

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

"You Certainly Have the Goods and Plenty of Them in This February Furniture Sale"

Now That Philadelphia Has Set Sail Under

the new charter it will interest many to know that William Penn, on the 16th of Sixth Month, 1683, wrote that "Philadelphia, the expectation of those that are concerned in this Province, is at last laid out to the great content of those here that are anyway interested therein, and this I will say, for that of all the many places I (William Penn) have seen in the world, I remember not one better seated."

Thomas Holme, the surveyor general, in his advertisement for purchasers, says: "The City of Philadelphia now extends from river to river and in breadth near a mile."

On the 26th of Fifth Month, 1684, a council of ten men was appointed to draw up a charter for Philadelphia to be made a borough with a mayor and six aldermen.

Philadelphia's first charter as a city was granted William Penn on October 25, 1701.

One hundred years ago, 1820, the city population was sixty-three thousand eight hundred and two.

As the town extended there were ten districts incorporated, such as Northern Liberties, Spring Garden, etc.

We must learn more of our early history and work together to make our city greater.

[Signed] *John Wanamaker*

Jan. 29, 1920.

Here Go Nearly 100 Young Women's Sweetest Evening Gowns

and every one at less than half its regular price.

We have not known of such another opportunity since the Winter began.

Exquisite silken things at \$15 to \$75—in some cases hardly enough to pay for the silk that went to make them.

There's remarkable variety of favorite, fashionable colors, such as pink, maize, light blues, orchid, brocaded blacks, and flit lace over taffeta.

At these low prices only because we must have them cleared away to make room for Spring things.

(Second Floor, Chestnut)

Women's Topcoats at Special Prices

A model that is specially desirable is of serviceable frize cloth in oxford gray. It is half lined with heavy p.e.l.in. The back is pleated in panel effect and the collar may be worn high or low. Price \$47.50.

A handsome model of silver-tone may be had in black, navy blue or brown and is full lined with plain peau de cygne. The sleeves are raglan and the deep collar may be buttoned high in the neck or thrown open. Price \$57.50.

A dolman model of softest Bolivia comes in black, taupe or brown and is full lined with figured peau de cygne. It is effectively trimmed with pinch tucks and the full collar is cut circular. Price \$95.

(First Floor, Central)

Handmade Waists Specially Priced

There are not many of them, and they are all desirable. Trimmed in delightful design with the Porto Rican drawwork that is so exquisite.

The materials are soft batiste and voile and they are all made with tucking in the back.

(East Aisle, Out-Post, Main Floor)

Such Furs as You Will Wear Nearly All Summer—Now at Half

That is, all the beautiful scarfs and sets, going now for just 50 per cent of their standard values.

Every piece a good, sound fur, true to name, beautifully lined, and representing the finest workmanship.

Taupe, brown and black wolf scarfs, \$20 to \$55.

Black lynx animal scarfs, \$32.50 to \$75.

Hudson seal (dyed muskrat) scarfs, \$30 to \$135.

Taupe nutria scarfs, \$20 to \$75.

Taupe, brown and cross fox sets, \$67.50 to \$150.

Taupe and brown wolf sets, \$40 to \$52.50.

Other furs in the sale include mole, skunk, beaver, sable, mink, squirrel, Australian opossum and fisher.

(Second Floor, Chestnut)

To Think of Such Young Women's Skirts as These Reduced!

Some of the nicest, cheeriest merchandise in the house, the very favorite things of the hour for those who like pretty skirts to go with smart shirtwaists, and in great demand by business women—but they were bought as Winter goods, and, all Winter things must go!

Only 100—priced now at \$12.50 to \$20.

(Second Floor, Chestnut)

BLACK Enamel Suit Cases for \$8 and \$8.50

Many people prefer them to leather cases because of their light weight—even aside from the fact that a leather suit case costs about three times as much.

These are fiber bound, with leather corners and handles, and contain tray and shirred pockets.

24 and 26 inches.

(Main Floor, Chestnut)

IF ALL the remarks and observations made by advanced visitors to the February Furniture Sale were boiled down and compressed, that is what they would amount to.

That one sentiment, or rather conviction, based on evidence that cannot be gainsaid, seemed to vibrate throughout the furniture floors.

"Wanamaker's has the goods, and such a stock of them."

Of course, this is the usual thing, the invariable thing at Wanamaker's, as is generally known, but in this sale it means more than usual. For one thing it means security, safety for everybody who has money to invest in furniture and would like to be absolutely certain of investing it to the greatest advantage.

It is a recognized fact that the sale which is based on quality and which with the certainty of good quality, combines the advantages of magnitude is the best sale for anybody needing good furniture to come to.

We know very well that you will read of furniture to be had here, there and yonder, at "half price" or a "third off"; but nowadays especially, when the acid test of quality, character, desirableness is applied to goods of

that kind, it usually shows that their only excuse for existence is that there are people thoughtless enough to buy them.

In this sale the people's observation does not stop with the magnitude of the stocks. They naturally take note of the kind of them; and they are able to see that the furniture in this sale is of the one and only kind that we can afford to put into it—the kind that has made these sales what they are; and only one kind of furniture could do this, and it has to be the finest furniture in America.

A Saving Is Not a Saving Unless It Is Real

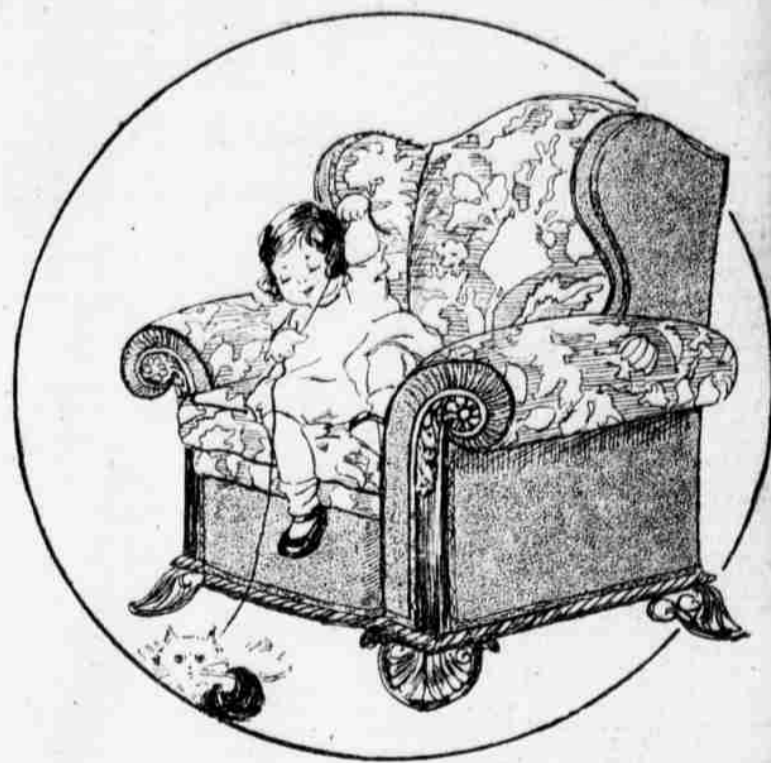
Furniture of this kind is a better and sounder investment at its regular price than furniture of the other kind at a seemingly large "reduction."

Ten per cent saved on Wanamaker furniture is a vast deal better than 50 per cent "saved" on furniture that is 50 per cent below Wanamaker furniture in quality and desirability.

The trouble with a whole lot of people is that when they go to buy they act as if it were the price-tags and not the furniture they had to live with.

We desire to go on record for the statement that every piece of furniture

(Fifth, Sixth and Seventh Floors)



in this sale is priced as low as any piece of the same quality can be bought for anywhere—and this applies to all our goods, including the thousands of pieces showing reductions of just 10 per cent from former low prices.

Tomorrow and Saturday you can make advance selections, but all sales will be dated from next Monday, February second, until which date the displays, numbering thousands and thousands of pieces and sets and extending over something like five acres of floor space, will remain intact, giving everybody an opportunity to see the floor samples of the stocks with which it is necessary to back up the largest retail sale in the world.

Fine Wool Duvetynes Have Just Arrived

Every woman would choose duvetyne as the material for her new coat or suit this Spring, if given free range. Probably the most luxurious fabric produced today, it is unquestionably the most popular, and is asked for in every color; light tan, brown, reindeer, Pompeian red, navy and Pekin blues, and, of course, black.

All these shades can now be supplied in the beautiful new wool-duvetyne coatings and suitings in Spring weight, newly arrived. Prices \$14 a yard, 54 inches wide.

(First Floor, Chestnut)

HAND and Arm in Glove for Spring

For long gloves must be worn to complete the smartness of the short-sleeved frock which is now so popular.

Two new slip-on styles come in the softest mocha, that most durable of skins.

The 8-button length is pique sewn, and comes in heaver or gray. Price \$5.50.

The 12-button length is pique sewn and comes in gray. Price \$6.50.

(Main Floor, Central)

SOMEBODY'S Sneezing This Very Minute

because she is using a corn broom on her floors instead of a carpet sweeper.

Safe, sane, sneezeless sweeping is only possible where a good carpet sweeper is used, and there is no clean sweep equal to that made by the Bissell Carpet Sweeper to be found here with all the latest devices and improvements, including cushion corners, \$4.50 to \$6.25.

Ask to see a demonstration of the work of the American Queen, which at \$5.50 is the best medium-priced vacuum sweeper that we know of; steady, efficient and strongly constructed, it grips the carpet with a firm pressure, yet is easy to run over the floor.

(Fourth Floor, Market)

There Are More Moths Than Cedar Chests

in the world at all times; but never will this be more true than it will be next Spring, judging by the scarcity of cedar wood, the meager production of chests, and the long time it has taken us to get the shipment of handsome chests, whose recent arrival will interest prospective brides, as well as prudent housewives planning to forestall the early moth.

The chests are of the finest construction and made of the best quality red Tennessee cedar; some with brass trimmings. One or two are made of mahogany, cedar-lined. In sizes they range from 42 to 54 inches long, and in prices from \$33.50 to \$85.

(Fifth Floor, Market)

CLEARAWAY Time in the Children's Store

Little girls' dresses come in a variety of designs in colors or in white. Sizes 2 to 6 years.

Coats may be had with or without fur and many models are suitable for Spring. Sizes 2 to 6 years.

Sweaters, sizes 2 to 14 years.

Hats, sizes 2 to 6 years.

Caps for the tiny baby to the 6 year size.

(Third Floor, Chestnut)

NEW Books

"Torchy and Vee," by Sewell Ford—the seventh of the favorite Torchy books. Price \$1.75.

"Americanism vs. Bolshevism," by Ole Hansen, mayor of Seattle. \$1.75.

(Book Store, Main Floor, Thirteenth Street)

THE Famous Aldis F/4.5 Lens

so much in demand by photographers for high speed and reflex work is now on sale in the Camera Store.

Guaranteed to equal any F/4.5 lens on earth, no matter what the price.

These are priced \$25 to \$112.50; focal lengths 3 to 11½ inches.

(Main Floor, Chestnut)

BICYCLES to Take South

America and Coaster bicycles at \$40 each, which is a low price for wheels of this quality.

America bicycles are in two finishes, black with white head and trimmings and red with white head and trimmings.

Coaster bicycles are black with blue head and trimmings.

All fully equipped with heavy road tires, front and rear mudguards, coaster brake, toolbag and tools.

20 and 22 inch frames with 28-inch wheels.

(The Gallery, Juniper)

You Remember That Mark Twain Said:

People are always talking about the weather, but nobody does anything about it."

As a matter of fact, there's about only one sensible thing for a man to do about it.

That is, to get a good, sound, Winter-defying overcoat—and then let Winter rage!

Let him make sure it is a good one. An overcoat all-wool and hand worked.

That is the kind—the only kind—to be had in the Wanamaker Men's Clothing Store.

Starting at \$35.



(Third Floor, Market)

Stout Shoes for Men Who Are Much on Their Feet

For comfort and for service, these are excellent shoes—and their price is low.

Heavy veal leather bluchers made on the Munson Army last, which means wide, roomy toes and easy fit.

In black they are \$6.90 a pair and in tan they are \$7.90.

(Main Floor, Market)

Best Soft Hats Made in Italy

are made by Borsalino, of Alexandria, and are sold by Wanamaker's only, in Philadelphia.

The most notable features of these graceful hats are their light weight and flexibility and the fact that they held their shape in spite of these characteristics. This means that a great deal of hand labor has gone into the felting process.

Choose from a variety of rich colors at \$10.

(Main Floor, Market)

Men's Handsome Shirts of Silk-Striped Madras

The stripes are of fiber silk, but they are very lustrous and will wear well.

The madras is woven and is an excellent quality.

All soft cuff, plain negligé style.

Price \$5.

(Main Floor, Market)

Mattresses and Bedding Are Ready in the February Sale

All our stocks of bedding other than quilts, blankets, spreads and bed clothing are in the sale at reduced prices.

They include hair mattresses, felted cotton mattresses, willowed cotton mattresses, silk floss or Kepoc mattresses and all other mattresses in our stock, together with feather pillows and bolsters, upholstered box springs and steel spiral springs—all goods of our own regular warranted quality.

(Sixth Floor, Chestnut)