

Band plays at 9
Organ at 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

The Finest Stock of Furniture in the Country at

Deductions of 33 1/3 to 50 Per Cent

We made large promises regarding this February Sale of Furniture. We told the people to have "Great Expectations."

In particular, we told them we were going to make the greatest February Furniture Sale ever known.

And many people thought us rash, and rubbed their eyes, figuratively, and wondered how in the world the thing could be done; and there was much interest and curiosity on all sides to know just what would be the upshot of the whole thing.

When everything was good and ready we came out and announced that we were going to put into this February Sale every piece of furniture in our stocks at uniform savings of 33 1-3 to 50 per cent.

In doing this we have done the greatest thing that has ever been done in the furniture business.

What is particularly to the point, we have kept our word to the people—we have made the greatest Furniture Sale ever known in this country, so far as stocks and qualities and savings and opportunities can make a sale great—and we don't know of any more vital things in a sale.

We are thankful to the people for the way they took us at our word. And we were never more glad of anything than of our ability to make our word good.

It is made good by the most valuable and excellent assemblage of furniture to be found under one roof in the world, the only such assemblage ever offered, to our knowledge, at such large deductions from regular prices.

From the homekeeper's standpoint the Sale is something to wonder at, but it is of more immediate concern to take advantage of it.

In order to get a fair perspective of what it means, it may be well, at the risk of repetition, to set down the main facts for everybody to carry in mind—

Our entire stock of furniture at deductions of 33 1-3 and 50 per cent. Please note that 33 1-3 per cent is the least you can save, and this applies to the great bulk of the stocks. There is a good choice of things, at a deduction of 50 per cent.

The stocks are by far the largest to be found in any retail store in America, probably in the world, and they are of the quality which has made the Wanamaker Furniture Store and Wanamaker Furniture Sales famous all over the country.

(Fifth and Sixth Floors)

All Our Office Furniture at a 33 1/3 Per Cent Deduction

Business men, knowing the staple character of office furniture, need not be told that this is a most remarkable offer, something unprecedented and something to be taken instant advantage of.

(Third Floor, Market)

The Method of Deduction

The regular price tags have been left on the goods, and each of these tags bears the deduction stamped in large, legible figures, reading either "33 1-3 per cent" or "50 per cent," mostly the former. This means that the customer pays that much less than the regular marked price of the piece, or suit, as the case may be.

Advance Selections

may be made on Monday and dated from the next day, Tuesday, February 1.

It Was Quite an Intelligent Man Who Spoke Up

to a lady these very words, "Personally I never buy anything that's advertised if I can help it, for after I get it, I generally feel I have been taken in."

To which the lady replied, "I think it is women who are more often taken in by 'the firecrackers' of advertising than men."

Even as far back as when George W. Childs began the publication of the Ledger, advertising was looked upon unfavorably by large numbers of the citizens of Philadelphia, some of whom shrugged their shoulders when they read and discussed our small, daily, straight-from-the-shoulder advertisements.

The records of sixty years' constant presentations of what we are doing are matters of history, and this great, square, granite building, where we are housed, is one of the results of the methods we have employed.

Our words in our advertisements are the same as our bond, errors always excepted. There are counterfeits though, as we all know, of even the bank notes of National Banks of the United States.

[Signed]

John Wanamaker

Jan. 29, 1921.

Women's Black Handbags of Beads and Jet

With all the dignity that a black handbag should have and with distinction besides. Some of all-black matt beads, crocheted; others of matt beads effectively combined with jet ornaments, and still others with black silk combined with the beads and jet. For women who want the black relieved somewhat, there are bags with white-tipped fringe at the bottom. Both drawstring and frame styles at \$8.75 to \$40.

(Main Floor, Chestnut)

Heavy Spun Silk Stockings Are London's Latest

We have just received from England the very newest thing in women's sports stockings. Just a pair of each color and design, and all are of heavy, ribbed spun silk. Tan and brown shades run-

(First Floor, Market)

Women's Oil Silk Raincoats Are Down to \$20

That means both the domestic and the Japanese coats and also the oil silk raincoats. It is quite a come-down from the original prices of these coats. They are very much liked for

(First Floor, Central)

Women's Dainty Low Shoes in the New Chestnut Brown

Two styles, both of fine Russian calf-skin. One is an oxford with plain tip, military heel and perforations. The other is a plain toe pump

(First Floor, Market)

New Corsets—Spring Models

Madame Lyras first, some topless hip-confiners of pink broche for slender women and slender girls. They have elastic inserts in front and are lightly boned; price \$5.50. American Lady corsets next—hip-confiners of pink broche, top-

(Third Floor, Chestnut)

Frilly Petticoats for Evening Gowns

The prettiest soft wash satin skirts in palest flesh pink or white, some with deep lace flounces, others narrower lace or tiny ribbon garlands. They are exquisite things and just what every woman likes to wear with her new-fashioned frocks, \$7.50 to \$25.

(Third Floor, Central)

Spring Neckwear Brings Out New Fashions

The youthful Peter Pan collar appears on some particularly attractive new vestees of net and organdie. They are trimmed with eyelid work and narrow lace and are exactly the thing for the Spring frock. Among them are the new gray organdie sets and vestees. Prices go from \$1.50 to \$3. For a touch of bright color, one would choose some new white organdie sets with checkered colored borders. These are \$1 a set, and they have the same youthful collar.

(Main Floor, Central)

New Wistaria Colored Beads Are Lovely

and unusually brilliant. They have a rich and beautiful purple coloring, the beads are in graduated sizes, and the necklaces are among the most attractive we've seen. They come in all the fashionable lengths, and though the beads are of generous size they are light in weight, \$5 to \$12.

(Jewelry Store, Chestnut)



The Finer New Gowns for Women

These are the Spring novelties, usually afternoon gowns, but a few are beautifully cut gowns of cloth—the sort which will be worn on the street without wraps when Spring comes. A good many of them are of fine wool gabardine, often embroidered; others are of crisp taffeta, made with full skirts and self-folds or bands of velvet for decoration; others again are graceful Georgette affairs. Canton crepe is another favorite material; thick and rich and graceful. One full-skirted frock of the last material is a light brown with medallions of heavy black wool; another chequer dress is of dark blue gabardine; and a third has a beige-colored underlip with navy tassels simulating a closing and a charming overdress of eyelid-embroidered chiffon. There are scarcely two models alike.

The prices of these new things are \$60 to \$275.

(First Floor, Central)

The Opportunity of Years Has Come in Sterling Silver

We have been sorting out and adding to the collection of fine sterling silver with reduced prices, and among the newer pieces are some delightful reproductions of old Dutch silver, vases, baskets, and so on.

Every article of sterling silver in this entire assemblage is now marked at less than we could buy it for today. This is a very unusual state of affairs, and for anybody who has a present or future use for this silver, it means a very great saving.

There are at the present time a few beautiful tea services, a coffee set, plates, dishes of various kinds, bowls, vases, compotes, centerpieces, salts and peppers, candlesticks, reproductions of old Dutch silver, and so on.

(Jewelry Store, Chestnut and Thirteenth)

Young Women's New Spring Sports Coats

Young women are now asking for just such smart new top coats as these. They are brand-new, the advance guard of the Spring fashions, and as attractive as can be. Tweed coats in rainbow mixtures, three-quarter-length, with slit seams in the back, belts and generous pockets are \$45. Unusual new full-length coats are of velveteen, a velvet, soft fabric, in moulton brown or Pekin blue, are made with rayon sleeves, broad bands of stitching from collars to hems, a buckled belt, and lining of soft, rich silk, \$98. Another stunning coat, in full length, is of chatoyant, a lustrous, thi k-pile fabric in pigskin, one of the new colors for Spring. It is simply tailored, has rayon sleeves, a lovely satin lining, deep pockets and narrow belt, \$115.

14 to 20 year sizes.

(Second Floor, Chestnut)

Colonial Slippers From England

Colonial tongue-slippers, to speak more precisely, made in England expressly for the Exclusive Little Boot Shop. They have medium toes, low French heels and leather buckles; they are made of black and tan Russia leather and black patent calf, and they are priced at \$20.

(First Floor, Market)

More Hand-Made Blouses From Porto Rico

Nearly every woman knows them by this time, they are so exceedingly dainty and so moderate in price, \$3.85. A new shipment has just arrived, bringing five styles, all of very fine batiste, entirely hand made and with hand drawwork. One model has a vest effect and is trimmed with narrow hand-made lace.

Many women are buying these waists to wear with sports suits.

(Third Floor, Central)

Flannelet Nightgowns for Women

Good quality flannelet in white or light colored stripes, and they are all made comfortably large in size. They have high, V necks or are collarless, and the prices are \$1.65, \$1.85, \$2.50, \$2.85 and \$3.35.

(Third Floor, Central)

Fine Rugs for Less to Go With the Furniture

If you want to make sure of having floor coverings that harmonize with your furniture, that is easily done.

The Rug Store has some beautiful new Wilton rugs on which prices have been lowered 25 to 33 1-3 per cent. You can step right from the Furniture Sale into the Rug Store and choose the rugs that look best with the furniture.

9 x 12 ft., \$75 and \$110.
36 x 63 in., \$14.50 and \$18.50.
27 x 54 in., \$9.50 and \$12.

(Seventh Floor, Chestnut)

Dotted Swiss at 45c a Yard

2000 yards which a manufacturer was closing out at the new lower price. It is a very dainty fabric in white and many colors—pink, light blue, lavender, tadel, rose, Nile, gray, navy and black; it is 31 inches wide and 45c a yard.

(First Floor, Chestnut)

Winding Up the Lamp Sale

Of the good things that remain in this Sale we shall say simply this: All parchment shades and shields are a half less. All hanging fixtures and side brackets a half less. All gas and electric table-lamps with glass shades a half less. All wicker shades a half less. While practically everything else in the Lamp Store is a third less.

(Fourth Floor, Central)

Millinery Fashion Notes

—Gay new turbans with silk crowns, straw brims—and fluttering crepe ends, for trimming.
—New straw hats with brims faced with roses and veiled with tulle—a charming conceit.
—New straw and taffeta hats that are just right for mid-season wear.
—New hats of Batavia cloth in henna and blue and other fashionable shades.
They are small and medium shape hats, usually, they are new and Springlike and different, and the prices go from \$10 to \$16.50.

(Second Floor, Chestnut)

"Lister's Great Adventure"

by Harold Bindloss, is a tale of a treasure reclaimed on the Gold Coast. The price is \$2.

(Main Floor, Thirteenth)

Boys' Initial Handkerchiefs \$4 a Dozen

Snowy squares of firm, Irish linen in good size, and well made. They have narrow, neatly hem-stitched hems and an embroidered block letter in one corner. These are a good, practical kind—and it's easy to identify them with the letter.

(West Aisle)

Women's Colored Handkerchiefs \$3.50 a Dozen

Gay colors, quiet colors—white with a touch of color—colors with a touch of white. The handkerchiefs are of Irish linen, they are in pleasing designs, and they are especially attractive for this price.

(West Aisle)

Odd Lots of Curtains for 1/3 to 1/2 Less

A gathering up of all the odds and ends of muslin, net, lace curtain, including Marie Antoinette and others. Some have been used as samples and are a trifle mused or soiled.

They are all arranged in one, two and three pair lots and are sold only by the lot. The one-pair lots are half price and the others are a third less. It is the occasion that many women wait months for.

(Fifth Floor, Market)