

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled

The Greatest Stock of Furniture Ever Offered at Deductions of 33 1/3 and 50 Per Cent Is Back of This Sale

The Business Skies of the United States Are Steadily Brightening

Every orderly Fahrenheit thermometer records correctly the temperature in which it is placed.

Stock Exchange thermometers of the large cities register daily and hourly the moods of excitable speculators, which are often as changeable as the winds of the ocean in January.

These simple facts are absolutely accurate and should be borne in mind when considering other business conditions.

There is nothing radically wrong, from the writer's outlook, with the mercantile or manufacturing business of the United States.

Most of the storekeepers have not only unloaded their high-cost stocks, but many retail stores, factories and workshops, hampered with old goods out of fashion and out of season, have taken their losses and turned unsalable assets into whatever cash they could get.

There is not only no danger of prices going up again, but concessions allowed by the United States Government, and gradual, though slow and fair reductions in wages with economies in operating commerce and business, will produce a continuance in lowering selling prices.

There is not one thing in sight or in probability that can legitimately cause a panic.

[Signed] *John Wanamaker*

February 1, 1921.

Exquisite Feather Fans to Go With Ball Gowns

and add a decorative spot of color, or a dashing contrast, have newly arrived in the Jewelry Store.

They are perfectly lovely, too! Jade green, soft, beautiful orchid colorings, henna and tangerine, American Beauty, sapphire blue and Chinese blue are among the more vivid colorings, but there are gorgeous black and white fans also.

There are fans of single feathers and others of three or five or more feathers. There are uncurled and curled ostrich fans—and they are all most attractively mounted.

\$12 to \$60.

(Jewelry Store, Chestnut)

Women's Inexpensive Taffeta Frocks

Crisp new Spring dresses of the sort that can be worn almost any hour of the day. They are in navy, black and tete de negre taffeta, sometimes plain, sometimes with the favorite eyelet work. They are in several styles, including flounced and tunic, and they are very inexpensive indeed, prices being only \$21.50 to \$40.

(First Floor, Central)

The Woman Longing for a Fur Coat

will find in the Fur Salons just now many handsome coats at surprisingly moderate prices, for all our fur coats have been greatly lowered in price—some a third less, some are half below their original markings.

There are short coats and full-length coats, plain coats and coats trimmed with contrasting furs—in fact, all the representative fur fashions of the Winter are here. Near seal (dyed coney), Hudson seal (dyed muskrat), nutria, ermine, cat, leopard, squirrel, mole skin and rich brown mink are among the fine furs.

Prices begin at \$176.50 and go to \$1500 for a beautiful mink wrap.

(Second Floor, Chestnut)

350 New Spring Waists at \$2.85 Low-Priced and Pretty

There is a touch of color to each of the three styles, and that is just what so many women want now to go with their sports suits and plaid skirts.

One model is white cotton with a shawl collar feather stitched in navy blue. Another is a dainty colored checked voile with white satin stripe and a collar of white organdie. The third is white dimity with colored checked collar and cuffs.

(Third Floor, Central)

Negligees and Undergarments Specially Priced

Pretty cotton crepe breakfast coats in rose, pink, Copenhagen and lavender at \$3.85.

Philippine nightgowns, hand-embroidered and scalloped. They have kimono sleeves and low necks, \$2.85 and \$3.85.

Silk jersey petticoats, both plain and fancy styles, some with silk ruffles, black and colored, \$3.85 and \$5. Extra-size silk jersey petticoats, pleated flounce, black, navy and changeable colors, \$8.

(Third Floor, Central)

What Fine Shoes a Woman Can Get for \$8.75!

The following models would ordinarily be a half more: High lace boot of patent leather with fine black cloth top, plain toe, welted sole, Louis heel and blind eyelets.

Dull black calfskin lace with wing tips and very low heels, or with straight tips and Cuban heels.

Black glazed kidskin lace and button with full, round toes and low heels.

Black glazed kidskin button with straight tips, turned soles and Cuban heels.

(First Floor, Market)

NORMALLY Wanamaker Furniture is one thing people seem always to want. There is something like a universal eagerness to own some of it.

Whenever there is a feeling of this kind amongst people in general regarding any class of merchandise, depend upon it, the merchandise is good.

That is how good quality in merchandise works.

That is the influence it exerts. And that is the best proof of the wisdom of holding to the principle of good quality first, last and always.

It isn't the savings of 33 1-3 and 50 per cent that have stirred the people so regarding this February Furniture Sale. It is the fact that such savings have never before been offered on furniture of the same kind in the same quantity.

It Is the Goods That Make the Savings So Attractive

That is why the universal desire to own Wanamaker furniture is so marvelously active these days.

That is what has brought a demand such as we have never known.

Apple Green Is One of the New Millinery Colors

and you will see it in the Millinery Salons, expressed in many delightful fashions.

There are hats all of apple-green taffeta, with silk thread and gold cord embroidery; there are hats of green straw, soft and shining; there are hats of ribbon, and hats of glistening silks, richly embroidered.

Small hats with soft brims which may be bent into the most becoming shapes, sailors with a mass of narrow ribbons, ends and loops fluttering at the sides, hats with just a perky bow at the right angle for smartness—these are some of the features you will notice.

And with these new apple-green hats are some of coral.

(Second Floor, Chestnut)



rose pink, the new reds and white, in delightful new Spring styles.

\$17 to \$35.

"Seed of the Sun" by Wallace Irwin Price \$2

A story of the great California fruit lands—a story that touches the pride of every American in his right to have and to hold his own soil against foreign cultivation and ownership.

(Main Floor, Thirteenth)

New Silk Handbags With Novel Frames

The bags are a rather deep pouch shape and made of an excellent quality of silk in black, navy, taupe and brown.

It is the frames, however, that attract the notice, as they are an entirely new shape, much deeper than usual, and in shell finish and fancy colored celluloid.

Price \$5.

(Main Floor, Chestnut)



Time to think of Valentine offerings!

The new heart-shaped boxes are here in the Camee Shop—little hearts and big hearts, gay red hearts, hearts of tin and hearts of satin, all decorative, and all suitable to hold the delectable Camee chocolates which fill them.

The boxes complete—filled with chocolates, ribbon tied and ready to carry your sentiments—are \$3 to \$14.

(Main Floor, Chestnut)

Custom-Made Clothing for Boys and Girls

The Boys' Clothing Store is now equipped to make to order suits, coats, dresses, riding habits, walking suits and other

tailored apparel for boys and girls; also it will make military and school uniforms and regulation suits.

(Second Floor, Central)

These Lower-Priced Rugs Are Brand-New Wiltons

Not an old pattern in the lot, but all fresh and fine and in the season's latest designs and colorings.

At the prices marked on them they are a fourth to a

third less than such beautiful pieces usually sell for.

9x12 ft., \$75 and \$110.

36x63 in., \$14.50 and \$18.50.

27x54 in., \$9.50 and \$12.

(Seventh Floor, Chestnut)

Muff Foundations 75c to \$1.75

The woman who wishes to make her own muff will need one of these foundations for the purpose, and these are all marked with new, low prices.

The foundations, filled with floss and finished with linings and frills of black or brown satin, are 75c and \$1.50.

Foundations filled with down and with satin linings and frills are \$1 to \$1.75.

(35th Floor, Central)

Women's Spring Sports Coats Are Here at \$37.50

They are very good-looking tailored coats of wool Jersey made with a long, pointed collar that can be buttoned over if one chooses and they come in the most attractive colorings—tan,

brown, reindeer, Oxford and Copenhagen blue.

These make excellent coats for motoring, for traveling, and they are often used over sports suits for extra warmth in early Spring.

(First Floor, Central)

Young Women's Fur-Trimmed Sports Coats, \$38.50

When we had the first group of these good sport coats they hurried out in short order, and this lot will not stay here long either, unless we're much mistaken!

Of roughish weaves in blue and brown and gray mixtures, the coats are in that jaunty,

three-quarter length which is so popular this winter. They have great, fluffy collars of natural racoon—a becoming, youthful fur. Belts at the waist lines, deep pockets and warm linings complete them.

\$38.50—which is a low price for such good coats—and 14 to 20 year sizes.

(Second Floor, 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)

Now what we want to tell the people about is not the great business we are doing, but the great preparations we have made for doing it to their satisfaction.

We have large, valuable reserves of furniture ready at hand in the warehouse.

We could sell the whole floor stocks and replace them over and over again.

They have been largely replaced since the Sale began. This does not mean that we have a stock which no demand, however great, could possibly exhaust.

It does mean that despite the unprecedented selling there is no lessening of opportunity. We are not sold out and we are not going to be sold out, although the task of keeping stocks as full as people want them is not child's play.

(Fifth and Sixth Floors)

Every Piece of Office Furniture at a Deduction of 33 1/3 Per Cent

Considering the staple character of the goods, we believe this is probably an unprecedented offer.

It is certainly an offer that can be depended upon to make its own appeal to the business sense of business men.

(Third Floor, Market)

There Hasn't Been for Years Such a Sale of Silks

Look at them well, feel the quality and you will see what we mean. Such beautiful silks as these have been very, very scarce for some time past. But now they are here once more.

There is plenty for everybody in this Sale, and there are all the newest and most fashionable weaves for Spring dresses, skirts, blouses, suits and so on. There are silks for linings and trimmings, for underwear and negligees. A woman could find the materials for her entire Spring and Summer wardrobe in this Sale and she would save many dollars over the usual prices for the same silks.



Here Are Some of the Best Values

Printed foulards, \$2 a yard. All-silk, 35 inches wide and new designs.

All-silk taffeta, \$2.25 a yard, 35 inches wide.

Fine satin, \$2 a yard. All-silk, 36 inches wide. Many colors.

Heavy dress satin, \$2.25 a yard. All-silk. Black, navy and brown.

Heavy dress satin, \$2.50 a yard. All-silk, 39 and 40 inches.

Satin messaline, \$1.50 a yard. All-silk, many shades.

Washable satin, \$2 a yard. All-silk. In white, flesh and pink.

Colored pongee, \$1.50 a yard. All-silk, 36 inches.

Bombay crepe, \$2 a yard, 40 inches wide. All-silk.

Striped sports silk, \$2 a yard. White with awning stripes in color. All-silk.

Charmeuse, \$2.50 a yard, 40 inches wide, all-silk. Black and colors.

Crepe Egyptian, \$3.50 a yard. Wood and silk. In navy blue only.

A celebrated sports fibre silk, \$4 a yard. Sports colors.

Printed sports crepe, \$4.50 a yard. A fibre silk and very fashionable. Various colors.

(West Side and First Floor, Chestnut)

Men's Silk Half Hose New From Paris

Men who like really fine half hose will be glad to see these.

Of shadow-ribbed silk with fancy five-color clocks in colors on tan, ray, plum, green or white grounds.

Of derby-ribbed silk in black, plum, navy, green, gray, white and tan.

Price \$6 a pair.

(Main Floor, Market)

Men's Good Handkerchiefs for \$8.75 a Dozen

Add a third to this price and you'll have their usual price.

Made of the snowiest of Irish linen, firm of weave and fine of quality, these handkerchiefs are in perfectly plain hemstitched style, with quarter-inch hems.

(West Side)

Half Yearly Sale of Mattresses and Related Goods

Our entire stocks of mattresses and feather for making pillows and bolsters, together with all our bed-springs, are now offered at considerable savings from former prices.

As regards mattresses, pillows and bolsters, customers may choose the materials and have these articles made up in any size or style desired at the special February Sale prices.

No bedding sale in years has brought such good opportunities.

(Sixth Floor, Chestnut)