

WANAMAKER'S DOWN STAIRS STORE WANAMAKER'S

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Men's Real Winter Overcoats All-Wool—\$34

Big, warm, woolly, overcoats, rough and ready for anything the weather man may have on tap. Wanamaker quality, through and through, down to the last hand-made button-hole.

Men's All-Wool Suits, \$25

Good choosing among mixed chevrons in the weights that men want now. Real business suits, tailored in the careful way that means real service.

(Gallery, Market)

Lovely Figured Voile About Half Price 50c Yard

It's the prettiest that we've seen in a long time. Colors are beautiful and the flower and conventional designs are charming.

With material such as this for inspiration, Spring frocks should be delightful, indeed! 38 inches wide. (Central)

Big Boys' Shoes Special at \$4.90

Blucher shoes of good black and dark brown leathers are made for real winter service. The leathers are thick and tough and the soles are sturdy and carefully welted.

The Juvenile Shop (Gallery, Market)

Useful Umbrellas, \$1.65

Men's, women's and children's good rainy day umbrellas at this less than usual price. Made of American cotton taffeta. Plain and carved handles with loops for women; crook handles for men; crook and loop handles for children.

Women's Scarfs and Sweaters, Half Price

Miscellaneous collection of "odd" garments priced half the early season rates. Sizes are broken and quantities limited or the saving could not be so large. Young girls' scarfs in bright colors with fringed ends are only 75c.

Fiber and Silk Scarfs

Fiber scarfs with deep fringe are considerably less than half price at \$3.50. Pure silk scarfs in rich color combinations are not quite half at \$7.50.

Artificial Silk Sweaters Now \$7.50

Made of fiber silk, which looks like pure silk and wears well. Dark and light colors, suitable for winter or summer. Save a crisp \$5 bill on the price of each one. (Central)



Charming Tricotine Frocks \$15 \$16.50 \$18.75

Navy blue, wonderfully smart and delightfully youthful! Some are embroidered with rows of colored silks or with black braid touched with gold. You'll see gay and colorful sashes of tricotette, charmeuse or moire ribbon.

(Market)

Center Aisle Opportunities



1200 New House Dresses At Less Than Half the Early Season Prices —All \$2.25

Not one of these dresses sold retail at less than double. And many were almost three times \$2.25. Made by a manufacturer who prides himself on quality and style.

Of chambrays and gingham, many of them soft and silky, in plain colors, plaids and popular checks. Eight different models carefully designed to be becoming and a little more "dressy" than ordinary house frocks.

It has been a long time since we have been able to offer house dresses anything like these for so little as \$2.25.

Bungalow Aprons, \$1 Another special purchase of those exceptional aprons which were snapped up so quickly recently. Plain and plaid gingham trimmed with rick rack. Short sleeves.

Dainty Voile and Batiste Blouses, \$1.35 Most of the prices have been cut in half, others are within a few cents of half price.

White Sale Corsets, \$1 \$1.50 and \$2 A dozen or more good models at these three prices. All fresh and new, of pink or white broche or coutil.

1000 Pink Bandeaux, 35c Plain or fancy materials in flesh-pink. All open-back style with tape shoulder straps.

Pink Nightgowns, 50c Limited quantity. We cannot promise how long they will stay here. Soft pink batiste with short sleeves, low neck, trimmed with blue stitching.

Printed Cotton Petticoats Half Price at \$1.25 They were double about a month ago. Made of a standard grade marked cotton with all sorts of fetching flowers. The maker used up his remaining material in them.

White Flannellet Petticoats, 65c Something that a great many customers have been wanting. Nicely made and finished with a short flounce.

Huck Towels, 19c Good weight huck towels with red borders. Kinds that laundry men keepers will find very useful.

Women's High Shoes, Special \$4.90 More of those splendid winter shoes that women have been talking about—and no wonder that they are so indispensable about them, for values like these are not found every day!

Brown Lace Shoes have full wing tips, welted soles and low heels. Exactly the good-looking, fashionable shoes that so many women and girls are wearing.

Black Calfskin You may choose full wing or straight tips. The shoes have welted soles and medium heels and the leather is good quality. (Chestnut)

A One-Sided Affair of White and Rose



By CORINNE LOWE

Plants have received an unanimous encore, particularly when expressed in white satin acting as a delightful foil for the one-sided tunic of rose petals bordered with fringes of the same delicate tone.

Next Complete Novelle—Hilda's Jail-Bird

THE DAILY NOVELETTE

That Awful Furniture

By HAZEL GRAY WOOD

"My darling Jerry," ran Stephen's note, "I am enclosing the key of my birthday present to you. Had to rush the deal through. Only wish I could be with you when you see it. Hang this confounded business trip! But never mind, sweetheart. If I neglected business, I wouldn't be able to marry the dearest girl in the world!"

"You're," "STEPHEN," Geraldine picked up the key and eagerly read the label, "81 Wayland avenue."

Why, that was the address of one of those attractive houses she had so often admired during the walks with Stephen, just off the city's residential boulevard.

Jerry knew that Steve had been extremely busy the past few days—so busy that he had been unable to run in as usual, and tentative queries over the telephone had elicited from his landlady only the unsatisfactory response that "Mr. Stephen was terribly busy about something."

Now Jerry was an enthusiastic young woman and wasted no time in getting out to 81 Wayland avenue. As the hastily summoned taxi bore her thither, she reflected that the only fly in her ointment of perfect happiness over the prospect ahead—the inspection of the home she was to enter so soon as a bride—was the absence of the man who had given it to her.

Arrived at her destination, Jerry paid the driver, fished out the key from her pocketbook, and ran up the steps to the door of the good-looking little bungalow which corresponded to the address on the label.

So preoccupied was she in entering that she scarcely observed the curtained windows draped with lace-trimmed, of sorts, which deprived the house of the air of vacancy to be expected of an unoccupied dwelling.

Next Complete Novelle—Hilda's Jail-Bird

Jerry, as the key turned in the lock and she stepped within. The next instant she gasped and drew back. Had she gotten into the wrong house by mistake? A dash outside and an anxious look up at the house numbers placed evenly below the faint light of the door removed that possibility, and she re-entered slowly.

For the house was furnished, completely furnished, with a weird accumulation of stuff which smacked of newness, a taste incomprehensible, and a full purse squandered futilely. Quiver-frames of colors hung in the doorways, stuffy rocking chairs stood about sport-ingly "tidies" in the center of the living-room, a very spindly-legged table held up a marble top, itself supporting a plaster-of-Paris group of rustic figures.

"He was stupid—stupid—stupid!" she exclaimed, "not to realize that every woman wants a hand in fixing up her own home. It's her prerogative! And yet, I suppose I'll have to live with this dreadful stuff forever. I can't hurt Steve's feelings after he's gotten it and thinks it will please me!"

Warily, disconsolately Jerry rose and wandered about the rooms, finding nothing to alleviate her first impressions. Everything smelt crudeness and utter lack of appreciation of all that is artistic and beautiful. Besides, she had with half the money here expended, she could have made the little home a dream in keeping with the attractive exterior, the girl wondered if she had not entirely misconstrued the character of the man's gift.

"To think of Stephen's doing a thing like this!" she cried aloud, addressing no one in particular, unless it was the chrome of overripe fruit on the dining-room wall.

"So you like it, honey?" It was none other than Stephen himself and Jerry realized instinctively that the test of her love for him was at hand.

"It's simply perfect, Steve, dear!" she cried, glancing in her eye. "Simply perfect. Now tell me how you happen to be here."

"Oh, I got through sooner than I expected," beamed the man. "Reached your house only to find you were out. Rushed over here on the chance. Some place, isn't it?" of course, all this stuff Jerry had bought along with the house well turn over to the second-hand shops for what it'll bring.

The couple who owned the house wouldn't sell otherwise—didn't want the bother of getting rid of it piece by piece. And the whole thing was a downright bargain. Seems they had tried housekeeping and were sick of it—wanted to go to boarding."

"Well, and could you blame them? In the midst of such awful furniture?" remarked Jerry complacently.

"No," said Stephen. "Certainly not." Then dismissing the former occupants of the house, he drew his future mistress into his arms. "Tell me, little sweetheart," he commanded, "are you going to be happy here?"

"Yes," murmured Jerry absent-mindedly, "some of those chintz over-drapings at the windows—a rug, little but a real oriental, before the fireplace—a good wing chair—"

"Have it your own way," grinned Stephen, interrupting her rhapsody. "All I know about such things is to leave them to my wife."

Next Complete Novelle—Hilda's Jail-Bird



Would your husband marry you again?

Fortunate is the woman who can answer "yes." But many a woman, if she is honest with herself, is forced to be in doubt—after that she pays stricter attention to her personal attractions.

A radiant skin, glowing and healthy, is more than a "sign" of youth. It is youth. And any woman can enjoy it.

Beauty's basis is pure, mild, soothing soap. Never go to sleep without using it. Women should never overlook this all-important fact. The basis of beauty is a thoroughly clean skin. And the only way to it is soap.

There is no harm in cosmetics, or in powder, rouge, if you frequently remove them. Never leave them on overnight.

The skin consists of countless glands and pores. They clog with oil, with dirt, with perspiration—with refuse from within and without.

The first requirement is to cleanse those pores. And soap alone can do that.

A costly mistake Harsh, irritating soaps have led many women to omit soap. That is a costly

mistake. A healthy, rosy, clear, smooth skin must be a clean skin, first of all.

There is no need for irritating soap. Palmolive soothes and softens while it cleans. It is based on palm and olive oils.

Force the lather into the pores by a gentle massage. Every touch is balmy. Then all the foreign matter comes out in the rinsing.

If your skin is very dry, use cold cream before and after washing.

No medicaments Palmolive is just a soothing, cleansing, soap. Its blandness comes through blending palm and olive oils. Nothing since the world began has proved so suitable for delicate complexions.

All its beneficial effects come through gentle, thorough cleansing. There are no medicaments. No drugs can do what Nature does when you aid her with this scientific Palmolive cleansing.

Millions of women get their envied complexions through the use of Palmolive soap.

The Palmolive Company, Milwaukee, U. S. A. The Palmolive Company of Canada, Limited, Toronto, Ont.

Volume and efficiency enable us to sell Palmolive for

10c

PALMOLIVE

There are soaps which cost five times as much as Palmolive. Most facial soaps are higher priced. But there are no soap ingredients more costly than palm and olive oils.

There is nothing so luxurious. It is only because we make it for millions that Palmolive sells at 10c.

Palmolive factories work day and night to supply the demand. The only oils are bought in enormous quantities. Keep the popular 10-cent price and the most popular toilet soap in the world.

Other soaps cost five times more

For 3,000 years supreme Palm and olive oils were Cleopatra's cosmetics. They were the favorites of the Greek and Roman bath.

They were the basis of all ancient beauty. Now modern experts go overseas to get them, and blend them for you in this scientific way.

There never has been, and never will be, anything to match them for the skin.

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