

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled and Warmer Today

On the Eve of the Greatest Merchandising Event in the World

Business Certainly Has Its Temptations

So has a professional life, and leisure also has temptations. So has poverty.

Preaching and school teaching, frequently, also test a man's quality.

Business and uprightness are not two things only to be joined together by high pressure.

Temptations are not trifles, but an honest business man could do business as rightly on Sunday, so far as integrity is concerned, as on any other day.

It is not done on Sunday because of the distinctive and "all-absorbing claims" of the Lawgiver of the Universe.

Young man entering a business life, be good at heart and work conscientiously on honest principles and when the balance of the year is struck there will be much to the good.

There is no harm in being rich if the rich man's spirit is right.

This Store has a broad conception of its duty to its employes and to the public.

[Signed] *John Wanamaker*
Jan. 27, 1920.

To Everybody Interested in Reliable Furs

We make this reminder that all the small furs in the Salon have had a half taken from their regular prices and all the coats have had a fourth.
(Second Floor, Chestnut)

Wool Jersey Sports Suits Will Be Needed Very Soon

They are pretty nearly the first Spring garment a woman thinks of buying for herself, and they are certainly the first change made from the Winter wardrobe.

Some women may think they know every variety of wool Jersey suits, but these newcomers are different. They have the latest Spring lines, the more clinging silhouette; one style has double pockets, another has the side seams slit and trimmed with rows of shiny buttons.

Or, if you prefer, you may have the more conventional sports models with shoulder yoke and pinch tucks.

Altogether there are six styles in the prettiest dark shades—Oxford, brown, bluish gray and so on, priced from \$32.50 to \$38.50.
(First Floor, Central)

A FEW of those very-much-reduced Winter hats for women are still to be had—and a good many people are even buying them for next year. They are of duvetyne and velvet, large and small.
(Second Floor, Chestnut)

Some Novel Duplex Gloves

They are of the familiar suede-finished cotton but instead of being plain they are finished with a cuff—white on mode-colored gloves, beaver on beige and beige on beaver. Also they have embroidered backs and fasten with one clasp.

The price is \$2.
(Main Floor, Central)

Women's Black Kidskin Shoes at a Modest Price

Two styles of high cut lace shoes in this soft and serviceable leather. One style has narrow, tipped toes and high Cuban heels, and the other has full, round toes and low heels.

The price is \$8 a pair, and we doubt if we could get such shoes from the factory at this price today.
(First Floor, Market)

The World Has Never Been Able to Live on Promises

AT LEAST, not for long. Of course, a good deal depends upon the person or the institution making the promise.

Talking about responsibility, somebody once said a savage from some remote tropical island would cheerfully guarantee the national debt. As a matter of fact, he well might, seeing that he had nothing to lose, not even a suit of clothes, not to speak of a reputation. But no matter how great, or responsible, or reputable an institution may be, its promises cannot be taken indefinitely—the time always comes when it must either back its words or swallow them.

This last must be a most disagreeable experience, although there are people who seem to have cultivated an appetite for such fare—and to thrive on it after an unhealthy kind of fashion.

For many days past we have been promising that we had a great

February Furniture Sale in Store for Our Friends

So much so that we are reminded of the man who was so delighted with his first public speech that when he went home he told his wife, triumphantly, that he fairly "made the welkin ring."

"What is the welkin, dear?" asked she.

Said he, "I'm blamed if I know, but I made it ring, anyway."

We do not share with the orator an exultant pride in the power and impressiveness of our words, but WE HAVE ABSOLUTELY NO DOUBT REGARDING THE GOODS THAT ARE BACK OF THEM.

If we have "made the welkin ring"—more or less—with statements about this February Furniture Sale, well—THURSDAY WILL SHOW!

Thursday Will Be the First Day of Advance Selection

It will be a day of disclosures; disclosures of varieties, quantities, values—opportunities.

In a furniture sale, all of these are points of importance.

WE BELIEVE we have a stock of furniture in our possession, which, tested by any one of them, will make good every statement we have made about it.

WE KNOW it will make good the statement that the furniture that people want is here; here in a variety which no other variety approaches and at the lowest prices for qualities good enough to carry the reputation of the world's greatest sale.

NOTE—Advance selections may be made Thursday, Friday and Saturday of this week, but all sales will date from Monday, February, 2nd.

Outing Flannel Garments for Children

For bed-time there are cozy outing flannel nightgowns, the nicest and most comfortable things for these cold nights, either white or light colored stripes, 6 to 14 year sizes \$1.75, \$2 and \$2.25.

White outing flannel princess slips, 2 to 6 years, 75c.

White outing flannel petticoats on waists, 1 to 4 year sizes, 50c.
(Third Floor, Chestnut)

Women's Thread Silk Stockings for \$2

White and colored thread silk of first grade. Black thread silk of second grade, some with cotton tops and embroidered self clocks.
(West Aisle)

The White Sale

Plenty of petticoats in it still—about a dozen styles between \$1.25 and \$5. But it is only fair to warn people that the piles on the tables are getting smaller and smaller and the Sale will soon be over.
(Third Floor, Central)

Dark Printed Voiles Forerunners of Spring

They are beautiful materials, some plain weaves, others with a silk stripe. The colorings are dark and rich—navy blue, brown and tan shades and gray. Many show the large "all-over" printings that were so much liked last Fall. Prices are 85c to \$2 a yard.
(First Floor, Chestnut)

Two Handy New Helps for Automobilists

One is the Rainy Racer, a device which will prevent rain drops from collecting on the windshield. This is \$1.

The other is the Vulca Patch, with which you can speedily and satisfactorily mend an inner tube, or even a casing. Price 50c, \$1 and \$1.75, according to size of package.
(The Gallery, Juniper)

PHOTOGRAPHERS please note that the entries for the Fourteenth Annual Photographic Exhibition close February 7, 1920.

The Exhibition itself is March 1 to 13.
(Main Floor, Chestnut)

300 Georgette Waists at \$3.85

Odds and ends of more or less fanciful waists in white, flesh and the dark suit shades. Prices were substantially higher, but we want to clear them out in a hurry.
(East and West Aisle)

New Books

"Irish Impressions," by Gilbert K. Chesterton, \$1.50. A book which is equally illuminating and interesting.
"Heliogabalus." A buffoonery by H. L. Mencken and George Jean Nathan, \$2.
(Main Floor, Thirteenth)

Domestic Rugs and Runners at Big Reductions

Half price in many instances and all at pronounced savings. Slightly soiled from having been on show, but the wear is there.

Rag Rugs

8x10 ft., \$10.50. 7.6x10.6 ft., \$7.50.
6x9 ft., \$6.50 and \$12.50.
30x60 in., \$1.25. 36x72 in., \$1.50.
(Seventh Floor, Chestnut)

Wilton Runners

3x12 ft., \$52.50. 3x15 ft., \$57.50.
36x63 in., \$16.25 to \$18.50.

Velvet Runners

2.3x8.6 ft., \$13.50. 2.3x9 ft., \$10.75.
2.3x10.6 ft., \$16.50.

Wool "Art" Rugs

30x60 in., \$5.75. 36x72 in., \$8.



A Fur-Collared or Fur-Lined Overcoat on a Man

—is about the one thing we know of which enables him to smile in the face of such weather as we have been having.

We have these fine garments at prices ranging from \$100 for the fur-collared ones up to \$275 for fur-lined. Collars are otter, plucked otter, seal or nutria.

Linings of marmot, blended muskrat, natural muskrat.

Shells—black, oxford and brown.
(Third Floor, Market)

Never Such a Fine Showing of Men's Silk Shirts

We do not recall any time, Summer or Winter or holiday season, when we had such a large and beautiful assortment of men's silk shirts.

There are plain and pleated styles, all with soft cuffs, and there is every imaginable combination of color and variation of stripe.

Prices are \$8.50 to \$15, with an especially handsome selection between \$12 and \$15.
(Main Floor, Market)

When a Man's Fussy Over His Evening Clothes Jewelry

It is a pretty good sign that he knows the secret of being well dressed.

Present fashion favors mother-of-pearl sets of cuff links, vest buttons and shirt studs. Such sets with platinum edges and either the plain mother-of-pearl or with tiny diamond or pearl centers are \$48 to \$240 a set.

Or mother-of-pearl sets with gold edges, plain or with pearl centers, \$26 to \$55.50 a set.
(Jewelry Store, Chestnut and Thirteenth)

A Handsome Traveling Bag

is as much an index of a man's good taste as a fine coat or other clothing.

We have a large selection of tan cowhide traveling bags that any man could be proud of. They are all leather lined and the better ones have sewed frames. Some have soft tops and there are single and double handles.

Prices \$22.50 to \$55.
(Main Floor, Chestnut)

Flannellet Kimonos

Two styles at \$3.50—one an Empire; the other with yoke and sailor collar.

Two cut on straight lines with belts and pockets, \$3.85 and \$4.50.

All show flowered effects.
(Third Floor, Central)