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## Store Opens s:so A. M. $\quad$ WANAMAKER'S

## The One and Only Store That Has Standardized the Quality of Furniture Is the Store for You to Buy Furniture In (Especially During Sales)


#### Abstract

This is the one and only furniture store that has standardized the quality of furniture, in so far as it can be standardized. No other store th however, be clearly understood.

By standardize we mean to lift up. Too often it means merely to maintain; for instance, oo maintain and keep from going down qualities that are ture, as we understand the term and put it into practice, is to make everything better that can be made better and, of course, never to let things be made worse, either to bring down their price or for any other consideration. The result is that our standard is always rising, espetriby with these sales which have so enlarged our disto have furniture made better than it has ever been made and priced lower than it has ever been priced.

We think it is very there is no way whereby this Furniture Sale could have become the greatest retail business event in the world except by always affording greates choice of the best goods. Will you mark it well, that the goods which made these sales so great are better today than they have ever been, because these good, reliable Wanamaker grades have now been vastly improved, yet their prices are as low as ever, and in many cases lower This applies in particular where it counts for mostin the medium-priced bedroom and dining room furniture, which must necessarily form the bulk and backbone of the which must necessarily form the bulk and bach stock from which most good homes are made.


250 Women's Dresses Going at $\$ 7.50$ and $\$ 10$
Odds and ends of Winter stocks, all freshly reduced, so that present prices are no more than half what the dresses
sold for originaly, and all kinds that will fill in admirably between Winter clothes and fresh Spring ones.
At $\$ 7.50$ expect coat-dresses of serge and satin; serge alone and charmeuse and velvet, mostly blue and black.
At $\$ 10$ are velvet and serge dresses and $a$ few of At $\$ 10$
charmeuse
Peope. eiring extra dress to tuck in a grip are particularly invited to look over both groups.

## New Spring Silks <br> 50 c and 65 c a Yard

Foulards, all silk and 22 inches wide, in the pretty black into the nicest kind of dresses for all-around serviceable wear.

Colored Shantung pongees, 65 c a yard, which is much less than these silks usually cost.
Sik dress lengths and remnants of many other silks or Spring gowns, waists, petticoats and trimmings, variously priced, but all at a a considerable saving.

Almost Everything You Need for a Bed Can Be Bought at a Saving
-mattresses, pillows, bolsters, springs, blankets and quilts. Mattresses, bolsters, pillows and springs are having their February Sale in connection with the Furniture Sale. This year for the first time every mattress in our possession is offered at a special price. The savings go from 10 per cent. on these goods up to 25 per cent, on mattresses made fr cotton.
Eve
ery piece of bedding in the sale is hygienically certifled.

Hair mattresses, double-bed size, $\$ 10.80$ up to $\$ 28$; single-bed size at $\$ 6.75$ up to $\$ 17.50$.
15 ; single-bed size, $\$ 6$ to $\$ 12$.
Fine, clean feather pillows, $\$ 1.50$ and $\$ 2$ each.
Fine, clean feather bolsters, $\$ 3$ and $\$ 4$ each.
Fiteel bed springs, $\$ 3.75$ to $\$ 6.25$ each.
Box springs, $\$ 10$ to $\$ 19$ for single beds; $\$ 10,50$ to $\$ 20$ for double beds.
specially prieed blankets-new purchases- $\$ 5$ and $\$ 6$ a pair, all-wool filled, cotton warped.
to 25 per cent. of com various kinds and colora Wool-Alled quilts clearing groups- $\$ 2.75$, $85, \$ 8.50$ up to $\$ 20$ each. Savings 15 to 50 per cent.
Down-illed quilts, made in France, coovered in satin,
trimmed with lace, all at halved prices $\$ 62.50$ to $\$ 125$,


## Mantel and Desk Clocks in Fine Mahogany Cases

You may try the experiment of putting them in the drawing room, library, dining room, study or bed-

rooms, and everywhere these mahogany clocks are perfectly at home and seemingly made for that parProbably that is why they are such general favorites. Nearly all have the simple Colonial lines or slight variations
better sort

Mahogany mantel clocks, hour and half hour strike, $\$ 10$ to $\$ 37.50$. With chimes, $\$ 24$ to $\$ 95$, and one Mahogany desk or bedroom clocks, eight-day movements, $\$ 3.75$ to $\$ 10$

Note-A number of fine French mantel clocks in their former prices. They are now $\$ 50$ to $\$ 375$.

The Market Has Risen, But These New Bales of Oriental Rugs Have Not
Since we ordered them, many months ago (at the first ign of a possible scarcity), their prices have gone up and up. Having secured them at the old low market rates, we
are offering them on the same basis; that is, at the old unrisen prices, despite the fact that rugs of this kind ha never been scarcer.

Beluchistans, $2 \times 5, \$ 15 ; 3 \times 5.6, \$ 19.50 ; 8 \times 7 . \$ 25$.
Mossouls and Guendjes, $3 \times 6, \$ 15.75$.
Mossouls and Hamadans, $3.6 \times 7, \$ 19.75$.
Cabestans and Shirvans, $3 \times 5, \$ 17.50$.
Anatolian mats, $\$ 5.75, \$ 7.50, \$ 9.75$.
Irans, Kurdistans and Hamadans, size $4 \times 7, \$ 30$ to $\$ 45$. Hall strips, $3.6 \times 12$ to $15, \$ 25$ to $\$ 45$.
Plenty of carpet-size pieces at low prices in the new shipments also.

## 1000 Crepe de Chine Waists Are Marked at $\$ 3.85$

When a certain large manufacturer finished filling his Spring orders he found that there were many little odd groups left, some only with one or two styles alike. But all are very pretty and new, and there are light and dark colors, Both low and high collars, but all the waists have long sleeves and some have broidery on the material.

NEWTON COAL is augmenting daily the enormous quality prestige it has estabish in Philadelphia homes and power plants.

It is an honest coa-a dependable coal and there is a positive

2240 LBS. TO EVERY TON
EVERY TIME
You'll be pleased also with the prompt ness and care of Newton delivery.
Egg $87.00 ;$ Stove $57.25 ;$ Nut 87.50
GEO. B. NEWTON COAL CO.

