

Organ Plays at 9, 11 and 4:50 times at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled

Splendid Sales—and Spring Goods Blossoming Forth All Around the Store

"I Might Have Spent My Time to Better Advantage"

So many of us have to say this of ourselves. The waste of time for want of planning its best uses is the costliest expenditure of our lives. "Time is money" and it is much more than money. To spend parts or all of our days in dawdling or gadding or in reading useless or bad books or upon wishy-washy amusements leads to all kinds of bankruptcy. This applies to each of us personally.

[Signed] *John Wanamaker*

Fashionable New White Silks in the Sale of Silks

A very important part they are playing, too, for even this early there are indications that white silks are to be used for Summer wear even more than in past years. We consider ourselves fortunate to have so many of the most fashionable weaves here at the special prices offered by this Sale. White Georgette crepe, unusually good, at \$2 a yard. White all-silk satin, very bright luster, \$2.50 a yard. White sports silks for skirts and dresses, the weaves so much in demand now, both plain and fancy kinds. These are fiber silks and much less than ordinary, \$4 a yard.

A New Short Sports Coat to Go With Plaid Skirts

This is what many women have felt the need of for some time and now it is here. The coat is a very smart, sports style, belted and having a shoulder yoke in the back and two box pleats. It is made of a fine quality wool jersey in brown, green or black and has leather buttons. The price is \$25.

New \$10 Baronet Satin Skirts and in More Colors

In shell pink, turquoise blue, violet, navy blue, black and white and there are a few more. These are the colors that so many women have been asking us for. It is the same fine lustrous quality Baronet satin and the styles are unusually pretty. Wise women are buying several of these skirts at a time in different colors, so as to have them to wear later on.

New Georgette Crepe Blouses the Prettiest of Their Kind

Every woman finds herself in need of at least one "best" blouse, and this Spring it is the Georgette crepe blouse that will fill that place. There are a great many new styles arriving, mostly in white, flesh and bisque, although there are some other colors as well. Two very good models are each \$8.75, one having the Peter Pan collar and the cuffs of eyelet embroidery fastened with a narrow ribbon bow. The other blouse has hand-embroidered net trimming on the collar, cuffs and yoke, besides hand-embroidered dots. And there are purmers of other, even prettier styles, with real filet and hand-rochet laces and hand embroidery, some with long, others with three-quarter sleeves, going up to \$18.75.

Brand New—Leather Girdles

They are in plaited style, rather narrow, and finished with tasseled ends or a large button-like arrangement of the suede. Some have gold thread twisted through, too, to make them more effective. There are pretty gray, brown and tan shades, jade green, and one style of twisted brown and white suede. \$1, \$5.50 and \$6.

Women's Smart Lace Boots Unusual Value at \$7.75

Shoes that have been selling for a half more. In a good dark shade of tan calfskin, with medium narrow toes, military heels, stout welted soles, perforations around vamp and straight tips with center punching. Splendid shoes for street wear and just the style young women want right now.

Women's Good Stockings, 35c, 3 Pair for \$1

Full-fashioned black cotton stockings that were double this price and that are well worth buying by the dozen at the new figure.

Washable Silk Petticoats

White washable satins, to be precise. One plain style with double panel front and back is \$5. Another with embroidered scalloped edge, \$8. And a third with double panel front and back and a deep flounce which is tucked and hemstitched is \$8.00.

Women's Graceful Gowns of Gray for Afternoon

Among all the colors in vogue for Spring nothing is more exquisitely refined than the misty gray, or a greater favorite with Fashion. There are bluish grays, and gray-grays and grays of varying tones, but that oftenest in evidence is French gray, which really is a cross between silver and beige. As a rule the entire gown is gray, but sometimes it is relieved by a tiny bright girle or some heavy embroidery or a mere cording of some color as positive as it is possible for a pastel color to be. The materials? Georgette crepe, of course, crepe de chine, chiffon, and Canton crepe; and with these materials is used a great deal of gray lace—gray filet, gray Duchesse lace; or else they are embroidered with gray silk. One gown of gray Georgette and filet has rows of pearly gray beads. Another of Canton crepe has an entire bodice of Duchesse lace. Still another Canton crepe has a novel ornamentation of designs done in hemstitching and then cut. A curiously interesting frock has panels from shoulder to hem, each panel outlined with steel beads and "nail-heads." And one of the most striking character has designs of darned work all over it, the designs being in delicately gay colors—green, blue, yellow, red—picked out by the red girle of uncut velvet. Prices are \$75 to \$225.

Beautiful Handbags in Soft Lovely Grays

There has come a vogue for gray handbags, and we are well prepared for it. Here are gray bags of silk, suede, spider calfskin, velvet calfskin and alligator calfskin, all beautifully made. They are chiefly envelope shapes, with some vanity bags and pouch shapes among them, as well as dainty little silver gray purses. Prices range from \$2, for a purse, to \$26.50 for a handsome envelope bag of spider calfskin. Also an exquisite overnight case of gray alligator calfskin with gray silk lining and shell-finish fittings at \$62.50.

Young Women's New Spring Topcoats for \$45

In sports style, these good looking new top coats are of a soft tan polo cloth and made in full length. They have raglan sleeves, pleats in the back, a new and novel idea as to stitching, and are finished with two deep pockets, a narrow belt and a collar that may be worn high or low. They are just the weight for mild Winter and early Spring days, are lined to the hips with lustrous peau de evgne, and fasten with amber buttons. \$45—and 14 to 20 year sizes.

Young Women's Pretty New Gingham Frocks

Simple one-piece frocks, dresses trimmed with snowy organdie, dresses in surplice style—these and ever so many more are here—for there are about a dozen good styles from which to choose. \$7.50 to \$25.50—and 14 to 20 year sizes.

Cotton Ratine American and Imported

This rough soft fabric is wanted not only for women's and children's dresses and sport skirts, but there is nothing better for light-weight bathrobes for either men or women. The French ratine is in fine shades of rose, gray, taupe, ciel, navy, pink, tan and lavender, besides white; it is 28 inches wide and priced at 75c a yard. The American weave, in practically the same colors, is the same width and is 50c a yard. Both are the new lower prices.

Hudson Bay Sable Scarfs at Prices Notably Low

One-skin animal scarfs of Hudson Bay sables, soft, fine and of beautiful coloring, \$50 to \$110. Two-skin animal scarfs are \$100 to \$166.50—and there are some beauties in this collection.

Young Women's Spring Suits With Gay Silk Bodices

They are of dark blue pique, tricotine or Poret twill, and have wide silk bodices joined to the skirts. The bodice may be worn high, vest fashion, or may be worn like wide girdles and turned down below the waistline. There is usually but one or two of a style, and the prices begin at \$75 and go to \$110, 14 to 20 year sizes.

All Our Stocks Are Back of the Mattress Sale

That means all materials in our stock for making mattresses, pillows and bolsters. You may select the materials and have any of these articles in any size or style desired at the special February sale prices.

200 Red Cedar Chests at Notably Low Prices

These come just at the right time, when people are thinking of putting away Winter things. They are made of sound red cedar lumber, all have casters, locks and dust-proof lids and are excellently made up.

Cameo

The Valentine that she can eat is enjoyed by most every girl! Here are two good kinds, at popular prices— At \$5, a big red heart-shaped tin box, hand painted and filled with Cameo caramels in all flavors. The caramels are the best in town, the box is of good size, and will be useful when the sweets are gone. At \$2.50 is a red cardboard heart-shaped Valentine box, filled with Cameo chocolates—and they're the best we know of!

Sweet Valentines

Valentines tied with ribbon and sometimes boxed, 15c to \$1. Mechanical valentines, 2c and 10c. Comic valentines, 5c and 10c. Flat cards of the sentimental variety, 2c to 25c. Boxes of material to make old-fashioned lace valentines, 25c.

The Newest Hat Pins Swing in Pendant Fashion

and are so pretty they'll be an ornament to her chapeau. Rings of imitation jade or crystal, about the size of a quarter, are suspended, pendant fashion, from the top of the hat pin—and at the first glance, you'll see how smart they'll be in your new Spring hat! Usually they're set with sparkling rhinestones, the designs are especially pretty, the idea is quite new and the pins are \$2.50 to \$5, each.

All Our Gentlemen's Fur-Lined and Fur Collar Overcoats in a Clearaway

Only fifty-two of these coats, but they are all we have left in the store, and whoever gets one at the new low prices saves from \$85 to \$220, according to the coat he selects. They are now less than half their original prices. They are now \$65 to \$155. Materials are chevots, fleeces, kersey cloths and tweeds and all are fine in fashion. The fur-lined coats have linings of marmot, reindeer or black dog. The fur collar coats have collars of beaver, plucked otter, Hudson seal (dyed muskrat) or Australian opossum. Also some chauffeurs' overcoats of dark gray kersey with linings of beaverized sheep's wool and marmot collars. At \$45 these coats are a little above half price, but they are splendid values and suitable for owners of cars as well as chauffeurs.



Men's Handkerchiefs \$4.20 a Dozen

They are good practical handkerchiefs, of Irish flax, well made, and in plain, practical hemstitched style. We'll mark them for you, if you wish.

Men's Lincoln-Bennett Derbies and Soft Hats for Less

These very fine London hats have been substantially lowered in price. The derbies are all pre-eminent in style. The soft hats are in the shapes favored by well-dressed Englishmen and are in rich colorings. The new price is \$12, for either kind.

Savings in This Furniture Sale Are Wonderful—Because of the Furniture

It is probably reasonable to say that ninety-five per cent of what a sale means to the public is represented by the goods.

All the furniture in our stock is offered in this February Sale at a deduction of 33 1-3 per cent, except some lots at a deduction of 50 per cent.

It is the first time that such an extensive and valuable stock of the same excellent and trustworthy furniture has been offered at such a liberal advantage in prices.

The same price advantages offered on an ordinary stock would be appreciable, but applied to the whole vast range of the Wanamaker stocks they are unprecedented.

Depend upon us to keep the Sale well backed with merchandise every day.

Bedroom Suits at a Deduction of 50 Per Cent.

Queen Anne suit in mahogany or walnut—bureau (52-inch top), full-size bed, chiffonier and vanity dresser. Sale price \$392.50. Louis XVI ivory enamel suit—72-inch bureau, full-size bed, chiffonier and triple mirror vanity toilet table. Sale price \$397.50. Louis XVI mahogany or walnut suit—52-inch bureau, with large mirror; full-size bed, chiffonier and vanity toilet table. Sale price \$392.50.

Dining-Room Suits at a Deduction of 50 Per Cent.

Hempstead design mahogany dining-room suit—buffet (60 inches long with two large center drawers and two side closets, large china cabinet, closed side table, 48-inch extension table, set of six chairs with upholstered seats upholstered in hair cloth. Sale price \$912.00. Queen Anne mahogany suit—buffet, china cabinet, 48-inch extension table, side table and set of six chairs with seats upholstered in leather. Sale price \$297.50. William and Mary suits in American walnut—60-inch buffet, china cabinet with double door, closed side table, oval 8-foot extension table, five side chairs and one arm chair with cane backs and upholstered seats. Sale price \$600. Queen Anne suits in walnut or mahogany—60-inch buffet, closed side table with double doors, china cabinet with double lattice doors, oval 8-foot extension table, set of six chairs with seats upholstered in leather or hair cloth. Sale price \$617.50.

"Miracle Mengers and Their Methods" By Houdini

A complete expose of the methods of magicians by one of the best of them. Price, \$3. (Main Floor, Thirteenth)

Queen Mary Skin Creams

And, of all times of the year, this is about the hardest on the skin. Each one of these creams answers a certain need and one thing that they all have in common is that they are all absolutely pure. Cleansing Cream, 65c a jar. Youth and Beauty Cream, 65c and \$1.15 a jar. Skin Cream, 65c, \$1.20 and \$5.50 a jar. Cold cream, 25c a tube, 50c a jar, and 65c a jar. Peroxide cream, 65c a jar. Violette de Paris Dry Cream, 65c a jar. Delicate Skin Cream, 75c a jar. (Main Floor, Chestnut)

All Our Oriental Rugs Are Priced at a Saving of One-third

The various groups have been considerably depleted, but taken as a whole, there is a wonderfully attractive variety of weaves, sizes, colors and patterns to select from, especially Anatolian, Chinese, Kazak, Daghestan and Arak pieces. The Kazaks are an especially notable group in characteristically bold color effects and designs, most of them with fields of warm red enlivened by conventional figures in ivory, eceru, blue and other contrasting shades. These Kazaks are in sizes 4x5 to 5x8 feet and are now marked at \$85 to \$240, which means a saving of one-third.



(Fifth and Sixth Floors)