

8 o'clock—J. W. C. I. Girls' Military Band
11 o'clock—Organ
11:35 o'clock—Familiar melody, with
chimes at noon.
4:50 o'clock—Organ

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

There's a Movement on Foot for a More Comfortable World and It Starts in the Home

THIS IS THE FURNITURE SALE THAT MEASURES UP TO IT

Are You as Slow as Ever When There Are So Many helps for your hands?

It is true that money will not buy as much as it did fifty years ago, but think how much more valuable time is than it used to be.

Think of the telescope, telegraph and telephone, typewriters, tools to work with, automobiles, phonographs, etc.!

It is not impossible for a man or a woman to live in one year now as much as in ten years of the times of fifty years ago, and civilization and invention have not yet exhausted themselves.

What use am I making of the present facilities of life? Am I the same old slow thing, or have I remeasured up to the present opportunities?

"Come along!"

[Signed]

John Wanamaker

Feb. 17, 1919.

Springlike Reflections From the Newest Millinery

Here are some charming new hats with some altogether new features—

- A fine lisere hat, all in brown, with the bow directly in front.
 - A piquant new short-back hat with a new and lower crown and a brim considerably shorter in back than front, and a trimming of many flowers and reddish brown raisins.
 - A new shape straw and satin turban, with long, sidewise "feelers."
 - A new three-corner black hat (the shape lately from Paris), the top of the crown of satin, and the trimming of ostrich.
 - A new shape turban of roughish brown straw, with the top of the crown removed and its place taken by a mass of bright-hued posies.
- Surely there's something here for the woman in search of Spring newness!

\$18 to \$36.

(Second Floor, Chestnut)

THE Young Women's Salons announce a new and interesting collection of dresses for afternoon and theatre wear—charming new frocks of satin, of taffeta, crepe de chine and the new spring silks. They are in delightful new styles and equally delightful colors, there is a fascinating variety from which to choose and the prices, which begin at \$35, go up to \$65. 14 to 20 year sizes.

(Second Floor, Chestnut)

Crepe de Chine Negligees

One style of a rather heavy-weight silk has wide sleeves with tucked ruffles, a square-stitched collar and self-girdle, and costs \$22. Two others of lighter weight silk are made, one with ribbon border and shirred sleeves and one with a good deal of lace—the latter being designed for large women. Price of either is \$12.50. Colors in all three styles are rose, lavender, pink and peach.

(Third Floor, Central)

WOMEN who have been inquiring for those black and navy silk stockings with heavy ribs to wear with sports shoes in the South are hereby informed that they have arrived. And besides those two colors we have also white and cordovan. The price is \$7 in the Silk Stocking Shop.

(First Floor, Market)

Women's New Oxfords in British "Brogue" Style

Round toes, indicated wing tips, perforated vamps and heel foxings, heavy soles and low, broad heels. An entirely new and different style oxford that is having a great vogue with smart women. Price \$10, in black or mahogany color calfskin.

(First Floor, Market)

Fashionable Lace and Metal Flouncings and Bands in a Special Sale

The present prices are an average half the usual markings. The flouncings are \$1 to \$2.25 a yard—and include all-black net flouncings, embroidered in black, and colored nets embroidered in tinsel and metal thread embroidery. The designs are particularly attractive, the flouncings are 27 and 36 inches wide, and most unusual for these prices. Allovers are \$2 a yard—and of net, with colored metal dots. These are much wanted for the new draped skirts. Metal bands, 75c to \$1.25 a yard—are in 4 to 8 1/2 inch widths and in attractive designs. Also some edges in different widths, at special prices.

(West Alley)

A Silk Handbag With Double Inner Frame

One of the compartments is small and is designed to keep a woman's change separate from her handkerchief and any other things she may carry in the larger compartment. The bag is a roomy shape and is of good moire silk in black, navy, taupe and brown, with a tassel at the bottom. Linings are striped silk. The price is \$3.75. A similar handbag with single inner frame is \$3.50.

(Main Floor, Chestnut)

There is something in the air—an impulse, a spontaneous and impalpable urging to enjoy the good things of life as never before.

It is no wild desire for luxury, but rather a sane and rational eagerness to LIVE in the fullest sense of the word, now that the world is being made a safer and a better place to live in.

To those of us who are in daily contact with the February Furniture Sale,

this new spirit, this prompting towards a larger and more fully developed life is very manifest and it is very interesting.

It takes the form of a general movement for better homes, that is to say, for more beautiful, more comfortable and more lovable homes.

We believe we can say that this February Furniture Sale responds to the new spirit in a way that no other event can equal. Will you please remember that there is just a little over a week of the Sale remaining?

Some Excellent Dining-Room Suits

\$191.25 for a 10-piece dining room suit, William and Mary design. Tapestry seat chairs.

\$207 for a 4-piece dining room suit in mahogany. This is a very excellent example of the early work of Chippendale.

\$217 for a 4-piece mahogany dining room suit in dainty Louis XV design. An excellent suit for an apartment.

\$270 for an 8-piece breakfast room suit. Blue enamel base with chrome birch tops. The corner closet has ivory enamel fretwork doors.

\$272 for an 8-piece ivory enamel breakfast room suit. The corner closet has slatted doors and the table has drop leaves. The chairs are upholstered in cretonne.

\$337 for a 10-piece black enamel and gold dining room suit. The table is 48x60 inches. The chairs have rush seats.

\$350 for a 4-piece figured mahogany and inlaid Sheraton dining room suit. The china closet has slatted ends and doors. The extension table has a 54-inch top.

\$477 for a 10-piece mahogany dining room suit, Louis XIV design. The buffet is 72 inches long and all of the chairs have upholstered seats and backs.

\$495 for a 4-piece Heppelwhite suit in figured and inlaid mahogany. The extension table has a 54-inch top.

\$500 for a 10-piece dining room suit finished in black walnut with a light panel. The style is old English. The chairs have tapestry seats and backs.

\$568 for a 10-piece dining room suit in mahogany. The panels in doors and drawers are beautifully selected burr walnut. The extension table is oblong with oval ends.

\$590 for a 10-piece walnut dining room suit, Louis XIV design. The chairs have upholstered seats with cane backs. The extension table is oblong with oval ends.

\$741 for a 10-piece dining room suit built of walnut with light burr panels and inserts, Queen Anne design. The extension table is oblong with rounded corners. The china closet has slatted doors.

\$840 for a 10-piece inlaid mahogany dining room suit. The design is an excellent Heppelwhite. The table is oval and the chairs are in a blue bronze hair cloth.

\$912 for a 10-piece dining room suit of beautifully selected figured walnut. Very plain Italian Renaissance.

\$1020 for a 10-piece Queen Anne suit. The wood is of mahogany with beautiful light figured panels in doors and drawers. The extension table is oblong and measures 52x64 inches.

\$1495 for a 10-piece suit in figured mahogany, handsomely carved. William and Mary design. The 78-inch buffet has a shelf running from end to end which is not only attractive but serviceable.

These are suits that are matched up, but we have pieces that are marked separately that match in design and color from which one could make up any combination.

We have fumed oak and golden oak dining room suits complete in old pieces.

If she is "down South" and you'd like to send her a token from home, the



shop just inside the Chestnut street door has some new, round boxes that hold a couple of pounds and are filled with Camee French chocolates and tied with patriotic ribbons—complete for \$3.

Or you may send a larger box, with three pounds of Camee caramels, daintily ribbon tied and most attractive, also \$3.

Or she'd enjoy getting one of these packages even if she's right at home, in town!

(Main Floor, Chestnut)

Women's White Wash Skirts

White gabardine, white linen, white ottoman cloth—all shrunken, of course, before cutting and all made up in styles with extraordinary button arrangements and equally extraordinary pockets. The list includes the staple style which opens all the way up the front. Prices \$8.75 to \$13.50.

(First Floor, Central)

White Voile Waists Again

Four new styles, tucked, embroidered and lace trimmed. Prices \$3.50 to \$9.75.

Other voiles in the Waist Store may be had for \$2 to \$15.

(Third Floor, Central)

Extra-Sized Undermuslins

Silk nightgowns first—some of wash satin at \$10.50; others of crepe de chine at \$13.75 and \$15; all simple in style.

Next—Long white petticoats of cambric—mostly with lace—at \$2.50 to \$5.50.

Short cambric petticoats with lace and embroidery at \$1.50 to \$2.

Corset covers at 75c to \$1. Envelope chemises at \$1.25 to \$2.75.

(Third Floor, Central)

Fine Gingham Tissue 60c a Yard

It is thinner than gingham and heavier than voile; its colors are woven, not printed; and it comes mostly in plaids and stripes, and in bright gingham color. It wears well and washes well, and is very much wanted just now for women's and young girls' dresses. In this particular instance there is a silk thread gleaming through it. 27 and 31 inches wide. Price 60c a yard.

(First Floor, Chestnut)

500 Umbrellas, Special at \$2

They are of a good strong cotton mixture, have taped edges, sturdy frames and plain and carved mission wood handles. There are sizes for women and men, and those for women have silk loops for carrying.

(Main Floor, Market)

THIS is to announce that we have just received a shipment of the newest London derbies from Lincoln-Bennett. They are the last word in derby hats and are to be had nowhere else in Philadelphia.

(Main Floor, Market)

House Notes

The fixed arm reading and desk lamp with brushed brass finish and parabola reflector is \$4.

Lately received—a fresh supply of plumbers' wire snakes for removing obstructions in drain pipes, 25c each.

A good choice of steel shears in different sizes is in the Cutlery Section—price \$1 a pair.

A small adjustable lamp that can be placed in various positions is eligible for a job as desk or reading lamp. It folds compactly if you wish to travel with it. Price \$2.50.

The radium head is a handy little object to attach to the chain in the electric socket—it shows where the light is in a dark room. Price 35c.

A serviceable gas iron costs \$2.25 complete with 6 feet of tubing and stand.

Save three-quarters of the electricity generally required for the nightlight by using the Mazda Hylolamps, which turn down just as gas does. Price \$1.

An electric grill will toast, boil, stew, fry and bake; and it can be regulated to four different degrees of heat. Price \$9.50.

An electric vibrator will relieve many of the minor ailments, \$15, \$19 and \$27.

Seven types of electric washers ought to do a good deal towards lightening the labors of many a wash day. Prices \$85 to \$150—and some one is here to explain their working if desired.

The Portable Western Electric Sewing Machines are now \$27.50 and may be purchased on the initial payment of \$2 and \$4 monthly.

(Fourth Floor, Central)

Pillows Specially Priced

Made from odd bits of cretonnes, reps and poplins, these pillows cost considerably less than if made in the regular way. Some are oval, some round, some oblong, some square in shape; ever so many are combinations of two fabrics or two colors. \$2.25, \$2.75, \$3.75 and up to \$6.50 each.

(Fifth Floor, Market)



The Spring Sale of China and Glassware Is a Standard Sale All Through

For instance, when we offer anybody a dinner set at a reduced price we mean a full standard set of 107 pieces, not a disappointing half set or near set of an opportunist grouping of open-stock pieces.

In this Sale we have these standard dinner sets in abundant selection—

French sets now \$30 to \$175.

English sets now \$17.50 to \$100.

American sets now \$17.50 to \$40.

Japanese sets now \$35 to \$75.

The savings on these sets range from 20 to 50 per cent.

Other outstanding features of the Sale are rich English plates at \$18 to \$150 a dozen.

Cups and saucers in after-dinner, tea and bouillon sizes at \$15 to \$70 a dozen.

Fine cut glass, a full choice of excellent pieces in a large purchase, all at savings of one-third to one-half.

Light-cut glassware in large variety at savings of one-third.

A large group of "blue willow" ware at half price.

(Fourth Floor, Chestnut)

The Make-up of the Mattress and Bedding Sale

Back of this sale are good, clean, sanitary mattresses, pillows, bolsters and box springs in a practically unlimited choice at legitimate reductions from our regular prices.

No intelligent person need be told that good quality means more in mattresses and bedding than it does in almost any other kind of merchandise. The quality of the mattresses and bedding in this sale is of the same reliable kind that we sell all the year round. There has been no reduction in any thing but the prices.

The Sale comprises hair mattresses in eighteen distinct grades at as many different prices and twelve distinct grades of cotton mattresses at twelve different prices; also clean feather pillows and bolsters and several good grades of box springs all at special February reductions.

(Sixth Floor, Chestnut)

That Great Little Room—the Kitchen—Has Served You Well

It will serve you better and better hereafter because you can now take advantage of the

GREAT SPRING SALE OF HOUSEWARES

to replace the broken and worn-out utensils, to secure new and better things to do the cooking with, to get the new and clever devices that are constantly coming forward to save household labor.

Already more than 100,000 articles have come in, specially priced at 10 to 50 per cent below regular. Choose to your great advantage from the following:

- Highest grade aluminum cooking utensils.
- Enamel cooking utensils, pure quality.
- Heavy, well-made tinware.
- White pantry utensils.
- America's best cutlery.
- Genuine Russia iron roasting and baking pans.
- Old-fashioned iron frying pans.
- Waffle irons, ovens, etc.
- Willow clothes baskets.
- Bathroom furnishings, white and nickled.
- 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.
- Much 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.

(Fourth Floor, Central and Market)

Down Come 200 Men's Fine Silk-Lined Overcoats to \$28.50 Each

These are extra fine oxford, full-lined Winter overcoats, Chesterfield style, with velvet collars and satin-lined sleeves.

At \$28.50 each they are considerably lower in price than next Winter's overcoats of the same grade are now being quoted by manufacturers in taking advance orders.

Being Wanamaker overcoats of the highest caliber, genuine 100 per cent wool, hand tailored, they may be safely and soundly bought now for wearing the rest of this Winter and through next Winter with the confidence of great savings.

As they are in staple fashion, they will be suitable for all occasions.

They would be in style next Winter and we could very well put them away until then, but it has never been our policy to do this.

Only enough for 200 men.

(Third Floor, Market)