

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 Snow
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Looking Squarely and Sincerely Into the Facts of This Phenomenal February Sale of Furniture

The Happiest People in the Snowstorm Yesterday chose to spend most of the day on our bright, warm, interesting floors, where so many new things are displayed.

It is a rule with us to be at home always to visitors, and no one is ever asked to buy as much as a spool of cotton or a shoe button.

Many city dwellers use the Tea Room, music events, writing and public comfort rooms to help to entertain their friends from out of town.

[Signed] John Wanamaker

Feb. 5, 1920.

THIS is a sale of unequaled quantities, unquestionable qualities and unexaggerated savings.

Quantities can be counted and qualities and savings have a way of proving themselves if they are of the true and genuine kind.

We are as sure of the genuineness of this sale in qualities and savings as we are of its unequaled magnitude.

There is nothing more certain than that good furniture cannot be bought more advantageously anywhere outside of a Wanamaker Sale than it can be bought in it. That is an extremely moderate statement when one considers the scope of selection to be found in the Wanamaker Sale.

It is moderate in view of the well-known fact that the Store which handles such quantities both in Philadelphia and New York is almost inevitably bound to offer greater advantages than can be found elsewhere. This is true enough to be something like a law of trade.

The Wanamaker Sale Has Lifted the Furniture Industry to a Higher Plane

We could go back year by year and trace to the satisfaction of any unbiased mind

the improvements, general and specific, in the making of furniture and the refinements in the designing of furniture for which these sales have been directly or indirectly responsible.

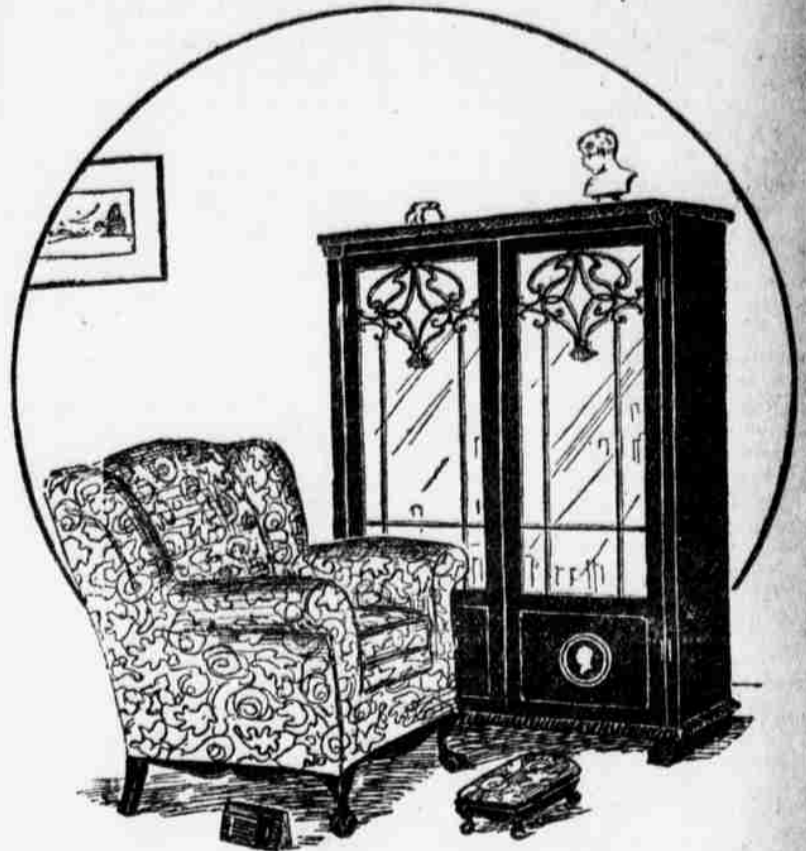
We know we have tried to get the people to look for and to expect better and finer furniture and we have been instrumental beyond any other agency, we sincerely believe, in having the manufacturers turn out furniture conforming to the higher standards at which we have always aimed.

Sometimes we have been confronted by obstacles, prejudices and conservative attachments to set ways, but always when we had succeeded in having a maker to strike out upon a new road of betterment, nobody was more pleased at the result in the long run than he.

In view of what we have done, of what we are doing and of what we hope to do, there is hardly need to elaborate the point that the one thing we could not do is to identify a sale of this kind with any furniture but furniture of the kind that we can trust to safeguard our good name.

There is a wonderful stock of furniture of that kind in this Sale, and the demand for it is wonderful, too, wonderful enough to be astonishing, if we cared to print the exact figures.

(Fifth, Sixth and Seventh Floors)



We are not here to glory in our own achievements, but to go ahead from day to day serving the people to the limit of our ability, deeply impressed and very much encouraged by the way they are responding to our efforts.

Women's New Suits

Fresh and very attractive affairs, priced from \$55 to \$175. They have the straight lines and slightly wider skirts, but their newness shows more in the crow's feet and fancy stitchings, the narrow string belts, set on rather high, and tiny tucks

which are used to fit the backs of the coats, the interesting pockets and collars. Some of the finer suits are novelties, with braiding.

Navy and black serges and tricelines are the materials.

Prices \$55 to \$175.

(First Floor, Central)

A New Spring Fashion Fabric Peach Bloom Duvetyne

Soft and marvelously fine in texture and lighter in weight than the duvetyne for winter garments. It will be much used for handsome Spring suits, coats, wraps and street frocks.

The shades are very lovely—tan, bamboo, Pekin blue, navy, midnight blue and Sumatra brown. The width is 54 inches and the price \$12 a yard.

(First Floor, Chestnut)

About 2000 Pairs of Women's Fabric Gloves—"Seconds" at 65c a Pair

If they were first grade they'd be two and three times this moderate sum!

They are chambray, lisle and silk gloves, in good styles—but they are not quite perfect, though they will give excellent service.

There are plenty of white gloves, as well as colors, and there is a goodly variety from which to choose. Yes, there are black gloves, too.

Plenty of sizes—and all 65c a pair.

(West Aisle)

Crisp, Fresh New Gingham Frocks for Young Women—\$9.75 to \$12.50

First of the new spring cotton frocks and fresh as posies are these attractive little dresses of checked and plaid ginghams.

There are clear, pretty checks of green and white and pink and white and blue and white, as well as other colors and combinations.

and the dresses are all made in new and becoming styles.

Some have sashes which fasten in back, some have outstanding pockets, some are piped with white and they have snowy white pique or lawn collars.

\$9.75 and \$12.50—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Net and Pongee Waists

Some white nets made with hemstitching, big revers and crocheted buttons are \$6.50.

Good pongee waists, tailored.

(Third Floor, Central)

New Spring Skirts Arrive at \$5 and \$9.75

Which is a most surprisingly small price for cloth skirts, as every woman knows.

The ones at \$5 are pretty sports models made of homespun tweeds, either light or dark mixtures. They fasten down the side with large buttons and are balanced by a large patch pocket on the other side.

At \$9.75 are army cloth worsted skirts, tan with small checks in either dark blue or brown. The style is a very becoming one, slightly gathered and buttoned down the back. In front are two crosswise pockets.

(First Floor, Central)

Women's Bloomers

Particularly liked in bad weather, when most women like to save their silk petticoats.

Black sateen, knee length, \$1.85; ankle length, \$4.75.

White sateen, knee length, \$2. White silk, knee length, \$5.50 to \$8.50.

Colored silk, ankle length, \$6.85 to \$10.

(Third Floor, Central)

Most Women Like Sheer and Showy Handkerchiefs

Much like these at \$9.50 a dozen, that are of spotless Irish flax, and quite well made.

They are in that dainty, plain hemstitched style that never goes out of fashion with women of good taste, and they are finished with tiny beams, one-sixteenth of an inch wide.

We'll embroider them for you, if you wish, at a moderate charge.

(West Aisle)

Just Received Are Samples of Some Beautiful Spring Coats

So new and different in their fashion features are they that we decided to keep the samples and let the manufacturer send the rest of the order as soon as he can.

Consequently, in nearly every case, there is only one coat of each style—for example, a fascinating accordion pleated blue serge cape with the armholes and collar trimmed with frilling of ribbon.

There are short sports coats of camel's hair (these promise to be very fashionable indeed), also some of tweed and silverstone velour.

And, of course, there are many three-quarter length coats, handsome bolivias, velours, gabardines and imported tweeds, all most new and interesting.

Prices are well within a moderate limit, \$45 to \$87.50.

(First Floor, Central)



A Good Note to Make on a Woman's Shopping List—

Every fur in the Fur Salon is specially priced—both small furs and coats.

(Second Floor, Chestnut)

In the Flower Garden of New Blooming Spring Silks

you will find tomorrow such selection of beautiful things at moderate prices as may not be seen again in many a day.

We hope that all of our customers will learn that whatever silk is chosen here is a silk safe to buy, and even to put away as an investment. We have been most careful to allow no questionable goods admission to our fine stocks.

The new fashion things are very beautiful, and some are marked at special prices.

(First Floor, Chestnut)

The Compliment of Remembering a Friend's Wedding Date

It is a graceful custom that is growing greatly in favor.

Even a card expresses the thought, and there are some very beautiful and appropriate cards here for every anniversary from the fifth, which is the wooden wedding, all the way to the fiftieth, or the golden wedding.

And there are also attractive congratulatory cards for either the wedding itself or for any of the anniversaries.

Prices from 10c to 25c each or, in the case of cards made to order, up to \$10.

(Jewelry Store, Chestnut and Thirteenth)

Upholstery Remnants

A great many of all kinds and in all lengths, and marked at considerable savings over the same goods in the piece.

Many women will find just what they need for doing the necessary Spring renovating. There are plenty of squares for pillow tops and small table covers, odd lengths of cretonne for chair seats, covering pillows, making bags and other fancy articles, and also nets, scrim and marquisettes; in many cases enough for a curtain.

(East Aisle)

The Sale of Pictures

includes oil paintings by such men as C. Arnold Slade, E. Redfield, Robert Henri, Charles Gruppe and others; and water colors by Carl Weber and F. F. English. 25 per cent has been taken off the price of every picture in the Gallery.

A brilliant Venetian sunset by Thomas Moran, N.A., is \$357.50; a "Market in Tangier," by C. Arnold Slade, is \$275; a "Snowy Twilight," by E. Redfield, is \$330. Another Redfield—an Autumn scene—is also \$330; and still another Autumn picture, by Merritt Post, is \$550. A "Winter Evening Near Kingston," by Walter Koeniger, is \$440.

(Fifth Floor, Market)

New Books

"My Rest Cure," by George Robey, \$1.50. George Robey is the funniest man on the English stage and the geniality of the book is infectious.

"The Splendid Outcast," by George Gibbs, \$2. A clever quick-action adventure story.

(Main Floor, Thirteenth)

Three Desirable Groups of Domestic Rugs

Lowest in price are the seamless tapestry rugs, in new designs and colors, at \$39.50 for 9x12 ft. size.

Three fine grades of Axminster rugs are \$59.50, \$68 and \$78.50 for 9x12 ft. size.

Standard Wilton rugs are \$112.50 for 9x12 ft. and \$105 for 8.8x10.6 ft.

(Seventh Floor, Chestnut)

Cocoon-Filled Buttercups, 80c a Pound

Shining pillows of delicious candy, crisp and delectable, and with a creamy cocoon filling—80c a pound.

And if you like nuts, the glaze nuts, and they're fresh every day, are perfectly delicious—\$2 a pound.

Nougat center caramels are delectable morsels that caramel lovers will approve—\$1 a pound.

(Down Stairs Store, Chestnut)

The Half-Yearly Sale of Mattresses, Pillows, Bolsters and Bedsprings

is a sale of Wanamaker standard goods exclusively. Our entire stocks of mattresses, mattress materials, feathers and springs are offered in it at reduced prices. You can have mattresses made up in any size or style desired, also pillows and bolsters, all at a saving of not less than 10 per cent from our regular prices.

Besides hair mattresses the sale also comprises felted cotton mattresses, floss and other mattresses. Seven grades of upholstered box springs and fifteen grades of steel spiral and wire springs are offered at February price reductions.

(Sixth Floor, Chestnut)

250 Men's Fine Big Ulsters A Fortunate New Purchase Marked at a Wonderfully Low Price \$45 Each

Special purchases of overcoats such as these to sell at a price far below their standard value are among the rarest things in merchandising nowadays.

These coats have come to us from one of our good, regular suppliers.

They were still in course of production when we bought them, and we bought them to sell for \$15 to \$20 less than we ourselves should ordinarily sell coats of the same grade for.

They are good, roomy garments, made of all-wool overcoating materials, in gray and tan shades, with belted backs and button-up collars.

For coats of such merit \$45 is an astonishingly low price today, low enough to make every garment a fine investment even for next Winter.

(Third Floor, Market)

Men Who Need Wallets or Dressing Cases

are invited to inspect the assortment here.

Wallets start at \$3, for black long grain cowhide, and go to \$20, for fine pin seal. Mounted ones are more.

Dressing cases are chiefly of black leather with black or tan leather linings, but there are a few of tan in pigskin graining. The fittings are black.

Prices \$10 to \$75.

(Main Floor, Chestnut)

Men's Fur Collars That Fit Beautifully

An objection that some men have raised to buying separate fur collars for their overcoats was that the collars never looked as if they belonged on the coats.

These fur collars of ours were made by a man who has devised a very ingenious arrangement for attaching them so that they look as if they had been sewed on, yet can be removed in a few seconds. He has applied for a patent and his collars can be had here only in Philadelphia.

Among the furs are seal-dyed otter, Hudson seal (seal-dyed muskrat), coyote seal, beaver, nutria, racoon and coney.

Prices range from \$12 for the coney to \$110 for the otter. Natural otter, \$85 to \$180.

(Main Floor, Market)

Valentines! Valentines! 5c to \$1

Lace questionnaires and dainty old-fashioned things and hearts galore and cards and folders—not to mention boxes of material for the making of Valentines. These last are only 25c and a great resource for the children.

(Main Floor, Thirteenth)

Men's Low-Priced Shoes That Will Give Extra Service

They are made of stout veal leather, in black and tan. Heavy sole blucher lace shoes, made on the Munson army last, with some of the black shoes in a narrower toe.

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

Any man who gets a pair will have shoes that he can count on for good service.

(Main Floor, Market)

Good Time to Get Tires, Tubes and Automobile Oil

While prices are no higher than they are.

Here is a good assortment of standard makes of tires and tubes, of first quality, and both cord and fabric. The list includes United States, Kelly-Springfield, Ajax, Vitale, Diamond, Goodrich, Delion, Firestone and so on.

Mobile oils, \$4.25 for 5-gallon cans, \$14.75 for 15-gallon drums and \$49.60 for 55-gallon drums.

(The Gallery, Juniper)