

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

This Is Such a Great Furniture Sale Because the Economies in It Ring True

Philadelphia Still Wallows Helplessly in the Paralysis

of the snowstorm shackles, which endanger the use of automobiles and leave her streets an icy wilderness at various points.

The trolley lines, doing the best they can with their thousands of cars, full forces of motormen and intelligent conductors, find it impossible to meet the needs of the hour.

In New York City fifteen thousand men of the Street Cleaning Department, by an all-night concentration of effort, even employing store clerks to work at night, cleared an important business center of snow and ice, opening up arteries of travel.

In the absence of warm rain, could not the new Director of Public Works, by day and night forces of men, clear Broad Street, north and south; Locust, Walnut, Chestnut, Market and Arch Streets, Girard and Columbia Avenues, east and west, as a beginning of relief to the shut-ins, thus opening the main arteries of traffic and allowing the doctors and nurses to relieve house patients and get to and from the hospitals?

The serious condition of our thoroughfares, interrupting every phase of city and country life, deserves the consideration of the Mayor and his staff of assistants, as the out-of-town people are discouraged by the reports of the dangerous condition of many of the snow-piled streets.

[Signed] *John Wanamaker*
 Feb. 13, 1920.

Can You Stop for a Few Minutes to Hear RACHMANINOFF GODOWSKI ORNSTEIN

Playing the Piano in Egyptian Hall?

One after another you may hear them—the masters. You may call for any selection in their repertoires. It will be played.

Not the artists in person, but the indistinguishable reproduction of their splendid powers by means of the

AMPICO

Reproducing Piano

Find out at once what this wonderful piano is.
 (Egyptian Hall, Second Floor)

Women's New Suits of the Favorite Jersey Priced at \$35 to \$50

Good country or sports models, with the characteristic features of belts, yokes, pleats and pockets.

A few have brushed wool facings, or show the new long straight revers; also a few are light weight.

Colors are brown and green, heather mixtures, oxford and navy.

Prices \$35 to \$50.
 (First Floor, Central)

With a piece of lead pencil one can figure one's self into fabulous wealth, but that is where the difference between pencil marks on paper and money in one's pocket becomes so apparent.

"Economy" as the word is often used is a relative term and frequently it is something very elusive. To be real, economy in a furniture sale must represent a saving from an already fair price for an article of genuine quality and desirableness. We claim that economy in this Furniture Sale lives up to that requirement.

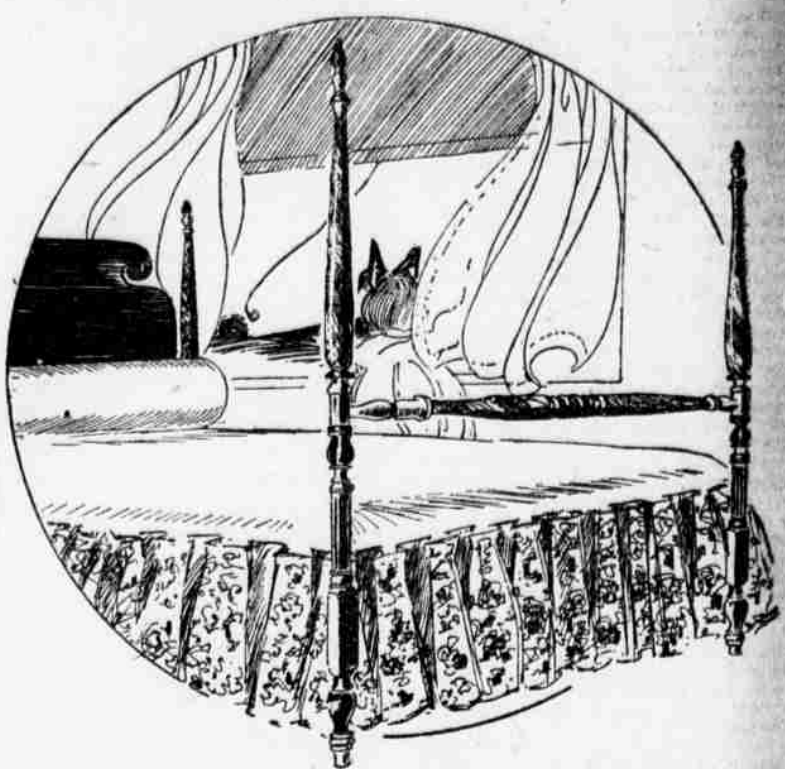
It Is a Sale of Real Economy

A sale in which economy is founded on fact, the fact of an original fair price on an article of genuine quality and desirableness.

The greatness of the sale is due in large measure to the fact that the savings, whether they are large or little, are on things that people want—on furniture of genuine quality and desirable character, furniture which, as a matter of fact, can always be sold without being reduced.

On furniture of that class a saving is a saving. It is not an illusion, or a myth, or a mockery. For a furniture sale the great thing needed is a background of furniture that people want at reductions that appeal to people of common sense and prove themselves real in the test of service.

(Fifth, Sixth and Seventh Floors)



The Sale that we are holding is backed by a stock of furniture large enough and good enough and at sure enough economies to make it the greatest sale we have had up to this time.

Only the goods that are in it and the economies it affords could make it what it is.

Spring Is Already Here in the Young Women's Salons! Come and See the New Suits and Coats and Dresses

If you are tired of Winter clothes and are longing for something new and fresh and smart, to wear at once, you will find something to please your fancy in the Young Women's Store, for it is full of bright, pretty new Spring clothes.

Practical New Spring Sports Suits

\$29.50 for a particularly good model of wool jersey in a new sports style with four pockets, narrow belt and many buttons; tailored skirt.

\$35 for several other good styles, all in youthful and becoming sports models. These, too, of wool jersey.

And they are all in the new Spring colors—Pekin and Copenhagen blues, browns, heather mixtures and other shades. 14 to 20 year sizes.

New Sports and Other Topcoats

\$35 for a good model of wool jersey in three-quarter-length, with pleat in the back, slit pockets and narrow belts. Spring colors, too.

\$62.50, \$67.50 and \$75 for the new polo coats in attractive styles, and of those soft tan wools that are so fashionable.

\$65 to \$75 for other new Spring topcoats of evora, silvertone and other fine materials, in new colors and models.

14 to 20 year sizes.

The New Dresses Are Delightful

\$27.50 to \$95 range the prices—and the models start with a charming little taffeta dress of lustrous silk, with snowy V at the neck and little pleated frills for trimmings, and goes on up to \$95 for the handsomest satin dress, elaborately beaded.

There are taffetas and satins in new colors and fetching new styles, many beaded, quite a few with ruffles, many with short sleeves, ever so many collarless, and some brightened with a vivid touch of color in some unusual fashion.

14 to 20 year sizes.

(Second Floor, Chestnut)

THE Fur Salon

Has just received a new shipment of foxes, brown, taupe and black, all in the shape of animal boas and all specially priced.

(Second Floor, Chestnut)

LARGE SUEDE HANDBAGS SPECIAL AT \$12.75

We can sell a limited lot of these bags at this price, which is unusually low for such a style.

The suede is of good quality and is in dark brown, tan and gray. The bags are quite large and in a rather broad shape. Frames are shell-finish celluloid and linings are silk.

(Main Floor, Chestnut)

AMONG NEW SPRING SUITINGS VELOUR IS PROMINENT

It is such a beautiful fabric for handsome suits and coats that it is close to the top of the list of fashionable materials for Spring.

The new velours are in many shades of tan (which have been scarce until now), gray, light and dark blue and silvertone effects.

Both plain colors and silvertones are 54 inches wide and \$6, \$6.50 and \$7 a yard.

(First Floor, Chestnut)

NEW BOOKS

"Where Angels Fear to Tread," by E. M. Forster, price \$2. A delightful story of England and Italy, in which a high-class English woman falls in love with an Italian peasant and marries him.

"The Strange Case of Mortimer Fenley," by Louis Tracy, price \$1.75. An excellent detective story.

"Grace Harlowe Overseas," by Jessie Graham Flower, 75c.

"Grace Harlowe With the Red Cross in France," by Jessie Graham Flower, 75c.

(Main Floor, Thirteenth)

PRETTY NEW 50c NECKWEAR FOR WOMEN

Dainty organdie or net collars, plain or lace trimmed, and there are even some sets at this price. Also you may have either long collars or the newer short ones. Most women will like a number of changes when they find how pretty and inexpensive these collars and sets are.

(Main Floor, Central)

GYM SUITS FOR GIRLS

Bloomers of black, all-wool storm serge, full-cut, with double gusset and pocket, price \$5.75. Of cotton and wool storm serge, \$4.75.

Middies to wear with them are of all-white cotton duck, with shields, braid and leucers, price \$2.

(Third Floor, Central)

Send Her a Red Heart Filled With Sweets

Bright red tin boxes, in heart shape and with the lids decorated with hand-painted designs, are one of the novelties this season. Filled with our fine chocolates, they'll make delightful Valentines, and they're \$4 complete.

Or send her a box of the French chocolates, all in heart shape, \$1.25 a pound.

Plenty of Valentine snapping bonbons are here if you're having a party—\$1 and \$1.50 a dozen.

Assorted chocolates, in one-pound packages, 80c.

(Down Stairs Store, Chestnut)

NEW SPRING CRETONNES PRETTY FOR SLIP COVERS

Many beautiful flowered patterns in both light and dark effects, and the color selection is remarkably good. Prices are 50c and 75c a yard.

We find that the tendency among housekeepers is to order slip covers as early as possible, so that they will be ready in case warm weather comes earlier than anticipated.

(Fifth Floor, Market)

Every Man's Opportunity in the Unreserved Clearing of Winter Overcoats at \$30, \$40 and \$50

This is the best break of the season in men's overcoats.

It is the best Winter sale of men's overcoats this season in Philadelphia, the best in the quality and style of the overcoats and in the lowness of the prices.

The least that any man can save on any coat in the collection is \$10, and he can save \$20.

The reduced prices—\$30, \$40 and \$50—are the lowest that have been quoted on overcoats of these grades this season, and it may be a very long time before coats of the same class will be purchasable for the same figures.

It is one of those Sales for which men wait. There should be more men for the coats than there are coats for the men.

Regular Winter ulsters of good warm woollens, fashionably modeled and hand finished and with handsome saving on every one of them.

(Third Floor, Market)

Men's Velour Hats at \$6 and \$8

Both would have been much higher priced if they had arrived in time, but they just got here, and it is somewhat late in the season for them.

Not too late for another month's wear, though, or to buy them for next Fall and Winter, when they can be had for so little. Such prices would be low for ordinary hats, not to mention velours.

In black and rich shades of brown and green, with a soft and velvety texture.

(Main Floor, Market)

Men's Neckwear Shows Spring Designs

Colors are gayer than in the Winter ties and there are many new patterns.

There is a wide assortment to choose from, even this early, and the quality of the silk is excellent, whether it be a \$1 or a \$3.50 tie or one at a price in between.

(Main Floor, Market)

About the Least Expensive Woven Madras Shirt at \$1.50

Full-fashioned thread silk in navy, gray, white and tan. No black.

If first grade they would be much higher priced.

Good, sturdy black and navy cotton half hose with double soles, heels and toes, 35c, three pair for \$1. First grade.

(Main Floor, Market)

Men's Mocha Gloves—"Seconds" at \$3.25 a Pair

Plump, velvety skins—good weight and good colors that men want for Spring; browns and tans and gray shades.

They are outsewn sewn and fasten with one clasp.

(West Aisle)

Men's Initial Handkerchiefs, \$9 a Dozen

Of good, sturdy Irish linen, snowy and fine, and they are embroidered by hand, with clear, easily read letters. Plain hem-stitched, with narrow hems.

(West Aisle)

Men's Silk Half Hose "Seconds" at \$1.50

Full-fashioned thread silk in navy, gray, white and tan. No black.

If first grade they would be much higher priced.

Good, sturdy black and navy cotton half hose with double soles, heels and toes, 35c, three pair for \$1. First grade.

(Main Floor, Market)

NEW WAISTS OF GEORGETTE

The first style in navy and tan has steel beads, hand embroidery, a square collar and a square neck. This is \$15.

The second, with heavy embroidery, showing cut-out work, has tucks and comes in white, flesh, beige and navy, \$15.85.

Navy Georgette with rich decoration of amber, navy and crimson beads; navy silk and gold-thread embroidery, \$28.50.

(Third Floor, Central)

This Women's Shoe Sale Is Like a Snowball—

the longer it continues the larger it grows.

It started with 5000 pair of finest fashion shoes at \$12 a pair, which price represented savings of from \$2 to \$6 from the prices at which these same shoes were selling regularly.

Since then thousands of additional pair of shoes have been added at the same price and with the same savings.

There are over two dozen styles of shoes in the sale today and every one of them is of very high grade.

And the demand for these shoes is even keener now than it was at the beginning, for every pair that leaves this store is a better advertisement of the extraordinary nature of the disposal than anything we can put into print.

There are high shoes and low shoes; extreme styles and staple styles. Of the latter in particular many women are buying enough to last them several years.

(First Floor, Market)

NEW PLEATED PLAID SKIRTS IN DARK, RICH COLORINGS

Occasionally a woman objects to large plaids or finds them unbecoming to her. These new Spring skirts of soft all-wool velour finished with every woman can wear. Being quite conservative in color—tan-and-blue, brown-and-blue and blue-and-green being the combinations—they are particularly nice for street wear and they have the advantage of going with any kind of a waist.

These with small box pleats are \$19.50 and the ones with accordion pleats are \$25.

(First Floor, Central)

Silks for Many Spring Needs All Specially Priced

Silks for morning and afternoon dresses, for dance frocks and more formal evening gowns; silks for wash blouses and pretty fancy waists, for warm weather suits and separate skirts.

But the best thing about them is that every one of these silks is fashionable for Spring; they are all good qualities and decidedly less than present-day prices.

Printed Georgette crepes, 40 inches wide, at \$3.75 a yard. This is within a few cents of the price of plain Georgettes.

Paillette de soie, 36 inches wide, black, navy, brown and taupe, \$3 a yard.

Charmeuse, light, medium and dark colors, 40 inches wide, \$6.50 a yard.

Printed Georgette crepe, 40 inches wide, \$3 a yard.

Printed rapiers and taffetas, 40 inches wide, \$3 and \$4 a yard.

Striped and plaid satins and taffetas, \$2 a yard.

Also other silks, white, black, plain colors and fancy silks and some wash silks, some with prices starting at \$2 a yard.

(East and West Aisles)

LARGE NIGHT-GOWNS WITH PHILIPPINE YOKES

Yokes of the beautiful, thickly padded hand embroidery which has become so familiar to us, set into soft nainsook nightgowns made Empire style, and run with ribbons. Needless to say the necks are low and set-in sleeves are short. Price \$7.50.

(Third Floor, Central)

Good Choosing Still Among Pile Fabric Coats

Women who are buying them are doing so with the future as well as the present in view, for these pile fabrics are always in fashion and, outside of fur, few materials equal them for warmth.

There are silk velours, silk plush and caracul cloths, some plain, others with large capes or shawl collars of such furs as ringtail opossum, dyed racoon and mason wolf. Some few are in short sports length.

Prices start as low as \$57.50 and go to \$175.

(First Floor, Central)

BLACK COTTON DRESSES FOR MAIDS AT \$4.25

They are hard enough to get at any price—well-made black cotton dresses—but these were purchased some time ago, and that is why they are so reasonably priced.

Of firm, good black cotton, they are made in simple one-piece style, with crisp white organdie collar and cuffs.

And we have a plentiful assortment of sizes.

\$4.25.

(Third Floor, Central)

"BENNY BENDO." THE NEWEST TOY

A cheery, big clown with a funny face and with arms and legs of soft wire that will bend and twist and turn in any direction, so Benny can assume the most amazing poses. He has flat, paddle-like feet.

There's not a thing about him to break, and he'll be a durable and jolly toy.

Price \$3.50.

(Toy Store, Seventh Floor, Market)

Better Bedding—the Kind in This Half-Yearly Sale—

is what people want. From the way the sale is progressing they seem to want a great deal of it.

All our stocks of mattresses, pillows, bolsters and springs are offered in it at reductions from our regular prices, not startlingly large reductions, but just good, real ones.

(Sixth Floor, Chestnut)

New High Shoes for Boys

Please note that the Boys' Shoes are now to be found on the First Floor, Market.

Tan calf blucher lace shoes, with broad toes and welted soles. Sizes 11 to 13½, price \$4.75. Sizes 1 to 2; price \$5.75.

The same things in black calf: Sizes 11 to 13½; price \$4.50. Sizes 1 to 2; price \$5.50.

Tan grain blucher shoes, lace, with broad toes and half hooks. Sizes 11 to 2; price \$6.50.

Tan shoes high cut and with buckle for storms. Sizes 11 to 2; price \$7.50.

Black calf shoes, with broad toes and heels. Sizes 2 to 5; price \$5.75.

The same shoes on the English last. Sizes 1 to 5½; price \$5.75. Tan calf on the English last. Sizes 11 to 5½; price \$7.50.

(First Floor, Market)