

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
Unsettled

The Whole Wanamaker Furniture Stocks at Deductions of 33 1/3 and 50 Per Cent Is Something Unprecedented

The Finest Thing in the World Is to Know How to Belong

to oneself, and not to be tossed about by the winds, doctrines and half-baked opinions which are in the air, blowing around us all along the way.

To have a mind like a harp, to be played upon by the skillful fingers of a harpist and lose control of ourselves, may endanger and possibly change our entire lives.

An unorganized life is in constant danger from the designs of those who prey upon people "weak in spots."

[Signed] *John Wanamaker*

January 31, 1921.

A Break in the French China Market!

We are glad to announce that there has been a fall in the French china market. In conformity with our rule, all our French china, open stocks included, has been instantly adjusted to the new low scale, which means an average reduction of one-sixth. This is good and interesting news, being the first price-break in French china in five years. Please note that it applies to open stocks. Our customers can always depend upon us to give them the earliest advantage of every fall in the prices of the goods they desire most. (Fourth Floor, Chestnut)

Semi-Evening Frocks of Lace, \$60 and \$75

Charming examples of new low prices and new Spring fashions. These dresses are of net and sheer all-over lace, very gracefully draped; the colors are tete de negre, navy and black, and there are six styles. The girdles are the most interesting features—a black frock has one of old blue velvet with a gay little flower spray; a brown one has a sash of henna-colored net, and so on. The prices are very moderate—\$60 and \$75. (First Floor, Central)

Young Women's Afternoon Dresses at \$25 to \$42.50

Most of these pretty dresses are of glistening satins or of soft, lustrous charmeuse, and they are in dark blue, brown shades and black. In simple, youthful styles, they are just the sort of frocks most girls have much need for—they are smart enough for most occasions and yet not too elaborate. There are youthful, long-waisted dresses, there are frocks with pleated skirts, there are dresses with short sleeves and round necks, there are dresses with just a touch of lace, and others with braiding or embroidery in pleasing designs. Just one or two of a kind usually, many have been considerably higher in price, and they are in 14 to 20 year sizes. \$25 to \$42.50. (Second Floor, Chestnut)

2600 Waists at \$1.65 to \$3.85

2000 waists at \$1.65. Batistes, dimities, lawns, voiles; some samples, a good many with color; the majority white. 300 waists at \$2. Samples of the finer sorts; chiefly voiles, some with hand-drawn work. 300 at \$3.85. Sample waists of crepe de chine and Georgette, chiefly white and pink; also tub silk waists, striped and having high-low collars. (East Aisle)

Petticoats and Other Undergarments—Special

Petticoats beginning with black and colored satreen petticoats at 85c and flowered black cotton at \$1. All of these have elastic tops. Cotton crepe breakfast coats at \$3.85. Pink, rose, Copenhagen and lavender. Nightgowns at \$2.85 and \$3.85. Charming Philippine nightgowns, hand embroidered and scalloped; styles with kimono sleeves and low necks. (East Aisle)

New Cotton Suits for Little Brother

Fresh, pretty little suits, brand-new, and moderately priced. They are of yellow, blue, tan or green cottons, of sturdy weaves, some with colored trousers and white blouse, some trimmed with white, and most all with a touch of hand stitching or embroidery in color. \$3.25 to \$4.50—and 2 to 5 year sizes. (Third Floor, Chestnut)

Men's Silk Half Hose "Seconds" for \$1.25

First grade goods of this kind are a dollar more. These are of full-fashioned, ingrain silk, some with cotton soles and toes. In black only and sizes 9 1/2 to 11 1/2. They will look and wear as well as first grade. (Main Floor, Market)

The Sale of Spring Fashion Silks Starts Tomorrow

There are thousands of yards of brand-new silks of the finest quality in this wonderful Sale marked at the lowest prices for years.

They Are \$1 to \$4.50 a Yard

One thing is certain, women will have to see these lovely silks in order to appreciate their beautiful qualities, their marvelous colorings. It has been many a day since such silks were here to sell for such prices.

As the assemblage of silks now stands, there is practically every fashionable weave for Spring costumes, smart frocks, sports silk skirts, blouses and so forth, but we are expecting more new silks every day, and they will be just as good values as these.

Among all the thousands of yards of silks in this Sale, there is not one silk that a woman could make a mistake in buying. They are all good staple silks of the finest kind, any one of which we could immediately add to our regular stock and sell at a higher price. There is a good color



assortment in nearly every case, so that a woman should be able to find the exact shade she wants. But, of course, some of the best things in this Sale are bound to go first.

These Are the Silks in the Sale

- Silk tricolette, \$1 a yard. A very fashionable Spring silk for dresses, slip-on waists. Many good colors.
- Silk tricolette, \$1.65 a yard. A better quality in all the desirable colors.
- Satin messaline, \$1.50 a yard. All-silk and wide range of colors.
- Colored pongee, \$1.50 a yard. All-silk and 36 inches wide.
- White crepe taffeta, \$1.50 a yard. For graduation dresses, evening gowns, blouses and children's frocks.
- Washable satin, \$2 a yard. In white, flesh and pink, 36 inches.
- Figured foulards, \$2 a yard. New 1921 designs on black, navy, brown, green and taupe grounds. 35 inches.
- Fine satin, \$2 a yard. All-silk, 35 inches wide and many colors.
- Bombay crepe, \$2 a yard. Called by some people Canton crepe. In gray, brown, navy, pink, natural, white and black. 40 inches. (West Aisle and First Floor, Chestnut)
- All-silk taffeta, \$2.25 a yard. A fine quality and very fashionable. 35 inches wide.
- Heavy dress satin, \$2.25 a yard. In black, navy and brown. 36 inches.
- Striped sports silk, \$2 a yard. White with awning stripes in color.
- Charmeuse, \$2.50 a yard. All-silk, 40 inches, in black and colors.
- Novelty Georgette crepes, \$2.50 a yard. Light and dark colored grounds, very pretty patterns. 40 inches.
- Heavy dress satin, \$2.50 a yard. Beautiful quality and many colors. 39 and 40 inches.
- Crepe Egyptian, \$3.50 a yard. Navy blue only.
- A celebrated sports silk, \$4 a yard. All sports colors.
- Printed sports crepe, \$4.50 a yard. In great demand. Many colors.

10,000 Pair of Lace Curtains in a Clearaway

Every pair of lace curtains in stock has had one-third taken off its price. The clearaway includes:
Irish point curtains, long and sash sizes, \$7.50 to \$25 a pair.
Marie Antoinette curtains, long and sash sizes, \$5.75 to \$25 a pair.
Cluny curtains, long and sash sizes, \$4.25 to \$30 a pair.
Filet and lever nets, long and sash sizes, \$3 to \$12.50 a pair.
Plain hemstitched marquisette, some made in Porto Rico, \$3.75 to \$8 a pair.
Besides lace panels in 36, 45, 54 and 72 inch sizes in Irish point, filet and embroidery, not to mention other laces. These range from \$4 a pair for scrim panels to \$75 a pair for French filet and embroidery. (Fifth Floor, Market)

Black Neck Cords With Jeweled Pendants

A new fad and a popular one just now. The neck cords are of silk, are slender and all-black, and they are finished with round, flat pendants of imitation amethysts, topaz, and some have fringes to little, shining pearls in addition. They are dainty, pretty and new—and the price is \$1. Graceful bowknots of glistening rhinestones on these same black silk neck cords are \$2 complete. (Jewelry Store, Chestnut)

New Printed Crepes, Most Old-Fashioned Looking

With the quaint small prints that are so very much in demand for Spring fashions. There is a delightful assortment of light and dark colors—all with tiny all-over figures. 35 inches wide and \$1 a yard. (First Floor, Chestnut)

Women's Fitted Motor Cases, a Little Above Half

These beautiful little cases are a great convenience on motor or other trips. They are all of fine leathers—black auto leather, gray and tan calfskin and rose crease. The last has gilt fittings and in the others the fittings are of white or shell finish celluloid. In many of these cases the entire inside of the lid is a mirror, while others are Victoria style, with two-door tops. All very fine and some imported. New prices are \$20 to \$62.50, which is a little above half what they have been. (Main Floor, Chestnut)

This Is the Time To Buy Sterling Silver

We have set aside a large number of fine pieces of silver from our own collection, many patterns that will be discontinued in the future, and made the prices less than today's cost.

Such a unique opportunity as this may never occur again. We do not expect it to. But we do know that people are always going to want beautiful sterling silver and that they are always going to give it for wedding presents and other gifts. And this is their chance to buy it most economically.

There is everything in the collection from bonbon dishes to complete tea services and they are all marked at most surprisingly small prices. (Jewelry Store, Chestnut and Thirteenth)

Two Books of Interest

"Russia in the Shadows," by H. G. Wells; price, \$1.99. A study of Bolsheviki Russia, the first authoritative account we have had, and an analysis of the situation of intense interest to every thinking person.

"The New Stone Age" is a newcomer in the Century Books of Useful Science. It is written by Harrison E. Howe, a man who is both an authority and an enthusiast, and the price is \$3. (Main Floor, Thirteenth)

New Wilton Rugs at a Fourth to a Third Less

All fresh from the mill and in the newest designs and colorings. Lower priced to give people the opportunity to choose new floor coverings at the same time they select new furniture, and to get both at good savings. 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)

THERE has never been anything like the send-off the people have given this February Furniture Sale. It has been amazing.

But we are not wholly unused to amazing things, especially in furniture, and we have learned to prepare for them.

It is hardly likely that so much furniture has ever been chosen within the same space of time as was chosen on the three days of advance selection in this Sale.

Everybody who was here on Saturday last could see that at least half of all the suits and pieces on the floors had "Sold" tags on them.

But it is a pity that not everybody can see the splendid reserve stocks in the warehouse ready to be brought in as fast as they are needed.

We are not sold out, notwithstanding the great demand.

We are not going to be sold out.

Considering the extent of our reserve stocks, we feel that we have only begun to sell.

This Sale Is Something Unprecedented

We believe we have done an unprecedented thing in offering our entire stocks of furniture at a deduction of 33 1-3 per cent and of 50 per cent on a considerable group of things.

And the people have responded in an unprecedented way because it must be clear to them that the opportunity to choose at such an extraordinary advantage from the whole range of these famous furniture stocks is a thing unheard of.

The whole substance of the price advantages now offered lies in the goods to which they apply.

There is no such stock of furniture anywhere as the stock that is back of this February Sale.

No other two stocks can nearly equal it in extent; and piece for piece none can equal it in excellence and desirability.

Every suit and every piece is as near to an exact highest standard of excellence at the regular price as it is possible to have it.

It Is All Wanamaker Furniture Through and Through

Many and many a home has long been waiting for just such furniture—waiting and wishing for a come-down in prices.

As a matter of fact, market prices have not come down, but these goods are our own, and we have brought them down at one stroke 33 1-3 to 50 per cent, with the result which is apparent to everybody, that there has never been such an opportunity. (Fifth and Sixth Floors)

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

There is hardly any need to tell men of business that the offering of a whole stock of such staple goods as these at a saving of one-third on every piece and set is a remarkable thing and provides a rare opportunity to secure standard goods to unusual advantage. (Third Floor, Market)

Mattresses, Pillows, Bolsters, Springs

Our entire stock of these goods is offered in the February Sale at notable savings from regular prices.

You may have mattresses, pillows and bolsters made to order in any size or style desired, our whole assortment of materials being at your service at the special February prices. (Sixth Floor, Chestnut)