

Organ plays at 9, 11 and 4:50
Chimes at Noon
WANAMAKER'S Store Opens at 9
WANAMAKER'S Store Closes at 5
WANAMAKER'S WEATHER Fair

Tomorrow Will Bring an Extraordinary Sale of Easter Gloves

Almost All the Men That Have Risen

in this and other cities, and who have reached distinction, began by quarrying out the knowledge, little by little, and fitness to apply it, by long study and much experience. Some of them, who began with a flourish of trumpets and promised wonderful things in a short time, switched off upon other tracks and never came to light again so far as known.

The old adage that "you cannot make a silk purse out of a sow's ear" still holds good. All men may seek the great ends of wealth, honor, praise and love, but the price is high. Time and labor is the only price to be paid for these rewards. Nor can it be done in a hurry. Mushroom men and women come up in a night, but they last less than a day. Shoemaker, stick to your last!

[Signed] *Joe Hanawalt*

Hundreds of Women's Afternoon Dresses at \$21.50 to \$50

Taffetas, Canton crepes, Georgette crepes are the materials, in practically all the Spring colors—the silver and pewter grays, the blues and browns, the navies and black. There are hosts of styles—the new, straight chemise styles, the new tunics, the styles with waist-lines and fuller skirts, and there are hosts of new fashion features. For instance, there are the new tucked and padded collars, the skirts wired a little over the hips, the tunics with side draperies, the draped folds on the skirts, the narrow fringe folds on the skirts, the narrow fringe forming skirt panels, the accordion-pleated aprons and ever so many points of interest. Altogether, we can promise a fine variety between these two prices—\$21.50 to \$50. (First Floor, Central)

Women's Unusual Spring Suits at \$25 to \$37.50

Unusual because they are so much finer than is ordinarily possible for these prices. The suits at \$37.50, for instance, are manufactured, made in our own factory and admirable in every way from their fabrics to their hand-turned collars and their crow's feet. The materials are homespun, tweeds and man-tailored worsteds, in light and medium shades of tan and gray, besides heather mixtures. The suits at \$25 and \$35 are of soft jersey in light pastel, as well as dark colors, such as browns and oxford—and all are very fresh and attractive. (First Floor, Central)

In the New Harding Blue—and Just From Paris

are spangled trimmings, eighty-five rows wide—which is wide enough to make tunics, whole gowns, trimmings or panels. The color is lovely, the spangles are massed together and most effective, and the price is \$12 a yard. (Main Floor, Central)

Women's New Spring Wraps at \$57.50 Are Unusually Pretty

They are interesting, too, in their novel features, and we find that although they have only been here a few days a number of women have bought either one or the other model. One style is a soft-finish tricotine, all-wool and made with a curious and most graceful divided-cape effect in the back, going to a point and finished with a long tassel. The other model is in a fine all-wool velour with plain back stitched and attached to a full skirt. It has a throw scarf and is lined with printed foulard silk. Both wraps come in black, navy, tan and deer. (First Floor, Central)

The Gayest, Prettiest New \$10 Millinery

Delightful hats—new—Springlike and charming—hats to go with Spring suits, to top off Spring frocks, to wear with Easter costumes. Little hats that turn off the face and are ribbon or flower trimmed; smart feather-trimmed hats; dress hats with ostrich and novelty feathers; sports hats and sailors—they are all in this group. It's the prettiest collection we've had at this price—may we show them to you? (Second Floor, Chestnut)

700 Yards Fine Dress Serge Special at \$1.50 a Yard

A soft all-wool French weave, 40 inches wide and particularly nice for women's dresses or pleated skirts. Navy blue, brown, plum, green and tan are the colors, and they are all very pretty shades. It took just one day for a similar shipment of this serge at this price to be sold completely out. (First Floor, Chestnut)

Lingerie From Porto Rico

Let all women may not know how inexpensively they can buy the finest, simple things in the French Room we mention their recent prices: Chemises with shoulder straps, \$1.25. Chemise of the envelope type, \$3 and \$3.50. Nightgowns with square necks and kimono sleeves, \$3.25, \$3.85 and \$3.50. All the needlework and hem-stitching on these garments are done daily by hand. (Third Floor, Chestnut)

Choosing a Tub Silk Blouse for the Sports Suit

One wants something more or less plainly tailored, of course, good fitting and with the correct collar and cuffs to fit snugly over the coat. Just such blouses there are in plenty of styles here. There are several in a nice quality crepe de chine, in white, flesh or tan at \$5. In white tub silk at \$5.50. And in silk pongee, natural color, with either Peter Pan or roll collar, at \$5. (Third Floor, Central)

8000 Pair of Fine Gloves for Women and Men to Sell for \$1.50 to \$3.50—Average Half Regular Prices

And by this we mean half the prices they were made to sell for.

In the Glove Store, when they make comparisons, the annual January Sale is usually the standard—few sales touch it in values, and none in size—but this Glove Sale rivals it!

Fine, brand-new gloves they are, in the newest Spring styles and colorings. And there are all colors in each size—assortments are complete, which will mean easy choosing.

Washable capeskin, French kidskin and French lambskins are included, and there are short, slip-on, strap-wrist and long gloves in the collection.

Women's Gloves

- \$1.50 a pair for washable capeskin in brown, one clasp.
- \$1.50 a pair for fine French lambskins, overseam sewn, in white, pique sewn in black and brown.
- \$1.80 a pair for genuine French kidskins, overseam sewn, in black, white, tan, brown and gray, two clasps.
- \$2 a pair for extra quality washable capeskins in tan, brown, beaver or gray, one clasp.
- \$2.15 a pair for fine French kidskins, pique sewn, in white, tan or gray, two clasps.
- \$2.35 a pair for washable capeskins in slip-on style, in brown, tan, beaver, ivory, gray; or lambskins in white.



\$2.85 a pair for washable capeskins in strap-wrist and eight-button length mousquetaire style in tan, brown, beaver and gray or in white lambskin.

\$3.50 a pair for washable capeskins in twelve-button length in fashionable Spring colors.

Men's Gloves

\$2.15 a pair for washable capeskin gloves in tan and brown, one clasp. Find them on five counters on the West Aisle.

Young Women's Handsome Spring Wraps and Coats Unusual for \$65

About a hundred fine wraps and coats—all brand-new—have just arrived in the Young Women's Store. They are beautiful wraps, of fine cashmere Bolivias, in the newest spring models, and are kinds that would ordinarily sell for a third more. The most fashionable colors are in the list—Hindustan and Malay brown, caramel, moulton and the new light and darker blue shades. The material is lustrous and fine, the coats and wraps are in several good models, all lined throughout with fine silks. Some are stitched with silk, some have the new scarf collars, with long, silk-fringed ends, all are in new and desirable Spring styles. Just the sort of wraps and coats young women will like to slip over Spring and Summer frocks. 14 to 20 year sizes. (Second Floor, Chestnut)

Two Unique Clocks

They are made of the finest statuary bronze, entirely hand tooled, the one in Gothic design and the other in Louis XIV period. These two clocks were made expressly for the Wanamaker Jewelry Store and they have no duplicates. So fine is the workmanship that it took eighteen months to complete them. They are fitted with special Waltham movements and sound Westminster chimes on the quarter hour. The prices are \$1200 and \$1500. (Jewelry Store, Chestnut and Thirteenth)

A China and Glass Sale With Plenty of Goods and Real Savings

The best dinner sets from the leading potteries of the world are in the China Sale and the supply of them is the largest and prices the lowest in years. The Sale includes all the sets in our possession. That is the whole story, so far as dinnerware is concerned, and it is a story founded on fact.

- Specifically, it may be well to say that prices all through are one-fourth to one-half less than former rates.
- We have the only French china dinner sets of 106 pieces to be found anywhere, so far as we know, at \$35.
- We have others in beautiful choice up to \$100 for gold encrustations.
- We have sets at \$75 in border patterns with coin gold handles that are certainly unsurpassed, if indeed they are equaled anywhere at that price.
- The English porcelain dinner sets begin at \$35 and go up to \$120. All are sets of 106 pieces and the selections and quality are excellent, the patterns representing the finest efforts of the English decorator.
- American porcelain sets are shown in very large variety, the decorations including floral sprays, and a wonderful choice of border patterns, some with gold traced and some with coin gold handles. Prices from \$17 to \$60 for sets of 106 pieces.
- Japanese sets of 106 pieces are in the sale at \$30 to \$90.
- hundreds of pieces, light cut glassware and imported decorated glassware are brilliant features of the sale, all at one-third less than regular prices.

During March Hardwater Soap Is 75c a Dozen Cakes

so it's little wonder many families, banks, institutions and hotels are buying all they need for months to come! It's a good soap—pure as we can make it, a generous-sized cake, and useful for all bath and toilet purposes. Almond, violet or verbenas—or unscented if you prefer it. (Main Floor, Chestnut and Down Stairs Store)

The Housewares Sale and Spring Housecleaning

One good feature of the Wanamaker March Sale of Housewares is that it arrives just in time to provide housewives with new and efficient housecleaning helps. And these things, as well as all the kitchen and other utensils in the Sale, may be had at 10 to 50 per cent below regular prices.

In preparation for the coming housecleaning, women will want vacuum cleaners, carpet sweepers, brushes, chamois, brooms, cleaning cloths, feather dusters, mops, etc., and they are all here and are all among the best of their kind and certain to give good service. But these are only a few of the 75,000 articles in the Sale.

- Cast Aluminum at Half Price
- 8-quart preserving kettles, \$4.
- 16-quart preserving kettles, \$8.50.
- 20-quart preserving kettles, \$10.
- 24-quart preserving kettles, \$12.
- 25 Per Cent Saving on these cast aluminum utensils:
- Coffee pots, 2 quarts, \$5.25.
- Rice boilers, 1 quart, \$4.15.
- Rice boilers, 2 quarts, \$5.25.
- Eight-inch griddles, \$3.
- Waffle irons, \$4.15.

To Men Who Want Spring Overcoats and Want Them Right

In Spring a man's fancy naturally turns to thoughts of a light-weight overcoat. Now the turning out of the best light-weight overcoats, like the turning out of any other articles, demands certain essentials, both in materials and in men. The materials must be right. The men must possess the skill plus the will to utilize the skill to the fullest. Our men's new Spring overcoats represent both the skill and the will to utilize it. Nobody holds a monopoly of talent in clothes-making. It is always open to any maker to excel. The makers who do excel are well known. Their Spring overcoats are here in the largest and best showing in years. And prices—\$35 to \$60—are one-third less than they were last year. That these are as good coats of the kind as can be had in America for the money, you may feel as sure as you do that you are reading this advertisement of them. (Third Floor, Market)

Man, What a Showing of New Spring Ties!

New neckties for Easter. New neckties for Palm Sunday. New neckties for every day on which a man wants to look his best. Club stripes, other diagonal stripes, figures, dots and all manner of patterns in colors cleverly and cunningly combined. All of good materials and the four-in-hand ties in the newest shape that makes a firm knot. Prices are \$6c, \$1, \$1.50 and \$2, with a specially good assortment in the 50c and \$1 groups. (Main Floor, Market)

Spring Styles in Men's Soft Hats

Men who want new soft hats to take the place of those which have done service all Winter, will find a very pleasing assortment here right now. The shapes are those most in favor and the colors are in sufficient variety to enable every man to get the shade he likes best. Prices are \$5, \$6 and \$8. (Main Floor, Market)

For the Man Who Wants a Good, Big Handkerchief

the Handkerchief Shop suggests those at \$6.50 a dozen—which are so particularly good for the price. They are all of snowy Irish linen, of firm, sturdy quality and they are finished with quarter and half inch hems. We'll mark them for him, too, if he wishes—with well-done machine embroidery, 75c a dozen for initials, \$1.25 a dozen for the whole name. (West Aisle)

Men's Athletic Union Suits Low-Priced at 85c

These are an uncommonly popular brand of union suits that ordinarily sell for a half more. They are the kinds men want for the coming Spring and Summer and are in all sizes from 34 to 46. Made of mercerized cotton, self-stripe voile and self-check and stripe madras. (Main Floor and Down Stairs Gallery)

\$6 Shoes That Men Should Be Sure to See

There are three styles and any one of them is much lower in price than its counterpart elsewhere. One is a straight lace shoe with medium round toe, tan calfskin vamp and tan grain upper and low, flat heel. A second style is a Blucher lace shoe, also with medium round toe, but of all mahogany calfskin and with rubber heel. Young men will like the third style, which is a straight lace shoe of mahogany calfskin with narrow toe and rubber heel. About 1200 pair of these shoes which we can sell at \$6 a pair. (Main Floor, Market)

Caps and Coats for Little Folk

Not only will mothers be delighted with the pretty little coats for the children, but they will be pleased with the moderate prices. Crepe de chine, crepe de chine, pongee and other seasonable weaves make the coats, which are in white, flesh color and natural in the pongee, and they are in styles and sizes for infants and children up to two years. \$7.50 to \$25. Snowy little caps to go with them, some lace, some embroidery and some ribbon trimmed, are 75c to \$5. (Third Floor, Chestnut)

Pleated Plaid Skirts, Special at \$9.75

They are all-wool and fully box-pleated and the plaids are very pretty combinations of navy blue with tan, tan with blue or brown with tan. They are good, practical skirts for Spring for women who want them for everyday wear and they will go with nearly every kind of coat or blouse. (First Floor, Central)

Figured White Voile for Less

The figures are small and dainty, the width of the voile is 44 inches, and it may be had for \$1.75 a yard. Excellent for sheer Summer dresses and shirtwaists. (First Floor, Chestnut)

Imported Wool Sweaters for Women—Now \$10

Fine hand-knit sports sweaters from Switzerland, all in the coat style that women find so much more convenient for golf tennis and other outdoor sports. They are in excellent sports colors and also white and are especially good looking when on. Also they are the exclusive kinds and every one has been a great deal more. Ones and twos of a kind only. (First Floor, Central)

New Silk Handbags and Shopping Bags

The silk used in these bags is satin-striped moire of an excellent quality and in black, blue, brown and gray. There is the ordinary size bag in the new pouch shape with metal top and pannier handle of silk, \$6.75. There is a mirror and inner purse compartment. An unusually large shopping bag in the same material and colors is \$8.50. This also has purse and mirror and both bags are lined with taffeta. (Main Floor, Chestnut)

Let Your Ears Show—and Wear Earrings

Now that it's fashionable to let her pink ear tips show beneath her coiffure, Madame likes to add pretty earrings to complete the picture. Pendant earrings are quite the vogue at present, and they look especially well with the smart little Spring hats. They are in many attractive designs and colors and go from \$1 to \$7.50 a pair. Imitation jade and lapis lazuli earrings in a number of styles are \$6 to \$9.50 a pair. Sparkling black jet earrings in hoops and pear shapes are \$5.50 to \$11 a pair. (Jewelry Store, Chestnut)

Little Neck Furs

Another shipment is here of moderately priced little boas to be worn with cloth dresses and suits as the weather becomes warmer. Baum marten, single skins, \$50, \$55, \$60; two skins, \$80 and \$110. Stone marten, single skins, \$35, \$40, \$45 and \$55; two skins, \$70, \$80 and \$85. Natural mink, single skins, \$22.50; two skins, \$45. (Second Floor, Chestnut)

New Easter Coats and Dresses for Girls and Juniors

New and attractive frocks and coats and wraps in every corner of the Girls' Store—and prices are surprisingly moderate. Spring Coats and Wraps \$12.50 for tan polo coats with pleats in the back, belt and buttons for trimming; lined throughout; 6 to 10 years. \$14.50 for two models of Spring coats—one with raglan sleeves; tan shades; 6 to 14 years. \$21.50 for attractive new velour coats and wraps and sports coats, in tan and blue shades; 14 to 18 year sizes. \$28.50 for new polo coats in tan, belted and with raglan sleeves; 14 to 18 year sizes. \$25 to \$85 for other small new Spring coats, 14 to 18 year sizes. New Cotton Dresses \$4 for pretty little chambray dresses in pink, brown or blue; smocked and embroidered in color; 6 to 12 years. \$11.75 for new white organdie dresses with hand embroidery, lace and white satin sashes; 6 to 10 years. \$14.50 for new gingham dresses in a fetching new style with crocheted buttons, white pipings and deep pockets; 12 to 16 years. \$15 for attractive tissue gingham dresses trimmed with white organdie. 12 to 16 years. (Second Floor, Chestnut)

