

From the Founder's Writings

**Yes! Building  
Something Better  
All the Time**

Why, to be sure, this store is still in its cradle.

What we now know about good store-keeping is but little in comparison with what shall be as we go on learning and introducing new ideas.

There is no place in this store to say that things are so well done that we can now sit down.

Everything here is alive and growing bigger and better, as the people praisefully observe.

When there are no improvements going on here this store will fall back to the line of other stores.

(Signed)

*John Wanamaker*

**Seven Pictures in  
THE SATURDAY  
EVENING POST**

of this week's issue are taken from the Wanamaker Ter-Centenary Exposition of New York—Past, Present and Future, illustrating Floyd W. Parson's vision-story, "Man and His 33 Slaves"—an extraordinary presentation of tomorrow's conquests through science and invention.

**Cosmopolitan  
for March**

opens with Anzia Zeziarska's splendid "I See a Vision"—an epic of The Titan City inspired by Willy Fogarty's sixty-foot painting on silk in the Rotunda of the Old Wanamaker Building. Have you seen these world-famous paintings—146 in all? London...Paris...Berlin have shown many of them in reproduction, but only in the originals can the beauty and inspiration of this Wanamaker conception be caught and understood.



**Every Winter Coat for Miss 14 to 20  
IN THIS CLEARAWAY**

<b>\$38</b>	<b>\$68</b>	<b>\$98</b>
UNTIL NOW \$54 TO \$69	UNTIL NOW \$89 TO \$95	UNTIL NOW \$125 TO \$175

and Earlier in the Season some were \$69 to \$225

Every imaginable type of coat from the simple trotteur style of tweed to the afternoon coat of velvet with luxurious trimmings of fur—as there are more than two hundred coats in the Clearaway and of many of the models only one or a few remain. So it is obvious that there is large selection. Sizes 14 to 20 years—incomplete, of course!

Materials—suede cloths, pile fabrics, velveteen, velvet and tweed. Every coat is fur-trimmed—all the fashionable furs are included.

**Fur-lined Coats, too—  
in the groups at \$38 and \$98**

Second Floor, Old Building, Tenth Street

**The Negro Boy's Book**  
Prof. Mearns referred to  
in his Radio Talk  
Wednesday evening is  
**"The New Negro"**

An Interpretation.  
Edited by Alain Locke

The story was so dramatic—of how this negro boy first showed his great talent when only 15 years old; how he went through Harvard graduating *summa cum laude*, highest possible honors won only by a few; how he went to Oxford as a Rhodes scholar, and finally prepared this great book on the new negro—that we believe thousands of people who heard Prof. Mearns' story will be glad to identify the author and to learn where the book may be procured.

In the Wanamaker Book Store  
Sent post-paid anywhere  
**\$5**

**THE *John Wanamaker* STORE NEWS**

Broadway to Fourth Ave.  
8th to 10th Sts.

Formerly A. T. Stewart

Telephone Stuyvesant 4700

Store Hours: 9 to 5:30

**Lincoln Day Celebrations—Store Open All Day Today**

IN THE AUDITORIUM  
TODAY AT 2:30 P. M.

**Lincoln's Birthday  
Concert**

The World Famous Fish Jubilee Singers  
Mrs. James A. Myers—James A. Myers  
—Horatio O'Bannon—Ludie D. Collins—  
—Carl J. Barbour  
in Program of Negro Spirituals  
Plantation Melodies and  
Modern Songs  
The Concert Organ:  
Dr. Alexander Russell  
Ceremonies attending the decoration  
of the  
**Lincoln Memorial Tablet**  
2:15 P. M.  
Company E of the J. W. C. I.  
Girls' Battalion of Cadets  
First Gallery, New Building



**Women's Silk Frocks**  
The types of daytime and dinner  
dresses which are usually  
**\$29.50** } \$35 to \$45

Georgette crepes, flat crepes and crepes de chine, satins—the very fabrics the Parisian couturiers' designers are showing for spring. Black lace combined with chiffon or soft silks in dinner frocks.

Taffeta ruffings, vivid colorings on navy blue or black, nail head patterns, embroidered—all echo the details cables from the openings.

The two-piece frock, of course, and with the finger-tip length and longer blouse. The one-piece frock in all the variations of achieving circular movement or with the new ways of using pleats.

The workmanship is flawless—the silks are of exquisite quality—and the colorings range from the new shades of greens, blues, rose and reds, to the always important beige, gray and brown tones. And, of course, navy blue and BLACK.

IMPORTANT—These frocks are in sizes 36 to 48—with unusual choice for the women wearing sizes 42 to 48.  
Second Floor, Old Building

A Once-a-Year-Event for Women  
Who Wear Sizes 36, 38 and 40

**Women's Coats**  
**\$29.50**      **\$39.50**

for the \$39 to \$45 grades      for the \$49 to \$69 grades

Most of the \$39.50 coats are trimmed with fur collars and cuffs and some with borders—some of which alone are worth the cost of the coat.

Coats for the woman who must economize and keep her coat more than a season—for these are conservative models which are always correct.

Soft pile woolsens, kashmir weaves, suede cloths and velveteens, with gray or brown-dyed wolf, black dyed skunk, dyed fox, dyed or natural fitch, dyed opossum, raccoon, nutria, beaver and black caracul.

The \$29.50 models are all topcoats of soft fleecy woolsens, single or double-breasted with collars of dyed opossum or wolf.  
Second Floor, Old Building



**\$795 Lindeman & Son  
SMALL GRAND PIANOS**

Renowned for over ninety years.

At **\$595**

The name Lindeman & Sons is one of the most distinguished appearing on American pianos. Behind it are the tested experience of almost a century of building fine musical instruments. Behind it, the traditions of generations. Behind it, the inspiration of the high ideals of craftsmanship laid down by the founder, Wm. Lindeman, in 1836.

At the Wanamaker Salons, Lindeman pianos for over twenty years have occupied a place of honor among the great instruments of the world assembled here... among pianos notable for fine tone and sound construction.

Think of buying one of these great instruments... sold here and nationally for \$795 until today... at only \$595. A saving of \$200! But you must act quickly if you would grasp this opportunity. For it is an offer possible only at the Wanamaker Salons... only because of the maker's close cooperation with us... only until the fifty instruments in the sale are quickly dispersed to their eager, waiting homes.

Terms **\$4 Weekly**  
**Your Present Piano Taken in Part Exchange**  
Piano Salons, First Gallery, New Building

**RADIO SALONS  
OPEN UNTIL 9 P. M.  
THE TWO BEST BUYS  
IN RADIO**

**Lincoln Would Have Loved  
This Furniture Sale**

Bred in the forest, splitting logs, he would have loved the fine woods that make the furniture. He would have appreciated their soundness, seasoning and graining. He would have recognized the cabinet work as being genuine.

He would have loved the sale because it is building homes—true American homes—especially helping young couples to make a home through budgeting, which is the basis of thrift.



**Lincoln Symbolizes the Home**

There could be no union without united homes. There could be no United States without the union.

The Wanamaker February Sale of furniture dedicates its services to the American home. It offers:

More than \$2,000,000 of furniture, including our entire stocks of modern furniture at 10 to 50 per cent. less in price; and the privilege of a budget credit account that lets you enjoy the furniture while paying for it.

Celebrate Lincoln's birthday by taking advantage of this February Sale to improve your home and you will honor his memory.

Fourth, Fifth and Sixth Galleries, New Building

**Bedding in the February Sale**

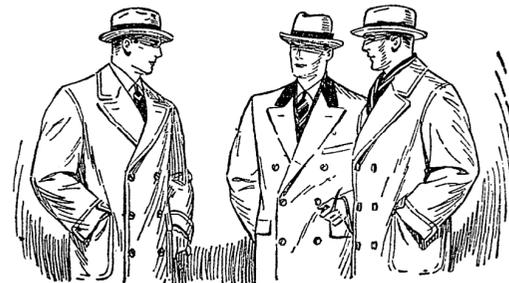
Without advertising it, bedding goes along with the February Sale selling more fine mattresses, springs and pillows than ever before. Most people seem to take for granted that Wanamaker's is bedding headquarters.

But for those who do not know Wanamaker bedding we state these facts:

1. Hair mattresses—box springs and feather pillows are made in our own workshop—freshly made as you order them.
2. Specially low prices prevail on these during February—as noted below.
3. In addition you may choose from our entire stock of bedding at 10 per cent. reduction.

Wanamaker bedding is giving goodservice in many fine homes and hotels throughout the United States. It is ready to serve your home!

<b>Selected Black Horse Hair Mattresses</b> \$68 for the \$86 grade \$62 for the \$78 grade	<b>Imperial Edge Felt Mattresses</b> \$17.50 for the \$22.50 grade <b>Peerless Box Springs</b> \$27.50 for the \$35 grade <b>Wanamaker Box Springs</b> \$35 for the \$41.50 grade
<b>Pure South American Horse Hair Mattresses</b> \$50 for the \$62 grade	The above prices are for full sizes; smaller sizes proportionately lower. White mixed feather pillows, 22x30, \$4.40 each for the \$5.75 grade. Sixth Gallery, New Building
<b>Best Mixed Hair Mattresses</b> \$48 for the \$58 grade \$34 for the \$44 grade	



**Annual Sale of Wanamaker Clothing  
Suits and Overcoats**

<b>\$33</b> For Our \$45 to \$50 Grades (A FEW SELLING RECENTLY AT \$38)	<b>\$14</b> For Our \$20 to \$27.50 Grades (SUITS RECENTLY LOWERED TO \$17 AND \$21) (OVERCOATS RECENTLY LOWERED TO \$18 AND \$19)
<b>\$43</b> For Our \$55 to \$65 Grades (A FEW SELLING RECENTLY AT \$48)	<b>\$19</b> For Our \$29.50 to \$35 Grades (SUITS RECENTLY LOWERED TO \$23 AND \$27.50) (OVERCOATS RECENTLY LOWERED TO \$21 AND \$28)
<b>\$53</b> For Our \$75 to \$90 Grades	<b>\$24</b> For Our \$30 to \$45 Grades (RECENTLY LOWERED TO \$27 AND \$34.50)

Sizes to fit all men from 34 to 46... at savings for all... this is the annual Wanamaker clothing event to which men look forward with the knowledge that they will save many dollars... on clothing guaranteed by John Wanamaker.  
Street Floor, New Building