the markets of the world. We do not believe in them and warn our customers against them. We have no job lots nor bargain accumulations, but the very best selection in every case—and prices genuinely reduced.

(Fourth Floor, Market and Central)

Crisp White Waists of Batiste

One with a pointed pleated ruffle and a black stock under its white turnover is \$3.85.

Another with embroidered and hemstitched ruffle in front, stock and collar is \$5.

A third with a finely tucked embroidery ruffle round the neck and down the front is \$5.75.

A fourth with box pleats on front and collar, separated by wide beading, is \$6.85.

(Third Floor, Central)

Cotton Chiffon Voiles Delicately Pretty—75c to \$1.50 a Yard

Some are American and some English, but they are all sheer and fine and hard to tell from printed chiffon—unless you judge by the feel of the fabric.

Some have silk plaids or striped with the design printed over them; others have the uncertain all-over patterns so much in vogue. But always the colors are charming. Prices 75c to \$1.50 a yard.

(First Floor, Chestnut)

Women's Sample-Handle Umbrellas at \$3.75

They are such handles as you see on umbrellas costing two and three times this amount. Colored rings and loops, white rings and white tops.

The umbrellas have covers of good union taffeta (silk and cotton), sturdy frames, and are well made.

(Main Floor, Market)

If Chippendale or Sheraton Should Walk Into the February Furniture Sale Monday

what would he be likely to think? For one thing, each would soon recognize his own designs, perpetuated, as they are, in a thousand things which to him would be the things of "ingenuity most marvelous." Indeed, either craftsman would find his style substantially as he left it, but what a difference he would recognize in constructive detail, that feature which means so much to the life of a piece of furniture!

Here are the same elegant straight lines and satin-wood inlays that Sheraton introduced; the same curving formations, the same scrolls and frilled work, the same cabriole that Chippendale invented or borrowed or adopted and perpetuated in a distinct type of cabinet work.

But what a difference in the "mechanics" of every piece!

It is doubtful whether Sheraton or Chippendale or the Adam brothers or any one of the old masters of cabinet work would know how to open the doors of some of the wonderful chiffoniers in this Sale, although the operation only calls for a simple pressure of one's finger. The meaning of it all is that this is furniture that combines the inventive and artistic genius of different ages.

It is the concrete embodiment of all that is best in the work of the great old designers and of all that is most practicable, convenient, stable and ingenious in the work of the present-day cabinet-maker.

Think, then, of a Sale in which furniture of that type is shown in a choice and variety such as have never before been seen in any one Store, probably in the world, all of it at reduced February prices, and you will have a picture of the February Furniture Sale at Wanamaker's, which makes another new beginning next week.

(Fifth, Sixth and Seventh Floors)

New Spring Designs in Hand-Braided Rugs

These beautifully made little pieces are especially appropriate with unusually fine furniture.

25 x 36 in., \$6	38 x 64 in., \$16.50
31 x 54 in., \$11	42 x 73 in., \$19.50
36 x 58 in., \$14	43 x 77 in., \$23.50
51 x 86 in., \$28.50	

(Seventh Floor, Chestnut)

Fine Curtains at Less Than Present Wholesale Price

200 pair fine quality voile curtains, with mercerized lace edge, \$2.25 a pair.

350 pair marquisette curtains of heavy quality, with mercerized edge, \$2.50 a pair.

They are all two and a quarter yards long, and if we were to go into the market today to buy them, we would have to pay more, wholesale, than the price we are asking retail.

(Fifth Floor, Market)

The Linen Store Has Three Good Specials

For instance, a lot of full-bleached, heavy Scotch pure flax damask napkins in a choice of good patterns at \$7.75 a dozen, 24x24 inches.

Also a full-bleached, heavy, all-linen suiting suitable for skirts as well as suits, at \$2 a yard, 90 inches wide.

The third group comprises a remarkably good cream damask table linen, of pure flax, full of good-wearing quality, and needing only a few washings to whiten it, at \$1.75 a yard, 70 inches wide.

Prices on all of these groups are about 20 to 33 1-3 per cent less than regular rates now prevailing.

(First Floor, Chestnut)



Sale of China and Glassware

This is our regular semi-annual sale of china and glassware begun now with the best of all reasons—because we have the goods to begin it and to keep it going with genuine advantage to our customers.

It is a Sale that fairly radiates with beautiful new wares.

The steamer "Rochambeau" on her last trip brought us the largest consignment of French china that has come in over four years.

The American potteries and glass factories contribute abundantly of their best goods, there is a beautiful collection of English wares and Japan is represented in a most attractive collection of dinner sets.

The prices on all of these goods represent a clear saving of 20 to 50 per cent from our own regular markings.

It is a Sale of clean, good-looking, unblemished desirable goods, in a wealth of excellent patterns.

Dinner Sets

French china sets are now priced at \$30, \$32.50, \$35, \$40 and up to the magnificent gold-encrusted decorations at \$175 a set.

English porcelain sets are now \$17.50, \$22.50, \$25, \$27.50 and up to \$100 a set.

American porcelain sets are in the Sale at \$17.50, \$22.50, \$25, \$27.50 and up to \$45 a set.

Please note that when we say dinner sets we mean our regular 107-piece sets with four sizes of plates, three platters and four vegetable dishes.

There is a group of English service plates, entire plates, bread and butter plates, tea cups and saucers, bouillon cups and saucers, and after dinner coffee cups and saucers at reductions of 25 per cent.

Probably as interesting as anything in the Sale are the small lots which it is not practicable to itemize—odds and ends, patterns being closed out, fancy china, odd plates and the like, all at one-half price.

Blue Willow Ware at Half Price

We can offer these items in large quantities at exactly half the regular rate.

Cups and saucers, \$2.50 a dozen; round, open vegetable dishes, 25c each; oval, open vegetable dishes, 45c each; small platters, 30c each; medium platters, 45c each; and large platters, 75c each; 2 avy boats, 35c each; pickle dishes, 30c each; teapot stands, 25c each; sugar bowls, 60c each; cream pitchers, 30c each; small cream jugs, 25c each; bouillon cups only 20c each; individual butter dishes, 55c dozen; covered gravy tureens, 75c each; covered vegetable dishes, 75c each.

Fine Cut Glass at Savings of One-Third to One-Half

One new purchase of \$10,000 worth to sell at the above savings brings an elaborate choice of pieces, all of good crystal in handsome cuttings.

Berry dishes, \$2, \$2.50, \$3 up to \$6 each.

Berry bowls, \$2, \$3.75, \$4 up to \$7.50 each.

Footed nut dishes, \$2.25, \$2.75, \$3.75 each.

Oval orange bowls, \$4 each.

Deen, round, footed bowls, \$6.75 each.

Celery trays, \$2, \$2.50, \$2.75 up to \$6.50 each.

Jugs, \$3.75, \$4.50, \$5, \$6, \$7.50 each.

Bonbon dishes, \$1.25, \$1.50, \$2, \$2.50 and \$3 each.

Footed bonbon dishes, \$1.85 each.

Sugar and cream sets, \$2, \$3.50 and \$5 each.

Two-handled dishes, \$2, \$2.75, \$3.25, \$3.75 each.

Vases, \$2.50, \$3, \$3.50 up to \$20 each.

Light Cut Glassware One-Third Less

A very large assortment of many designs of our own exclusively.

Light cut goblets, 55c each.

Light cut table tumblers, \$1.50 dozen.

Candy jars, 1/2-pound size, 60c each; 1-pound size, \$1.25 each.

Bonbon dishes, oval shape, 50c and 65c each.

Olive dishes, handled, 50c and 75c each.

Fruit or salad bowls, \$1 and \$1.25 each.

Syrup jugs, \$1.25 and \$1.50 each.

Oil or vinegar bottles, \$1.25 and \$1.50 each.

Covered butter-ball dishes, 85c each.

Water jugs, 75c, \$1, \$1.25, \$1.50 and \$1.75.

Salt and pepper shakers, 25c each.

Etched table tumblers, 10c each.

Plain blown table tumblers, 75c dozen.

Heavy glass table tumblers, 50c dozen. Slightly imperfect.

(Fourth Floor, Chestnut)

New Spring Models of the Famous Parisienne Corsets

Two in this shipment—but we are receiving them now every few days.

The first is a topless corset of pink figured batiste, with a morning glory design upon it. It is rather light weight and it has a broad re-enforcement through the skirt; and lacing below the front clasp. Price \$18.

The second is a strong pink coutil model with low bust, heavy boning and particularly pretty lace and net trimming. Price \$17.

(Third Floor, Chestnut)

Smart Little Veil Pins

are of sterling silver and in dainty colored enamel effects—50c and 75c apiece.

And there are more of the effective rhinestone set pins, also in sterling silver, \$1.25 each.

Arrow veil pins, in many sizes, from \$1.25 to \$7 each.

(Jewelry Store, Chestnut and Thirteenth)

Women's Sports Oxfords—Hand Made

As fine in style as in their making. They are of mahogany-colored Russia leather with five eyelets and 1 1/4-inch military heels.

Price \$12—in the Exclusive Little Boot Shop.

(First Floor, Market)

Dolman Capes Are a New Spring Fashion for Young Women

Full at the top and tapering in at the bottom, they give the fashionable silhouette and are among the new Spring modes.

These new wraps are of soft velour cloth and have large convertible collars, generous armholes and sleeves, and are belted across the front.

Pekin blue, rose and a springlike tan are the pretty colors; they come in 14 to 20 year sizes and are \$27.50.

(Second Floor, Chestnut)

Dainty Organdie Robes—All Specially Priced

They are \$9.75, \$11.75 and \$13.75 each—and this is considerably under the prices such pretty things ordinarily sell for.

They are the result of a special purchase, are all fresh and crisp and new, and are what many women like for Spring and Summer wear.

Sheer organdie makes them, some are embroidered in all white, and others are in colors on white.

Made with three founces and there is enough material for the skirt, as well as a saving for trimming and plain material to make the waist.

(Third Floor, Chestnut)