

Organ Plays at 9, 11, 11:55 and 4:50  
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair and colder.

# Already We Have Sent Furniture From This February Sale to Winnipeg, Canada, and to Syria

These Days Show Off This Store at Its Best in many ways, its roominess, brightness, good air, comfort, and, above all,

Its Full Assortments of the Trustworthy Merchandise

Besides the attractiveness of the Store's contents of rightly priced articles and things of fashion and beauty, to be seen and examined without solicitations to purchase, there is much to learn from the paintings, the music and public comfort rooms that are clean, well lighted and sanitary.

How Can Visitors Reach the Store?

By trains from New Jersey arriving in Camden. Take ferry to Market Street or Chestnut Street and then the Subway-Elevated trains to the Wanamaker Station at Thirteenth Street.

By trains arriving at Reading Terminal. Take trolley or Subway trains one block to Thirteenth Street.

By trains arriving at Broad Street Station. Take trolley or Subway trains around City Hall to Wanamaker's.

By Chestnut and Market Street trolleys direct from West, North and South Philadelphia.

By Thirteenth Street trolleys from as far south as League Island.

By Subway-Elevated from Sixty-ninth Street and converging suburban lines throughout Montgomery, Chester and Delaware Counties.

By Subway-Surface cars from Darby, Chester and nearly all West Philadelphia communities.

There is no place in this or any city where people are as much at home and have privileges of spending a happy day without spending money unless they wish to.

[Signed]

*John Wanamaker*

Feb. 11, 1920.

## The First Spring Days Will Bring Thoughts of Wash Silks

Japanese habutais and crepes particularly, that are used so much for warm weather blouses, gowns, petticoats, negligees, children's clothes and men's shirts—in a word, anything that requires constant tubbing and must needs stand hard wear.

The demand for these silks has increased wonderfully and we are very glad to be able to offer such a good assortment as is here. A heavy quality of genuine Japanese habutai, white with colored stripes, 33 a yard.

A fine grade of genuine Japanese crepe, white with colored stripes, \$3.50 a yard.

N. B.—In connection with Spring gowns, we have still a number of beautiful French and American tinsel brocades at the really remarkably moderate price of \$15 a yard. These are the most fashionable silks for evening gowns, for combining with other silks for afternoon dresses, for hats, bags, slippers and other purposes.

(First Floor, Chestnut)

## One Dozen Best New Fashion Silks

40-inch soft, printed taffetas, \$3.50 a yard.

32-inch white, all-silk broadcloth, \$3.50 a yard.

40-inch crepe de chine, solid colors, \$2.25 a yard.

30-inch ivory white sports satin, \$6 a yard.

40-inch printed Georgette crepe, \$3.75 a yard.

40-inch printed crepe chiffon, \$3 a yard.

(First Floor, Chestnut)

30-inch lustrous paillette de soie, \$3 a yard.

31-inch washable Japanese striped habutai \$3 a yard.

36-inch washable Japanese striped crepe, \$3.50 a yard.

32-inch striped all-silk broadcloth, \$3.50 a yard.

32-inch extra heavy striped broadcloth, \$4.50 a yard.

40-inch printed foulards in wide variety, \$4.50 a yard.

## There's a Spring-like Newness About These \$25 Serge Frocks for Young Women

First of all, the frocks are in a new Spring style—with rows of shining black braid and a new and becoming arrangement as to the bodice. Next, the serge is of good quality, firm and all wool, so that you'll agree they are very good frocks for \$25.

In dark blue, the dresses have new skirts with several horizontal rows of black silk braid, and there is the same braid and silk tassels on the bodice, which is in jacket-like effect and has a V neck.

14 to 20 year sizes—and a frock to wear now and all through the early Spring.

(Second Floor, Chestnut)

A FEW new afternoon dresses have been received in the Women's Fashion Salons—crepes de chine and taffetas, in silver, black, navy and Copenhagen blue. Prices are \$38.50 to \$45.

(First Floor, Central)

## Silvertone Velour Coats for Young Women Are \$35

Not only are they in a good and becoming style, but the colors are those most desirable—navy blue and reinder. All are of soft, warm silvertone velour, of good quality. They have collars that may be buttoned high or worn low, have narrow belts and patch pockets.

14 to 20 year sizes.

(Second Floor, Chestnut)

IN the Fur Salon we can still show you a fairly good collection of specially priced furs—both coats and small furs. Many people are buying them for next year.

(Second Floor, Chestnut)

## Charming New Mesh Bags in Green-Gold Finish

They are all of very fine meshes, plated in the green-gold finish, and they are in new shapes, usually rather long in effect. Some have wider and more elaborately engraved tops than usual, and quite a number have the daintiest pendant ornaments and pearl beads. Among the new bags is one with a tiny vanity case on the top.

\$30 to \$59 each.

(Jewelry Store, Chestnut and Thirteenth)

## Charme d'Amour—a Delightful Scent

It is an exquisite perfume, delicate, fragrant and lasting, with a charm all its own.

Charme d'Amour extract, \$2.50 and \$5 a bottle.

Toilet water, \$5 and \$2.50. Face powder, \$1.50 a package. Sachet, \$1.50 a package. Talcum powder, 75c.

(Main Floor, Chestnut)

## New Braid Girdles for Spring Gowns

Some of the girdles are of silk braid and others are of silk cords, but they are in ever so many different styles and designs and colors. Frequently they are finished with silk ornaments, or unusually long silk tassels.

Prices begin at 85c for the simplest little cord girdle with silk tassels and go on up to \$8.50 for the handsomest one.

(Main Floor, Central)

## Newest Wool Jersey Cloths Are Mixed Color Effects

They are in a heavier weight than the plain colors and are more used for sports suits and coats. The width is 54 inches and they come in very pretty shades of dark and light brown, Copenhagen and greenish brown, \$5 a yard.

Plain colored all-wool jersey cloths for dresses, skirts and so on, \$3.50 a yard in staple shades and \$4 a yard in sports colors. 54 inches wide.

(First Floor, Chestnut)

## Japanese Kimonos

Made of crinkly satin brocade, in pink, light blue, green, yellow and lavender. The front and sleeves are bordered with satin ribbon.

Price \$12.

(Third Floor, Central)

## Philippine Nightgowns

A baker's dozen of charming styles has just arrived—all with kimono sleeves and square necks, and all with the fine dainty handwork which has become such a favorite with women of the best taste.

Prices are \$4.50 to \$10.50.

(Third Floor, Central)

## L. R. Corsets

A pink coutil model, lightly boned, with girdle top, \$2.50. A topless with elastic, long skirt and good boning, \$3.50.

A pink broche with broad band of elastic at waist and long over the hips, \$4. Model for average women; topless, with insertion of elastic and a well-boned hip confiner, \$4.50.

A pink satin hip confiner, very short in the skirt, with elastic in the hip section near the waistline. Excellent for dancing. Price \$4.

But there are nearly a hundred models of L. R.'s—for slender, medium and large figures. Prices \$2 to \$20.50.

(Third Floor, Chestnut)

## Baronet Satin Skirts Special at \$18.75 Each

This is an extremely pretty model, with moderately full gathers all around the waist, a deep girdle trimmed with large pearl buttons, run through with the material, and two lengthwise pockets trimmed with crosswise tucks.

In three colors—white, rose and black.

(First Floor, Central)

## Fluffy Boudoir Caps at \$1.50

Some are of filmy laces, some are of fine nets, and others are of dainty silks, but all are ribbon trimmed, and every one is fresh and dainty.

There are ever so many becoming styles, in white, pale pink, blue and lavender.

(Third Floor, Central)



BOYDIE TRAVIS, dashing among the flocks in BOYDIE'S BROW

## Charming Silk Sports Suits for Women Going South

(In the London Shop)

You will find them in the Little Hosiery and Sweater Shop, where so many of the beautiful silk things are. They are entirely new and distinctive in style, the belted coat and skirt having plain but correct lines.

One style is of triolette in pink, white, blue, navy and black-and-white, trimmed with duvetyne in contrasting colors.

The other style is of fine silk poplin in white, pink, lavender and navy, trimmed with Angora. The price of either style is \$150.

Another smart new garment in the same shop is a black-velvet sports coat, with belt, at \$85.

(The Gallery, Chestnut)

## New Motoring Coats for Men and Women

(In the London Shop)

There are two styles of leather coats for women. One is of tan leather with yoke effect in front, belt all around and straps on sleeves and collar. It is lined with fine wool plaid.

The other style is of soft suede leather in brown or fawn, with belt all around, slashed pockets and plaid lining.

Either style is \$110. There are also some new polo coats that women will like for motor wear. They are in camel's hair in various shades of tan

and are in several styles. Prices \$80 to \$130.

For men we have received some leather reversible coats in which the finest imported tweeds are used. These tweeds are chiefly in the popular herringbone weave in various shades of brown, green and gray. Some of the coats are belted all around, while others have half belts.

Prices \$110 and \$115. There are also camel's-hair polo coats for men at \$80 to \$110.

(The Gallery, Chestnut)



## "There's a Schomacker Piano—Its Voice Is as Sweet as a Nightingale's"

Every one of the half dozen great pianos of the world has to itself some particular and pre-eminent quality of merit. That is why they are the great pianos. High among these instruments of supreme distinction stands

## The Schomacker

Philadelphia's own favorite, perfect piano, and it's great quality is its voice. It is as sweet as a nightingale's, mellow and round and golden.

It is the ideal piano for vocal accompaniment, it is unsurpassed for concert effects.

The beautiful Schomacker may be had either with or without the Ampico. It is sold only at Wanamaker's in Philadelphia.

Schomacker uprights, \$650 and \$675. Schomacker grands, \$1075 and \$1125. Schomacker Ampico, \$1850.

(Egyptian Hall, Second Floor)

## Millinery Fashions for Little Miss Six-and-Under

Quite new straw hats for little girls of two to six years are these of the new polished straw in black, dark blue or pretty brown shades.

The hats are in simple, tailored styles, some with double brims (and these are quite durable), some with upturned brims and some in poke shapes. Quite a number are faced with a straw of contrasting color, and all are simply trimmed with ribbon bows, bands or streamers.

\$2.75 to \$6.75.

(Third Floor, Chestnut)

## SOME people are choosing books for Valentines—see the tableful of books decorated with hearts and arrows, Cupids and greeting bands. Valentines proper are at the counter close to the elevators and cost 5c to \$1.

(Main Floor, Thirteenth)

## Fancy Neck-Cords in Colors

Some are of narrow braids, some of narrow ribbons and they are finished with beads or fancy tassels in the same or contrasting colors. They'll add a bit of brightness to a winter frock or blouse, and you may choose any one of a number of pretty colors or black.

85c to \$1.50 each.

(Main Floor, Central)

THIS sale has long been a national event in its scope and outreach.

But now its scope and service reach away over the frontiers and across the seas into distant lands. From these sales has gone furniture to the British Islands and as far east as China. Already from the one we are holding we have sent furniture to Winnipeg, Canada, and to Syria.

Our furniture has gone to these places and to many other distant places because the people who bought it saw and knew that it was the best and most desirable furniture they could buy for the money in any country that they knew of.

So it is really a fact that this sale has lifted the cabinet-making business of America to a higher plane of excellence and character, to a greater dignity, a finer prestige and a world fame.

The other day we called it "the great American sale," the one sale worthy of America's world pre-eminence in resources, in productivity, in wealth and economic importance.

To be worthy of this description, the sale must be world-spanning in its service, and there is evidence that it is.

## Essentially the Best Sale for People Near By

Not only is it the great American sale and something of a world-sale, but it is both of these things owing to the fact that it is the best sale for people in its immediate vicinity.

It has proven itself to be the best sale for people who want first of all to feel sure as to the basic quality of what they are buying and who, as a consequence, CAN feel sure of the tangibility of what they are saving.

With this assurance of safety, any one buying furniture here starts with an advantage that clears the air of doubt or mystery and gives a confident poise to the judgment.

The certainty of quality, the reality of the saving—after that the whole thing becomes a question of suitability, desirability, general appeal, harmony of line, beauty.

Wanamaker furniture sales are what they are largely because tested by any one of these points Wanamaker furniture is given the preference, and now it is preferred more than ever.

(Fifth, Sixth and Seventh Floors)

## Sweets for Your Valentine

Paper heart boxes to hold sweets are 40c, 60c and \$1.25 each—and you may have whatever sort of candy you like put in them: chocolates, for instance, at \$1.25 a pound.

Glace mint hearts are \$1.50 a pound.

Crystallized cream hearts are 60c a pound.

French chocolate hearts are \$1.25 a pound.

Red satin hearts are \$1.50 each.

Bright red tin heart boxes, hand painted, are \$2.50, \$3.50 and \$5 each.

Jack Horner pies for the table, \$8 and \$10—and they have twelve favors.

Valentine bonbons \$1 and \$1.50 a dozen.

(Down Stairs Store, Chestnut)

## Most Extraordinary Sale of Women's Shoes in Years

The disposal of women's very high grade shoes at \$12 a pair, which we are now conducting, is a remarkable event in several ways.

First, there is a clear and actual saving of from \$2 to \$6 on every pair of shoes in the sale, based on the prices at which such shoes have been selling in our stocks. Based on new prices, the savings are much greater.

Second, these are the finest women's shoes in America, excepting some hand-made footwear in exclusive models in our Little Boot Shop. They are all new in fashion and are all most desirable.

Third, there are high shoes for wear now and next Winter, and low shoes for wear in the South now and in this latitude in the Spring.

There are lace boots, button boots and oxfords; shoes of all-leather; shoes with vamps and tops of different kinds of leathers; shoes with leather vamps and cloth tops; shoes with Louis heels, Cuban heels or military heels. Any good fashion shoe you want.

(First Floor, Market)

## Bellows Suit Cases for Long Trips

These handsome and commodious pieces of luggage are becoming more and more popular, especially with people who like to have a good supply of clothing always with them.

The cases are of black and tan cowhide, with heavy straps, solid brass locks and plain lining.

Sizes 24 to 34 inches.

Prices \$57.50 to \$80.

(Main Floor, Chestnut)

## If You Had to Spend 23 Years of Your Life in Bed

—not only the bedroom furniture proper, but the mattress, pillow, bolster and spring would all seem of considerable importance to you.

Well, you do spend a period of time amounting to 23 years in your bed—that is to say the average individual does who attains to the normal span of 70 years, allowing eight hours out of the 24 to the business of sleep.

There is an old saying that "diet cures more than the doctor," which one may or may not believe.

But there is no doubt as to the restorative and tranquilizing effect of good, sound sleep and just enough, not too much, of it.

The mattress et cetera have much to do with the sweetness and soundness of one's sleep.

The mattresses, pillows, bolsters and springs in this our February Sale are the kind on which one can sleep sweetly and soundly and save good money to boot.

(Sixth Floor, Chestnut)