

Organ Plays at 9, 11  
and 4:45  
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Rain or Sleet

# The Furniture Sale Is Still the Greatest Merchandising Event in Philadelphia, but at Wanamaker's There Are Many Other New and Interesting Things Every Day

## There Must Be a Limit to Babyhood

You can put up with a lad who falls into the habit of grumbling, moaning, groaning, whining, complaining, but it should stop with boyhood.

But let us, when we can, avoid the man who wears a suit of crepe and plays a dirge with his voice and manners.

To deliver each other from the whining man who retails horrors and prophecies earthquakes and calamities, will be a favor until he finds himself out and begins over again.

[Signed] *John Wanamaker*

February 15, 1922.

## Look for New Silks Every Day Now

The lovely new Spring silks are coming in and going out so fast we have scarcely a chance to get acquainted with them.

Among the most popular, and incidentally the most fashionable, are Georgette crepes, plain and printed crepes de chine, printed foulards, sports silks of various kinds and the new novelty Canton crepes with satin stripes.

(First Floor)

## These Good Silks Are All Specially Priced

They are excellent values and many women are buying them with the idea of having them made up into Spring dresses and blouses.

Crepes de chine, sports satin, pongee, crepes meteor and tricolette. Prices go from \$1 to \$2.50 a yard.

(East Aisle)

**CHIFFON** ruffled negligees of crepe de chine are the latest comers in the French Room. They are as soft as clouds and very much the same tones of pink and blue, price \$20.

(Third Floor)

## Women Certainly Do Like Tweed Coats for Spring

The new tweed coats (and there are also capes in the same materials) are pretty enough to make any woman fall in love with them at first sight.

They are made of fine English tweeds, tan, gray or greenish grounds, with an indistinct overplaid of red or green. A few of the coats also come in plain-colored tweeds.

The coats are in mannish styles with large roll collar, raglan shoulder, box pleat in the back and narrow belt. They are \$45.

The capes are very full, long and circular in shape, with large armholes and straps to cross and fasten in the back. They are \$37.50.

(First Floor)

## A Touch of Color Makes Blouse and Suit Akin

And it is this touch of color that many women are asking for in the blouses for their Spring suits.

Rose, Copenhagen, tan and green are among the favorite trimmings on the newest tub blouses, and there are at least a dozen styles just between the prices of \$1.85 and \$7.75.

Some open in the front, others in the back, and the color is introduced as a piping or frill on the collar, cuffs and sometimes the pleating down the front.

(Third Floor)

## Small Checks in Skirts Are Very Well Liked

Women are even coming in to ask for them in the new Spring sports skirts to be worn with sweaters.

And here they are—some very pretty new light-weight velour skirts in small red-and-white, jade-and-white and brown-and-tan checks, made in sports style with gathered back and plain front and priced at \$18.75.

Also small broken checks appear in some new worsted sports skirts, henna-and-white, black-and-white and navy-and-tan at \$15.

(First Floor)

## New Homespun Suitings in Sports Colors

There is an exquisite shade of French blue, coral, biscuit, tangerine, Copenhagen, leather and gray—just such colors as a debutante and her younger sisters are choosing for their Spring sports costume, whether it will be a suit or a dress-and-cape combination.

These homespun are all-wool, very soft and of beautiful texture, and they are 48 inches wide and \$3 a yard.

(First Floor)

## Comfort Is the First Shoe Essential for Many Women

who are on their feet a great deal. And comfort combined with good appearance distinguishes each of the eight styles of soft black glazed kidskin shoes we have provided especially for their needs.

These shoes may be chosen with buttoned or laced tops, with full round toes and low heels, medium toes and higher heels, or narrower toes and Cuban heels. One style has the combination last that provides a broad vamp with narrower heel and ankle dimensions.

We know no better shoes for solid comfort, short of an actual corrective shoe.

Prices are \$9, \$9.75, \$10, \$12 and \$15.

(First Floor)

## Women's \$2 "Wanasilk" Stockings for Spring

Right now selection is complete in black, white and the most desired shoe shades.

These stockings are made of pure dyed silk without loading and have tops and soles of fine mercerized cotton. They are regarded by many as the best stockings at their price.



## "Occasion" Gowns of Beaded Crepe for Young Women

With few exceptions these beautiful gowns are all beaded, in crystal or steel or tiny colored beads. Their colors are exquisite—the palest rose coral, vivid sapphire blue, the cold blue of periwinkle, lovely orchids and mauves, delicate grays, the softest of beige and fawn color, warm hennas and canna reds, and plenty of navy blue, black and white.

Canton crepes, Georgette crepes and crepes de chine are the familiar fabrics, but the styles are wholly new—the new heron and waistlines, the new sleeve shapes, new girdle and sash effects, the quite new resurrounding in beading and handwork.

There are very lovely gowns among them for \$55, and prices go up by degrees to \$115.

(Second Floor)

UNCOMMONLY well carved pendants of imitation jade appear tomorrow in the Store of Inexpensive Jewelry. Those on black cords are \$2.50 to \$4 and those on nothing at all are \$1.25 to \$7.50.

(Main Floor)

## A Small Girl in a Smocked Frock

is nearly always a pretty sight. Mothers who dress their little daughters with particular care invariably like these *hand-smocked pongee dresses* which we have made especially for carefully dressed little girls of from six to ten years. The natural-color pongee is of a firm and sturdy quality. A simple hand embroidery in brown finishes the deep hem, collar, cuffs and pockets; and the yokes are deeply smocked by hand, and in some instances embroidered.

They are priced \$15.

(Second Floor)

THE Children's Store has some soft, sheer hand-made slippers for tiny babies. Some of them are in the shirred bishop style; some are yoked, some simply tucked and hemstitched. \$2.50 to \$4.50 will buy one.

(Third Floor)

## The New Silk Cord Girdles

are made of braided silk cord, in brown or blue or black, dull gold or silver, or in high colors to wear with sports apparel. Nearly all have long tasseled ends. They are a very pretty and graceful finish to the gown, and are priced from 85c to \$6.75 in the Dress Trimming Section.

(Main Floor)

CHINESE sewing baskets of brown bamboo trimmed with beads, rings and Chinese colors, and in five sizes, are reduced—present prices being 50c to \$1.50.

## MIRRORS

There is an old Japanese legend of a mirror that disrupted a home.

A man found it in the street and, believing it the portrait of his father, took it home and worshiped it.

His wife, gazing in it, believed it the portrait of another woman, a rival.

The priest, called in to settle the family dissension, saw in it the portrait of a holy man and carried it off to the temple!

Mirrors are better understood nowadays. Few rooms are well furnished without one or more.

And few better opportunities present themselves to secure the necessary mirrors for the home than this present month of February, when every mirror in the picture store is very much reduced—some as much as 50 per cent; none less than 10 per cent.

There are some very effective and beautiful mirrors among them.

(Fifth Floor)

## One More Carload of the Famous Wanamaker Special Refrigerators at \$32

The Wanamaker Special is a refrigerator most favorably known to the people of Philadelphia for years.

It is regarded as probably the best value to be had in any refrigerator of its size.

It is a most convenient type for a small family or apartments, being 33 inches wide, 18 inches deep and 48 inches high.

The ice chamber has capacity for 100 pounds of ice, and there is ample room in the provision and butter and milk chambers.

Not a soft pine box, but hardwood in golden oak finish.

(Fourth Floor)

## Women's Light-Weight Leather Suit Cases

Black long-grain seal and long-grain cowhide are used in these cases, which are noted for their good workmanship and light weight. Some are made with rounded corners and gold-plated locks and all have moire linings.

In 18 to 24 inch sizes. Prices \$18 to \$47.50.

(Main Floor)

## Substantial Savings on Fine Domestic Rugs

High-grade and standard Wilton rugs in the most popular size—9x12 ft.—may be had here now at \$65 and \$95, which is much less than rugs of these qualities usually sell for.

(Seventh Floor)

## Lamb's-Wool Quilts—\$5 Best in Philadelphia

At least so we are told, and we believe it. Filled with a sheet of lamb's-wool, that is, 3 lbs. of real virgin wool, covered with silkline in a floral all-over pattern and bordered with plain sateen in a harmonizing shade.

The color effects are pink, blue, lemon and lavender.

Extraordinary at \$5 each.

(Sixth Floor)

## Why Not Buy Office Furniture When Prices Are Low?

All the office furniture in our stock is offered in the February Sale at decided reductions from our regular prices.

These are some of the low-priced and medium-priced pieces:

Flat-top desks, \$26, \$28.50, \$36 up to \$102.  
Roll-top desks, \$42, \$55, \$68 up to \$135.  
Double desks, \$60 to \$125.  
Typewriter desks, \$35, \$43, \$50 to \$65.

(Third Floor)

## The Best Mattress Sale in Years

This is a Sale of undiminishing opportunities. It is precisely as good a sale today as it was on the opening day.

Varieties and values are exactly the same. The sale is backed with our entire stock of mattresses, mattress materials, feather pillows and bolsters and bedsprings.

That is enough to make it the best sale of good bedding anywhere, and to keep it so until

## New Golf Clubs From Britain's Best Makers

An unusually fine selection in both wood and iron clubs.

From Winton we have Braid's drivers, brassies and spoons and Herd's and Hover's wood and iron clubs in all models at \$5.

From Robert Simpson, of Carnoustie, Scotland, come the Perfect Balance, Medalist, Simplex and H. H. drivers, brassies and spoons at \$5.

From Robert Forgan we have A. Kirkcaldy drivers, brassies, spoons, putters, midirons, mashies, mashie niblicks, driving irons and putting cleeks at \$5.

All of these can also be had in left-hand and women's models.

Silver King golf balls, \$12 a dozen—a new shipment has just come in.

(The Gallery)

## A New Silver Plated Ware Is Extremely Picturesque

Quaint windmills, castles, placid lakes with sailboats and other features of typical Flemish landscapes are depicted in a series of charming little picture decorations.

Somehow people found no trouble in discovering the first few pieces of this attractive ware and they were soon gone.

Now there have come some very pretty table mats to go under hot plates, starting as low as \$1.75. There are oddly shaped cake baskets, compotes, water pitchers, flower baskets, vases, sandwich trays and centerpieces, the latter from \$12 to \$24.

(Main Floor)



## Men's Beautiful Imported Shirtings for Spring

(In the London Shop)

The Men's Custom Shirt Shop is showing one of the most notable collections of imported shirtings ever seen in this city.

British and French fabrics that are fine in texture and distinctive in design.

Madras, silk, silk-and-linen, poplin and flannel are the materials, and among the silks are some of those rich white silks from Japan.

Wanamaker custom shirts are celebrated for their correctness, comfort and beautiful workmanship.

Prices start at \$7.50.

(The Gallery)

## "Dynamic Symmetry the Greek Vase"

By Jay Hambidge

This is a contribution to the literature of art more searching and revealing than anything published during the last century. Some think that Mr. Hambidge's interpretation will mean as much to art as the work of Einstein means to science. At any rate, students and other people seriously concerned with art may be glad to know that the book is now on sale in the Wanamaker Book Store. Price \$6.

(Main Floor)

# February Days Are Passing But the Great FEBRUARY FURNITURE SALE

## Is Still Surpassing in Its Opportunities

Tomorrow, as at the beginning, this is the sale that will bring the goods that people want at the prices that appeal to their common sense.

Tomorrow, as at the beginning, the whole strength of the sale lies in that fact, the fact that it is pre-eminently "the sale with the goods."

Now, to show you that this is really and truly a fact and not just a phrase, we have made a survey of the stocks.

At this moment we have on the floors, exclusive of warehouse reserves, 125 different overstuffed living-room suits of three pieces (stuffed with curled hair) at \$165 to \$2400.

You don't have to buy them as suits. You can buy the davenport, the easy chair or the wing chair separately if you like.

On the floor also, and exclusive of warehouse reserves, we have—

160 different dining-room suits at \$220 to \$4250.

In most cases pieces may be bought separately if desired.

And 275 different bedroom suits priced at \$135 to \$1632. Many times that number in the warehouse.

You can purchase the individual pieces in most cases.

Of Colonial post beds we have over 75 different styles on the floor, priced at \$24.50 to \$180 each.

And ample warehouse stocks back of them.

Then there are the thousands of individual pieces such as—

- End Tables
- Gate Leg Tables
- Windsor Chairs
- Ladder Back Chairs
- Tea Wagons
- Nests of Tables
- Davenport
- Couches
- Daybeds
- Dining-Tables
- Sets of Dining-Room Chairs
- Chests of Drawers
- Highboys

All this notwithstanding the greatest day-to-day selling we have ever experienced.

The right goods and plenty of them at the right prices—that's the story and the proof is here.

