

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Rain; colder tomorrow.

No Wonder This February Furniture Sale Is What It Is—

Mark Twain Once Said to One of Our Old Friends:

"Henry, there are two times when you should not speculate. First, don't do it when you haven't any money! And be pertickular to be sure not to speculate when you have plenty of money."

This good advice applies equally well to others beside buyers of shares in the numberless varieties of companies now being formed all over the United States, even to go as far as the planet Mars to make discoveries.

For all the merchandise in which we deal we go to the sources of production, the reliable, best makers, pay cash, and sell all articles as low as possible, even to the buyers of largest quantities of the articles we sell.

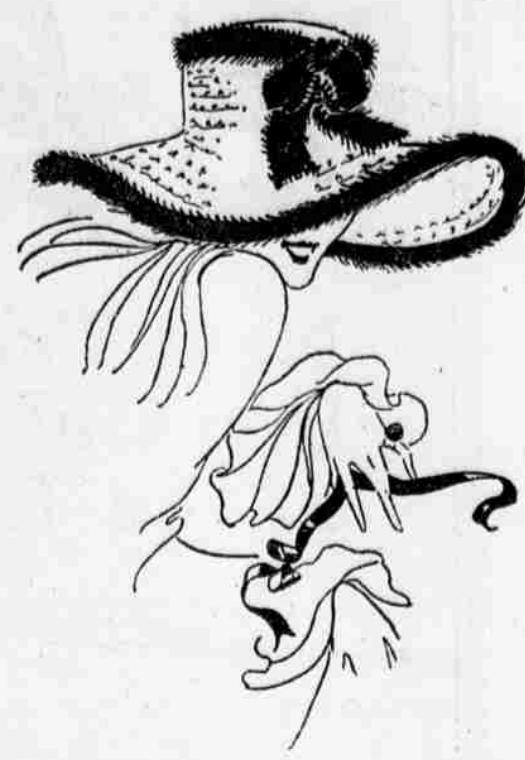
Large sales often create a condition of smaller profits.

Speculations in highly frescoed advertising announcements are often disappointing. We seem to be "old fogies" nowadays in our simple announcements of actual facts.

[Signed] *John Wanamaker*

Feb. 10, 1920.

CERTAIN French blouses recently received in the French Room are marvels of delicate hand hemstitching and embroidery, the designs being mostly appliqued. Some of the blouses have real lace and some are of the simply tailored sort. Prices are \$62.50 to \$165.
(Third Floor, Chestnut)



The Charming New Sports Hat of 1920

It may be large—it may be small—it may be subdued and quiet—or it may be very striking indeed—but it is fairly sure to be smart, to be becoming and comfortable, and very suitable indeed for any outdoor or sports wear. Here are just a few of the many original models you'll see in the salon devoted just to these useful sports hats:

A symphony of browns is the hat of tan Bavaria cloth, with high crown and wide brim, both embroidered in a golden brown. \$25.

If you wish a small hat, that one of fine ecru straw, with the narrow, upturned brim and the wide band and bow of black-embroidered rose color ribbon, is delightful—it is \$28.

Another small hat has a tan-like crown of pink silk, and a narrow roll brim of fine pink straw. It is \$18.

Wide brimmed and charming is the hat of lilac-and-brown rough straw with a quaint arrangement of lilac-silk bows. \$15.

And in contrast to the large, drooping brimmed hats is a small hat of pearl-gray grosgrain ribbon with round crown and soft upturned brim. \$28.

Heavy purple silk, stitched, and set off with coin dots in American Beauty color, makes another large hat with brim that may be bent in any shape. \$40.

Of porcupine straw is a hat in American Beauty color, with a wide band of brown satin, embroidered in green and red. \$22.
(Second Floor, Chestnut)

Exquisite New, Long French Suede Gloves for Women

It would seem as if the French were trying to make up for all that long period when they could not send us such lovely gloves as these, for the new French gloves for Spring are unusually fine.

And now that short sleeves are so much in vogue, these new gloves are most desirable indeed.

The skins are of beautiful texture, soft and velvety and fine—French suedes of the finest quality. And the colorings are lovely—three springlike shades of tan, a delicate mode and two light putty shades. And all fasten with three pearl buttons.

The eight-button-length gloves are \$6 a pair; the twelve-button-length are \$7 a pair.

We doubt if you'll find anything like them in town.
(Main Floor, Central)

Lovely Bead Necklaces

There are necklaces with red and purple, green, blue, amber, pearl, white and pink beads, used alone or in combination. In all the fashionable lengths, they are in many pretty designs and styles, that will give an ornamental touch to any frock or blouse.

Prices start at \$1.25 and go on up to \$14.
(Jewelry Store, Chestnut and Thirteenth)

Five New Styles Enter the Women's \$12 Shoe Sale

Every one of these styles is greatly in demand, and four of the five come from one of the leading women's shoe factories in the country. Ordinarily these shoes are \$2 to \$6 a pair more than tomorrow's price.

Black calfskin lace with straight tips, dull matt kidskin tops and Cuban heels.

Black glazed kidskin button with dull matt kidskin tops and Cuban heels.

Black glazed kidskin button with dull matt kidskin tops, turn soles and Cuban heels.

Black glazed kidskin button with black cloth tops and Cuban heels.

All-black satin lace with covered Louis heels. In addition to the shoes just described there are a couple of dozen other new and fashionable styles in this sale at \$12 a pair and representing the same ratio of saving as the above.
(First Floor, Market)

A Somewhat Different Silk Handbag

It is a medium-size pouch shape, of black and navy moire silk; some with tassel.

The distinguishing feature is the frame, which is engraved metal with fancy clasps.

Price \$6.50.
(Main Floor, Chestnut)

Men's Ulsters at \$48.50

A special lot that we secured to sell at this price.

These are no ordinary coats. At the price they are extraordinary.

Made of an excellent hand-finished frieze fabric that will wear and wear.

Excellently modeled and hand finished.

Their normal selling price today is \$11.50 to \$21.50 higher.

A good manufacturer made them for us from his Winter overplus of this particularly good material.

(Third Floor, Market)

Men's Fine Fuji Silk Shirts From Japan

The material is pure, unloaded silk of a very high grade. Men who have worn shirts made of it say it gives splendid service. It is a light tan in color and looks even better after it is washed than before.

All soft cuff, plain negligee style. Price \$12.
(Main Floor, Market)

\$6 Will Buy a Man a Good Velour Hat

Rather extraordinary, when one considers that this is about as little as one expects to pay for any kind of a good hat nowadays.

The velour in these hats is an excellent quality, soft and silky, and the colors are black and rich shades of brown and green.

The reason for the low price of these hats is that they are a much-belated shipment and must be hurried out.
(Main Floor, Market)

Warm Woolen Jackets for Sportsmen and Others

Very different from the ordinary wool jacket, being of fine knitted wool and well tailored. They are coat style, with the shoulders reinforced to prevent sagging, and with two-buttoned pockets. In various heather mixtures, \$12.

Vests of the same material, \$7.50.
(The Gallery, Juniper)

Wool Fabrics for Street Frocks

Fine all-wool serges and poplins in plain colors are so far the favorites, particularly in navy or midnight blue. They are here also in brown, Copenhagen and gray, 40 to 48 inches wide, \$2.50 to \$4 a yard.

Shepherd's checks, all-wool and very Spring-like, \$3.50 a yard. There are three sizes of checks.
(First Floor, Chestnut)

Valentine Sweets and Favors and Novelties

Whatever else you send on Valentine's Day, don't overlook the candy—the sweetest valentine of all!

Glace mint hearts are \$1.50 a pound.

Crystallized cream hearts are 60c a pound.

French chocolate hearts are \$1.25 a pound.

Paper heart boxes, to hold sweets—and you may select whatever kind you like—are 40c, 60c and \$1.25 each.

Red satin hearts to hold candies are \$1.50 each.

And new and attractive are the bright red tin painted hearts, hand painted, of course, and each different—\$2.50, \$3.50 and \$5 each.

Assorted caramels—and they make delicious filling for the boxes—are \$1 a pound.

Assorted chocolates to fill the boxes are \$1.25 a pound.

Jack Horner pies, for the center of the table for Valentine parties are \$8, \$10—and have twelve favors.

Valentine bonbons, to add to the jollity, are \$1 and \$1.50 a dozen.

Jars of assorted chocolate nibs, for favors, 60c. Novelties on cakes of chocolate are 75c each.
(Down Stairs Store, Chestnut)

A Price List of 9x12 ft. Domestic Rugs

What this most popular size costs you in five standard makes.

Wiltons, \$119.50 to \$175.

Body Brussels, \$72.50 to \$78.

Tapestry Brussels, \$39.50 to \$42.50.

Axinsters, \$59.50 to \$84.50.

Velvets, \$59.50.
(Seventh Floor, Chestnut)

The Best Lot of Blankets in Philadelphia at Their Prices

That may seem a sweeping statement, but if we know anything about blankets and blanket values, it is absolutely true.

We are not basing our statement on the fact that they would have to be sold for anywhere from 20 to 30 per cent more if we had to go out and buy them now.

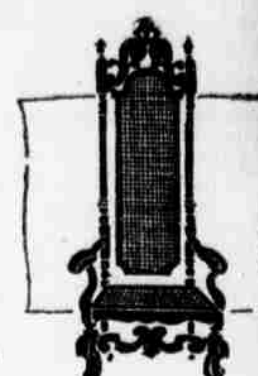
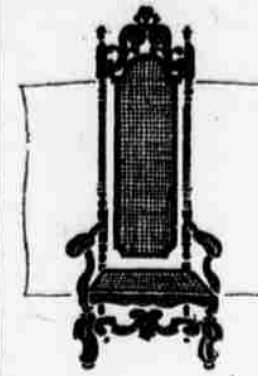
We base it on prevailing retail prices for blankets of the same grades. We shall be glad to have anybody's judgment on them.

We purchased them very favorably one year ago and have only recently opened them up.

White blankets, single-bed size, with pink or blue borders, \$10, \$12 and \$15 a pair, according to the percentage of wool in them. Each pair weighs 4 pounds.

White blankets, double-bed size, with pink or blue borders, \$12, \$15 and \$18 a pair, according to the percentage of wool. Each pair weighs 5 pounds.
(Sixth Floor, Central)

Considering What Is Back of It



When we are told, as people naturally do tell us, frequently, that "it is remarkable how this furniture sale of yours has grown and grown," we are tempted to say, it would be more remarkable if it failed to grow and grow, considering the character of it, the service which it is designed to give and

the stock of merchandise behind it.

Probably we could make a more alluring kind of sale, but we could not make a safer or a sounder one—at least not so far as our present knowledge goes.

By an alluring kind of sale we mean in especial a sale noted for alluring price-tags, the kind of price-tags that promise economy to the eye and break it to the experience.

Our sale is not notable for dangerously large price reductions, but for safe, real ones.

It is a sale of too vital concern to ourselves to permit of playing fast and loose with prices and valuations.

The furniture in it is not of the kind that can be "reduced" 50 per cent and sold with a profit to the one who sells and an ultimate loss to the one who buys it.

It is furniture on which a reduction of 10 per cent represents a saving of ten real dollars—no less.

Woods and Work

These are not theories, least of all, opinions. They are facts of Wanamaker furniture and conditions of the Wanamaker furniture sale.

Theories and opinions could never make a sale develop as this sale has developed, but the actual fact of dependableness in the goods and in the savings has a way of making itself known from day to day and from year to year, and development becomes an inevitable mark of the sale of proven dependableness.

Dependableness, desirableness, serviceableness, beauty, sound value—not words, spoken or printed, can make these things, but woods and work can make them and have made them, as we can prove by the furniture in this Sale.

Standard woods, standard workmanship, standard merchandising, sterling value—by these marks the Wanamaker Furniture Sale is distinguished, and by these the people have learned to distinguish it, and so it grows and grows and grows.
(Fifth, Sixth and Seventh Floors)

"The Best Short Stories of 1919"

and the Year Book of the American Short Story, edited by Edward J. O'Brien.

"Authors, editors, librarians, teachers of English, teachers of short-story writing and others find it indispensable."

Price \$2.
(Main Floor, Thirteenth)

A New Fountain Pen and Only \$2

Moreover, it is an unusually good fountain pen at this moderate price, and it is made especially for the Wanamaker Store.

There are a number of features about it that people who use fountain pens a great deal will appreciate. It is a self-filler, and the point is 14 kt. gold, and so varied that it will suit every hand. The barrel is black rubber.
(Jewelry Store, Chestnut and Thirteenth)

Becoming Collars

Some are the finest white or cream-colored batiste, trimmed with set-in pieces of daintiest lace and hand embroidery. Others are net and lace or all lace in the new patchwork effect.

There is such variety in the shapes, from long, straight collars to small curved ones and even round points, that they will fit any style neck line. \$2.50 to \$11 are the prices.
(Main Floor, Central)

Women's Umbrellas Priced \$4

Covers of strong black cotton with a silk tape edge; frames 8-rib paragon; handles plain or carved mission, sometimes with bakelite tops and always with silk cords. Price \$4.
(Main Floor, Market)

Unfoldment of Chinese Rugs at Very Moderate Prices

One of the interesting things about these rugs is that they come in attractively graded sizes.

A still more interesting thing is that they are rugs of worthy class, in the striking individual shades and with the striking individual symbolism characteristic of Chinese weavings.

Perhaps the most interesting thing of all is that they are priced on a particularly moderate basis.

Anyhow these three points of interest should make a strong appeal. A look at the rugs will make it still stronger.

Chinese Rugs

12x9.4 ft., \$495.	9x6 ft., \$205.
11.5x9.1 ft., \$495.	8.2x6.2 ft., \$235.
10x8.3 ft., \$425.	6.4x4 ft., \$165.
10.11x6.11 ft., \$375.	7.4x4 ft., \$175.
10.1x8 ft., \$365.	6x3 ft., \$75.
12x10 ft., \$675.	4.11x3 ft., \$65.
11.9x9 ft., \$475.	4.6x2.2 ft., \$35.

(Seventh Floor, Chestnut)

New Upholstery Tapestries Suggest Furniture Re-covering

There is no secret about the reason that so many people choose tapestry for this purpose, for it is a well-known fact that it stands an enormous amount of hard wear.

These new tapestries are beautiful figured designs, 50 inches wide, and the prices are \$4.75, \$5.50, \$6.50, \$7.50, \$8.50, \$9 and \$10 a yard.

We have remarkably good facilities at this time for doing all kinds of reupholstery work in the best possible manner, and we are always glad to give estimates.
(Fifth Floor, Market)

Only Bedding of Good, Clean Quality in the February Sale

We have no other kind at sale time or at any other time.

All our mattresses, mattress materials, feathers and bedsprings are at reduced prices during this sale. The reductions are real, not startling. Market conditions borne in mind, they are exceptional, and they will not be offered again on the same large variety of goods in at least six months.
(Sixth Floor, Chestnut)

Wool Jersey Coats for Spring

They are very good looking, strictly tailored models with a shoulder yoke, curved to a point in the middle of the back and the inverted pleats which start from the yoke continue to the stitched belt. The center one, however, goes all the way down the back. There is a half lining of pongee silk.

One may have a pretty shade of brown, olive, bluish green or Oxford, \$47.50.
(First Floor, Central)

Enchanting Skirts for Southern Wear

Tricotettes, Georgettes, baronet satins, and fancy baronet and snakeskins, all in the most delicious pale colorings that can be imagined.

The pinks and greens, blues and yellows and silvery tones go perfectly with the new silk sweaters. Prices are \$25 to \$35.
(First Floor, Central)