

Band plays at 9; organ at 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 and warmer

All That Is Great in the February Furniture Sale Goes

Today Is the Second of February, the Only Month With

two Rs—many people in the South pronounce it Feb-u-ary or Feb-you-arec. It is the shortest month this year, though it is the month of five Sundays. It is also the month of birthdays of our two greatest statesmen

Washington and Lincoln

Men come and go whose names seem to be buried in their graves because they left behind them nothing but money.

It is the men and women like Clara Barton and Frances Willard and B. Franklin, who do something that benefits the world, who are never forgotten.

[Signed] *John Wanamaker*

Feb. 2, 1920.

The Height of Luxury in a Woman's Fitted Suit Case

is shown in a case we recently received from England. It is made of fine black morocco and richly silk lined. It is equipped with real ivory brushes and other toilet articles and bottles with tops of hammered sterling silver. In addition to the usual fittings it has many extras such as leather portfolio, jewel case, sewing kit and so on. The price is \$400. But this is only the crowning piece of a fine collection of women's fitted suit cases of black seal-grain cowhide, with fittings of white and tortoise-shell finish celluloid, some of the white fittings being decorated. Sizes are 20, 22 and 24 inch, and prices start at \$70.

(Main Floor, Chestnut)

Parisienne Corsets

At \$12. A particularly pretty model of pink broche, made topless, with two elastic inserts each side to make it soft and comfortable; eyelets and elastic lacer are below front steel.

white coull with low girde top and long skirt with elastic gores in front.
At \$22. Model for tall figures. It has low, full bust, long skirt and strong boning. The material is pink broche.

(Third Floor, Chestnut)

New Flouncings With Embroidery in Lovely Design

Of soft batiste in white or ecru they come in 45-inch widths. Many different patterns are worked in solid and eyelet embroidery.

(First Floor, Chestnut)

A Lot of Sweet Baby Dresses Made in the Philippines

Fashioned of the softest white batiste they have much in dainty loveliness to offer for that dearest baby. The deft fingers of the Filipino have scalloped and hemmed and

(Third Floor, Chestnut)

All the Furs, Both Small and Large, in the Fur Salon Are Now Specially Priced

and women are buying them with an eye to next Winter—or even the Winter after that.

(Second Floor, Chestnut)

Plenty of Good Specially Priced Waists

That is to say you may expect: Lingerie waists at \$3.85 and \$5.50. Silk waists at \$3.85 to \$7.50—this including light as well as dark colored Georgettes.

(East Aisle and Third Floor, Central)

Crepe de chine waists at \$3.50—tailored styles in pink and white. Embroidered nets at \$2.85. Dark and light colors. Pongee waists at \$3.85—tailored sorts.

Rich Crystal and Fine Dinner Sets Have Now a Timely Interest

They are among the uppermost things in the minds of many people furnishing homes or enriching the domestic equipments.

In the fine crystal section of the China Store they will be much interested by a number of beautiful and elaborate pieces, notably a large fruit bowl on stand, 14 inches tall, exquisitely carved crystal. The base and the bowl are carved with apples and foliage. \$75.

A footed flower vase, 14 inches tall, is a handsome piece and in a very practical shape. The design is in panels of flowers, the top being encircled with birds and foliage. \$47.50.

A large, round tray in what we call "silver-threads" pattern has a plain edge, then a wide border of miter work with medallions or delicate flowers. Toward the center are hundreds of the silver threads and four panels of different flowers. \$30.

A covered bowl about 12 inches across has ten wide panels of delicately cut flowers and foliage and a wide circling pattern of conventional cutting. \$65.

A very large, blown, footed bowl, particularly suitable as an aquarium, has just enough floral engraving to make it attractive but not so much as to make it impracticable. \$100.

(Fourth Floor, Chestnut)



All the Oil Paintings and Water Colors in The Picture Store in a Sale

We have taken 25 per cent off the price of every oil painting and water color on our walls, including the work of such well-known artists in oil as C. Arnold Slade, E. Redfield, Robert Henri, Charles Gruppe, Thomas Moran, Thomas Craig and J. H. Dolph; and in water color as Carl Weber and F. F. English.

(Fifth Floor, Market)

New Spring Suits and Coats for Young Girls

The coats are of the delightful new polo cloths, camel's-hair and tinselone, in fine tans and navies, and all cut with great smartness and simplicity. Sizes are 14 to 20 years. Prices are \$62.50 to \$95.

(Second Floor, Chestnut)

The suits are of navy tricotine, Poiret twill and serge; some very simple, the finer ones very richly braided, and all with an interesting cut. Sizes are 14 to 20 years. Prices \$62.50 to \$150.

Such a Show and Sale of Silks as May Not Be Seen Again

It is a most gratifying thing to the Wanamaker Store to be able, at a time when news columns and advertising columns everywhere are filled with sensational stories regarding scarcities and unprecedented prices of silks, to present to its customers in our beautiful, daylight Silk Salon abundance of fine, new fashion silks at prices strikingly below the market.

Please note that there are in this collection no poor silks, no old silks; whatever is here is good and is durable and our best judgment is that it would pay you to buy now for several years ahead—for it will be an investment—as we do not expect to see such low prices as this again.

Fine Japanese Silks

- 36-inch white habutai, \$1.50 a yard.
- 36-inch white habutai, \$1.65 a yard.
- 36-inch white habutai, \$1.75 a yard.
- 36-inch white habutai, \$2.50 a yard.
- 39-inch colored crepe, \$2.25 a yard.
- 31-inch colored striped habutai, \$3 a yard.
- 36-inch colored striped crepe, \$3.50 a yard.
- 32-inch colored striped satin habutai, \$3.50 a yard.
- 29-inch colored wash silks, \$2.50 a yard.

Special Silks

- 40-inch printed Georgette crepe, \$3 a yard.
- 36-inch faille, black and white, \$4.50 a yard.
- 40-inch crepe meteor, black and white, \$4 a yard.
- 36-inch black grosgrain silk, \$4.50 a yard.
- 36-inch tinsel brocades, \$15 a yard—black-and-gold, black-and-silver, white-and-gold, green-and-gold, orchid-and-gold.

- 35-inch white sports satin, \$6 a yard.
- 40-inch crepe meteor, \$3 a yard.
- 40-inch crepe de chine, \$3.25 a yard.
- 42-inch fleur de soie, \$3 a yard.
- 40-inch crepe meteor, \$5 a yard.
- 40-inch crepe de chine, \$4.50 a yard.
- 40-inch black charmeuse, \$5 a yard.
- 40-inch black and colored crepe de chine, \$2.25 a yard.
- 40-inch black charmeuse, \$6 a yard.
- 40-inch black charmeuse, \$6.50 a yard.
- 40-inch colored charmeuse, \$6.50 a yard.
- 40-inch black, wool-back satin, \$6.50 a yard.
- 40-inch navy blue satin, \$5.50 a yard.
- 36-inch black moire, \$4 a yard.
- 36-inch tinsel brocades, black, white, rose, green, blue, purple, \$18 a yard.
- 40-inch printed crepes, \$3.75 a yard.
- 40-inch black and colored satin, \$5 a yard.
- 40-inch colored satin, \$4.25 a yard.
- 40-inch navy, black and taupe satin, \$4 a yard.

- 36-inch white Shanghai China silk, \$1.50 a yard.
- 36-inch ivory taffeta, \$2 a yard.
- 33-inch Ninghai pongee, \$2.50 a yard.

Silks in Regular Assortment

- 32-inch white silk broadcloth, \$3.50 a yard.
- 32-inch white silk jersey, \$3.50 a yard.
- 36-inch paillette de soie in black, brown, navy and tan, \$3 a yard.
- 40-inch black chiffon velvet, \$9.50 a yard.
- 40-inch colored chiffon velvet, \$9.50 a yard.
- 33-inch satin Majestic, white and ivory, \$5 a yard.
- 40-inch black satin crepe, \$7 a yard.
- 40-inch crepe de chine, white and navy, \$4 a yard.
- 32-inch shirting, \$4.50 a yard.
- 40-inch pussy willow satin, \$5.50 a yard.
- 40-inch printed satin stripe voile, \$5 a yard.
- 40-inch Georgette crepe in black, white and navy, \$3.50 a yard.

(First Floor, Chestnut)

Straight Back to the Fundamental Superiority of the Goods

THERE is no short-cut to the making of a sale of this kind. It is simply a matter of having what people want and letting them know. If our long practical experience in the furniture business has taught us anything more than another it is that people want good furniture.

It is natural and inevitable that they should, because the one thing that practical experience in homekeeping teaches is that inferior furniture is not worth house-room except when no other kind can be had.

Inferior furniture has no excuse for existence today, but it does exist in spite of that fact, and it exists chiefly because it is made to meet a seemingly low price, and there are people who are caught by alluring price-tags; but their number is bound to gradually decrease with the rising standard of public intelligence.

The Great Underlying Fact of the Sale

This February Sale brings an unrivaled choice of the finest furniture at the lowest prices for which furniture of the kind can be bought anywhere. We have said this before in different words, but it is worth repeating because it is the great underlying fact of the sale.

This is a sale of unequalled choice, of unquestionable quality, of economies that ring true.

The Displays Are an Education in Home Equipment

It is a remarkably strong sale in the medium-priced, practical, good-looking and dependable class of furniture which so many home-keepers are always looking for.

It is fascinating in its unique assortment of the finest examples of cabinet craft in which the typical lines and best traditions of the great old designers are splendidly illustrated. A walk through the stocks is a delightful experience. Here the austere lines of the Adam period present a contrast with the curvatures and decorative touches of Chippendale; Louis XVI, elegant and rich and high-bred looking, is shown in fine interpretations, together with Queen Anne and the inter-related Jacobean and Charles periods.

From various parts of the world we have gathered scores of captivating, individual rarities of compelling interest.

The art, the beauty, the diversity, the charm of it all are irresistible to the heart of anybody with a home interest. The opportunities presented are the kind that people with home interest are quick to take advantage of.

(Fifth, Sixth and Seventh Floors)

A LITTLE Exhibition by members of the Lantern and Lens Guild of Women Photographers is now being held in the Camera Store. (Main Floor, Chestnut)

MEN'S GOOD, LARGE HANDKERCHIEFS AT \$5 A DOZEN

It is not often either that a really good handkerchief manages to be large and reasonably priced, too! Of snowy white linen, they have 1/4-inch hems and an embroidered initial in the corner.

(Main Floor, Central)

MEN'S SMART BROGUE OXFORDS OF SCOTCH TAN GRAIN LEATHER

This heavy, rough-surface leather is particularly well adapted to the making of brogue shoes. The distinguishing feature of these oxfords is their squarish toes and they have the long wing tips and deep perforation and pinking that this style shoe is noted for. Price \$16.

(Main Floor, Market)



There Is Good Golfing in the South, Anyway

And for people going there to enjoy it, here are good clubs and balls and such.

Drivers and brassies, \$5 and \$6. Irons, \$5. Among the best golf balls are the Radio, \$12.60 a dozen; Red Flash, \$10.80 a dozen; Blue Flash, \$9 a dozen, and Taplow, \$7.80 a dozen. Other makes at \$7.80 to \$12 a dozen.

Caddy bags, \$1.75 to \$40. Leather gloves, \$3 a pair. Fingerless knit gloves, \$2 a pair.

(The Gallery, Chestnut)

EVERNING PETTICOATS

Bewitching things kept in crystal cases, each petticoat on its own hanger. They are of chiffons and satins, laces and ribbons, are usually pink and white, and may be had for \$13.50 to \$28.50. One style of firmer quality is of a wonderful Japanese silk with solid, fine hand-embroidery and costs \$20.

(Third Floor, Central)

PRETTIEST OF PHILIPPINE NIGHTGOWNS

A new little lot with such dainty eyelet and blindwork, to say nothing of colada work, that it must be mentioned. There are four styles at \$6.75 to \$9.75.

(Third Floor, Central)

Very Fine French Dinner Sets

A set of 107 pieces with en-crustured gold border on the finest china, \$225.

A set with black lace design between two gold lines, coin-gold edges and handles, 107 pieces, \$240.

A set with gold and black over a maroon band, oblong-shaped platters and vegetable dishes, 106 pieces, \$300.

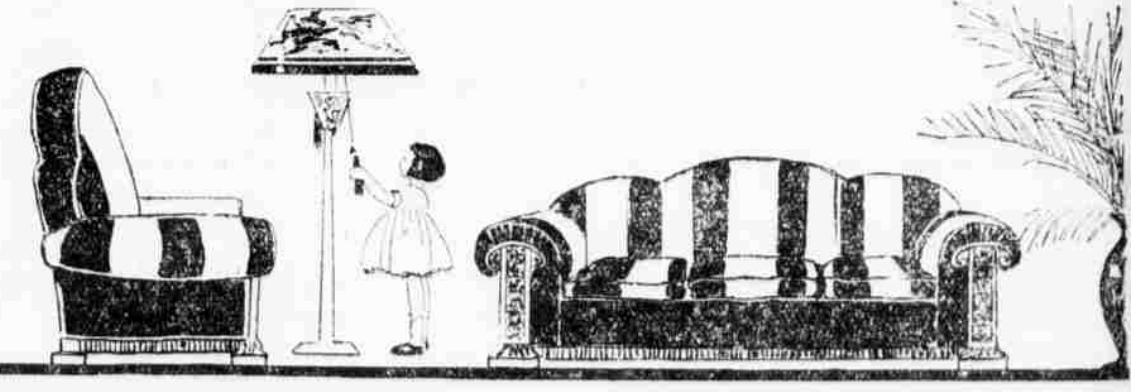
A very striking set in wide, conventional border of green and brown, coin-gold handles, 107 pieces, \$125.

A dainty pink rose border pattern with clouded gold handles is of 107 pieces, \$75.

500 Umbrellas at \$3 Men's and Women's

Covers of strong American cotton with a silk selvage; frames paragon, handles mission. Women's handles have silk loops and bakelite tops and men's are of the hook order.

(Main Floor, Market)



INEXPENSIVE RAG RUGS OF UNUSUAL CHARM

These are Colonial effects, with hand borders, and are suitable for practically any place in the house.

9x12 ft., \$12 6x9 ft., \$6.75
8x10 ft., \$8.85 30x60 in., \$1.85
27x54 in., \$1.50

(Seventh Floor, Chestnut)

METAL HOT-WATER BOTTLES

that will defy the worst cold and bring unending comfort. Round in shape, they come in soft flannel bags of pink or blue.

Nickel plated. Prices \$2 to \$1. Aluminum. Prices \$2 and \$1.

(Main Floor, Chestnut)

A HALFWAY PRICE IN CRETONNES

at 75c a yard—at which are found the qualities desired by the majority of people. We have a splendid assortment at this price, with designs suitable for drapes, slip covers, table covers, pillows, chair cushions and the like.

(Fifth Floor, Market)

The Mattress, the Pillow, the Bolster and the Spring

upon which you sleep are very important pieces of furniture; so important that we are particular to an extreme in regard to the quality of goods of this kind.

In the February Sale that we are now holding our entire stocks are offered at reduced prices, and all are of guaranteed quality—our own standard goods.

The opportunity to choose from such a collection is one that comes only twice a year. Naturally people are keen to take advantage of it, especially now when market conditions are what they are.

(Sixth Floor, Chestnut)