

Band at 9; Organ at 11 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled

The Great February Sales and the New Spring Fashions Are Irresistible

To Be to Any Degree a Public Man, Through Your Business or Otherwise,

by reason of professional duties, or whatever brings your name or your deeds into the newspapers, shaves off much privacy and provokes antagonism of the trade and others.

Like some of the bees, such a man lives in a glass hive.

The curious observe all he does and much that he does not do. He is criticized sometimes as if he were as public as a "whirligig" on a steeple.

If an individual is appointed, without consulting him, as an unpaid member of a school board, or a committeeman, many express wonder why he "is always contriving to get himself before the public."

This is written only because it may be possible that many splendid men, able to do noble service to a community, are deterred therefrom because of the possibility of being misjudged.

[Signed]

Joe Pennington

February 7, 1921

Women's New Dresses for Afternoon, Price \$47.50

The Georgettes, the new silk jerseys, the Canton crepes and charmeuses which have just arrived to sell at this price are nearly all of them in browns and navies, besides black. They are rather conservative dresses and yet they are unmistakably of this Spring. Some of them are embroidered, some—especially the Georgettes—are beaded; and the fuller skirts are in evidence as well as the straight lines which are really as fashionable as ever. Price \$47.50.

(First Floor, Central)

Young Women's Fresh New Cotton Frocks

Cotton in this case means the pretty checked and plaid gingham and the equally pretty plain colored cotton crepes, for these are among the new things that have lately arrived.

The gingham dresses are in simple one-piece styles, in surplice effect and in other models, sometimes trimmed with snowy organdie collars and cuffs, sometimes piped with color, but always attractive. \$7.50 to \$23.50.

Rose pink or turquoise blue are the colors of the new cotton crepe dresses, which are embroidered in white, have round necks and short sleeves and are far prettier than the description of them sounds. \$28.50. All in 14 to 20 year sizes.

(Second Floor, Chestnut)

New Silk Sweaters Are Interesting Many Women

They are choosing them for their new sports skirts of which they have become so much a part. And, from all indications, it seems as though sweaters were to be even more fashionable this Summer, if such a thing is possible.

They all have the much-liked Tuxedo collar and sash and the colors are lovely, \$25 to \$50.

And, by the way, the Sweater Shop has moved over between the Skirt Salon and the Coat Salons on the First Floor, Central. It is much more convenient for women who wish to choose their sweaters and skirts at the same time.

(First Floor, Central)

Spring Styles in Silk Handbags

Newest shipments of silk handbags are a joy, both for their beauty and their moderate prices. These latest bags are hot much more than half the prices they were.

other dark colors. In new and artistic shapes and with shell finish celluloid and metal frames. Linings are also of good silk, sometimes in gay contrasting colors or in floral designs.

New prices are \$3.75, \$5 and \$6.50.

(Main Floor, Chestnut)

Dainty Black Pumps for \$7.75 Fine Spats for \$1.90

The pumps are of dull black calfskin and are perfectly plain, with turned soles and baby Louis heels. Fine in fashion and exceptional for \$7.75.

The spats are of good cravanne cloth in light, medium and dark fawn and seal brown. They are 10-button models and at \$1.90 are a little above half price.

(First Floor, Market)

The New Custom Tailoring Shop for Boys and Girls

is ready to make to order suits and outer garments of any desired kind.

Specializing for Girls in College uniforms. Motor coats.

Specializing for Boys in Tuxedo suits. Overcoats. Reefers.

The purpose of this Shop is to give boys and girls a custom tailoring service of the finest and most highly specialized kind, based on expert study of individual needs.

(Second Floor, Central)

Women's Silk Stockings, \$1 "Seconds" But Good Ones

\$100 pair of what are known as "mill-runs," from one of our good mills. Black, white and the popular shoe shades of brown and gray.

All full-fashioned, with mercerized cotton tops and soles. The silk is pure dyed, without loading, which means better service.

(West Aisle)

Quite Different and Lovely Are New Spring Coats

One is at a loss to know whether to call them coats or wraps, for they are not exactly either, but they have the good points of both and they are certainly the most graceful garments that ever were introduced.

The softest, finest Bolivia cloth, silk-and-wool duvetyne and evora are the materials and the colors verge toward taupe, fawn and reindeer. One of the most noticeable new features is the odd sleeve, sometimes like a cape, or very wide with a turn-back cuff or in mandarin shape.

For trimmings there are rows of pinch tucks or "carpet" stitching, used in most effective ways. Prices grade from \$75 to \$375.

(First Floor, Central)



In Women's Neckwear It's the Peter Pan Collar

which is one of the predominant Spring fashions. It is pretty and youthful and becoming—a combination that surely spells popularity!

New hand-made neckwear, just unpacked, is as dainty as it can be, and is of organdie and of fine net, chiefly, in many new styles.

(Main Floor, Central)

There are collars alone, of organdie, net or pique, sometimes trimmed with real laces, sometimes hand embroidered or in applique effect—\$1 to \$20.

New collar-and-cuff sets, in many new designs, are \$2 to \$10. Dainty new guimpes in a wide assortment of styles are \$5 to \$16.50.

(Main Floor, Central)

THE NEW TAILORED "SWEATER WAISTS"

So called because the beautifully tailored affairs of white linen or white tub silk are the precisely correct things to wear with sweaters when one is dressed for sport. They have round and V-shaped necks and sometimes many tucks and may be had for \$21.50 to \$27.50 in the French Room.

(First Floor, Chestnut)

Men's First Spring Shirts Show a Good Price-Drop

We have just unboxed the first shipment of men's Spring shirts. They are of fine Manchester madras, made in soft-cuff, plain negligé style.

Designs are pin stripes of green, lavender, blue and black on white grounds—the kind every man likes so well.

The new price is \$3, which is much less than such shirts have been for several years.

(Main Floor, Market)

The New London Tweed Hat Made a Hit With Men

Margate, as it is called, is totally different from any other tweed hat ever shown in this city because it is not stitched round and round, as all the others are. It will hold its shape better than they, also.

Of fine tweeds in seven different heather mixtures.

Price \$8.

(Main Floor, Market)

The Best News Yet About the February Sale of Silks

"Satin Sonata," one of the loveliest silks for Spring, has just arrived to go into this Sale and at the new low price of \$4 a yard.

It is a brilliant satin-faced crepe of the most exquisite softness and pliability. It drapes most gracefully and in any manner desired, and it is decidedly among the foremost silks for Spring, afternoon and evening gowns. In many new shades, also white and black, 40 inches wide.

Other Specially Priced Silks

Crepe taffeta, \$1.50. All-silk, in pink, white and black.

All-silk messaline, \$1.50 a yard. Many shades.

Tricolette, \$1.65 a yard. Fine, heavy fiber silk.

Printed foulards, \$2 a yard. All-silk. New 1921 patterns.

Striped sports silk, \$2 a yard. Washable and all-silk. Awning stripes.

Washable satin, \$2 a yard. All-silk, white, flesh and pink.

All-silk dress satin, \$2 a yard. Many colors and black.

All-silk charmeuse, \$2.50 a yard. Black, light and dark shades.

Printed Georgette crepe, \$2.50 a yard. Beautiful patterns.

Sports silk skirtings, \$4 and \$4.50 a yard. Wood and silk.

(West Aisle and First Floor, Chestnut)

COLORED WAISTS WITH HAND-DRAWN COLLARS

These are the latest—dainty batiste waists in pink, blue, lavender and ecru, with white collars and cuffs which show Porto Rican hand-drawn work and sometimes a little hand embroidery. They have square, V-shaped and even high necks and are priced at \$3.85.

(Third Floor, Central)

Silk and Satin Breakfast Coats

The silks are pink and blue taffetas made with cordings and short sleeves; and cost \$10.85.

The satins are in pink and blue, besides gray and dahlia colors, the last two being changeable; they are trimmed with quilting and they sell for \$18.75.

(Third Floor, Central)

YOUR EYES

Many people forget that we have one of the best lens-grinding workshops for grinding complicated prescription lenses.

The Optical Section on the Main Gallery, Chestnut, is well lighted and we have expert men to attend to the details of fitting the frames.

(Main Gallery, Chestnut)

DON'T forget, Valentines for young and old, 5c to \$1.

(Main Floor, Thirteenth)

You Can Choose Any Oriental Rug in Our Stock at One-Third Less Than Last Week's Price

Imagine yourself in the midst of these rugs of beautiful weaves—Persian, Caucasian, Chinese, Anatolian—and being absolutely free to choose anything in the whole fine, colorful assemblage at a price that represents a saving of one-third!

Hundreds and hundreds of rugs that people have long been wishing to own are now marked at the prices that make ownership one-third easier, and that means a good deal.

What opportunities there are in the large carpets!

Here are glorious Chinese weaves in their wonderful blue and golden hues—great carpet pieces of wonderful substance and long, soft nap.

In Persian carpets, the finest of all rugs, opportunities are extraordinary, the assortment embracing Kermanshahs, Saruks, Araks, Mahals and Serapis, all of authentic caste.

Anatolian carpets, heavy, serviceable weaves, are well represented, and among hundreds of small and medium-sized pieces are charming Daghestans and



Cabistans, Kazaks in warm, reddish colors and bold designs; Chinese rugs in blue, tan and ecru, and Kermanshahs in delicate rose, blue and ivory tints.

Take your choice of any piece from the tiniest mat to the most elaborate carpet and save one-third from the former price of it. We don't think you have ever had such a remarkable opportunity.

(Seventh Floor, Chestnut and Central)

How Well the People Know the Furniture Sale That Means Most to Them

What could we say about the February Furniture Sale that can possibly mean more to you than the one big fact which has made such an impression upon home-keepers, the fact that the Sale is backed by every piece of furniture in our stock at a deduction of 33 1-3 per cent and in some cases 50 per cent.

In that one fact is summed up all that is individual, unusual, incomparable in the Sale, for the simple reason that there is no furniture stock that can compare with the Wanamaker stock in extent and amplitude, excellence and desirability—no, not one.

We know very well that conceit or egotism can blind people to their own limitations, but this is a matter about which we have no illusions.

It is to our own interest to "see ourself as others see us," and also to see our goods as others see them. The people have seen the goods and they are leaving no room for doubt as to what they think of them.

It seems clear to them that there was never such a stock of furniture offered in Philadelphia at as large a deduction from former prices and that is just so.

(Fifth and Sixth Floors)

PLAID AND STRIPED LAWNS ONCE MORE AT 25c

As women well remember, it has been a long time since they were here for this price. In fact they have been scarce at any price.

They are much used for Summer dresses and blouses and for children's clothes and fancy aprons. 27 inches wide.

(First Floor, Chestnut)

NEW AND DAINY HAND-MADE GARMENTS FOR BABIES

Exquisite little garments, all hand made, and just as dainty as mothers like them to be.

The little dresses are in any number of pretty styles, beautifully made, and are \$2.75 to \$10.

Hand made and embroidered bibs are \$1.50 to \$10.

Pillow cases are \$3.75 to \$13. Babies' caps are \$2.25 to \$10. Coach covers are \$7.50 to \$15.

All fresh and snowy, too, for we have just unpacked them.

(Third Floor, Chestnut)

New Letitia Corsets

All designed for larger women. One is an extremely pretty pink broche strongly boned and topless, with elastic above the waist. The price is \$12.

Another is a white coutil with graduated front steel and heavy boning throughout. \$7.75.

A pink coutil topless model has elastic inserts and long skirt, \$7.50.

Another of coutil has a very low bust, heavy boning, long skirt and graduated front steel, \$7.50.

(Third Floor, Chestnut)

Never Such a Sale of Office Furniture

All the office furniture in our stock is being offered in the February Sale at a deduction of one-third from regular prices. So far as we know, such a thing has never occurred before.

As a business proposition the advantage of choosing now should be apparent to anybody who needs, or is likely to need, office furniture in the not distant future.

The earlier the choosing is done, the better.

(Third Floor, Market)

It Takes Good Bedding to Make a Good Home

Something like one-third of every sensible lifetime is spent in bed.

Which goes to show the importance of good bedding.

In this February Bedding Sale we are offering our entire stock of mattresses, pillows, bolsters and springs at substantial reductions from regular prices.

There are no finer or safer goods of this kind to be had anywhere at any price. You may choose the materials for mattresses, pillows, bolsters and springs and have these articles made up to your own liking at the special February prices.

(Sixth Floor, Chestnut)

NEW SCOTCH LINEN NAPKINS OF RARE MERIT AT \$8.50 A DOZEN

It is a long time since we had napkins as good as these to sell for \$8.50 a dozen.

They are one of those groups which good fortune brings in our way every now and again.

Of heavy, full-bosomed, Scotch linen damask that can be depended upon for good service.

Size 22x22 inches. \$8.50 a dozen.

(First Floor, Chestnut)