

Band and Organ at 9 and at 4:40  
Organ at 11; Chimes at noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# The Best Break of the Season in the Men's Clothing Market

One Thousand Wanamaker Winter Overcoats  
and Ulsters Tomorrow at Reduced Prices

**\$30—\$40—\$50**



We have come to the time when we can make a clean sweep of all the overcoats and ulsters in our Men's Clothing Store.

This is the one important Winter sale of overcoats in Philadelphia.

Thousands of men have been watching for the announcement of it—but there are only about 1000 of the coats:

With little regard for their regular prices, we have marked reductions all the way from \$10 to \$25 and have put the whole lot into three price groups—

**\$30, \$40 and \$50**

These are the lowest prices that have appeared this season for overcoats of the quality of these—the lowest that may be seen in many a day.

They are all-wool overcoats—every one of them.

That means genuine warmth and genuine durability.

They are hand-tailored overcoats:

That means shapeliness that will endure.

They are overcoats safe to buy now, to wear until the robins sing, and then to put away for next Winter, when they will be all ready, fine and new, at a far lower price than next Winter is ever likely to see.

There are all sizes and all good fashions; but the men on hand first will have the most to pick from.

(Third Floor, Market)

## Men's Fine Tweed Hats in Alpine Shapes

Excellent hats for rough weather and handsome enough for sunny days.  
The tweed is an excellent quality, in homespun effects, and holds its shape well.  
Price \$4.

(Main Floor, Market)

## Men's Tape-Border Handkerchiefs \$10 a Dozen

Men of fastidious taste will approve the fine quality of the linen and the attractive style of these handkerchiefs, which are in several designs, with tapes above their hand-done hems.

We'll mark them for you, if you wish, at a moderate tariff.

(West Aisle)

## Men's Shirts With Scotch Madras Bosoms and Cuffs

We have these shirts only on rare occasions, as the soft cuffs and pleated bosoms are made of short ends of the fine Scotch madras used in our Custom Shirt Shop. The sleeves and bodies are of solid color material in contrasting or harmonizing colors.  
We make these shirts in our own factory, and we do not know of any other shirts of equal quality at the price. A great many men are always on the lookout for this notice, and you must come in early if you want good selection.  
Price \$5.

(Main Floor, Market)

## Every Piece of Office Furniture Reduced in the February Sale

To men of good business judgment it is hardly necessary to say that the opportunity to select any piece of office furniture in our entire stock at a reduction of 10 to 33 1-3 per cent is something worth looking into. The opportunity is now.

(Third Floor, Market)

## Now Is the Time to Look to Your Bedding Needs

You can always buy good bedding in this Store at fair prices, but only twice a year can you choose from our entire stock of mattresses, pillows, bolsters and bed-springs at reduced prices.

One of these times is August, the other is February—in connection with our celebrated Furniture Sales.

The February Bedding Sale now going on comprises twelve or more different grades of hair mattresses and twelve grades of felted cotton mattresses, besides a considerable assortment of willow cotton, flax and other mattresses, all at reductions from our own regular rates.

We are making pillows and bolsters from eight different grades of clean feathers at reduced prices, and we offer seven different kinds of upholstered box springs and fifteen different kinds of steel spiral springs.

For such another opportunity you will have to wait at least six months and, as the market now stands, perhaps longer.

(Sixth Floor, Chestnut)

## FURNITURE OF CHARACTER AND FINENESS IN UNRIVALED SELECTIONS AT GUARANTEED SAVINGS—

### These Are the Marks of the February Sale

IF we have laid much stress on the quality of the furniture offered in Wanamaker Furniture Sales, it is because the maintenance of high quality means more to us than even it does to our customers—and it certainly means a great deal to them.

But even if they could stand for a lowering of it we never could. We can never

for a moment afford to forget that the Sale depends upon the goods, and of course, the goods depend upon us.

All that the Sale means to us is bound up in the quality of the goods we put into it and for our own interest, if we had no higher incentive, it behooves us to keep it a sale of unquestioned quality first, last and always.

We like the idea of a Furniture Sale

adapted as perfectly as can be to the requirements of every home aspiring to stability, permanence, sightliness, service and beauty in the character of its equipments. We have reason to believe that this is such a sale. Precisely because it is a Sale of that sort in its character, it has inevitably become a sale without a rival in volume of business and wide range of service.

### The Quest Is for Better Things

The world is always growing better, whether it knows it or not, always looking for better and more beautiful things, looking sometimes no doubt in wrong directions, but always learning and eventually coming upon the thing it wants.

Our own belief and experience tells us that there is not one home in a million in which furniture of character would not be preferred to furniture that lacks

character. We are absolutely certain that you yourself, for instance, want furniture of character for your home. It is just because there are so many like you that furniture from Wanamaker Sales has found its way into so many homes in so many states of the Union, and even in foreign lands.

There is no substitute for character in merchandise or in men, and furniture to possess

character must be sound and dependable in wood and workmanship; it must be modeled with true judgment after the best old standards, it must possess the essentials of service and the elements of beauty.

It is a good sale that brings an unrivaled stock of furniture of that sort at guaranteed savings from regular prices.

The proof that this is such a sale is here for all eyes to see.

## Real Amber Beads Are Noticeably Fashionable

If one happens to have a string left over from childhood's days, so much the better.

But there are many women who haven't, and such women are coming in to the Wanamaker Jewelry Store for amber necklaces. Twenty-four inches is the most desirable length, and there are necklaces of amber beads here starting as low as \$13.50 and going up to \$52.

(Jewelry Store, Chestnut and Thirteenth)

## The Sale of Pictures

at 25 per cent less than regular prices will continue all through February; a reminder of consequence to the people who are buying in the February Furniture Sale, and wish to get all their furnishings at once.

Both oils and water colors are included.

(Fifth Floor, Market)

LAMP shades and lamp shades are among the objects which the Little House has reduced for the February Furniture Sale. Some very uncommon and charming things will be found among them.

(Fifth Floor, Chestnut)

## In Reply to Requests for the Finest Serges

there have recently come some very beautiful all-wool serges in navy and midnight blue in 34-inch width.

Some are in the heavier weight for suits and coats, others are lighter weaves for dresses, skirts and children's frocks. They are \$4 and \$5 a yard.

(First Floor, Chestnut)

## All-Black Parasols

They are as much wanted in winter as in summer, and the assortment is pretty good just now. We have them of black taffeta, of gros-grain and moire, plain and tucked and shirred, and the handles are of the smooth, black sort, with rings or loops. Frames have eighteen, ten and twelve ribs. Prices run from \$5 for the plainest taffeta to \$35.

(Main Floor, Market)

## A New Lot of Hat Boxes of Black Enamel

Some are square, some are round; all are light in weight but strongly made, the square ones having leather corners. All have gay cretonne linings.

A box 18 inches square, with one hat form, is \$9. A similar one that is deeper, with two hat forms, four shoe pockets and a tray, is \$15. 18 and 20 inch round boxes, each with two hat forms, are respectively \$12 and \$13.

(Main Floor, Chestnut)

## Layettes Which Include Everything the Little New Babies Need

are one of the specialties of the Wanamaker Infants' Wear Store. Scouring the world, as we do, from Paris to the Philippines and Japan, for fine hand-made things, and the home market for the other garments, we are able to provide in remarkable variety and a most comprehensive assortment everything the baby needs.

Layettes of thirty-two pieces are \$35, and still finer layettes are \$50.

(Third Floor, Chestnut)

Fine hand-made layettes start at \$75 and go on up, \$100, \$150, \$200 and up to \$2000.

Bassinets, cribs, screens and wardrobes, in the newest and most modern designs for the nursery, have a Salon devoted to their showing. You may select whatever you wish and we will have it trimmed, to your order, in our own workrooms. And our own capable assistants are glad to be of service and offer any suggestions.

## Here's the Strap-Wrist Glove Again—For Spring

Women's fine quality capeskins, all washable. They are in the smart length, have strap wrist fastening and come in pearl white.

(Main Floor, Central)

attractive tan shades and Spring browns.  
\$6 the pair—and this is quite a conservative price, judging from the latest quotations we've had.

## The Newest Leather Girdles are Long and Narrow

and they are to be worn loose about the waist, and tied.

Of soft, fine leather, the girdles are plaited, and held together at intervals by shiny metal rings,

and finished at the ends by long leather tassels.

There is a lovely French blue, a soft gray, a pretty tan and a deeper brown shade.  
\$10.25 each.

(Main Floor, Central)

To Many Americans Today, the 12th of February, the Birthday of Abraham Lincoln is the greatest day of the year, excepting none other than the one morn when the little Son of Mary was born in the stable sheds of the Bethlehem fields.

Abraham Lincoln, the sixteenth President of the United States, was born in 1809 near Hodgenville, Kentucky, the most unlikely boy ever to have a thought that he might become President of the United States.

In 1816, when Abe was seven years old, his parents moved to Spencer County, Indiana, and when Abe was twenty-one years old his father took up an uncultivated, unfenced portion of ground in Decatur County, Illinois, and young Lincoln, always busy about something useful, cut down the timber and split it into rails to fence in his father's property, winning the nickname of "Abe, the Railsplitter."

In 1832 he served as Captain of Volunteers in the war against Black Hawk and the Indians.

In 1836, after the war, he studied law, was a Congressman at Washington in 1846, and in 1860 was the choice of the people as the Republican President of the United States.

Because of his human spirit and plain backwoods honesty; from the log cabin he went to the White House at Washington.

With his simple manners and good humor, his life stands out in the past like the figure of Moses, leader and law-giver. It ended in 1865 at Washington, and will always be written in tears because of the deep feeling caused by his assassination; and the remembrance of the high impulse of his patriotism quickens the heart beat of every American, as no other name will in all time.

Some one writing of him said, "He stood like a giant girl with the strength of the Almighty."

After the Holy Scriptures, the Word of God, every boy and girl should read the life of Lincoln, and if the great United States could stop every wheel and all work on the 12th of each month in services commemorative of Lincoln's life, it would heal our differences, revive our patriotism, destroy Bolshevism, and Lincolnize our nation.

[Signed]

John Wanamaker

Feb. 12, 1920.

THE one silk most women are thinking of for their most useful of all Spring dresses is

## FOULARD

There is no getting away from the fact that it is the most economical silk in the long run, not only because it wears so well, but chiefly because it can be used upon so many different occasions and it always looks well.

The new Spring foulards are unusually pretty—the majority being in the conventional dark blue or black with designs that are decidedly new in printings of white or colors. There are also brown, taupe, gray, Copenhagen and white foulards for those who want something different. They are 40 inches wide and \$4 and \$4.50 a yard.

(First Floor, Chestnut)

## Camel's Hair Sports Coats Lead All Others for Spring

Which means that more women are buying these coats than any other kind.

So far there are two new Spring styles, both in the pretty, natural color. One is a short 36-inch model with raglan shoulder, inverted pleat in the back, narrow strap belt and a washed collar. It looks exceedingly well with the new plaid or striped skirts, and is \$57.50.

The other is three-quarter length, belted, with the sleeve and shoulder in one piece, and, like the shorter model, it has amber-colored buttons. The price is \$75.

(First Floor, Central)

## New Lingerie Waists

Some are from Porto Rico—all hand made and some hand embroidered and priced at \$7.50 to \$19.50.

Some from the Philippines—batiste with hand embroidery and drawn work at \$8.75; voile with hand embroidery and drawn work at \$12.50.

American lingerie waists—mostly of voile—at \$3.85 to \$22.50.

(Third Floor, Central)

## "We Will Have to Get New Shoe Customers Next Fall"

Several of the assistants in our Women's Shoe Store made this remark the other day, and we asked them what they meant by it.

"Why," they replied, "so many of our regular customers are stocking up in advance in the sale of shoes at \$12."

And it's true. Women who are accustomed to wearing the finest footwear recognize at once the wisdom of buying several pair of such shoes when they can be had for \$12 a pair. They are exactly the same shoes as they have been paying \$2 to \$8 a pair more for. The regular prices will be still higher this Spring—and no one knows what they will be next fall!

There are all styles in the sale, and all fine styles. High and low shoes, lace and button shoes, all-leather and "combination" shoes, Louis, Cuban and military heel shoes.

Extraordinary opportunities.

(First Floor, Market)