

Great Organ at 9, 11 and 4:50
Familiar Melodies and Chimes at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER Fair

Tomorrow the February Furniture Sale Begins Its Last Six Days With a Wonderful Backing of Goods That People Want

A Small Boy Entered a Grocery Store and Asked For ten cents' worth of canary seed.

The Shopkeeper (who knew the boy): "Is it for your mother?"

Small Boy (half mad): "No! It is for the bird."
Good for the boy! Served the shopkeeper right!

Storekeepers and their clerks are often too bumptious. Some of them are uppish, and many of them talkee, talkee overmuch.

The Master Storekeeper invites people to his place of business by advertisement. He considers it a favor as well as an honor when his invitation is accepted by a call at the store.

The customer is entitled to a cheerful welcome from every employe whenever he appears.

It is not the business of the clerk to talk upon the weather or the war uninvited.

It is the duty of the store attendant to instantly listen and quickly show articles asked for, and to save the time and patience of the prospective buyer, and not to meddle in the private concerns of the would-be-patron.

Attend to your own business and let others attend to their own business in their own way.

[Signed] *Joe Wanamaker*

Feb. 20, 1919.

Women's Warm, Weather-Proof Motor Coats—\$35 to \$50

These are the coats a woman finds useful "most all the year round—coats to slip on over a suit or a warm dress—coats to keep out the damp and the cold and the wind.

They are of fine wool tweeds, usually in dark gray, oxford and green mixtures, and made with patch pockets, some with raglan sleeves, most all with belts, and finished with sleeves that are made with straps and buckle to keep out the wind and weather.

\$35, \$40 and \$50 each.

(First Floor, Central)

Exclusive Parisienne Corsets

A new model of strong coutil, made with low bust and long skirt, has a good many bones; and eyelets and lacing below the front seat. Price \$10.50.

Another of fancy pink coutil, with low, full bust, heavy boning, long skirt and double elastic hose supporters, \$17.

A fancy pink batiste, topless, is lightly boned and designed for average people. \$18.

A model for tall women. This has medium bust, is long over the hips and has tricot elastic gores below the waist. \$18.

(Third Floor, Chestnut)

Lovely New Crepes—Over the Seas From Japan

Their soft sheen comes from the fact that they are part silk, and their moderate price from the fact that the other part is cotton.

They are new as can be, and are in charming brocade, polka dot and plain effects. There is one style with a tiny crinkle and another with a wider crinkle.

Pearl gray, violet shades, reseda green, canary, white, rose and oversea blue are some of the colors you'll admire when you see them, and they will make delightful little dresses.

\$1, \$1.25 and \$1.50 a yard—27 inches wide.

(First Floor, Chestnut)

Fine Voile Waists With Handwork

One of the new styles is hand-embroidered and hand drawn, with a little narrow lace. \$10.50.

Another has insertion and the same sort of handwork. \$10.75.

The third has real flit set in each side of the collar closing besides the embroidery and costs \$15.

Third Floor, Central

Pretty New Shirtwaists in the Children's Store

where a special corner is devoted to their showing. They are in small sizes—32, 34 and 36 inch bust measure, and in styles best suited to girls and young women who wear these sizes.

The new cotton blouses are so attractive—some of lawn and some of voile, and made in quiet, good taste, with tiny tucks, pleats and lattice veining. Some have the new round, frilly collars, too. \$3.50 to \$5.

Dress blouses of wash satin (and there is an exquisite blouse in peach color, with tiny frills), of crepe Georgette in dark as well as light colors, and of crepe de chine are in white or flesh color, and in ever so many new styles. \$6 to \$14.50 each.

The Warm, Rich Brown of the Topaz

is reflected in these pretty new ornaments—all imitation topaz, to be sure, but very effective none the less.

There are charming necklaces in ever so many designs, with topaz of varying shapes and sizes, joined with French-gray links and ornaments to complete them. \$1.25 to \$11 each.

Bar pins, set with imitation topaz, in the French-gray finish metal, are 50c each.

(Jewelry Store, Chestnut and Thirteenth)

More French Kid Gloves for Women—Special at \$2 a Pair

They are real kidskin, and as any discerning woman knows, genuine kidskins at this price are unusual indeed.

They are of soft, pliable skin, in black and white, with self or combination embroidery.

They have 2 clasps and are overseam sewn.

And at \$2 a pair a woman saves just half the amount she pays!

(West Aisle)

Good Serge at \$2 a Yard

It comes in a good, deep blue, is 50 inches wide and will be useful for dresses and skirts, as well as suits and coats, for it is a good weight and of unusual quality.

(Third Floor, Chestnut)

Some events move forward by interior force and others—if they move at all—by exterior fuss.

You will notice the same difference in people.

The everlasting fuss and flurry of some sales and some people is all they amount to. Whatever good is in them seems to be only an incident compared with the noise they make.

We like to know that the February Furniture Sale we are holding is going ahead on its own interior force, the force of right merchandise in unlimited choice at the right prices.

And we draw particular attention to this special characteristic of the Sale just now for the reason that we are about to enter upon the last week of it.

These last six days will illustrate, as no other period could, the difference between a Sale that really possesses internal force and the one that lacks it.

In so far as plenty of the right furniture at right prices can make it so, it is going to be a time of big things.

China Closets

\$17.50 for a 37-inch mahogany china closet, Sheraton style.

\$20 for a 42-inch mahogany china closet, Adam style.

\$24 for an inlaid Sheraton mahogany china closet.

\$26 for a 40-inch mahogany china closet, Adam style.

\$27 for a 40-inch mahogany china closet, Sheraton style.

\$33 for a 42-inch white enamel china closet, Colonial style.

\$44 for a 42-inch mahogany china closet, Adam style.

\$39 for a 45-inch mahogany china closet, Sheraton style.

\$43 for a 42-inch enamel and decorated china closet, Colonial style.

\$44 for a 37-inch mahogany china closet, Georgian style.

\$45 for a 42-inch mahogany china closet, Queen Anne style.

\$47 for a 42-inch mahogany china closet, William and Mary style.

\$48 for a 40-inch mahogany china closet, William and Mary style.

\$49 for a 34-inch mahogany china closet, William and Mary style.

\$52 for a 40-inch walnut china closet, William and Mary style.

\$55 for a 40-inch mahogany china closet, Queen Anne style.

\$55 for a 48-inch mahogany china closet, Adam style.

(Sixth Floor)

\$58 for a 46-inch mahogany china closet, Chippendale style.

\$60 for a 48-inch mahogany china closet, Queen Anne style.

\$61 for a 42-inch mahogany china closet, Queen Anne style.

\$64 for a 42-inch ivory enamel and mahogany china closet, Adam style.

\$70 for a 45-inch mahogany china closet, Georgian style.

\$75 for an inlaid mahogany china closet with slatted door, Heppelwhite style.



\$76 for a corner closet, mahogany and decorated, Japanese.

\$85 for a 48-inch mahogany china closet, mirror back.

\$90 for a corner closet, mahogany, William and Mary style.

\$94 for a 48-inch mahogany china closet, mirror back.

\$98 for a 42-inch mahogany china closet, Adam style.

\$99 for a corner closet, mahogany, Chippendale style.

\$112 for a mahogany china closet, slatted doors, French Chippendale style.

\$120 for a mahogany china closet with curved glass top, Adam style.

\$153 for a mahogany china closet, slatted doors, Empire Colonial design.

\$166 for a mahogany china closet, slatted doors, Empire Colonial design.

\$184 for a 42-inch mahogany china closet, Queen Anne design.

Women Are Buying Spring Suits Right and Left

It doesn't matter how cold the days may be—everybody knows Spring is right around the corner, and everybody likes to feel that her fresh suit is safely in the closet ready to put on the first moment it is desired.

We have scores of the moderately priced suits in now—meaning between \$30 and \$65. They are rather severely tailored sorts, as a rule, of Poiret twill and the lighter weight whipcords, besides gabardines and serges, in grays, tans, navy and black.

Box coats and sacque coats are the rule, with narrow belts or rows of buttons or crows' feet to relieve the severity.

Occasionally there is an odd thing like a flaring hip or curved pockets.

All sizes in most of the styles.

(First Floor, Chestnut)

A Good Little Lot of Women's Overnight Bags

Prices start at \$16 and \$17 for black enamel leather bags, moire silk lined.

Next come somewhat larger dull black leather bags at \$20 and \$22.50.

A fine black calfskin bag, hand sewed and leather lined, is \$25.

And for \$28.50 you get the beauty of the lot—a bag of rich, dull black seal, leather lined.

(Main Floor, Chestnut)

Redleaf Woolen Sports Hose for Women of Fashion

In view of the vogue for woolen stockings and low shoes, news of this shipment from England will be welcome.

Ribbed stockings in heather mixtures, \$5 a pair.

Fancy foot effects, \$6 a pair.

An exceptionally fine wool in several delightful shades, \$10 a pair.

(First Floor, Market)

The Mattress and Bedding Sale Ends With February

And February days are fast running away. While they last you can select from our entire stock of mattresses, pillows, bolsters and bed springs at reduced prices.

You can have us make hair mattresses in any desired size and from your own choice of various grades of clean, sanitary hair.

The February price range for hair mattresses goes from \$24 up to \$90 for double-bed sizes and from \$15 to \$60 for single-bed sizes.

You can choose from ten distinct grades of felted cotton mattresses at \$18 to \$36 for double-bed sizes and \$14.40 to \$31.50 for single-bed sizes.

Also two grades of willowed cotton mattresses at \$12.75 to \$14 for double-bed sizes and \$9.75 to \$12 for single-bed sizes.

During February also we are making feather pillows and bolsters to order at special reductions from our regular rates; and we are offering a good choice of upholstered box springs at reduced prices.

The savings all through are from 10 to 20 per cent, but the time for taking advantage of them is running short.

(Sixth Floor, Chestnut)

Women's Colored Handkerchiefs—50c

We had them copied by an Irish maker from much more expensive kinds.

They are of sheer linen, in the prettiest colors—violets, pinks, greens, blues and tans, and the designs are quite as attractive as the colors.

(Third Floor, Chestnut)

New Dresses for Small Girls

All of white lawn, and the trimmings for the most part are made up of hand smocking, sashes, surplice effects, new collars and such things, and the colors which trim them are pink, blue, yellow or green.

\$4 to \$6—2 to 6 year sizes.

(Third Floor, Chestnut)

Concerning Chairs

Chairs might be divided into two classes—those you can sit in with deep content and the feeling that there is a kindly upholding of every part, such as you might enjoy on a bed of heather; and those you can't.

The chairs in The Little House are as remarkable for this kind of comfort as they are for beauty of color and proportion—in fact, their perfect proportions have quite a lot to do with the comfort. So has their upholstering—they are upholstered purposely to feel, when you sink into them, like soft, beloved, well-cared-for old chairs.

Their covering? Well, it may be rare old needlework or velvet, or it may be some fine modern reproduction, or merely a quaint flowered black rep or glazed chintz.

(Fifth Floor, Chestnut)

Fine Brown Soft Hats for "Regular Fellows"

The sort of hats that appeal to the sort of men who stand square on their feet, play the game and look their fellow men in the eye.

In color a rich seal brown. In shape a graceful Fedora, with a somewhat flattish brim with narrow binding on the edge. Spring weight and silk lined.

Price \$5.

(Main Floor, Market)

Here and There

Old-fashioned slip-covers in the Little House are made of gay glazed chintz—cool, clean, sweet and home-like; in just such covers as one might see in some pretty English cottage.

(Fifth Floor, Chestnut)

Some particularly good hats for boys are beautifully made of English tweeds in rich browns and grays. The shape is of our own design and the price \$4.

(Main Floor, Market)

Boudoir caps of the fluffiest—being combinations of laces and chiffons and ribbons—are \$1.50.

(Third Floor, Central)

It's a Good Time to Get Lace and Metal Bands and Flouncings

for we have a little special lot at quite special prices.

Metal bands, 75c to \$1.25 a yard, are in good designs, attractive colors and 4 to 8 1/2 inches wide.

Flouncings, \$1 to \$2.25 a yard—black net flouncings, embroidered in black and colored nets, embroidered in tinsel and metal thread embroidery. 27 and 36 inches wide.

Allovers, \$2 a yard—are of net, with metal dots.

(West Aisle)

New Fiction

"Maid and Wife," by Carolyn Beecher. A story of a heroine who starts in a small town, drifts to New York and has many experiences. \$1.50.

"The Edge of the World," by Edith Blinn, is a tale of the boundless west and some of the people in it. \$1.50.

"Fighting Byng," by A. Stone, is a mystery story with love as well as adventure in it. \$1.50.

(Main Floor, Thirteenth)

Now an Aeroplane Cretonne

appears and covers many articles in the Art Needlework Store—writing desk sets, scrap baskets, glove and handkerchief boxes, trays, candy boxes, collar boxes and work boxes.

Also there are cottage cretonnes which cover sofa pillows with quaint representations of cottages embowered in green.

(Second Floor, Central)

200 Camisoles Special at \$1

Of pink wash satin or crepe de chine, with laces and ribbons; some styles with colored embroideries on the front. \$1.

(East Aisle)

300 Men's Fine Suits in a Special Sale Tomorrow Morning at \$32

These suits represent practically the whole range of our winter stocks and at \$32 mean savings of \$13 to \$23 on each suit.

These are winter suits in the substantial cheviots and worsteds, and there are sizes for all men.

(Third Floor, Market)



Dishing Up Dinner Seven Days a Week

calls for plenty of dishes on hand, and no woman is a housekeeper until she knows when and where to buy these wares.

In choosing a dinner set, the things to make sure of are the number of pieces, the composition of the set, the character and finish of the wares and the excellence of the patterns.

The Dinner Sets in This Spring China Sale

are an object lesson in good quality.

The variety is equal to every requirement and the prices are 20 to 50 per cent less than our own regular rates.

See the avenue of dinner sets running across the floor to the Chestnut Street end of the building, with counters on either side, showing standard sets from French, English, American and Japanese potteries.

Prices from \$17.50 for English and American sets up to \$175 for French sets. It is a very interesting sight and presents a fine opportunity.

(Fourth Floor, Chestnut)