

Band Plays at 9: Organ
at 11, 11:55 and 4:30
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

The February Furniture Sale Is a Phenomenal Event Because It Is Vitalized by Plenty of the Right Goods at Reliable Prices

In the Early Days of Newspaperdom it used to be said and generally believed

"That which is printed must be true."

That vital questions were settled decisively when printed by authority of an editor or publisher.

When the early to rise and late to rest system of storekeeping and the days of apprentices existed, and the lads leaned over counters all day and lay down under them to sleep at nights, there was little or no advertising. Merchandise was shown on pavement counters and outdoors to make its own appeal to the public, presenting a daily solicitation somewhat like this:

"Wanted because it may be bought;
Bought because it may be wanted."

Nowadays, half of the daily newspapers, notwithstanding the high cost of white paper, are given up to the most extravagant and costly pages, single and double, of pictured broadsides, regardless of expense.

The question of the high cost of advertisements, and whether it is worth what it costs, is a live topic with merchants.

The people are coming to know that there are always under the roof of this big, central building the largest and freshest assortments in the city, whether we so advertise or not.

[Signed] *John Wanamaker*

Feb. 7, 1920.

THE right goods and plenty of them at reliable savings—all this may sound familiar. At any rate, it is something worth being familiar with. It is the life of this sale. Nothing else could make such a sale—nothing in the world.

Right goods—the furniture that people desire—at savings not dangerously high, but safely moderate—in that combination lies the whole strength and phenomenal character of the sale. People will understand that we don't enjoy boasting either of these goods or of the money to be saved on them—boastfulness never made a sale like this.

When the Goods Are Right and the Savings Real

But when the goods are as excellent and desirable as are the goods in this sale and the savings on them are as real and unexaggerated, a store has something to talk about.

Anybody looking for new furniture

has a right to be told where the choice is best, largest and safest both in qualities and economies.

We have no hesitation in telling them plainly and emphatically that this is the sale with a stock of good furniture so large that no other individual stock compares with it. This is the sale in which every price-tag tells the story of a reduction which represents an actual saving.

This is the sale that responds to the needs of all the people who desire worthy furniture at the lowest price consistent with future satisfaction when you come to use the furniture.

We print these statements because they are NOT new. We print them because we have printed similar statements before, but we repeat them now to show we stand by them.

The right goods in abundance, the goods that people want at the safest of



low prices—these are the vital, basic underlying factors of the sale. It has become a commercial wonder only because these factors are really behind it, and they are proving themselves every day.

A Large and Important Shipment of White Silks for Spring

A number are the same weaves that we sold for Southern frocks and that are now displaying their loveliness under sunny skies. Others are newer kinds of which women will be glad to know of, for they promise to be the most desirable silks for this coming Spring and Summer and they may not be here later on. Still others are staple varieties, always in demand for blouses, linings, foundations and so on.

A certain well-known sports silk, very fashionable for entire dresses and skirts, \$6.50 a yard.
Sports satin, made of wood fiber and highly lustrous, \$6.50 a yard.
A large assortment of novelty sports silks in white and colors, in stripes, plaids and borders, \$8.50 to \$15 a yard.
Fine white Japanese crepes in distinctive patterns, \$3.50 a yard.
Also Japanese habutai with colored stripes, \$3 a yard.
And special 36-inch taffeta in white, \$2 a yard.

(First Floor, Chestnut)

Several Models of the Smart New Polo Coats for Young Women

All are of that fashionable and very much liked camel-hair weave, which is so popular, and all are in that light tan shade which is at once so pretty and so becoming.

sleeves, some have patch and others circular pockets, and all are belted at the waist with narrow belts of the cloth.
They are practical, good-looking coats which young women are asking us for, to wear in the Spring, and their prices go from \$62.50 to \$75.
14 to 20 year sizes.

(Second Floor, Chestnut)

Women's Cotton Dresses in New and Good Styles

and not expensive, are to be found in that corner of the Third Floor which specializes in these things. There are many well made and practical little dresses, in becoming

styles, and of pretty cottons in attractive colors.
Prices start at \$2.85 and go up to \$6.50.

(Third Floor, Central)

Embroidered Envelope Chemises From the Philippines

At \$3.65 there is a simple style with hand-done scalloping, ribbon trim; at \$3.85 there are three particularly pretty and dainty styles, with different designs of embroidery; at \$4.50 is a style more elaborate, and at \$5 is a style with hem-stitched top and straps over the shoulders.

(Third Floor, Central)

Pretty New Japanese Kimonos

Not only is the embroidery most attractive, but the kimonos are all of cotton, and in such pretty colors as pink, rose color, a soft gray, light blue, lavender and Copenhagen blue. Birds and flowers are shown in the effective embroidery. \$4.50 to \$6.75.
Figured Japanese crepe kimonos are \$3.85, and striped crepes are the same price.

(Third Floor, Central)

Here's Much That's New in Spring Millinery

A whole bevy of bright new Spring hats, each distinctive and interesting, will make the Millinery Salon a gay and charming place Monday morning. Here are a few of the new ideas you'll notice:



Smart little hats with straw facings and satin tops—sometimes feather, more often flower trimmed.
Hats faced with the bright raffia braid, varnished.
Quite a few large hats—with wings.
And quite a few more, with quills.
Hats entirely of the new calliphane straw, or trimmed with it.

Seeing them will be a pleasure—trying them on will be even more enjoyable!
\$18 to \$38.

(Second Floor, Chestnut)

Less Than Fifty Fine Fur-Trimmed Coats for Women

But they are among the most beautiful ones that have been here this winter and their prices are now made smaller by at least a third and, in some cases, even more. There are duvetynes and other fashionable fabrics among them, all

having large collars and usually cuffs of mole, skunk, Australian opossum, racoon, fish, nutria, beaver, wolf and Hudson seal (dyed muskrat). Some few are capes.
Prices range from \$100 to \$300.

(First Floor, Central)

New Spring Coats and Hats for Little Brother and Small Sister

Regulation coats, plain tailored coats, little capes and coats for dress occasions—all these are in the Children's Wear Store, ready for the mothers who are looking for new garments for their children.

Spring styles. They are well tailored and are silk lined. In addition to brown, blue and white, there are light and dark colors. \$22 to \$45—and 2 to 6 year sizes.
New straw hats to go with the coats are in simple, becoming styles, in black and colors and are \$3 to \$8.

(Third Floor, Chestnut)

Reducing the Finest Boots in the Women's Shoe Store All to \$12 a Pair

Market conditions have compelled prices that at any other time would have been deemed extraordinary, in all the beautiful, more fashionable kinds of women's high shoes. Now, for the first time in many a day, we are able to allow our customers full and free choice amongst all these finer shoes (with the exception of certain hand-made and exclusive models in the Little Boot Shop) at the one price of \$12 a pair. For immediate choosing there are nearly 5000 pair.

Not a collection of odd lots
Not left-overs nor rejects
Not out-of-style shoes nor broken sizes

but a full and comprehensive collection of every stylish kind of shoes that a fastidious woman can want to select from, in all widths, all sizes, all leathers.

Eight of the most fashionable styles included in the Sale are these, all of them being lace shoes.

Black glazed kid vamps and tips, dull matt kid tops with Cuban heels.

Black glazed kid vamp with plain toes, gray cloth tops and Louis heels.

Dull black calfskin vamps, indicated wing tips, gray cloth tops, broad Cuban heels.

Nut brown Russia calfskin with diamond-shape tips and Cuban heels.

Mahogany color calfskin vamps, indicated wing tips, fawn color cloth tops and broad Cuban heels.

Dull black calfskin vamps, straight tips, dull matt kid tops and broad Cuban heels.

All gray buckskin with plain toes and covered Louis heels.

All brown calfskin, plain toes and covered Louis heels.

All brown calfskin, plain toes and covered Louis heels.

(First Floor, Market)

Our Whole Stock of Office Furniture Is Now Reduced

The reductions range from 10 to 35 1-3 per cent from our regular prices, the average saving being from 10 to 25 per cent.
The exceptional character of an offering of this kind should be apparent to men of business, especially in view of the staple nature

(Third Floor, Market)

of office furniture and of the conditions and outlook in the market at the present time.
The variety of pieces involved includes roll-top and flat-top desks, office tables, revolving desk chairs, office chairs, revolving bookcases and filing cabinets.

Women Are Busily Planning Their Spring Suits

Of course, the first question is about the materials—which will be the most fashionable and what are the prices?

Early as it is, there are many new Spring suitings here, beautiful qualities and all wool, and they are the ones that will be most used in the smartest Spring suits.

Velour de laine, principally blues and tans, \$6 and \$7 a yard.

Duetynes, exquisite shades, \$12 and \$14 a yard.

Golf club plaids, black and white effects with a little illumination, \$6 a yard.

Tweeds, \$4 a yard.

Black and white velour checks, \$5.50 to \$7 a yard.

Homespuns, light tan and gray, \$5 a yard.

Jersey cloths, \$3.50 for staple colors and \$4 for sports shades.

(First Floor, Chestnut)

Large Silk Handbags of Much Charm

A round, full shape, with a tasseled and containing purse and mirror.

Made of black and navy moire silk, the navy having a satin stripe. Shell-finish celluloid forms most of the frames, but there are some black bags with black celluloid frames, for mourning wear.

Price \$12.50.

(Main Floor, Chestnut)

Voile Blouses, New and White and Lacy, \$5 and \$5.50

All are of that firm, snowy voile which is so practical for Spring blouses because it may be laundered so satisfactorily.

Many tucks and enough Valenciennes insertion and edging for prettiness are the chief features of the first blouse, which has a collar to be worn high or low and is \$5.

At \$5.50 are four more styles—one with more lace than the first blouse; another with square neck, tucks, lace and three-quarter length sleeves; a third has embroidery, heavy and sheer lace and many tucks, as well as a square neck, and the last blouse has hand embroidery on its new collar.

All these blouses are in sizes 34 to 48 inch bust measure, inclusive.

(Third Floor, Central)



For the Day Cupid Claims as His Own

which everybody knows is St. Valentine's—there are many delightful little paper novelties that will lighten the task of the hostess and add to the pleasure of one's guests.

Decorative crepe paper, 25c a fold.

Paper streamers, 10c each.

Festoons, 6c and 12c each.

Cupid and heart cut-outs, 10c and 15c a pack.

Valentine cards, 5c to 15c each.

Table covers, 50c each.

Napkins, 50c per hundred.

Lunch sets, \$1 each.

Place cards, 15c a package.

Paper hats, 12c each.

(Third Floor, Market)

Men's High Leather Boots and Storm Shoes (In the London Shop)

Gentlemen living in the suburbs, where snow drifts are kneedeep, can wear these boots to advantage.
Field boots of dark tan Russia leather, laced over the instep and up the sides at the top, \$25.
Heavy tan grain leather boots, laced up the front all the way to the knees, and with heavy double soles, \$25.
Heavy tan grain leather 12-inch boots, with heavy double soles and rawhide slips, \$22.50.
Heavy dark tan Norwegian calfskin high brogues, with wing tips and double soles, \$18.50.

(The Gallery, Chestnut)

Fine Lisle Half Hose Just From Paris

In time for men who are going South. Plain colors with clocks and vertical stripes of contrasting colors in combinations that it seems only the French hosiery makers can produce.

Prices \$3 and \$3.50 a pair.

(Main Floor, Market)

Warm Clothing for Winter Sports

Mackinaws, \$15 to \$20.
Sheep-lined moleskin coats with shawl collars, \$15.
Leather vests and jackets to wear under the coat, \$8 to \$20.
Heavy Shaker-knit sweaters with large shawl collars and pockets, \$12 to \$17.50.
Knit skating toques in various colors, \$1.50.

(The Gallery, Juniper)

Inexpensive Rugs

Room sizes in two kinds that are much in demand today.

Wool and Fiber
9x12 ft., \$18.50 and \$28.75.
8.3x10.6 ft., \$17 and \$25.
6x9 ft., \$10 and \$11.50.

Colonial Rag Rugs
9x12 ft., \$12.
8x10 ft., \$8.75.

(Seventh Floor, Chestnut)

Another School Term Has Started and Girls' Gym Suits Are in Request

For years the Wanamaker Store has been making bloomers and gym suits for schoolgirls in this and other cities, and the long experience has helped us to find the most satisfactory kinds and styles.

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

Black cotton and wool bloomers in the same style are \$5.75. Middies of white duck, with braid, shield and lacer, are \$2.

(Third Floor, Central)

Now Is the Time to Get New Bedding

Now, when we are holding our half-yearly sale of these goods, a sale in which you can have mattresses made to order from any one of the twelve different grades of hair and covered in your own choice of standard tickings.

We are also offering felted cotton mattresses in twelve different grades, and we are making bolsters and pillows to order from eight different kinds of feathers, all of them good and clean.

Upholstered box springs in seven different varieties and steel springs in fifteen different varieties are also in the sale, which takes in our entire stock of the goods here named, all at reductions of not less than 10 per cent from our regular prices.

(Sixth Floor, Chestnut)