

Organ Plays at 9, 11, 11:55 and 4:50 <small>Chimes at Noon</small>	<b>WANAMAKER'S</b>	Store Opens at 9	<b>WANAMAKER'S</b>	Store Closes at 5	<b>WANAMAKER'S</b>	WEATHER <i>Fair</i>
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# The Furniture Sale That Has the Goods the People Want and Makes No Excuses

**Some Parents Bring Up Their Children as if Life Were a Holiday**

After much observation, it is apparent that many fathers and mothers do not teach their boys the value of time or money, though they expect them to turn out models of thrift.

All children should be taught to work and to save as well as to play. "A penny saved is a penny earned."

These young, innocent travelers should not be put on the untried road of life, in its early morning, without a sympathetic view of the course to follow, carefully laid out from an old traveler's observation and experience.

Let the mothers also, who did so much to win the war by their well-regulated work, have a say to their big, growing boys.

Advise your boys to open an account in one of the good savings funds.

[Signed] *John Wanamaker*

Jan. 30, 1920.

"Great oaks from little acorns grow" may be an old-fashioned sort of saying, but it is very instructive to note what a number of things in the world are based on old-time ideas and principles.

In fact, it has been our experience that the more solidly an institution or an event grounds itself upon these old principles, the more it is bound to grow, and — what is very important — the sounder and the healthier will the growth of it be.

To ourselves, the most satisfactory feature of our Furniture Sale is not that it has become something of a mercantile phenomenon, not that it is the largest and most important retail sale in the world, but that the largeness of it is due to the soundness of it.

oak able to stand up against the storm and stress of the market difficulties of which there has been so much talk in so many quarters.

This, therefore, is a sale of affirmatives, not a sale of excuses, or apologies, or negatives.

**This Is the Sale That Brings the Furniture That People Want**

People who have been here yesterday and today, and who have seen the goods on the floors, can form their own opinions of what is back of that statement.

It is because so many of them have seen what is back of it that we emphasize it—THIS IS THE SALE THAT BRINGS THE FURNITURE THAT PEOPLE WANT.

The goods are here and no mistake about it. They are Wanamaker goods, sound to the heart of them and true to the best principles of craftsmanship and beauty of design.

(Fifth, Sixth and Seventh Floors)



The prices marked on them are as low as furniture of the same kind can be bought for anywhere. They are as low as those asked in many places for furniture of an inferior kind.

Tomorrow, as today and the day before, the displays will be found complete, with the February Sale tag attached to each piece. The sale of all furniture selected tomorrow will date from Monday next, February 2nd.

**New Millinery for Between-Seasons**

Hats of straw and satin and ribbon; sometimes the ribbon appears on the upper part and the facing is of straw; sometimes the hat is wholly of satin save for the trimming of straw; sometimes it is wholly of ribbon.

Lacquered ribbon, horsehair and silk braid are among the materials, and the shapes are rolled sailors, turbans and tricorneres. Colors are black, brown and blues, with a dash of bright color occasionally. Prices are \$10 to \$20.

(Second Floor, Chestnut)

**Semi-Evening Dresses at Late-Season Prices**

Seventy-five or so have just had their prices lowered—some for the second time, to hurry them out. They are graceful things of tulle, beaded Georgette, charmeuse and so on; and are all in the lovely shades of pink rose, violet and orchid.

The new prices are \$15 to \$85.

(First Floor, Central)

**50 Young Women's Chinchilla Coats at a Special Price**

These are among the hand-somest coats and among the most practical.

They are of all-wool chinchilla.

(Second Floor, Chestnut)

**Smartly Tailored Waists That Leave Nothing to Be Desired**

Of heavy wash silks, they defy the severity of their lines to detract from their loveliness.

A soft taffeta model has a collar that can be worn either high or low and may be had in white or flesh. Price \$8.75.

One of heavy white habutai is beautifully lined with peau de chine and come in taupe, brown and chinchilla gray.

Only \$55—and only 50 at the price.

(Third Floor, Central)

**The Good Shoes That a Woman Can Get for \$9**

But only because they were contracted for long ago.

Tan calfskin lace with straight tips and Cuban heels and indicated wing tips and military heels; some with tan cloth tops.

Black calfskin lace with matt kidskin tops, indicated wing tips and military heels.

Heavy black grain leather lace, with full round toes, heavy soles and low heels.

Dull black leather lace with black cloth tops, straight tips and Cuban heels.

Patent leather lace with black cloth tops, plain toes and Louis heels, and dull kidskin tops, straight tips and Cuban heels.

Patent leather button with black cloth tops, plain toes and Louis heels.

Black kidskin button with black cloth tops, straight tips and Cuban heels.

All-bronze kidskin lace with turn soles, plain toes and high Louis heels.

(First Floor, Market)

**New Muffs for Old**

And the secret of the transformation is a muff-bed.

The plain ones of floss are priced at 45c and plain down at \$1.05.

Those of down are lined with satin, some with tiny pockets and a shell ring for the wrist at \$1.60 to \$3.40.

(Main Floor, Market)

**Cotton Bloomers**

Pink or white batiste, \$1.50, \$1.65, \$1.75 and \$1.85.

White cambric, \$1.75.

White sateen, \$2.

All in the Store of Under-muslins.

(Third Floor, Central)

**Corsets and Brassieres Special**

The corsets are Wanamaker Specials for slender and average figures.

At \$1.50. A pretty pink coutil, topless, with elastic inserts under the bust, long hips and back.

At \$2. A dainty pink figured topless model, with cleared hip and long back.

At \$3. A topless of pink and white novelty material, with elastic band across the top. Also a laced-in-front model of flowered pink broche, with very low bust and elastic insert in back of the skirt.

The bandeaus are pink; sizes 32, 34, 36 and 38; price 50c.

(Third Floor, Chestnut)

**Gym Suits for Girls**

Bloomers made of all-wool black storm serge, cut full and with double gussets and a pocket, \$5.75.

Of black cotton and wool, same style, \$4.75.

Middie of white duck, with braid, shield and lacer, \$2.

(Third Floor, Central)

**Women's Fur-Trimmed Wraps Step Down in Price**

This is the clearaway that many women have been waiting for.

These are the desirable coats that have been selling for much higher prices during the season. But the season is over, and they must go—all at a third less.

There are, besides the coats, some capes and dolmans, mostly in silk and wool duvetyne, but a few in velour and evara.

The colors are great in variety and the shades are the most desired.

The furs used are fitch, moleskin, squirrel, Hudson seal, nutria, beaver and kolinsky.

Prices from \$100 to \$300.

(First Floor, Central)



**Women's Charming Fur Coats in the January Sale**

We still have a fair assortment left of Hudson seal (died muskrat), nearseal (died coney), mole, squirrel, caracul and nutria—all marked a fourth less than their regular prices.

The Hudson seal (died muskrat) coats are chiefly of the 30-inch length, a few only being longer, and prices run from \$318.75 for a short one to \$600 for a 45-inch garment with splendid skunk collar and cuffs.

Nearseal coat prices run from \$268.25 for a 30-inch to \$375 for a 40-inch coat.

Gray squirrel coats are \$262.80 to \$412.50.

(Second Floor, Chestnut)

**Wee Shoes From the Land of the Almond-Eyed Baby**

Each pair packed in a delightfully dainty little box they have just arrived from Japan.

Made of the softest crepes and silks, they are hand-embroidered and quilted and some are trimmed with fluffy white fur pom-poms. They come in pink, blue or white. Prices \$1 and \$1.25.

(Third Floor, Chestnut)

**Boys' Blue Serge Norfolk Suits of Sound Merit at \$18**

For good, practical service and good looks these are suits of real excellence and reliability. By this time quite a few boys' Winter suits are just showing signs of wear, so that an extra suit is advisable.

These are just the suits needed, and they are marked at a moderate price as suits are valued today—\$18.

Norfolks, of good Winter weight blue serge, in 8 to 18 year sizes.

(Second Floor, Central)

**Fine Room-Size Rugs at a Fourth Less**

Affording opportunity to get new floor coverings to harmonize with your new furniture.

<b>Fine Wiltons</b> 9x12 ft., \$127.50	6x9 ft., \$82.50	8.3x10.6 ft., \$125
<b>Amxinsters</b> 9x12 ft., \$61.50		

(Seventh Floor, Chestnut)

**"The Worldlings" by Leonard Merrick**

In which with exquisite charm and sincerity the writer presents the life of a man who is far from being a hero. The book is issued in the Uniform Edition and the price is \$1.75.

"South! The Story of Shackleton's Last Expedition, 1914-1917," by Sir Ernest Shackleton, C. V. O., with 88 illustrations and diagrams. Price \$6.

(Main Floor, Thirteenth)

**Some Very Good Blankets at Unusual Savings**

We have more than two hundred pair of good, part-wool blankets which we secured many months ago and are now selling at remarkable reductions from their normal value.

People who have seen these blankets have been much impressed by their unusualness at the prices, and if you are in need of some we believe you will find it hard to equal these.

Single bed sizes, \$10, \$12 and \$15 a pair.

Double bed sizes \$12 and \$18 a pair.

Extra large sizes \$15 and \$16 a pair.

(Sixth Floor, Central)

**Women's Good Umbrellas at \$4**

The material is heavy black cotton with a silk edge.

The frames are fine tempered steel.

The handles are mission wood in various designs, and they all have the silk loop cord.

(Main Floor, Market)

## Men's Ulster Coats Just Come in to Sell at a Special Price, \$50

These, together with a lot of similar coats already in our stock and which have been marked at \$50, provide a very good choice for any man needing a good, well-fashioned, well-made, all-wool overcoat to "piece out" the remainder of this Winter and to put away for next. The price, \$50, is very much under the normal value of coats of this quality at the present time.

Greys, tans and heather shades, about 200 coats to select from.

(Third Floor, Market)

**Men's Persian Lamb Caps Half Price at \$7.50**

We have been selling these caps for just double this price. They are especially suitable for chauffeurs, but are quite good looking enough for any motorist.

And on cold days they are comfortable for street wear.

(Main Floor, Market)

**Last Call for the Men's Woven Madras Shirts at \$2.15**

There is still good selection and all sizes from 14 to 17. Any man who likes good-looking, soft-cuff negligee shirts and will need any in the next year or so will do well to buy a dozen of these.

(Main Floor, Market)

**If a Man Wants a Fine Wallet**

he will find a good collection to choose from here.

Three-fold wallets of black pin seal, English straight-grain seal, pin morocco and cobra-grain goat, \$4 to \$12.

Three-fold pass cases of English pigskin, \$5.

(Main Floor, Chestnut)

**Good \$1 Neckties, Too**

So good that ordinarily they are a half more to twice as much. Four-in-hands in many patterns.

(Main Floor, Market)

**Men's Handkerchiefs**

Good, everyday sorts of Irish linen with narrow hems, \$4.75 a dozen or 40c each.

(Main Floor, Central)

**The Wanamaker Diary Costs Less Than a Cent a Month**

A fat and valuable little red book, neatly bound, that has something in it of value for every day in the year.

And think how valuable you can make it by putting down each day's happenings.

Only 10c a copy

(Wherever You See a File of Red Books)

## 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 of red Tennessee cedar; some with brass trimmings. One or two are made of mahogany, cedar lined. Sizes from 42 to 54 inches long, and prices from \$33.50 to \$85.

(Fifth Floor, Market)

**Our Entire Stocks of Mattresses, Pillows, Bolsters and Bedsprings in the February Sale**

We make most of the mattresses we sell, and we sell none we cannot guarantee.

We make all the feather pillows and bolsters we sell, and we are as sure of the good quality of these as we are of our mattresses, and that is sure enough. We sell the best grades of upholstered box springs and steel spiral springs made. In this February Sale we are offering our entire stock of these goods at reduced prices. As on yesterday and today, you may make your selections tomorrow and all sales will be dated as from next Monday, February 2.

(Sixth Floor, Chestnut)