

More Furniture, Better Furniture and Lower Prices Make the February Sale What It Is

Men Are Men, But They Were Not All Cast in the Same Mould

Bricks are bricks and they can all be built in the same wall, but every man must be himself, walk and work as he likes, and not expect to be built into any wall to serve exactly as the man next to him, made at different angles and of different qualities, though the way be open for unity of co-operation.

Let every man find out where he can work best and keep at it, as President McKinley did every day, to make happier every man he met.

(Signed) John Wanamaker

February 14, 1922.

The Increasing Uses of "Sports" Millinery

Somebody says women will soon wear just two kinds of clothing—sports and formal dress.

This is already pretty nearly true about millinery. There are the lovely hats for dress wear. And there are "sports" hats, which serve for almost all other uses. The very smart sports hats shown in the Millinery Salons tomorrow include felt, straw, wool and ribbon hats, most of which may be worn for tailored street wear as well as for country and sports.

(Second Floor)

Nine Out of Ten Young Women Are Getting Into Tweed Suits

They are so useful for all-around wear, these smartly tailored tweeds, with their many pockets, their trim and boyish lines, their fine tailoring.

The Young Women's Store presents a truly remarkable variety, in practically every fashionable tweed texture, including both the rough and smooth weaves, and both quiet and high colors.

They are priced \$28.50 to \$48, and the tailoring of even the lowest priced is exceptionally good.

(Second Floor)

Young Women's Serviceable Jersey Dresses

A model of excellent lines, in wool jersey of gray, henna, blue or brown shades.

The long waist has a shirred hip girdle, and the skirt is pleated. Collar and cuffs of white linen add a youthful touch.

Priced \$9.50 in sizes 14 to 20.

(Second Floor)

Women Can Now Buy Fur-Trimmed Coats for \$30

That does seem wonderful, indeed, for these are well-made, good, warm winter coats of all-wool bolivia and velour, silk lined throughout and with large collars of dyed coney fur.

They are in several very pretty and becoming styles, some button trimmed, others with silk stitching, and they are in the most popular shades of navy blue, brown and black.

There are also just a few velour coats, a number being fur trimmed, at \$15. Not all sizes.

(First Floor)

New Caps for Little Heads

Dainty things of white lawn, net and embroidered mull in enough different shapes and styles to provide something becoming for every little face. Some have been planned for tiny girls and some, a trifle more severe, for their small brothers.

Prices are 75c to \$2.25.

White, pink and blue linings to wear inside them are 75c and 85c.

(Third Floor)

Inexpensive Nightgowns for Large Women

We have just received some low-necked styles—

One plain with colored stitching and square neck, price \$1.

One with round or square neck, embroidery or lace trimmed, \$1.50 to \$3.

One of cotton crepe with low neck, finished with casing, at \$1.85.

(Third Floor)

The Spring Models of L. R. Corsets

A strongly boned elastic-top model of pink figured broche with elastic gore in the skirt. Price \$6.50.

One of plain pink coutil with low top at \$5.50.

A white coutil for tall women, heavily boned, with broad elastic gorges in the skirt front and back, and three large hooks, \$6.50.

Model of pink broche with low bust and wide elastic band in the back, \$6.

Another for average figures, popular length skirt with elastic section near the front and short bones over the abdomen, \$5.50.

A pink broche with elastic top and band of elastic in the skirt, \$6.50.

A plain pink coutil with low bust, \$3.

(Third Floor)

MORNING dresses for trim housewives are made of cheerful checked ginghams in Billie Burke style, and sold at \$1.85.

(Third Floor)



In the Women's London Shop

We are showing the new English type of boxcoat with plain notched lapels and semi-convertible collars. It is made of imported materials and invariably hand tailored; and the prices are \$50 for Caledon tweeds and \$55 for rough English tweeds.

Our own model of the smart sleeveless dress with three-quarter length cape may also be had in the London Shop, made to measure from English tweeds, for \$65.

(The Gallery)

New High Combs Sparkle With Jewels

Not real jewels, of course, but with clever imitations of sapphires, emeralds and rubies, mounted in pretty designs on the carved surface.

These high-back combs are very fashionable with the new high-hair dressing and the jeweled effects are most brilliant in evening light. They are \$5.50, \$6.50 to \$21.

(Main Floor)

Lovely New Handbags of Steel Beaded Silk

Bags of fine brown and navy faille ornamented with embroidered designs in cut-steel beads. Extremely effective and artistic.

Mostly with covered frames, though some have shell-finish and gilt frames and there is one drawing model. Some have fancy clasps and some have inner frames, but all are nicely lined with satin and have purse and mirror.

Prices \$10.50 to \$25.

(Main Floor)

SPECIALLY priced silk Jersey petticoats include a variety in bright colors and black, at \$3.85, and a finer quality with plain-pleated flounces at 5.50.

(Third Floor)

The Captivating Sports Blouse Women Like So Much

It has just arrived in two new variations which women will find charming to wear with their new Spring suits.

One is a new printed crepe de chine blouse, Peter Pan style, in rose, black or jade, piped with white and having narrow black moire ribbon bows at the cuff and neck openings.

The other is a plain-colored crepe de chine in lark, canna and Dutch blue. It also has a Peter Pan collar, but the sleeve is raglan and slashed to the elbow.

Both of these very pretty blouses are marked at the moderate price of \$8.75.

(Third Floor)

Beauty's First Essential

is a fine complexion. Few toilet aids are so helpful in acquiring and preserving it as are the famous Queen Mary beauty creams. There is one for each particular kind of skin and for every special need:

Queen Mary cleansing cream is 65c and \$1.20.

Skin cream to prevent wrinkles and feed the tissues is 65c, \$1.20 and \$3.50.

Delicate cream for peculiarly sensitive skins is 75c.

Youth and Beauty cream, a very great favorite, is 60c and \$1.15.

Witch hazel jelly, 25c and 60c.

Cucumber cream, 50c.

Glycerine and honey jelly, 25c.

All these fine Queen Mary productions are to be found exclusively here.

(Main Floor)

For Women Who Embroider

The new Spring designs in luncheon sets, centerpieces, scarfs and other fancy work are now exhibited in the Art Needlework Store. They present a greater variety and more artistic effects than ever.

(Second Floor)

More Furniture—vastly more than can be found in any other store.

More furniture; in other words, more variety, greater scope for choosing, greater likelihood of finding the things you want.

Better furniture—better models, better interior or case work, more workmanly finish, more certainty of service and of value for your money.

Lower prices—not sensationally or dangerously low, but low to the point of greatest economy—and surest.

Are these the things that appeal to you in a furniture sale?

If so, this should be the sale for you.

It will be worth while to come and see how well it measures up to what we say of it.

See the upholstered furniture on the Fifth floor, especially the overstuffed suits, all of them filled with clean, curled hair—no trash or tow or even moss being used in them.

Note that the prices are not any higher than those asked in other places for overstuffed pieces that are filled with cheap, inferior materials.

Do you know that this show of living-room and library furniture is regarded as the finest from the Atlantic to the Pacific?

When you are in the bedroom division, look particularly at the group of Louis XV and Louis XVI suits shown in the Chestnut street section.

Furniture experts say that these are the purest models of this particular period shown in years.

They are a notable illustration of the beauties and betterments which mark the sale.

(Fifth, Sixth and Seventh Floors)



A Dark Blue Story About Afternoon Frocks

The latest lovely things to arrive are made of thick and graceful crepe-backed satins, Canton crepes and crepes de chine, and show some uncommonly pretty fashion tricks. For instance there are the dresses whose only ornamentation is tucks—both vertical and horizontal; the dresses with cre ribbon girdles; the draped models with girdles composed of discs of jet; the dresses with sheer Georgette tops; the other dresses with bands of lattice work of self-material. Really, each style is charming—and there are but few duplicates.

The prices are \$52.50 to \$127.50.

(First Floor)

1000 Yards Silk Tricolette at \$1 a Yard

A silk that is used a great deal for the making of Spring dresses and sports costumes, and it is one of the nicest silks for the popular slip-over blouses.

In all the best colors—navy, black, brown, pink, flesh, white and black—36 inches wide.

(East and West Aisles and First Floor)

A Sale of Desk Fittings Averaging Half Price

The reason is that every piece in this collection shows some slight signs of having been handled. In most cases this would probably make little or no difference.

There are a number of good desk sets now marked \$2.50 to \$10. Ink stands, from 60c to \$5.

Other desk accessories include files, stationery racks, stamp boxes, paper knives, hand blotters, desk pads, calendars and so on, all at very much smaller prices than formerly.

(East Aisle)

A New Canton Crepe Has a Satin Stripe

It is one of the prettiest of the Spring novelty silks and is most effective for the new loose-sleeved dresses, for long tunic blouses and for sports skirts.

(First Floor)

A Fine American Gingham With a Host of Friends

We are even willing to say that it is the most popular gingham here and that women who once buy it come back again and again for the same gingham; it wears so well.

It is very closely woven, fine and smooth in finish, and there are over one hundred patterns in checks, stripes, plaids and plain colors.

(First Floor)

The Music of Spring

New Brunswick records for March will be ready tomorrow.

So what does it matter when the robin tunes up?

New low prices prevail, and you can play the records on any make of machine.

Come in and hear them!

(Second Floor)

Finished Photos

10 Minutes After You Take Them

That is what Direx is designed for.

Direx is a highly sensitized paper roll to be used in any camera instead of film. The picture is printed directly on the paper the instant you snap the camera. All that needs to be done afterward is ten minutes of developing.

We have Direx in the Camera Store. Prices of rolls range from 25c for 1 1/2x2 1/2 to 55c for 4x5 inches.

(The Gallery)

Boys' Ribbed Cotton Union Suits, 50c

Good, winter-weight suits in ecru and gray; sizes 4 to 14 years.

At this price, which is just half, they will interest many fathers.

(First Floor)

Potted Holland Bulbs 20c Each

Hyacinth, tulip, daffodil and narcissus bulbs, each in its little red fiber flower pot, filled with clean moss and already started for Easter blooming. The pots are packed in cartons which can be used as jardiniere. Find them on the

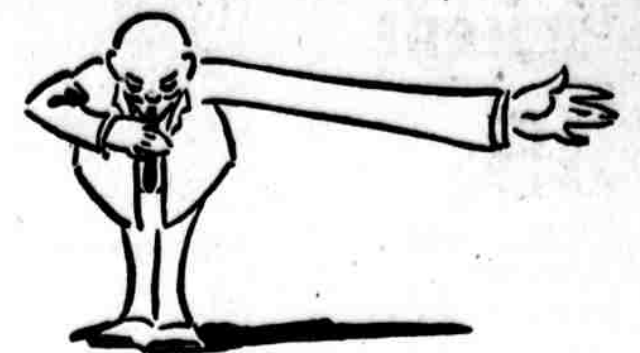
(Fourth Floor)

Children's Stockings, 25c a Pair

Black ribbed cotton stockings with fashioned feet, well-made stockings for boys and girls and usually two or three times this price.

Black, white, Russia calfskin and cordovan ribbed cotton hose with turnover tops, 7 to 16 year sizes, also specially priced.

(First Floor)



This Is to Be the Last You Will Hear of Men's Winter Suits at Wanamaker's At the Last Low Prices \$25 and \$35

We have grouped all of our men's winter suits for sale at these two prices, and which represent rather sensational reductions.

They are good fancy mixed business suits and are in medium winter weight suitable to wear for the rest of the cold weather and to put on next Fall.

Every one of them is all-wool, hand tailored, and they undoubtedly represent the best clothing values in the city at the moment.

(Third Floor)

1200 New College-Stripe Ties for Men—\$1 Each

Made of a fine quality of rep silk and in a number of new color combinations in the ever-popular diagonal stripes.

Just the ties men will want to wear from now on.

(Third Floor)

Men's Linen Handkerchiefs at 25c Each

And a good-wearing Irish linen at that! They are also a generous size and have the desirable narrow hem that most men prefer.

They are special at 25c each and still more special at \$2.75 a dozen.

(West Aisle)

Men's Fine Brogue Oxfords in Tan Scotch Grain

Uncommonly smart shoes of this favored leather, with perforated tips and vamp seams in what is known as a heavy rope stitch. Soles are stitched aloft.

A type of shoe that will interest young men or older men who like new styles.

Price, \$12.50 a pair.

(Main Floor)

Choose a Rug for Quality and Style

Here are three weaves, in 9x12-ft. size, that answer both these requirements: \$84 to \$120. Axminster, \$35 to \$56.50. Velvets, \$48.50.

(Seventh Floor)

New Fiction

"The Rich Little Poor Boy," by Eleanor Gates, price \$2. A worthy successor to "The Poor Little Rich Girl."

"Snowdrift," by James B. Hendryx, price \$1.75. A story of the land of the strong cold.

"The Joy of Living," by Sidney Gowling, \$1.75. A novel of delightful comedy and delicious fooling.

(Main Floor)

New Table Linens of Good Merit

New hemstitched damask table sets, each comprising one tablecloth and half a dozen napkins, all of fine, pure flax linen, neatly hemstitched.

These are ready for immediate use. The napkins are in size 20x20 inches, but the cloths vary and are priced accordingly.

A tablecloth 66x86 inches and half a dozen napkins—\$12.75 a set. A tablecloth 66x86 inches and half a dozen napkins—\$16.75 a set. A still better tablecloth, 70x70 inches, and half a dozen napkins—\$16.50 a set.

Also a new lot of heavy, full-bleached, full damask tablecloths in circular patterns, one size only, 72x72 inches, to sell at \$9 each.

(First Floor)

What Do You Know About the Value of Kermanshah Rugs?

We hope you know a great deal, because the more you know the more your eyes will open at the prices marked on the new lot of Kermanshahs that we are now showing.

"The lowest prices in ten years," men of experience say. And not only that, but the rugs are of a splendid grade, heavy, serviceable and wonderful in colors and figuration.

The rugs being in the natural state, the colors are vivid and striking and suggest wonderful possibilities in decorative and furnishing effects.

All are in carpet sizes, and in the collection are many sizes for which we have been looking for months.

It is safe to say that there is not another such group of Kermanshahs in the country at the prices—\$245 for 8.6x8.1 ft. to \$875 for size 12.3x16.2 ft.

These are one attraction of the February Sale. There are many others.

(Seventh Floor)