

Organ Plays at 9, 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

# The Great February Sale of Furniture Is Giving People a

## New Vision of What One's Home Might Be

### There Is Much Talk and Lots of Newspaperisms These Days

about labor and capital, which some persons discuss as though capital and money were equivalent and interchangeable terms.

Capital is a bigger word than money, because capital includes intuitiveness, integrity, mentality, executive ability, sagacity and skill absolutely necessary to the industries that require money to float and further them.

Some of the fine old business concerns of fifty years ago in Philadelphia and New York have gone down and disappeared for lack of the genius of their fathers and founders. But some of them left a million dollars in their wills to their sons, who easily let the hard-earned money slip away in speculations.

Money is only metal if mentality is not back of it.

Andrew Carnegie and Henry C. Frick, Alexander Graham Bell and Thomas A. Edison started life with no other capital than their healthy bodies, brains, strong fingers and good eyes.

Stop the idle talk and gossip of such great concerns as Baldwins, Cramps, Distons, Dohsons and Bromleys and of other business men of affairs, who richly deserve all they have acquired.

Such men have made Philadelphia.

(Signed) *John Wanamaker*

Feb. 3, 1920.

### Riding Habits

We have them of various weights and materials; of mohair and lins— the latter blue, white and natural; of corduroy and velveteen, homespun and tweed. All the habits are cut with breeches and fitted or unfitted coats.

Prices are \$35 to \$97.50.

(First Floor, Central)

### Men's Woven Madras Shirts in Spring Designs

Just the good, fresh, clean-looking kind of shirts that nine men out of every ten are looking for about now.

All plain negligé style, with soft cuffs, and all in pleasing stripes.

Price \$3.50.

(Main Floor, Market)

### Among the Reduced Coats in the Fur Salon

there is still a pretty good choice. These among others, for instance—

A Hudson seal (seal-dyed muskrat) 36 inches long, with gray squirrel collar and cuffs and pockets, \$525.

Another Hudson seal (seal-dyed muskrat) with collar, half border and cuffs of taupe-dyed squirrel, \$513.75.

A mole and Hudson seal (seal-dyed muskrat) 30 inches long, \$450.

A nearseal (sheared coney), with very deep and large beaver collar and little cuffs, \$375.

A smart little wrap of gray squirrel with braid girdle and tassels, \$513.75.

(Second Floor, Chestnut)



### FOUR STYLES OF WOMEN'S OXFORDS THAT ARE IN GREAT DEMAND

They are in the group of shoes that we are selling specially for \$12 a pair, and they are not only much lower in price than similar grades are selling for generally, but a great deal lower than they will be in the spring.

Black and mahogany calf-skin with straight tips and Cuban heels, and the same leathers with long wing tips and military heels.

All fine in style and workmanship.

(First Floor, Market)

### SOME WOMEN USE ENGLISH HANDKERCHIEF SQUARES FOR LAMP SHADES

—and they make unusually pretty ones! The English handkerchiefs are in distinctive and artistic designs and perfectly charming colorings, and it is possible to work out any unusual and effective color scheme you may have in mind.

These squares come from London, are to be found only in this Wanamaker Handkerchief Shop, and are \$2.50 to \$8.50 each.

(Main Floor, Central)

### Something Like a Hundred Handsome Fur-Cloth Coats

But there are so few of any one style that we have decided to once more lessen the prices on some of them. For women who can use such warm winter coats as these it is an excellent opportunity.

There are deep, thick plushes, others of the pretty caracul cloth and some of silk velour. A number of the two former kinds have collars of squirrel, racoon or Australian opossum. Mostly these coats are long with fancy silk linings, but there are also some in hip length.

Prices are now \$57.50 to \$175.

(First Floor, Central)

### Silk Hose and Half Hose at Special Prices

Some first grade, others second grade, but with the new price of raw silks we cannot promise such qualities at these prices again.

Women's black and white thread-silk stockings, "seconds," with cotton tops and soles, \$1.75 a pair.

Women's black and white thread-silk "seconds," some with cotton tops and soles, and "firsts" of all silk, colored and clocked silk with cotton tops—\$2 a pair.

Women's finer black and white all-silk "seconds," \$2.25 a pair.

Men's black, white and colored thread-silk half hose, \$1.50 a pair.

(West Aisle)

### NEW LINGERIE WAISTS

Tables in the Waist Store are piled up with new styles of white voile—eight of them—all tucked and lacy and embroidered and very attractive. Prices are \$3.85, \$5 and \$5.50.

(Third Floor, Central)

**A FRAGRANT, REFRESHING QUEEN MARY SCENT IS L'EMPIRE**

It has a spicy, unusual kind of fragrance which makes it a most refreshing scent to use, and the woman who likes it may have it in quite a number of her toilet preparations.

L'Empire extract is 50c and \$1 a bottle.

L'Empire toilet water, 75c and \$1.35 a bottle.

L'Empire face powder, 50c.

L'Empire sachet, 50c.

(Main Floor, Chestnut)

**EVERYTHING in The Little House has gone into the Furniture Sale, with 10 per cent taken from its prices. This includes sofas, chairs, tables, needlework, lamps and shades, mirrors, consoles, cabinets, tiny occasional tables and other objects of interest.**

(Fifth Floor, Chestnut)

**Save a Fifth on Fine Room-Size Wilton Rugs**

Please bear in mind that these are a brand-new lot of Wilton rugs that rank among the finest in the country. The assortment is unusually good in both colors and designs.

And the saving is real.

9x12 ft., \$127.50.

8.3x10.6 ft., \$125.

(Seventh Floor, Chestnut)

**FETCHING NEW REGULATIONS AND MIDDIES FOR LITTLE GIRLS AND BIG GIRLS**

Because it is such a practical combination of becomingness and comfort, the regulation dress has a never-ending popularity. Here are some brand-new ones—fresh and spotless and most attractive.

New regulation dresses, in white, blue, pink or green—all of sturdy, durable cottons, are \$8.50 and \$10 and in 14 to 18 year sizes.

New Russian dresses in white or blue, and one style extremely good looking, of galatea, come in 6 to 14 year sizes and are \$5.50 to \$11.50.

Middy blouses in 8 to 16 year sizes are \$3 and \$3.50.

(Second Floor, Chestnut)

**GYM SUITS FOR GIRLS**

Orders are now being taken for them in the Women's Wrapper Store.

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

Black cotton and wool, same style, \$4.75.

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

(Third Floor, Central)

**PETTICOAT SPECIALS**

Cotton petticoats, plain and fancy, made of black and colored satens and other materials; some have plain tops and figured flouncings, \$1 each.

Flowered cotton petticoats, \$1.50.

(Third Floor, Central)

**NEW EMBROIDERED CREPE FLOUNCINGS MAKE EFFECTIVE AFTERNOON FROCKS**

Such lovely frocks as will come into great service as the weather grows warmer.

Georgette crepe is the material and it is either embroidered in silk of the same shade with perhaps an outline of silver or gold or the embroidery is the new ribbon braiding which stands well up from the background and is most effective. Little or no trimming is required for dresses made of these flouncings.

In black, brown, taupe, navy or flesh, 40 inches wide, \$6.75 to \$16 a yard.

(Main Floor, Central)

**MORE PHILIPPINE CHEMISES**

These are of the straight kind, variously hand embroidered; some have scalloped shoulder straps. Prices are \$2.85, \$3.50, \$3.75 and \$3.85.

(Third Floor, Central)

**In the Sale of Waists**

we can promise for tomorrow—

Georgette crepe waists, beaded and embroidered, at \$3.85 to \$7.50.

Pongee waists, tailored, \$3.85.

Embroidered nets at \$2.85.

Crepes de chine, tailored, \$8.50.

(West and East Aisles and Third Floor, Central)

## 125 Men's Winter Overcoats Re-Marked at \$30

At which price there is a saving of \$8 to \$25 on each garment. These are a particular group of overcoats in sizes for men of 33 to 36 inch chest measurement, which we have taken from our own stock and marked at genuine reductions.

Single and double breasted styles in warm cheviot materials and in gray, tan and heather mixtures.

For men who can wear these sizes the opportunity is an exceptionally good one.

(Third Floor, Market)

### 200 COLORED SILK UMBRELLAS AT \$7.50

and the two hundred women who get them will surely be pleased, for they are uncommonly good quality and in very good style. Their covers are of firm, lustrous, waterproof taffeta, in blue, green, purple and red, finished with selvedge edges.

The handles are in new styles and attractive, with loop cords for easier carrying, and plain and colored tops to match the silk of the covers.

\$7.50 each.

(Main Floor, Market)

### THOSE NECESSARY SCHOOL SUPPLIES FOR THE MID-WINTER TERM

Little things, that maybe only cost a few cents apiece, but they do make such a difference to the boy or girl who uses them every day and who is now about to start out afresh in a new class or even in a new school.

School companions, 50c each.

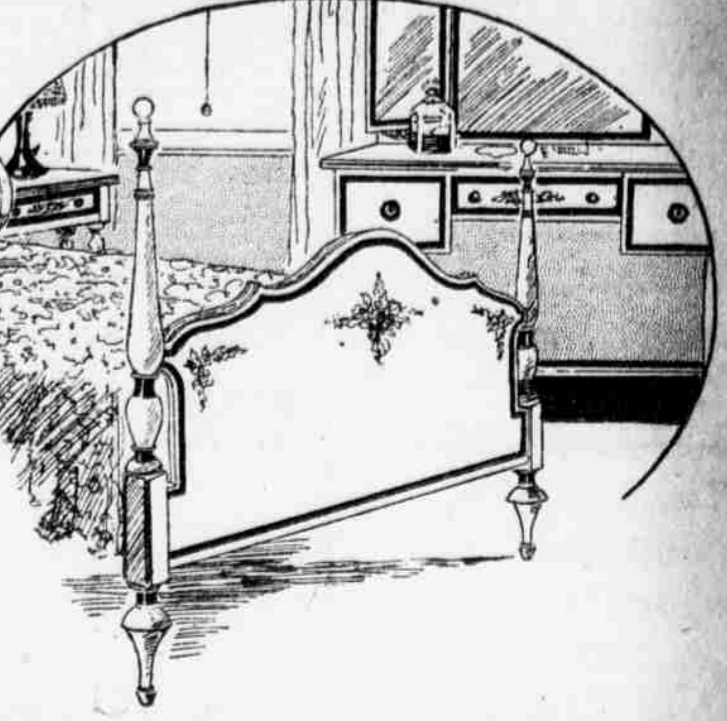
Fountain pens, \$1.50 to \$8 each.

Ever Sharp, sharp point pencils, \$1 to \$3.50 each.

School bags, 75c to \$4.50 each.

Folding lunch boxes, 40c and 50c each.

(Third Floor, Market)



even three sales combined are backed by such a stock.

**Speaking of economy, will you please bear in mind that, whether the saving be great or small, every piece of furniture in this sale is at the lowest price for which a piece of the same quality can be bought anywhere.**



### A Fine New Shipment of Men's London Overcoats

The London Shop has just received a little lot of the Kenneth Durward coats so much in demand and so hard to get this year.

A few are great-coats and the others are medium-weight, single-breasted Aintrees, one of the most popular of all men's overcoat styles. They are chiefly in brown and green fleeces.

Prices \$75 to \$115.

(The Gallery, Chestnut)

### Natural Otter Collars for Men's Overcoats

A fur collar on an overcoat is like a precious stone added to a plain gold ring.

And of all the furs used on men's overcoats, natural otter is the richest, scarcest and best wearing.

We have just received a collection of natural otter collars that are the handsomest we have had this season. The fur is beautifully thick and lustrous. Though it is somewhat late for this season's wear, it is advisable to buy now while present prices prevail.

One of these collars may be attached to or removed from an overcoat in a few seconds, making really two coats in one.

A limited lot at \$85, \$105, \$115, \$130, \$145, \$160 and \$180.

(Main Floor, Market)

## "Nature's Soft Nurse," Sleep, Should Be Worthily Couched and Pillowed

Sleep is one of the things of which poets have written as poets write. Ordinarily, one is not inclined to connect poetry with a sale of mattresses, pillows, bolsters and bed springs, but it is wonderful how the most prosaic and practical things can sometimes have a poetic or romantic association.

However, the poetic or romantic association stops with the sleep and does not enter into the sale—there is nothing poetic, romantic or otherwise imaginary about the good quality of these mattresses, pillows, bolsters and bed springs, least of all about the money one can save on them.

These are Wanamaker certified goods at the Wanamaker kind of savings. The sale embraces our entire selection of mattresses, pillows, bolsters and bed springs all at reductions from regular prices. And it includes no doubtful or unworthy goods, because we have not got the like.

(Sixth Floor, Chestnut)