

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
Fair

The Furniture That People Want at the Largest Price Savings in Years

It Is Rather Hard to Get a Lamp to Begin to Burn

It takes gentleness and patience until the whole wick is kindled with light to keep it from going out. Surely, we should take even more time and pains in our homes, with little children and others who work with us, who are seeking to be lighted up when they come with questions and want to know something.

Do not "blow out" the little flame that needs to be encouraged.

It is a privilege to have a chance to help even one person every day.

[Signed]

John Wanamaker

February 3, 1921.

A New Large Shipment of Crepe de Chine at \$2 a Yard

This should have been here for the first day of the Sale of Silks, but if it had there would probably not be enough left to talk about now, for it is one of the best values in this wonderful Sale. It is all-silk, a very fine quality and it is the best crepe de chine

that we have found for this price. Paris is using crepe de chine in very large quantities for Spring. There is a large assortment of the most desirable shades, also white and black. 39 to 40 inches wide.

(West Aisle and First Floor, Chestnut)

A Clearaway of Imported Metal Laces at Little Prices

Practically all the metal laces we have in stock are in this clearaway—mostly short lengths and broken sets, consequently the prices have been cut close to half. There are bands, edgings and

founcings in gold and silver and gannet designs, chiefly on black net grounds, and the prices run from 40¢ a yard for a band 1 1/2 inches wide to \$10 a yard for a 36-inch founcing.

(West Aisle)

New and Fancy Combs for Her Coiffure

This season the combs studied with imitation sapphires, amethysts, emeralds or topazes are especially popular and there are any number of attractive kinds from which to choose. There are small combs and larger ones and prices begin at \$5 for the smallest and go on up to \$42 for the handsomest—a Spanish style comb that is quite elaborate. Little pins to go with the combs are \$1.50 to \$14. And barrettes are \$1.25 to \$5.50.

(Jewelry Store, Chestnut)

Black Satin Opera Slippers

Made with medium vamps and two-inch Louis heels, they may be had for \$14. Rhinestone buckles to put on them, \$4 to \$140.

All in the Exclusive Little Boot Shop.

(First Floor, Market)

At the First Fragrant Whiff of Charme d'Amour

most women exclaim, "What a delightful scent!" And it is! It is the combined sweetness of many blossoms and an exquisite perfume. Charme d'Amour extract is \$1.50, \$3 and \$5.50. Toilet water, \$3 and \$5.50. Face powder, \$1.50. Talcum powder, 75¢.

(Main Floor, Chestnut)

The Prettiest Petticoats for Evening Gowns

They are soft, wash satin skirts in palest pink or white. Some have deep lace flounces, others narrower lace or tiny ribbon garlands. All have the elastic band at the waist, so that they fit snugly over the hips. Prices \$7.50 to \$25.50.

(Third Floor, Central)

NEW CREEPERS AND ROMPERS FOR THE TODDLERS

are being unpacked in the Children's Store and mothers of small folk will find plenty of practical, fresh, new little garments, all at surprisingly small prices. \$1.25 to \$3.25 for new creepers of gingham, chambrays and other cottons in plain and checked colorings. Some are simply made, some have hand stitching, some are smocked, and some are trimmed with a contrasting color. 1 \$1.75 to \$3.25 for new rompers of gingham and chambrays in white or colors and in every so many new and attractive styles. These are in 2 to 5 year sizes.

(Third Floor, Chestnut)

NEW SPRING SKIRTINGS

Fresh Spring-like woollens in large and small plaids, wide and narrow stripes, the colorings being both light and dark and shades correct to wear with the new Spring coats.

The width is 54 inches and the prices \$2.50 to \$6 a yard.

(First Floor, Chestnut)

NEW LEATHER HANDBAGS AT OLD LOW-PRICES

A shipment just received brings some excellent bags of pin-seal and cordovan-finish leather. They are mostly in flat envelope shapes and all are good fashion. Cordovan-finish handbags start as low as \$1.85 and go to \$5, and pin-seal bags start at \$3. The top price in the group is \$9 for a large pin-seal shopping bag with inner frame and several pockets.

(Main Floor, Chestnut)

WOMEN'S BREAKFAST COATS AT \$8.50

They are the very attractive corduroy coats that so many women are wearing these days, and it is rarely that such pretty ones can be had at this price. The corduroy is the wide-wale kind, unlined, and there are the two colors of Copenhagen and rose.

(Third Floor, Central)

WOMEN'S STORM SHOES WITH PLENTY OF STYLE

One is a lace boot of tan grain calfskin, with wing tip, perforations, blind eyelets and very low heel. A very shapely shoe for all its sturdiness and priced at \$11.75 a pair. A still heavier lace boot is of tan viscolized leather with straight tip, round toe, heavy sole and military heel. This is \$11.50 a pair. Splendid shoes for snow, slush or rain.

(First Floor, Market)

CANDY HEARTS

and ever so many more hearts of paper or tin, are ready now in the Candy Store. Clear red candy hearts are 80¢ a pound. Glace mint hearts are \$1.50 a pound. French chocolate hearts, \$1 a pound. Two-pound heart-shaped boxes to hold candy are 60¢—and one-pound boxes are 40¢. Valentine baskets, to hold the nuts or candies, are 15¢ each. Jack Horner pies for the Valentine party—each pie with a dozen favors—\$10. Snapping bonbons, 75¢ to \$3 a dozen. And there are red or pink candy straws, shavings, clips and curls, 70¢ a pound.

(Down Stairs Store, Chestnut)

Fine Old Georgian Silver From London

Every piece in this collection is a genuine antique, thoroughly vouched for and bearing the original hall marks.

This silver dates from the reigns of George II, George III and George IV, and there are the quaintest tea caddies, urns, tureens, cake baskets, sauce boats, trays, mugs, a tea service, a hot-water jug, a castor, vegetable and meat dishes, candlesticks and so on.

Considering the sentimental value of this silver, it is most moderately priced, from \$81 for a cream pitcher up to \$1700 for the five-piece tea set.

(Jewelry Store, Chestnut and Thirteenth)

Fox Scarfs—Fluffy, Lovely and Becoming—\$30 to \$426.50

This is the time of year when mild days come and a woman often has need for a separate fur scarf to wear with a suit or a gown.

And this is a good time to get the scarf, for all the beautiful fox scarfs in the Fur Salon have lost a third of their original prices.

Natural blue fox, luxurious white fox scarfs, beautiful silver foxes, soft taupe, brown and black and cross fox scarfs are all included in the collection.

The prices start at \$30 for brown or taupe fox and go to \$426.50 for the handsome silver foxes.

(Second Floor, Chestnut)

Women's Spring Tailored Suits at \$45

Exceedingly good suits indeed, made in our own tailoring workrooms and marked at this low price because the imported tweeds, homespun and worsteds were in small quantities, so that we cannot show you full sizes in any one color. But the colors are all the good Spring tones, and the half dozen or more styles are the latest for country suits. Each suit in addition to its other tailored features has leather buttons.

Sizes are 34 to 42 in the lot. Price, \$45.

(First Floor, Central)

Young Women's Dainty New Taffeta Party Frocks for \$20

Fresh as the posies they look like, brand new—and especially pretty for the modest price.

There are maize, pale blue, sunset, peach pink and turquoise for choice of color; the dresses have tiny sleeves, round necks, and rows of wide ruffles stitched with shining gold thread.

There's a bowknot, girle and six fluttering ends of silvery ribbon, a spot of color in the flowers which add the finishing touch to the frock needs, and there are 14 to 18 year sizes.

Just in time for Valentine parties and dances, too!

(Second Floor, Chestnut)



Young Women's New Spring Topcoats at \$45

Polo coats, of soft tan polo cloth, in a full-length sports style—and brand-new, of course!

They have raglan sleeves, narrow belts, deep, roomy pockets, collars to button high when chill winds blow, and are lined throughout with soft, glistening taffeta.

\$45—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Charming New Silk Blouses and at New Low-Prices

With the thought of the Spring suit in mind, a number of women are looking around for pretty blouses to wear with it, and here they are! The prices are surprising, \$5 and \$5.85.

A new soft crepe de chine blouse with a roll collar edged, as is the front and cuffs, with a narrow frilling. It fastens with two large pearl buttons. \$5 in white, flesh, bisque or gray.

A new satin-striped waist, blue, green or lavender, with white crepe de chine collar and cuffs, \$5.85.

A new georgette crepe waist in flesh, gray or pastel blue. It has three-quarter sleeves and hand-embroidered dots and narrow lace down the front and on the collar and cuffs. \$5.85.

(Third Floor, Central)

For Boys—Good Suits Special at \$15

Roughly, we have about 300 fancy mixed suits in grays and browns, chiefly one and two of a kind, but all remarkable at \$15. This means a saving of about 25 to 35 per cent, something well worth while on such well-made, good-looking and reliable suits as these.

Norfolk styles in sizes for boys of 10 to 17 years—\$15 each.

(Second Floor, Central)

Women Waiting for Baronet Skirts—Please Read

We have just opened our fifth shipment of baronet silk sports skirts at \$10 apiece.

They were made to our own order, so that the styles are as desirable as the colors—pink, turquoise, black, white and the most of all wanted gray.

When we remember that some women buy two or three, such skirts we wish we had more than a hundred.

(First Floor, Central)

These two conditions are fulfilled in the February Furniture Sale, and they are making it the greatest sale that has ever been held.

We have known all along that it would be the greatest sale on record as regards the goods and the savings. By this time we know that as regards volume of selling there has never been anything to equal it.

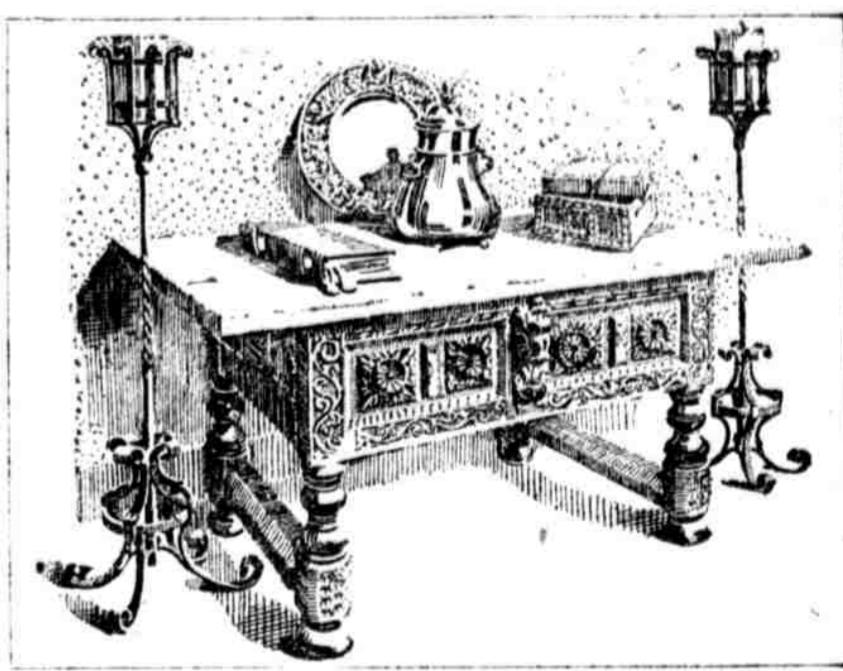
But the fact that we are selling so much furniture is not what we wish to talk about. What we wish to emphasize is the reason for it, and the reason is all in the furniture and the prices.

The people seem to have made up their minds that Wanamaker furniture is the best and safest furniture to own; and when Wanamaker furniture is offered in such unlimited choice as will be found in this sale at deductions of 33 1/3 and even of 50 per cent their own judgment tells them that there has never been such an opportunity.

And they are right.

This is the first time, to our knowledge, that such a stock of furniture as will be found in this sale has ever been offered in its entirety at such a lowering of prices.

(Fifth and Sixth Floors)



You can choose anything in our whole stock at a deduction of 33 1/3 per cent, except some things that are lowered 50 per cent.

There are no reservations, exclusions or limitations. Just think of what that means!

Think of being free to choose at a saving of not less than one-third from our entire stock of dining-room furniture, our entire stock of bedroom furniture; our entire stock of library and living-room furniture with its hundreds of superb pieces; our entire stock of novelty and occasional furniture and wicker furniture.

It is the most helpful thing that has happened for homekeepers in years, and well they know it.

Good Glove News for Women and Men

1400 Pair at \$1.75 to \$3.15

If it were not for the very slight imperfections which these gloves have, they would cost as much again. They are of most desirable skins, in fashionable colors and styles. The flaws are very slight—there is nothing to hurt the service they'll give you.

Men's mocha gloves, \$3.15 a pair—soft, velvety finish mochas in good gray, beaver and tan shades.

Men's capeskin gloves, \$2.15 a pair—tans and brown shades, 1 clasp—and washable.

(West Aisle)

Women's mocha gloves, \$2.15 a pair—in gray only; overseas sewn.

Women's capeskin gloves, \$1.75 a pair—tans and browns, pique and overseas sewn, and washable.

(Third Floor, Market)

All Our Office Furniture Is Down One-Third

This applies to good selections in flat-top and roll-top desks, office tables, directors' tables, swivel chairs, arm chairs, side chairs, filing cabinets and safes.

All of these are of well-known standard grades. So far as we are aware the opportunities presented are unexampled, as nobody seems to know of another instance in which an entire stock of such proverbially staple goods as office furniture has ever been offered at a deduction of one-third from standard prices.

(Third Floor, Market)

The February Sale of Pictures and Mirrors

Among the pictures will be found water colors at \$22 to \$308; and oil paintings at \$7.50 to \$1300. In the first group are many garden and cathedral pieces; in the second the subjects run from marines to figure pieces.

The mirrors—buffet, console and mantel mirrors—are \$0 to \$120.

(First Floor, Market)

Consider These Prices on Fine Wilton Rugs

If you make comparisons you will find them a fourth to a third less than the regular prices of similar rugs.

9x12 ft., \$75 and \$110. 36x63 in., \$14.50 and \$18.50.

8x10 1/2 ft., \$75.50 and 27x54 in., \$9.50 and \$12. \$107.50.

(Seventh Floor, Chestnut)

Never Such a February Sale of Mattresses

People who know that good bedding is the only kind worth owning seem to have been waiting for the opportunity presented by this Sale, the opportunity to choose anything in our stocks of mattresses, mattress materials, feather pillows and bolsters and bedsprings at a deduction of a fifth from regular prices.

(Sixth Floor, Chestnut)

Every Period Style in Phonographs Can Be Furnished Here

During these Furniture Sale days many people, after selecting furniture in their favorite period style, will wish to complete the appointments of the home by choosing a phonograph, not only of beautiful tone to charm the ear, but of an appearance that will continue the external harmonies of the furnishings.

An unequalled choice is offered here, representing not only the foremost makes of phonographs, but a splendid selection of handsomely designed and finished cases of mahogany or oak in console and upright models, and including the following fashionable period styles (although not every style in each make).

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|---------------------|------------------|-----------------------------------|
| Louis XIV | Queen Anne | Sheraton |
| Louis XV | William and Mary | Georgian |
| Louis XVI | Chippendale | Colonial (including Duncan Phyfe) |
| Italian Renaissance | | |

All machines are thoroughly guaranteed, and prices in period-style models go from \$300 for an Aeolian-Vocalion up to \$1465 for a Victor Victrola. Convenient terms.

(Second Floor, Central)

MEN'S SILK HALF HOSE, "SECONDS" FOR \$1.25

They will wear and look as well as first-grade goods, which would be a dollar more.

Full-fashioned, ingrain silk, some with cotton soles and toes. In black only and sizes 9 1/2 to 11 1/2.

(Main Floor, Market)

COTTON REMNANTS

Fresh lots are put on the counters for tomorrow—the short lengths left from the past month's selling. They include a little of everything—ginghams, percales, voiles, cotton suitings, organdies and so on. As a rule the prices are a third less.

(First Floor, Chestnut)

NEW BOOKS

"The Crisis of the Naval War," by Admiral of the Fleet, Viscount Jellicoe, of Scapa, G. C. B., O. M., G. C. V. O.

An important book carrying on the story of the British Navy in the World War, begun in the volume, "The Grand Fleet, 1914-1916." This book is animated by the same fair spirit as his first volume. Price, \$7.50.

"This World of Ours," by J. H. Curle. The story of a world journey into every nook and cranny of the globe, among every people. Price, \$2.50.

"Waiting in the Wilderness," by Enos A. Mills. A tale of life among the peaks of the Rocky Mountains, refreshing as a draught of mountain air. \$2.50.

(Main Floor, Thirteenth)

MEN'S FINE WALKING STICKS SOME IMPORTED

The London sticks are of plain malacca wood and malacca with gold or silver bands and caps.

The American sticks are of very highly polished ebony and snakewood with the same trimmings.

Prices are \$15 to \$125.

(Main Floor, Market)

THE NEW LONDON TWEED HAT MADE A HIT WITH MEN

Margate, as it is called, is totally different from any other tweed hat ever shown in this city because it is not stitched round and round, as all the others are. It will hold its shape better than they, also.

Price, \$8.

(Main Floor, Market)