

Organ Plays at 9, 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Snow or Sleet

This Is the Great American Furniture Sale and Nothing Better or Truer Could Be Said of It

It is a Veritable Certainty That Every Man and Every Woman has a destiny. Some of us started wrong because we had nobody who put us on the right track.

But there is no good reason for any one to keep on traveling toward Chicago when we know it is New York or Boston and their famous Tech schools that we need to finish the education of which we had only a smattering.

No use to face continual disappointment for lack of training attainable even at middle age.

A man in business is not a business man unless he has qualified for it and takes a real delight in every piece of business he does.

To such a man business is not drudgery.

This Store grows daily more like a museum and its history seems like a romance.

[Signed]

John Wanamaker

Feb. 4, 1920.

Charming New Sports Hats and Others From Our Own Workrooms

To say that they are "dressy" sports hats sounds rather paradoxical, but that is just what some of them are—hats for informal wear, but a bit more elaborate than the usual simple sports models.

There are coarse weave straws, for instance, embroidered in bright-hued wools—rather Napoleonic in shape, and of a soft brown with orange wool embroidery, is about the most striking of the collection.

And there are hats of glistening satins with unusual designs in color, or hats of new Spring silks with embroidery of colored or jet beads. Ribbon hats, too, are among the pretty new shapes, as well as hats which turn up in the front and at the sides and are made of sports silks.

Somewhat daintier are the hats of fine horsehair braids, and hats



of colored straw braid on a lighter straw. There's a fascinating variety of shapes—there'll be no trouble to find something becoming! \$15 to \$35.

(Second Floor, Chestnut)

Little Fur Scarfs

or boas are of particular interest to the woman who likes a soft finish to her Spring tailored suit.

We have single-skin sable boas at \$75 to \$237.50—the last price being for the dark Russian skin.

Mink boas are from \$20 for a single skin to \$362.50 for a nine-skin collar or stole.

Japanese marten boas, \$65 to \$117.50.

Please understand that while there are but a few of these pieces, they are all reduced to half.

(Second Floor, Chestnut)

New Lingerie Blouses

Hundreds of them—fresh and pretty—Voiles with V necks, square necks and high-low collars, with laces and embroideries, priced from \$3.85 to \$5.50.

Porto Rican waists of voile and batiste, all hand made and embroidered. These have low and high necks, \$7.85, \$8.75 and \$12. Batiste blouses hand embroidered in the Philippines, but made here, \$8.75, \$12 and \$12.75.

(Third Floor, Central)

THE Fashion Salons have just received a few tricotine dresses, navy and black, braided, tailored and embroidered, and priced at \$50, \$55 and \$65.

(First Floor, Central)

L. R. Waists

are designed for women as well as for growing girls—some grandmothers wear them.

One model of plain white batiste has medium low bust and medium long skirt, with a clasp front. Price \$3. Another buttoned in front has straps on the shoulders and costs the same. Both may be had in extra sizes for \$3.50.

A model for young girls is made of batiste and elastic and costs \$3. Another of pink batiste and elastic is \$3.50.

A pink broche with very low bust and long hips has an elastic insert and costs \$4.50.

A short model of white batiste and elastic is \$2.

(Third Floor, Chestnut)

High-Necked Nightgowns

Five styles of cambric, trimmed with embroidery, the necks being round and square and V shaped.

Four of the styles are \$2.50 each. One is \$2.85.

(Third Floor, Central)

Charming New Guimpes

They are of lace and net and organdie, and some of them are most daintily hand embroidered—notably a surplice style of organdie with footed frills, and square and round necked sorts of net. A few are high-necked—one high style in particular having the new side frill.

Prices are \$6 to \$12.50.

(Main Floor, Central)

When the Man-Who-Smokes Has a Birthday

He would certainly appreciate a briar pipe with an amber stem mounted in gold. Such a pipe is \$10.

Or, if he prefers to smoke cigarettes, there are beautiful gold-mounted cigarette holders starting as low as \$6.25 and going up to \$9.50.

Sterling silver cigarette cases, many styles, between \$13.50 and \$55. And safety match-box holders in sterling silver, \$4.50 to \$8.

(Jewelry Store, Chestnut and Thirtieth)

BETTER, NEWER, FINER, LOVELIER SILKS

than are likely to be seen elsewhere are the admiration of every woman who comes into the Silk Store during these days of the

Spring Exposition and Sale of Fashion Silks

Good silks are undoubtedly scarce and hard to come by, and the quantities we have at less than market prices cannot last very long. Many women with good judgment are buying beyond present needs, so that they may be provided when they come to think of Summer sewing.

All of our silks are good and dependable.

Here is a suggestive list:

Specially Priced Silks

40-inch printed Georgette, \$3 a yard.	40-inch black wool-back satin, \$6.50 a yard.
36-inch white taffeta, \$2 a yard.	36-inch moire velour, \$4 a yard.
32-inch silk broadcloth, \$3.50 a yard.	31-inch striped Japanese habutai, \$3 a yard.
32-inch jersey silk, \$3.50 a yard.	36-inch striped Japanese crepe, \$3.50 a yard.
36-inch paillette de soie in navy, taupe and brown, \$3 a yard.	39-inch black, white and colored crepes de chine, \$2.25 a yard.
36-inch white sports silk, \$6 a yard.	40-inch Japanese crepe in flesh, navy and pink, \$2.25 a yard.
40-inch crepe meteor, \$3.25 a yard.	40-inch printed Georgette crepes, \$3.75 a yard.

(West Aisle)

Other Desirable Silks

40-inch white and colored Japanese satin, \$2 a yard.	32-inch striped shirtings, \$4.50 a yard.
40-inch colored charmeuse, \$6 a yard.	40-inch 1920 foulards in the new designs, \$4 and \$4.50 a yard.
36-inch natural Japanese habutai, \$1.50, \$1.65, \$1.75 and \$2.50 a yard.	36-inch black satins, \$3.25 a yard.
40-inch black charmeuse, \$5.50 a yard.	Sports silks and satins in all the Spring fashion colors and designs, \$8.50 a yard.
40-inch crepe de chine, \$4 a yard.	Black and colored chiffon velvet, \$9.50 a yard.
32-inch striped silk shirtings, \$3.50 a yard.	

(First Floor, Chestnut)

Polo Coats, Young Women Call These Fetching New Wraps

which are of that soft, pretty camel's-hair cloth. Two brand-new models have just come in, and if a girl doesn't find one style becoming she surely will the other! Both coats are in the popular length, which is not quite three-quarters, and both are lined throughout with good silks. Both, too, have narrow belts and large buttons for fastening.

(Second Floor, Chestnut)

Young Women's Blue Serge Suits in New Spring Styles

All quite new, all most attractive and with an air of Springlike charm that is quite delightful.

All are of firm, good quality, all-wool dark blue serge—one style with a new long collar, a blouse back, pleats and belt; another with rows of shining black braid and buttons below the belt, and a third with stitching and buttons below the belt.

(Second Floor, Chestnut)

The Weather Stands Responsible for Many Women Wanting Raincoats

And every woman knows that Spring and Summer are the two seasons of the year when a raincoat is almost indispensable.

For downright wearing qualities, there is nothing better than coats of imported serge or gabardine in Oxford, navy blue, slate gray or black. They are completely showerproof and priced from \$37.50 to \$47.50.

(First Floor, Central)

Women's Brown Kid Lace Boots for Spring

Just arrived in the Exclusive Little Boot Shop, high lace boots of dark brown kid, with high French heels and turned soles. Price \$27.

(First Floor, Market and Juniper)

Women's Lace Shoes With Fine Cloth Tops

There is a great deal of difference in the quality of cloth used in cloth-top shoes. But here is a lot made of very fine cloth.

The vamps are of nut brown Russia calfskin, black calfskin and black glazed kidskin, with straight tips, and the heels are Cuban. Price \$11 a pair.

(First Floor, Market)

Women's Linen Handkerchiefs for \$2 a Dozen

Just plain, everyday linen handkerchiefs, but good, sturdy quality and made in the neat hemstitched style which is always so practical. \$1 for six. \$2 for the dozen.

(West Aisle)

This is the great American Sale not only in a figurative or imaginative sense. It is the great American Sale in the most literal meaning of the words.

Without prejudice, we believe it can be said that it is the one and only sale worthy to be called the Great American Sale.

Nowadays it takes a great sale to be worthy of that name, because it has to be worthy of a country holding a pre-eminence in wealth, in production, in resources—best of all, in the living standards of all its people—such as no other country ever enjoyed.

Copper, oil, corn, cotton, wheat, silver, iron and steel, gold, automobiles—America, credited with something like 6 per cent of the world's population, produces anywhere from 20 to 85 per cent of the world's output of each of these commodities, and operates 40 per cent of the world's railroads.

Not only is America today the richest and most powerful nation in the world, but its wealth and power are incomparable.

Much of this great material increase has taken place within the past few years, and Philadelphia has contributed her share to the general growth and has grown in proportion—one can see the old city growing under one's eyes.

Philadelphia's Advance

Today this is the sixth, if not indeed the fifth, largest city in the world and few if any cities are growing faster, and none sounder.

Its place as America's City of Homes is still unchallenged and equally so the honor which belongs to it of being the home of the world's greatest furniture Sale, the great American Sale, the one Sale which in magnitude and helpfulness in service and in character measures up to and is worthy of the word American—the greatest adjective one can apply to any event of the kind today.

What does the great American Furniture Sale hold for your home? Ten thousand answers are here on the floors and tens of thousands back of them in the warehouses.

We are able to say that piece for piece and price for price they are unsurpassed, and we do not believe they are equaled.

(Fifth, Sixth and Seventh Floors)

Splendid Wilton Rugs at Excellent Savings

A brand-new lot of Wilton rugs from one of the leading factories in the country. A good assortment of designs and colorings.

These prices are 20 per cent less than regular—

9x12 ft., \$127.50 \$8x10.6 ft., \$125

(Seventh Floor, Chestnut)

If a Woman Is Interested in Quite New Spring Gloves

there are some attractive styles that may appeal to her, in the Glove Store.

One, extremely new, is a gauntlet glove, which has three little straps by way of fastening. The deep gauntlet cuff is lined with contrasting color, and the glove is quite unusual. It is of chamois lisle, and there is beaver color, mode or chamois color—the glove is full 8-button length and the price is \$2.25 a pair.

A smart new 8-button length glove in beaver, chamois or mode color, is \$2 a pair—and is also of chamois lisle. Both styles are washable, of course.

(Main Floor, Central)

New and Attractive Spring Skirtings

They are silk-and-cotton poplin with a self-colored overlaid of satin. For either gathered or pleated skirts they are wonderfully good looking.

Some women will also see delightful possibilities in them for Spring street dresses, as they are just about the right weight, or for blouses to match one's Spring suit.

(First Floor, Chestnut)

All Our Office Furniture at Reduced Prices in the February Sale

Every piece in the entire stock has been reduced by 10 to 33 1-3 per cent, the bulk of the collection being at savings of 10 to 25 per cent.

These are remarkable economies on such staple goods, especially at this time when supplies are so short.

The opportunities are such as appeal to the business man who knows a good proposition when he sees it.

(Third Floor, Market)

Men's Cheviot Shirts With Soft Collars Attached

Smart shirts that will appeal at once to the young man who dresses a little better than the rest.

Good, heavy, sturdy cheviot in blue, lavender and green seersucker stripes, and in solid blue. Soft cuffs, of course.

Price \$4.50.

(Main Floor, Market)

Safe and Sound Bedding at Safe and Sound Economies in This Half Yearly Sale

Speaking of living with one's furniture, there is no furniture one lives so much with as the mattress, pillow and bolster. Surely this is "furniture" that people should be very particular about and should buy very carefully.

Wanamaker bedding is as good, clean and reliable as care, particularity and expert knowledge can make it.

This is as true now during the February Sale as it is at all other seasons. The only difference is that you can buy now at reduced prices, and the reductions apply to everything in our stock of mattresses, mattress materials, pillows, bolsters and bed-springs.

We make all the hair mattresses we sell, so that you can have yours made in any size or style desired and at a saving of not less than 10 per cent from our regular prices. Besides the hair mattress, you can also choose from our whole range of felted cotton mattresses, willowed cotton mattresses, floss and other mattresses at February sale prices.

We are making pillows and bolsters in all desired styles from eight grades of clean feathers at special half-yearly reductions.

Seven grades of upholstered box springs and fifteen grades of steel springs are being offered at reduced rates.

Only every six months do these opportunities present themselves.

(Sixth Floor, Chestnut)

Kiddies' Gay Cotton Kimonos From Japan

Bright cotton kimonos, made in Japan for us to sell in Philadelphia—attractive designs, and well made little garments in 2 to 14 year sizes. \$1.50 to \$3.75 each.

Drawer waists, of plain white cotton, some embroidered, are 85c to \$1 each and in 2 to 14 year sizes.

(Third Floor, Chestnut)