

Organ plays at 9, 11 and 4.45
Chimes and Melody at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

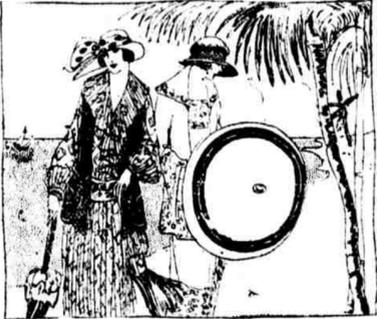
WEATHER
Rain

There's a Flurry of Preparation for Gay Times to Come, and It All Centers at Wanamaker's

From the Writings of the Founder

It Is Not the Leap at the Start
but the steady going on that gets there.
The most conscientious economist of time finds the days too short for what he wants to do.
To the thoroughgoing man almost every week has more than seven days in it—by dint of extra endeavor.
Whatever our work may be we must shoulder it and not waste an hour.
It is of no use to dream of nothingness, or knock at this door and then at that, or hunt a bell rope to call some one to help us; each must lift his own burden and preserve every minute to finish his own part and not set a bad example of idleness or shirking to the other fellow.
There is a point to stop at, but it is not until your fair duty is done.
We cannot wait upon our good customers by gossiping or looking out of the windows.
Our business is limited to the measure of watchfulness, celerity and agreeability of our representatives in each section.

[Signed] *John Wanamaker*



The Exhibit of New Fashions to Be Worn at Southern Resorts

is full of charm—so clear and bright are the colors, so interesting the new imported fabrics; so practical and becoming the styles, all set against a Southern background.
The exhibition includes morning and afternoon dresses, many of the sports type, and evening frocks. Among them are such fashion features as—
Fat white wool dots embroidered to form borders on a coat and dress suit of white Canton crepe.
Fringe, very deep, on skirts and sashes.
Small box pleats on a pink and white dress and coat, even to sleeves.
Chain-stitch embroidery.
Soutache braid forming simple lattice decoration.
Novel printed and embroidered fabrics.
Handkerchief draperies with borders.
The lovely new jewel work on colored and all-white evening gowns.
Paisley printings in rather light, delicate tones.
Black and white and silver effects of great refinement.
Eyelet work in color on batiste.
Suede jackets in vivid colors to be worn with printed silk dresses.
Prices are \$22.50 to \$315.

The Woman Going South Chooses Her Sports Hat Carefully

She well knows that she is likely to wear it more than any other hat and, if she is wise, she will have a number of good-looking sports hats in her Southern wardrobe.
For tennis and golf there is nothing nicer than the new light colored or white felt hats with ribbon or perhaps a gay bandana twisted around the brim.
Soft, woolly Angoras are worn yachting, motoring, and they are just the things to go with sweaters.
Besides, there are all kinds of straw hats as plainly tailored or as fancy as one chooses, the smartest being the new Bangkok straws with draped silk bands. They are so light one scarcely feels them on the head, and the colors and trimmings are beautifully harmonized.
There is such a variety that most women will want a different hat for every sports costume.

Women's Fine Sports Coats Made of English Frieze

New arrivals and the best women's sports coats of the kind that are made. The label tells the story to every woman who knows this well-known maker of men's overcoats and women's sports coats.
Several different models, some with set-in and others with raglan sleeves and there are many beautiful colorings in indistinct plaids, mixtures and herringbone weaves.
From \$37.50 to \$75. Wanamaker's, however, is the only place you will find them.



For Tiny Pictures of Loved Ones
there have just arrived some beautiful little sterling silver lockets to be worn on black ribbon sautoirs around the neck.
Prettily engraved or with engine-turned stripes. They each hold two pictures.
Separate lockets, \$2.50 to \$4.25. Locketts and sautoirs, \$3.50 to \$5.25.

Oree' Face Powder From Paris
Oree' is a delightful fragrance of Claire's sold only by Wanamaker's.
The powder is in a square beige box and comes in natural, white and Rachel, \$1.50 the box.

Remnant Sale of Winter Dress Goods
A little of everything that has been selling during the past busy weeks may be had for a third less—serges, wool crepes, poplins, Poiret twills, tricootines, plaids, coatings, wool checks, broadcloths.
Lengths run from one yard to enough for entire dresses.
Corduroy and velveteen remnants are reduced to half.
All thrifty women—especially those with children to plan for—will find it a worthwhile opportunity.

Remnants of White Goods
All sorts of plain and fancy white goods in the desirable lengths for shirtwaists, aprons and children's dresses.
Prices average a third less—a few remnants are a half.

Parisienne Corsets Oddments
In other words, certain models of which there are only perhaps three or four left, maybe only one or two.
But they are some of the most beautiful Parisienne corsets and comparatively new styles. Pink and white broche and batiste, a few satin girdles and ribbon step-ins.
Now priced \$8 to \$20.

Little Clearaway of Small Tub Frocks
They are for little girls of 2 to 6—about two hundred in dozens of styles, but not more than two or three of each style.
Pretty white-dotted Swisses, lawns or voiles, colored chambrays, ginghams, etc., but all in need of a tubbing. Priced \$1.25 to \$10.

A Game Table for Winter Evenings, \$3
Collapsible tables, measuring 29 inches square, are covered with felt or leatherette.
They can be folded up in a little space when not in use.

A Silver Tea Service May Grow Piece by Piece
Or it may be bought all at one time. Apparently many tea services are being either started or completed this year, from the matching up of patterns that is going on.
There is a great advantage in having a large number of beautiful period designs to choose from, especially the kind you will find in the Wanamaker Jewelry Store.
Five-piece tea services, \$245 to \$1050. Kettles, \$145 to \$460. Waiters, \$150 to \$725.

The Fan-Tongue Slipper Is Fashion's Latest Favorite
It is known immediately by the fan-shaped tongue with inset panels of dull or shiny leather. The tongue is large and tends to make the foot look smaller.
The slipper is intended for street wear and has a low Spanish heel with short vamp and medium round toe.
In black satin or patent leather, \$10. In brown or black suede, \$11.

A New All-Wool Full-Fashioned Stocking for \$3
Women who follow sport outdoors need just as many wool hose as they do silk and they are just as particular about them.
The new style has met instant approval. In just the shades of brown heather colors that are most demanded. And embroidered silk clocks add a dainty touch.
Other sports hose are in wonderful selection, starting at \$1.25 the pair for a wool-and-cotton mixture and going up to the splendid silk-and-wool ones at \$22.50.

Snow's Deep in the Northland and Winter Sports Have Started
Travel the whole world over, but there's no fun like the ski or the bobsled and the icy toboggan.
Every north-bound train carries scores of happy folk, eager for the tang of the frosty air.
And every day finds them at Wanamaker's picking out the things that Winter sports depend upon.
Skis, snowshoes, toboggans aplenty are in the Sporting Goods Store.
Skis in pine, maple, ash or hickory are priced \$1.25 to \$12. Toboggans in all sizes, \$6 to \$19. Snowshoes, many specially priced \$5 the pair.

Dish Drainers Built Like a Cake Pan, \$1
The cylinder in the center holds the cutlery and the dishes are stacked around the edge.
Another practical drainer is oblong in shape, with a rack down the center for plates and a wire basket for cutlery. When placed on the drain board the hot water runs directly into the sink. \$1.75.

A Great Inrush of New Down-Filled Quilts \$13.50 and \$16
All in plain colored sateen coverings and all made in our own workrooms.
Every desirable plain shade in the assortment, rose, various shades of blue, also gray, green, lavender, gold and yellow.
Full of warmth and service and unsurpassed in materials and making at the prices—\$13.50 for one 6 ft. square, and \$16 for extra-large ones, 6x7 ft.
Quilts of the same type, but covered in plain colored silk are priced \$20 in size 6 ft. square.

Umbrellas Are Down to \$3
Good-looking ones for men and women.
Covers are union taffeta (silk warp with cotton filling) over Paragon frames. Handles are full bakelite or hardwoods, with rings or leather straps. Hook handles on all the men's styles.
\$3 for just three hundred of them.

Mosul Rugs, \$39 to \$47
Heavy, serviceable and good-looking weaves in combinations of dark red, blue and ecru.
Sizes are approximately 3x6 to 3.6x7 ft., and at \$39 to \$47 the values are exceptionally good.
For wear and furnishing effect they are probably the most desirable small Oriental rugs obtainable at the prices.

Window Ventilators, Inexpensive and Effective
Good ventilation is the best preventive against Winter colds and these ventilators are especially good for city dwellings.
An adjustable hard-wood frame is covered with specially treated buff-colored cotton cloth which lets the fresh air into the room, yet keeps out dust, soot, rain and snow. In six sizes:

9 inches high, 15 to 23 inches long	45c
9 inches high, 23 to 31 inches long	55c
9 inches high, 31 to 39 inches long	65c
12 inches high, 23 to 31 inches long	75c
12 inches high, 31 to 39 inches long	85c
15 inches high, 23 to 31 inches long	95c

Bathroom Mirrors, \$5
Round ones or oblong shape with rounded corners, both with white enamel frames and bevel-edge mirrors 12x18 inches.

Every Sportsman Wears a Town and Country Coat
Great, snug coats that turn the weather as well as the wind—yet they are entirely free of that bundled-up feeling.
They have leather-lined bodies, leather sleeves, knit necks and wool wristlets. The body surface may be of corduroy, fancy tweed, wool suitings, chevots, cashmere or overplaids.
Priced \$12.50 to \$22.50.

New Marquiesette Curtains Remarkable at \$1.50 a Pair
Made with a hemstitched edge and fringed bottom, about the newest style on the market.
Yet at \$1.50 a pair they are as low-priced as the plain unfringed kind, and they are as good as any curtains of this type that we have seen in a long while at twice the price.
In white, 21 1/4 yards long, \$1.50 a pair, but not more than 500 pair in the lot.

New Decorated Bedroom Suits of Distinction
The work being done in our own decorating rooms is strikingly illustrated by some bedroom suits that have just come on the floor.
One suit, done in Chinese lacquer, is chiefly in old yellow, with effective touches of blue, the entire suit being decorated all over with Chinese foliage in relief in gold and contrasting colors.
For six pieces the price is \$1575, the suit comprising full-size bed, bureau, chiffonette, vanity dressing table, bench and chair.
Another distinctive bedroom suit shows a good deal of French influence. This is in shaded pink enamel in an antique effect, with ivory panels showing painted floral decorations, an exceptionally graceful and pleasing motif.
For twin beds, bureau, chiffonette, vanity dressing table, night table, chair and bench the price is \$1175.
These are individual suits in the strictest sense, there being only one of each kind and there will be no duplicates.



Men Who Like Evening Attire a Little Different Often Find It in the London Shop
A dinner jacket and a dress coat have been created by the London Shop tailors. And men who dress well have nodded their approval.
Rather conservative coats, but smart coats, embodying some of the details of modeling that is liked so heartily along the Piccadilly.
They are all ready to put on, made of the finest materials, in splendid taste, yet buoyant and different.
Dress coat and trousers, \$70.
Dinner jacket and trousers, \$65.

Any Man Likes a Good Walrus Traveling Bag
—and here's one for \$13.75 which is mighty fine.
It is of durable, rough-grain walrus leather, which will give long and faithful service. Substantially made with locks and trimmings of the newest type.
Dark brown or black in the 18-inch size.

Some Better Than Usual Knit Neckties for Men at \$1 Each
Plain colors mostly, heavy and durable as well as mighty good looking.
With them are some heathers and stripes, including broad colorful ones and the thinner kind. Nearly all colors are in the group.

It's Like Walking on Air With Crepe Rubber Soles
Sportsmen agree they are the best things ever—cushions of comfort under the feet.
Yet they will not slip, even on wet pavements or wet grass. And they will not track dirt. And they do wear long and well.
Crepe rubber is the newest sole for the sports oxford. Everybody who wears them speaks loud in approval. There are many kinds of crepe rubber soles and many prices, but only at Wanamaker's can the good ones be had for \$7 the pair.
And the oxfords are in two styles—both of tan calfskin. One has dark brown tips, saddle and heel foxing; the other has the soft, tipless toe, but dark brown saddle and heel foxing.