

Organ Plays at 9, 11, 11:55 and 4:50 <small>Chimes at Noon</small>	WANAMAKER'S	Store Opens at 9	WANAMAKER'S	Store Closes at 5	WANAMAKER'S	WEATHER <i>Cloudy</i>
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Tomorrow the Splendid Stocks Are Ready for Advance Selection in the February Furniture Sale

Almost All of Us Are Boys Until We Grow Up

and some of us never grow up sufficiently to take advantage of the experience of our elders.

Far too often many of us will not be persuaded to profit by any experience except our own.

We saunter along following the "will o' the wisp" until it is too late to save an inheritance or to keep our health, with all the opportunities to study the experiences of others and draw from their dearly bought experience, saying, like a boy, "I never know anything until I feel it inside of me."

B. Franklin always said he paid too dearly for his whistle.

In spending one's money, the man that wants to sell us his horse, house or coat is not always the most disinterested adviser.

[Signed] *John Wanamaker*

Jan. 28, 1920.

There is only one Wanamaker Furniture Sale—and no other sale just like it.

There is only one kind of furniture good enough for a Wanamaker Furniture Sale and that is Wanamaker furniture.

The Wanamaker Furniture Sale is the most remarkable illustration of cause and effect that we know of in the world of merchandising. The furniture is the cause, the sale—now known and acknowledged to be the largest single event in retail business—is the effect.

It is hardly necessary to say that the furniture which brought about such a phenomenal result simply had to be unquestionably the best in the country. That is something which stands to reason.

What we now want to say, and to say as emphatically as we can, is that furniture of the kind that has made these the foremost events in retail business will be here tomorrow—the first day of inspection and advance choosing—in magnificent supply, to make this February Sale worthy of its great predecessors. To be worthy of them it must surpass them, and it shall.

There has been much talk of market difficulties and scarcities and the like, especially from those who have been handicapped by such things. We have no difficulties to talk about, but we have the goods and plenty of them, and they are the goods that people want and tomorrow is the day that will prove it beyond yea or nay.

The Goods

Approximately five acres of floor space in this building are filled with the best examples of cabinet work produced in America—together with some choice pieces brought from abroad.

These five acres are the floor samples of the stock back of the sale.

They are a sight worth seeing by anybody with a home and a shred of interest in the same.

They are an education, an object lesson in the equipment of advance which is being steadily made in the equipment of the American home.



To the real home-loving heart, whether of man or woman, there will be something of a delight, an inspiration.

The Fifth Floor is sumptuous in its display of luxurious upholstered pieces for living rooms and libraries. It is charming in the number of quaint, beautiful, odd and individual-looking hall pieces which it holds. The great bulk of the dining-room and bedroom suits and pieces are shown on the Sixth Floor and cover probably ninety per cent of its entire area from Market to Chestnut streets and from Thirteenth to Juniper.

There is a particularly attractive showing of wicker furniture on the Seventh Floor.

The sale comprises our entire stock of furniture, in many cases already much below the market value.

The one thing which thoughtful and intelligent people should keep in mind is that whatever the saving is it is backed by a quality that registers 100 per cent to the good.

Tomorrow will be the first of three days of advance presentation.

Tomorrow, or on any of the other days of inspection, customers are free and welcome to make selections, but all transactions will date from Monday, February 2nd.

(Fifth, Sixth and Seventh Floors)

BETWEEN-SEASON MILLINERY

A few dress hats out of our own workrooms—some of satin, some of straw and some the new cellophane straw. The shapes are turbans and large hats, the colors navy, taupe, brown and black, and the prices \$10 to \$18.



(Second Floor, Chestnut)

Lovely White Frocks for Young Girls

Dresses for the occasions of confirmation, graduation and commencement. They are of soft white materials—Georgette, cotton voile, dotted Swiss, India linen, marquisette, net and Georgette, charmingly made, with hemstitching and tucks, embroidery, laces and other prettifications.

Sizes are 8 to 20 years.

Prices \$18.50 to \$85.

(Second Floor, Chestnut)

Loveliest Small Furs All Going at Half

This is a complete clearaway of our little scarfs and stoles which will be in great demand with the coming of the brighter days when fur coats will not be so much worn.

There is still excellent selection among the following:
Black lynx scarfs, \$32.50 to \$122.50.
Sable scarfs, \$87.50 to \$375.
Kobinsky scarfs, \$20 to \$162.50.
Skunk scarfs, \$30 to \$125.
Beaver scarfs, \$27.50 to \$157.50.
Mink scarfs, \$30 to \$312.50.
Natural squirrel scarfs, \$25 to \$40.
Australian opossum scarfs, \$22.50 to \$92.50.

(Second Floor, Chestnut)

New Jersey Dresses Priced at \$25

A little lot of the rather conservative useful, all-around dresses which women are apt to buy to wear to finish the Winter out. Most of them are embroidered and many are tuniced and the colors are navy, taupe, black and brown.

Price \$25.

(First Floor, Central)

Women's Sports Coats in a Clearaway

Two groups, some of which are reduced for the second time. 40 coats at \$30—being of suede cloth with chamois-skin lining. These coats are double-breasted and belted.

40 coats at \$57.50. Some of these are short coats of bolivia novelty cloth trimmed with fur. The others are leather coats—tan, black or mahogany—with suede-cloth linings.

A third of the original price is saved on every one.

(First Floor, Central)

French Beaded Handbags at Inconsiderable Prices

Much handsomer bags than you would expect for \$18 and \$20. Chiefly frame styles, though there are some drawstring bags among them.

Some of the bags are pouch shape with fringe around the bottom, while others have square bottoms without fringe.

(Main Floor, Chestnut)

Silver Cloth Slippers We Cannot Replace

to sell for \$12 a pair. They are long-vamp, narrow-toe slippers of unusually graceful lines and with high or baby Louis heels.

Much in demand for Winter festivities. Buckles to ornament the slippers, \$1.25 to \$50 a pair.

(First Floor, Market)

Maids' Dresses

Morning uniforms of blue, pink and gray chambray, \$4.85. Of striped gingham and novelties in Nile green, tan and checks, \$5.

Afternoon uniforms of black cotton, \$5 and \$6. Of black mohair, \$7.50 and \$16.50; gray mohair, \$7.50.

White uniforms for children's nurses, \$3.85, \$5, \$6.50 and \$7.50. Aprons with collar set to match, \$1.75 and \$2.50.

(Third Floor, Central)

It's Flannel Weather

and in good time to connect with it, a new shipment of Viyella flannels has arrived from England.

Cozy - feeling, dainty - looking, these excellent flannels are in demand for almost endless uses—for shirtwaists, dresses, skirts, men's shirts, pajamas, sleeping garments of all sorts. They are in delicate pretty effects of white stripes or checks on pink or blue grounds, or the reverse.

Price \$1.80 a yard. 31 inches wide.

(First Floor, Chestnut)

Floor Screens Specially Priced

The screens are 3-fold, in regular height, and are covered with bright, handsome cretonnes in the new Spring designs. What with the variety of color effects, and with the frames coming in oak finish, mahogany finish and white enamel, something can be found to harmonize with any decorative scheme of furnishing.

Prices are \$7.50, \$8.50, \$9.50 and \$10.50.

(Fifth Floor, Market)

The Goods Will Be Ready Tomorrow in the Half-Yearly Sale of Mattresses and Bedding

Advance selections may be made tomorrow, Friday or Saturday—as in the Furniture Sale—and all transactions dated from Monday, February 2nd.

(Sixth Floor, Chestnut)

Boys' Norfolk Suits, Very Exceptional at \$15

Something more than 100 suits in this particular collection—a combination group consisting of suits taken from our own assortments and some belonging to a special purchase.

Belted Norfolks, chiefly in grays and browns, and in 8 to 18 year sizes.

(Second Floor, Central)

Cotton Remnants at a Third Less

Lengths are from a half yard to a dress pattern.

Ginghams, poplins, voiles, even a piece of organdie here or there—patterns and colors, are, of course, diversified beyond description.

(First Floor, Chestnut)

Fit for a White House or a Palace—Shining Aluminum Kitchen Ware

Truly there is nothing so cleanly, so light, so generally satisfactory as good, sound aluminum ware in the kitchen or the pantry.

We have a large, well-selected stock of these beautiful utensils, all of the highest quality. Roasting pans, frying pans, cereal boilers, saucepans, coffee pots, tea pots, pie plates, pudding pans, colanders, tea kettles, etc.

Special

Solid aluminum serving trays, 20, 22 and 24 inches, \$2, \$2.75 and \$3—only a little over half price.

(Fourth Floor, Market)

With a Wanamaker Diary on Your Desk

you have a convenient book in which to enter each day's principal happenings, and in which to make memos for every day in the year, besides using it as a sort of minor encyclopedia for quick information.

Only 10¢—many business men buy them by the dozen.

Tailored Cotton Waists

Linen waists with pique collars which can be worn high or low, \$5 and \$5.50.

Plain madras waists with soft and convertible collars, \$2.50, \$3.50 and \$3.85.

(Third Floor, Central)

Men's Woven Madras Shirts in New Spring Patterns

The madras in these shirts is an unusually fine quality and designs and colors are fresh and clean.

All plain negligé shirts with soft cuffs.

Price \$3.50.

(Main Floor, Market)

There Is Good Golfing in the South, Anyway

And for people going there to enjoy it here are good clubs and balls and such.

Drivers and brassies, \$5 and \$6. Irons, \$5.

Among the best golf balls are the Radio, \$12.60 a dozen; Red Flash,

\$10.80 a dozen; Blue Flash, \$9 a dozen; and Taplow, \$7.80 a dozen.

Other makes at \$7.80 to \$12 a dozen.

Caddy bags, \$1.75 to \$40.

Leather gloves, \$3 a pair.

Fingerless knit gloves, \$2 a pair.

(The Gallery, Chestnut)

Fine Wilton Rugs at Savings of a Fourth

These are very beautiful pieces from several of the leading factories in the country. Some are figured and others are plain-color seamless rugs, a style much in demand. Their regular prices are a third more than those we have now marked them, the concession having been made in order to benefit customers who want to choose floor coverings to harmonize with their new furniture.

Figured Wilton Rugs

9x12 ft., \$127.50.
8.3x10.6 ft., \$125.

6x9 ft., \$82.50.
9x15 ft., \$177.50.

Plain Wilton Rugs

8.3x10.6 ft., \$72.50.
10.6x13.6 ft., \$137.50.

6x9 ft., \$39.50.
9x15 ft., \$125.

Axminster Rugs

9x12 ft., \$49.50 and \$61.50.

(Seventh Floor, Chestnut)