

Organ plays at 9, 11 and 4:50. Familiar Melody and Chimes at noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER Unsettled

Unprecedented Choice at Half Price in the Furniture Sale

The Gadfly Counted Twenty-Two Aeroplanes Last Week Over the Bay

close by Miami, Florida, where the United States Government maintains an Aviation School, and has an extensive aeroplane garage along the water front.

The sea gulls, pelicans, blue herons and long-legged cranes watched the practicings, antics, rapidities and controlling powers of the huge, man-made birds of the air without any apparent jealousies.

Sky-piloting is one of the marvels of the age and it is only in its infancy; and its future, over sea and land, will affect commercial transportation and the mail and passenger service the world over.

The world is not standing still.

No man has learned everything as yet.

This Store is still in the Alphabet of Commerce.

[Signed] *Joe Wanamaker*

Feb. 24, 1919.

THE FUR SALON has just received some of those smaller neckpieces which are so much worn by women. They include some excellent fisher, besides cross fox, beaver and Hudson seal (dyed muskrat) and are mostly one-skin boas.

(Second Floor, Chestnut)

Huge Black Net Hats With Jet Flowers Is a Spring Idea

With sloping brims and transparent, these new black net hats have straight crowns, with sparkling jet flowers for their chief adorning. They are very charming and are just from the work-room.

But there are other newnesses in millinery—New red hats of rough straw, in small shapes, trimmed with quills.

New purple hats of fine, shiny straw, with soft, feathery edges.

New small hats with upstanding quills stuck straight through the crowns.

And new dress hats of fine straw, faced with silk and trimmed with ostrich feathers.

\$15 to \$30. (Second Floor, Chestnut)

Spring Fashions in Little Girls' Millinery

Ever so many of the new hats are in mushroom sailor shapes—and quite simply trimmed with bows or bands of ribbon. And a number have very long streamers of ribbon.

Others have tiny rosebuds of silk, and some hats are of straw in white and another color—usually a deep or lighter blue shade. Some new little pokes are particularly demure and pretty.

They are usually of Milans and other fine straws and the prices range from \$2.50 to \$15.

(Third Floor, Chestnut)

Dainty New Spring Neckwear—All With Appenzell Embroidery

Most as fine as handwork, and certainly most effective, these new collars and sets are in Spring styles and are as pretty as anything we've had to show you in a long time.

They are done on fine, sheer organdies, and the embroideries are in unusually pretty patterns and effects. Often, too, fine laces are used—Valenciennes or real fillet—and there are tiny tucks occasionally.

The collars are in all the new and fashionable shapes and sizes, and begin at \$3 and go up to \$11.

Collar and cuff sets are handsome—and these are \$4 to \$12.50. Fine gimpes are \$6.50, \$7.50 and \$8.50.

Collars with modesty pieces, \$5 to \$9.50. (Main Floor, Central)

Waists Soft and Sheer

Georgette waists, of course—they may be frivolous, but these are days when it is a great relief to indulge in a bit of such frivolity.

One with a square neck has a good deal of real fillet and hand embroidery, so that \$22.50 doesn't seem so very much for it.

Another in bisque trimmed with navy and machine embroidered is \$10.50.

A white and flesh colored model with hand work is \$6.85. (Third Floor, Central)

Embroidered Crepe Flouncings for Spring Gowns

Not only are they very new, but they are very charming, for the embroidery is most attractive and the colors are lovely.

Of crepe Georgette, they are in deep blue or French blue, in black, taupe, gray, flesh, white or tan, and while some are embroidered in colors, others show a glint of metal thread in the pretty embroidered designs.

They will make lovely afternoon gowns and Dame Fashion approves them highly for Spring.

\$5.25 to \$12.50 a yard. (Main Floor, Central)

SOME of the new separate skirts for Southern wear are so fresh and fine that they are a pleasure just to look at. One style of white wash crepe de chine has a deep band of white satin round the bottom, a crush girdle and curious bone buckle, \$28.50. Another of Georgette crepe with satin stripes in color is box pleated and costs \$27.50. Still another is of white tricolette with a cuff around the bottom of green tricolette, \$37.50; and a Georgette crepe in flesh and white, depends upon a band of silk-worked eyelets for its beauty and costs \$25. (First Floor, Central)

Housewives Please Note

ANYBODY who has been on the lookout for a solid copper, nickel-plated chafing dish, with regulating alcohol burner and solid aluminum blazer for quick cooking, will find it here in the Spring Sale at \$7.75. (Fourth Floor, Central)

AFIVE O'CLOCK tea-kettle and stand which is nickel-plated or brass finished, with sturdy alcohol lamp, is special at \$4. (Fourth Floor, Central)

ASOLID copper tray with nickel-plating is round with pierced edge, the center being satin finished; diameter is 13½ inches, price \$2.65. (Fourth Floor, Central)

IF the coffee isn't quite all it should be perhaps the coffee pot isn't! Try the special percolator selling at \$4.75 for the 6-cup size. It is solid copper, nickel-plated. (Fourth Floor, Central)

ROUND and oval casseroles with pierced metal frames—the latter nickel-plated—have vitrified white insets with decorated covers. Round 3-pint size, \$2.75; oval, 3-pint size, \$3.25. (Fourth Floor, Central)

"MENDETS" for repairing small leaks in enameled ware, aluminum or tin-ware requires no heat and costs only 10c and 25c a package. (Fourth Floor, Central)

AN uncommonly good red cedar chest for \$11 has lock and key, is fitted with castors, and is 35½ inches long, 20½ inches deep and 19 inches high. (Fourth Floor, Market)

UTILITY boxes of clean, well-seasoned wood covered with matting are \$2.75, \$6 and \$6.75, according to size. (Fourth Floor, Market)

AGOOD white enameled tray—19 inches long, 12¾ inches wide—is a Sale special at \$1.25. (Fourth Floor, Market)

CUSTOMERS are telling us daily that the broom we offer at 90c is equal to most brooms at \$1.25. (Fourth Floor, Market)

STERNO canned heat is always ready for instant use in the sick room, nursery or kitchenette; also for travelers' outfits. 65c to \$3. (Fourth Floor, Central)

WHITE enameled tables with porcelain enameled top are sanitary and especially suitable for bedside tables. A shelf beneath will hold bowl and pitcher; 20x16 inches. \$4.85. (Fourth Floor, Central)

Spring Tweeds Just Arrived

A kind that will be much in demand for Spring suits, being rather smooth and not too heavy. It is of American weave; the colors are grays and tans and the width 54 inches. Price \$3 a yard. (First Floor, Chestnut)

More Philippine Nightgowns

Finely hand embroidered, all of them. Some are low necked and short sleeved—the sleeves being both kimono and set-in styles—and priced from \$3.75 to \$9.50.

Some are high necked with long set-in sleeves, and they are \$8 and \$9.50. (Third Floor, Central)



Pedigree and Pianos

"Blood will tell." The thoroughbred—man, horse or dog—shows it. Shows the effect of previous generations of correct actions.

Antecedents count in pianos, too. The piano with a long and honorable record behind it is far more to be trusted than the obscure instrument hustled together in an unprincipled factory and stenciled with various names.

Chickering Schomacker Emerson Lindeman **Knabe Haines Bros. Marshall and Wendell J. C. Campbell**

These are eight of the most famous piano names in America. Any one of these names is a guarantee of satisfaction, and is supported, though unnecessarily, by the warranty of the Wanamaker Store, the only place in Philadelphia where these instruments can be bought. Pianos, player-pianos and reproducing pianos. On convenient terms, if you prefer.

(Egyptian Hall, Second Floor)

English Dinner Sets a Charming Feature of the China Sale

There is something distinctive and charming about English dinner sets. It is partly in the colors, partly in the way the colors are utilized, and partly in the patterns.

In this China Sale we are showing no less than 50 distinct styles of these English services, all of which are represented on the avenue of dinner sets which runs through the heart of the China Store.

We feel that this is the best selected assortment of these services in Philadelphia, and the prices, \$17.50 to \$100 a set, are 20 to 50 per cent less than regular markings.

French, American and Japanese sets are also shown in ample assortment at the same reductions, and there is a beautiful collection of new cut glass at savings of 33 1-3 to 50 per cent. (Fourth Floor, Chestnut)

The Time to Choose Mattresses and Bedding at Special Prices Is Running Short

The choice of mattresses, pillows, bolsters and bed springs is as good now and will be as good on the last day of the Sale—next Friday—as it was on the opening day. The varieties will be exactly the same, the qualities will be the same, and the prices will be the same (up to Friday evening) as they have been since the Sale began.

But the thing to remember is that the time is running short even if opportunities are not. Anybody needing bedding should take advantage of them right away.

Thirty distinct grades of mattresses are offered at February reductions, eighteen grades of hair mattresses (all of which we ourselves make) and twelve grades of cotton mattresses.

We make hair mattresses to order in any size desired, covering them in your own choice of ticking. We also make feather pillows and bolsters as desired. (Sixth Floor, Chestnut)

There's One Man Who Makes Better Tailored Waists

than any other man from whom we get them. Some makers make good plain waists—but there's a knack in making the tailored waists, and the man who sends us this new lot seems to have it.

If a woman wants plain white linen, there are two good styles at \$5.50; both with white pique collars and cuffs—one style to be worn high or low.

Another waist, of wash silk, has white grounds with colored stripes and a collar to be worn high or low. It is \$5.50.

An extra-heavy white habutai silk at \$8 is extremely good looking and is very plainly tailored, is finished with many pearl buttons and has a collar to be worn high or low. The same style blouse in a beautiful quality of men's wear white crepe is \$10.75. (Third Floor, Central)

Specially Good Nainsook—\$2.25 a Piece

Time to start the Spring sewing pretty soon—and many women will find many uses for this soft, good quality nainsook. It is 36 inches wide, there are 10 yards to the piece, and it is not always possible to get this grade for the price. (First Floor, Chestnut)

The Sale of Lamps

100 metal table lamps at a third less have just been brought into the Lamp Sale. They are all two-light electric lamps, in several different finishes—brass, bronze, green, antique gold, Etruscan, Cyprian and Alexandrian. The prices run from \$9 to \$30.

Besides these there are: Wooden floor lamps at \$6.75 to \$47.50.

Solid mahogany candlesticks at 50c.

One-light table lamps at \$1.50 to \$23.50.

Solid mahogany boudoir lamps at \$2.50.

Besides many large and small shades at special prices. (Fourth Floor, Central)

New Low Prices on Fine Domestic Rugs

Hundreds of floor coverings all marked at still less than they have been in the February Sale.

Wilton Rugs 9x12 ft., \$55 and \$69.50

Axminster Rugs 9x12 ft., \$39.50, \$42.50 and \$49.50.

Tapestry Brussels Rugs 9x12 ft., \$37.50. 8.3x10.6 ft., \$29.50. (Seventh Floor, Chestnut)

Two Books of Interest

The first is W. B. Maxwell's "The Mirror and the Lamp," a book serious in purpose, full of truth, and extremely well done. \$1.75.

The other is "The Mystery of the Thirteenth Floor," by Leo Thayer, a tale to appeal to the readers who revel in the intricacies of the mystery story. \$1.50. (Main Floor, Thirteenth)

Two Styles of Men's Shoes Unusually Good for \$7.50

Both are blind eyelet lace shoes of dark mahogany calfskin.

One is made on a straight lace English last and the other is a Blucher with a rounder toe.

Good style shoes, both of them. (Main Floor, Market)

Men's Initial Handkerchiefs, \$6 a Dozen

Irish linen and the neat, practical kind the average man likes to use—narrow, hemstitched hems and a clear, easily read letter in one corner.

Attractively boxed—six to a box. (West Aisle)

Women's Traveling Bags, New and Worth While

Made of an excellent quality of black coltskin, solid leather all through and lined with silk.

The bags are in a high cut, roomy shape and are very good style.

\$13.50 for the 16-inch size and \$15 for the 18-inch size—and these are low prices for these days. (Main Floor, Chestnut)

WHEN you see a bluebird it is certain that Spring is not far away and you may begin to think about bird houses. Do you know that if the houses are weathered they stand a better chance of being hired by the very finest type of bluebird?

The Housefurnishings Store has them of this desirable kind, well made and with rustic finish for \$1.50 to \$2. (Fourth Floor, Central)

But Only Four Days to Do the Choosing

We have no furniture in this sale now of a quality any different from the furniture we have had all along. All of it is Wanamaker furniture of standard quality.

The only difference between what the Sale was three weeks ago and what it is today is in the prices.

All the single sets and pieces are now marked at half price, and there are thousands of such things to be disposed of during these remaining days of the Sale—and every day will find new lots added.

The variety comprises pieces from every division of our regular stocks. There are scores and scores of chiffoniers and chiffrobes, toilet tables, beds, somnoes and night stands.

Serving tables, china closets, individual chairs for bedrooms, dining rooms, halls, libraries and living rooms.

It is as if some good class, moderately sized furniture store should offer you a choice of its entire floor samples at half the lowest prices for which the goods can be regularly sold. The only difference is that these oddments at half price are shown along with our regular matched-up stocks, which still afford splendid choice at savings of 10 to 50 per cent.

A most remarkable feature of the collection at half price is the tremendous selection of desirable things at the figures so many homekeepers naturally think of paying. In serving tables there are sixteen different kinds between \$11.50 and \$28.

There are twenty-three different kinds of beds between \$20 and \$90.

There are twenty-five different kinds of china closets at \$17.50 to \$150.

Bear in mind that all these prices are half the regular rates. Of course, price ranges and number of pieces will vary from day to day, according as pieces are sold and others added.

But the thing to keep in mind above all others is that the time for taking advantage of these opportunities is short—only tomorrow and three more days of the sale now remaining. (Fifth, Sixth and Seventh Floors)

Chairs and Rockers for Living Room at Half Price

- \$17 for an arm rocker; damask upholstered seat.
- \$20 for an arm chair; damask upholstered seat and pillow.
- \$12 for a lacquered side chair; velvet seat.
- \$13.25 for an enamel and decorated side chair; cane seat.
- \$15.75 for an enamel and decorated arm chair; cane seat.
- \$13 for an enamel and decorated side chair; rush seat.
- \$8 for a teakwood side chair; panel back.
- \$12.50 for an enamel and decorated side chair; rush seat.
- \$11.25 for a side chair; denim seat and back, Queen Anne style.
- \$16.50 for a lacquered side chair; denim seat.
- \$18 for a side chair; denim seat and back, Queen Anne style.
- \$29 for an arm chair in walnut; tapestry seat and back.
- \$12 for a mahogany arm chair; upholstered seat and back.
- \$55 for an arm chair in red damask; upholstered seat and back.
- \$17.50 for a wing chair; red velvet seat.
- \$62.50 for a walnut arm chair; upholstered seat and back.
- \$13 for an arm chair in brown birch; spring seat.
- \$12.75 for an arm rocker in brown birch; spring seat.
- \$15.50 for a mahogany-finish arm rocker; upholstered seat.
- \$14.50 for a mahogany-finish arm rocker; upholstered seat.
- \$22 for an upholstered arm chair; adjustable back.
- \$27.50 for an arm chair; upholstered seat and back.
- \$9.75 for a brown side chair; cane seat.
- \$45 for a Louis XVI arm chair in damask.

Settees, Davenport and Chaise Longues at Half Price

- \$23 for a 60-inch mahogany settee; damask seat.
- \$33 for a 72-inch settee; damask seat and roll.
- \$24 for an enamel and decorated chaise longue.
- \$21 for an enamel and decorated chaise longue.
- \$25.50 for an ivory enamel chaise longue.
- \$24.50 for an enamel and decorated chaise longue; upholstered seat.
- \$27 for an enamel and decorated chaise longue; upholstered seat.
- \$33 for a mahogany settee; 72 inches, with cane back and damask seat.
- \$26 for a 66-inch mahogany settee; tapestry seat.
- \$13.25 for a Roman seat; spring seat in cretonne.
- \$50 for a 78-inch Chippendale davenport; tapestry seat and back.
- \$36 for a 72-inch enamel davenport; tapestry seat.
- \$50 for a 78-inch davenport; denim upholstered seat and back.
- \$55 for a 4-piece set, including a settee and three arm rockers; denim upholstered seats and backs.
- \$28 for a 72-inch settee; cane back, denim, loose-cushion seat.
- \$86 for an Empire settee in damask; separate cushion seat.
- \$167.50 for a Louis XVI love seat; upholstered in damask.
- \$85 for an Empire love seat; upholstered in damask.
- \$24 for a mahogany sofa; Jacobean, cane seat and back.

