

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

# Now Come the Days Which Prove That in Actual Advantages

**"An Amusing Witness of Imagination" Is a Bit of Humor** that one of the would-be rivals of Shakespeare long ago worked off in his criticism of the Bard of Stratford-on-Avon, whose cultured Mayor visited us last week.

The idea of talking that way about Shakespeare! What would the critics say of the retail store advertising writings these days published in the responsible daily newspapers of Philadelphia and New York?

[Signed] *John Wanamaker*

Feb. 17, 1920.

## Hints at the New Fashions

A BROWN taffeta afternoon frock shows the short kimono sleeves and saw-tooth edging, and a creamy lingerie collar, \$110.  
A navy tricotine opens from throat to ankle over a henna-colored panel of crepe de chine. Buttonholes down each side are bound with henna and a henna tie breaks the severe neckline, \$140.  
A navy Poirot twill has elbow sleeves, heavy embroidery of green and gold thread, and me-

dallions of embroidered straw, \$225.  
A black taffeta has short sleeves, sapphire blue pipings, and little blue bantams embroidered in the same blue, \$110.  
A navy tricotine with gray wool embroidery is \$125.  
A navy serge with tasseled square neck and accordion pleated sides is \$95.  
A brown Georgette gown over silver cloth is embroidered with black beads, and has short sleeves with bead fringe, \$125.  
(First Floor, Chestnut)

## Now Come Jaunty New Polo Coats in Spring-Like Plaids—For Young Women

So many times there are when a girl has need for a comfortable, smart topcoat like these polo coats, it is little wonder they are so very popular. For ever so many day time needs a coat of this character is most useful, and it is comfortable and becoming at the same time.

These new coats are of a soft, wool plaid in a creamy tan with faint lines of color, and of a pretty gray shade with faint lines of green and purple to make the plaid. They have collars that may be worn high or low, an inverted pleat in the back, narrow belt and many buttons.  
\$50—And 14 to 20 year sizes.  
(Second Floor, Chestnut)

## A Remarkable Opportunity for Women Needing Winter Coats

IN fact for any woman who can use now or in the future a good warm coat, and who wants to pay a very small price for it.  
We have chosen some 175 coats—all kinds, from the plain tailored practical sort to the finest and most fashionable—and we have made the prices on every one much less than it was. It has brought down some of these coats so much that they are actually half price, others are two-thirds or thereabouts.

At \$15, three styles in frieze tailored coats.  
At \$30, both frieze and silvertones.  
At \$47.50, velours (plain and fur trimmed) and silvertones.  
At \$57.50 to \$75, pile fabric coats without fur. With fur from \$100 to \$145.  
At \$75, beautiful styles in evora and velour.  
At \$100, the finest coats of all in evora, bolivia and palauchie, some plain, others handsomely fur trimmed.  
(First Floor, Central)

## Rubber-Soled Motor Hose for Cold and Icy Days

Women have discovered that these heavy woolen stockings, which are worn over the shoes and regular stockings, are splendid for the kind of weather we have been having.  
They keep the feet and legs warm and dry and the rubber soles provide a footing on the icy pavements.  
In various colors at \$6 a pair.  
(First Floor, Market)

## Women's Overnight Bags That Fold Up

Hand made, of dull black long-grain and patent leather, with sewed frames, flat brass catches and gayly colored silk linings. Good, heavy leather, too.  
Sizes 14, 15 and 16 inches.  
Prices \$24 to \$27.50.  
(Main Floor, Chestnut)

## Umbrellas for Small Girls

They are almost exactly like their mothers', having handles with rings, and bakelite tops; seven and eight ribbed frames and covers of green, navy, brown, red and black. Sizes are 18, 20, 22 and 24 inches, and prices are \$5, \$6, \$7.50 and \$10.  
(Main Floor, Market)

**VERY pretty and simple kimonos are of cotton crepe striped in white and colors, the colors being pink, blue and lavender; price \$3.85. Other kimonos are of plain blue, rose or lavender crepe, hand embroidered with birds and flowers in Japan. These are \$6.85.**  
(Third Floor, Central)

## White Waists—Tailored

Two new styles are of madras, one with lay-down collar, and the other with high-low, prices \$3.50 to \$3.85.  
Two other styles of linen, both with pique collars, and one with tucks. These are \$5 and \$5.50.  
(Third Floor, Central)

## New Silver Mesh Bags

They are all of sterling silver and long in shape, pointed at the bottom and finished with a tassel. The frames are either square or pointed and they have silver braid strap handles. Prices are \$70 and \$73.  
But by far the most beautiful of all is a sterling-silver gold-plated mesh bag with a turquoise blue enamel top. It is \$125.  
(Jewelry Store, Chestnut and Thirteenth)

## Young Girls' Petticoats

Black sateen petticoats with flounces, \$2.25 and \$3.  
Colored printed cotton, \$3.25.  
Silk-and-cotton moire in plain colors, \$4.50.  
Figured silk-and-cotton in colors, \$3.75.  
Taffeta silk petticoats, plain and changeable, and jersey petticoats in plain colors, \$6.50 to \$8.50.  
Sizes are 32, 34 and 36 inches long.  
(Third Floor, Chestnut)

## Glorious New Fashion Silks Tell Secrets of Easter Gowns

Full well do they know that they have been chosen to make the most charming frocks for that great occasion and they are glad that it is so.  
Women will find a real pleasure in seeing these new silks and they can easily imagine how beautiful they will be when they are made up. Now is the time they are at their best because of several large shipments just arrived.  
Foulards, as usual, are most popular and fashionable. These are the new 1920 patterns. They are 40 inches wide, \$4 and \$4.50 a yard.  
Printed pussy willow taffetas, exquisite designs, \$5.50 a yard.  
Printed radiums, \$4 and \$5 a yard.  
Printed Georgette crepes, light and dark effects, \$4 a yard.  
Gros de Londres, \$4 a yard.  
Plain colored taffetas, \$4 a yard.  
Black crepe meteor, \$3 a yard and charmeuse, \$5.  
Striped wash silks, \$3 to \$4.50 a yard.  
Many navy blue silks of different weaves are in this collection and they are greatly in demand. Also a new French blue which is here in a heavy satin, 40 inches wide, at \$5.50 a yard.  
(First Floor, Chestnut)

## Women Are Buying the Lovely Fox Furs to Wear Now and in the Spring

For fox is one of the furs that may be worn most becomingly even after the snows are gone and the Wintry winds have died down.  
There is the rich black fox, the pretty brown and the fashionable taupe fox—all in the animal scarf style. There are different sizes, but all, of course, are finished with heads and tails.  
And at their present very moderate prices, \$40 to \$115 (they have been greatly reduced), they are very good values indeed.  
(Second Floor, Chestnut)

## It Will Be Many Days Before You Can Hear the Songs of the Birds

But you can have a glorious **AMPICO** Reproducing Piano playing in your home right away. Convenient terms will be arranged.  
(Egyptian Hall, Second Floor)

## Washable Capeskin Gloves for Women to Wear Right Now

Most women are agreed that for Winter wear, the capeskin is one of the most practical gloves—and when it is washable it is even more so! These are good-looking, well-made Winter gloves, of sturdy skins and in the fashionable styles.  
\$2.75 a pair for brown or gray capeskins.  
\$3.50 a pair for a better quality in tan.  
And \$4 a pair for a still finer grade in pearl, brown or mastic.  
All have 1-clasp fastening.  
(Main Floor, Central)

## 400 Yards Blue Serge Special at \$2.50 a Yard

A new shipment and so much better in quality than the usual \$2.50 serge that it is entitled to be called "special."  
It is all-wool and very fine and soft and it would make the nicest sort of Spring dresses either for women or children. The width is 40 inches and there is just the one shade of dark blue but it is a very pretty one.  
(First Floor, Chestnut)

## "Scented or Unscented" An Amusing Soap Story

Our famous Philadelphia Hardwater Soap, when it was introduced years ago, first came only in the almond scent. This year it comes in almond, verbena, violet and unscented.  
Once a man bought a dozen cakes and the saleswoman asked: "Will you have it scented or unscented?"  
The man seemed puzzled by the question, but at length he replied: "Neither, thank you; I'll take it with me."  
There are lots of good stories about our Hardwater Soap, and one of the funniest is about the queer efforts that are being made in some quarters to imitate it.  
Usually the soap sells for 20c a cake, but during the month of March we will sell a million cakes at \$1 a dozen.  
We will take your order now for March delivery, if you like.  
(Main Floor, Chestnut)

## Lillian Brassieres and Bandeaux

One of pink-striped tricot which makes an excellent bust confiner, \$4.  
A bandeau of non-stretchable pink mesh with medium back to support the flesh over the shoulders, fastening in back, \$4.  
Dotted pink affair with darts in front and elastic in back, \$3.50.  
Brassieres of all-over shadow-lace, with filet and Valenciennes; lining of white net, \$7.  
Pink mesh with elastic at waist-line, \$3.  
(Third Floor, Chestnut)

**ORIENTAL slippers are being cleared out at \$1 to \$4—the first price for babies' slippers of quilted silk, with little Bunny Rabbit pompons on their toes, and the last for their mothers' velvet slippers with Chinese embroidery. All the prices are lower than usual because the slippers are a trifle shop-worn.**  
(Fourth Floor, Chestnut)

# the Wanamaker Furniture Sale Is a Great Reality

IF THE appointments of your home mean anything to you, now is the time to prove it. If you have any need for good furniture, now is the time to buy it. The great February Furniture Sale is rapidly becoming a matter of days, but the furniture in it is still abundant beyond anything to be found in any other place.

The opportunity to choose from such a splendid collection of cabinet work at reduced prices means more to everybody this year than it has ever meant, because of the conditions obtaining in the market. In the face of these conditions it is wise to buy your furniture now, because there is no sign that they will change in a good while.

The world is short of mahogany and of ships to bring it from the countries in which it grows. Mahogany, you must know, like many fine things in nature, does not flourish in abundance. There are no mahogany forests, but just a tree or group of trees growing here and there, usually towering over the other trees. Circassian walnut, which used to come from the borders of the Black Sea, Russia, is scarce for reasons which must be obvious. Fortunately our own American walnut makes beautiful furniture, but the factories can hardly keep up with the demand, not only for this but for all other classes of furniture. While the Wanamaker

February Sale lasts you can select from the largest individual stock of standard quality furniture in the world—mahogany, walnut, oak, upholstered, hand-decorated, antique and modern models—at reduced prices. It is all such good furniture that most people who know something about furniture would rather buy it at a saving of 10 per cent than buy any other furniture at a saving, real or mythical, of three times ten. We have had an astonishing record of distribution so far in this sale, but you would never think so to look at the magnificent assortment of furniture here today. There is no furniture sale like a Wanamaker Sale, there is no stock of furniture like



a Wanamaker stock and there is no time that brings out these facts so clearly and unmistakably as now, when we are getting along toward the beginning of the end.

## Hundreds of Small Rugs of the Better Sort

So much needed for bare spaces in front of windows, in doorways and in halls.  
Wilton Rugs  
27x54 in., \$11.50, \$12.75 and \$18.  
36x63 in., \$19.50, \$21 and \$28.25.  
Velvet Rugs  
27x54 in., \$7.50 and \$10.50.  
36x63 in., \$15.  
Axminster Rugs  
27x54 in., \$6, \$6.75 and \$7.75.  
36x70 in., \$9.75, \$10.75, \$11.50 and \$12.50.  
Body Brussels Rugs  
27x54 in., \$7.35.  
Plain "Art" Rugs  
30x60 in., \$5.75.  
36x72 in., \$8.  
(Seventh Floor, Chestnut)

**IF there is any time that the family really needs a thermometer, both for pleasure and profit, it is when the weather is most temperamental. The Optical Goods Store has them from 50c to \$10.**  
(Main Gallery, Chestnut)

## Hot-Water Bottles Are Needed These Nights

Many people like to use the metal bottles and find them very satisfactory indeed. They are in various sizes and retain the heat for a long period.  
Prices start at \$2 for the first size, and go on up—\$2.50, \$3 and \$4 for the larger bottles.  
(Main Floor, Chestnut)

## For Housewives

Sanozone, the Apine disinfectant, is exceedingly agreeable in living rooms. Prices from 40c to \$1.  
The Nomore dust sweeping compound may be had for 40c a can.  
Dish and glass towels, 35c and 40c each.  
Septola disinfectant cleans everything from cellar to attic. 25c to \$3.25 a bottle.  
Bamboo-handled brooms, very light, \$1.35.  
A non-explosive cleaner for household and automobile use, 50c and \$1 a bottle.  
Beacon insecticide is an effective mixture for destroying household insects. 60c to \$1.75 a can.  
(Fourth Floor, Market)

## Warm Bloomers for Women

Of light-colored silk, knee-length, \$4.50 to \$8.50.  
Dark silk, ankle-length, \$6.85 to \$10.50.  
Black sateen, knee-length, \$1.85; ankle-length, \$4.75.  
(Third Floor, Central)

## Men's Fur Lined and Fur Collared Overcoats of Particular Excellence at the Prices

When the wind blows from the Arctic regions the one outer garment in which a man can face it is a fur-lined overcoat. Self-protection demands that every man who can possibly have a fur-lined overcoat should have one. We have a very fine group of these splendid garments at particularly low prices—from \$180 to \$247.50. We don't think they are excelled at these figures anywhere. All are lined with marmot and the collars are variously of otter, beaver, nutria, seal and plucked otter. Black, fancy and Oxford shells. We also have a number of fur-collared overcoats at remarkably low prices—\$112.50 and \$135. The coats at \$112.50 are in fancy mixed woollens with collars of nutria and otter. The other coats are in Oxford, dogskin-lined and with collars of Persian lamb or racoon.  
(Third Floor, Market)

## Men's Very Fine Silk Shirts With Pleated Bosoms

The silk in these shirts is an exceptional quality and the garments were made in our own Custom Shirt Factory, which means beautiful workmanship and generous measurements. The pleated bosoms are thick and soft and add much to the luxurious appearance of the shirts. Price \$15.  
(Main Floor, Market)

## Boys' Handkerchiefs of Airplane Linen—\$5.50 a Dozen

This is the linen that was woven for airplane use, and it is strong and durable, yet not too heavy for handkerchiefs. All these are made in the simple hemstitched style that is always liked, and they have two widths of hem—one-quarter and one-half inch.  
(West Aisle)

## Warm Blankets \$12 a Pair—Much Below the Market

These are a very exceptional lot of blankets. Woven of wool and cotton, the percentage of wool being unusually high for blankets selling at this price today. Our regular price for this blanket was 25 per cent higher, but it would have to be higher still if we had to buy them in today's market. Double-bed size—70x82 inches—with borders of pink or blue. The best blankets at the price in Philadelphia, we do believe.  
(Sixth Floor, Central)

## The Half-Yearly Sale of China and Glassware Is Exclusively a Wanamaker Sale of Wanamaker Goods

Wanamaker china is known to be of the best and most reputable kind. It is also well understood that we could never afford to deal in a questionable kind. There is such a thing as mean quality in dishes. We use endless vigilance to keep out dishes of mean quality. We are equally vigilant regarding quality of glass. Cut glass of mean quality is something for which we have neither time nor toleration. In this half-yearly sale there are no wares but wares of Wanamaker quality. All our regular dinner sets, French, English and American, and including open-stock patterns, are at considerably reduced prices. The selection is wonderful and the savings extraordinary in view of conditions. A splendid collection of cut glass is offered at savings of one-third. Most of these goods are from our own regular assortments, but there are some new purchases of rare interest. There is a large offering of the inexpensive staple glassware in light cuttings at



rather heavy cuts in price. It is one of the great replenishing times of the year in china and glassware—a great time for you to look to your requirements in goods of this kind.  
(Fourth Floor, Chestnut)