

Band plays at 9; Organ at 11 and 4:50 **WANAMAKER'S** Store Opens at 9 **WANAMAKER'S** Store Closes at 5 **WANAMAKER'S** WEATHER Unsettled

New Fashions and New Low Prices Appear at Wanamaker's First

No Mistake or Failure Is as Bad as to Stop and Not Try Again

Mr. I'm Afraid is only half a man to sit down in idleness and growl over his misfortunes and grumblingly say, "All the world is against me."

Such a slothful man, talking like that, is only slandering himself and harming his family. Any man who so chooses can easily murder the angel born in him and spend his life in drudgery, darkness and despair.

Man alive! up with you, buckle up to your old backbone, stop shuffling and vacillating, kick down the ladder, round by round, as you rise and never give up again.

It would be shameful to lose when you can make another trial.

[Signed]

John Wanamaker

March 7, 1921.

The Smallest American Watch Made for Women

It is a tiny Waltham bracelet watch in a 14-kt. gold case and mounted on a black ribbon bracelet. The size is just about that of a ten-cent piece and the price is \$210. The same watch in a platinum case, set with diamonds, is \$700 to \$935.

There are no better American watches for women than the Waltham and there are a number of different styles, some with gold extension bracelets and others on black ribbon. Prices range from \$50 to \$240 for those in 14-kt. gold cases.

(Jewelry Store, Chestnut and Thirteenth)

Handsome New Beaded Tunics Direct From Paris

And just off the steamer, too! They were rushed here so that you may see them as early as possible, for not only do they include the handsome new tunics for evening and more formal wear, but there are also stunning new tunics and robes for afternoon and daytime wear.

Some are done on black net—one that is a mass of black and the new Harding blue spangles is a perfect beauty, and another of black with jet and rose pink spangles is lovely. But there are others of crepe Georgette or chiffons in pale grays or white or the new blues, with designs worked out in spangles, beads and embroideries. One, in white, with white and yellow designs, is the most Spring-like thing imaginable and suggests buttercups and daisies in its coloring.

There is just one tunic of a kind, of course, they were selected in Paris exclusively for Wanamaker's, and the prices are the most reasonable we've had for some time, for such beautiful pieces—\$20 to \$150.

(Main Floor, Central)

Young Women's Fine New Sample Suits at \$45

About seventy-five fine Spring sample suits, from one of our best New York makers—suits that have served their purpose and consequently come to us at much less than the prices they were intended to sell for.

They are of tricotines and Poiret twills in dark blue and the fashionable tans, are beautifully tailored and

are lined with rich silks. There are suits with little straight box jackets, simply tailored suits, suits with braiding, suits with bands of the material for trimming, and others in various desirable styles.

Usually but one or two of a kind—all new and in excellent condition—and 14 to 20 year sizes in the collection.

(Second Floor, Chestnut)

Parisienne Corsets

One of the models of this most famous corset is designed for tall women. It has a medium bust, long skirt heavily boned and is made of fine white flowered broche. Price \$16.50.

Another model of pink broche is very low, has elastic gussets in skirt, has free hips and is well boned over the back. Price \$25.

A pink satin corset has an empire top and is low under the arms; also there are elastic gores in the skirt. Price \$25.

(Third Floor, Chestnut)

There Is Such a Vogue for Fine Hand-Made Blouses

That we are very glad to announce the arrival of these new models. They are charming styles, are faintly made, and not expensive when one considers their attractiveness and the labor required to make them.

For \$5 there is a simple blouse of snowy batiste, with tucks, in a good style for tailored suits.

Three other new models are of fine French voile, and these are trimmed with fine tucks, fine hand embroidery and real filet lace. These are unusually dainty and pretty and they are \$10.50, \$13.50 and \$13.85.

(Third Floor, Central)

Undermuslins for Large Women

Nightgowns of nainsook, with square and round necks, and variously prettied, sometimes with much lace, sometimes with embroidery edging or embroidery

ery yokes or lace, prices being \$1.35 to \$5.

Petticoats of cambric are all embroidery trimmed, with flounces of fine and large eyelet work, \$1.25 to \$5.

(Third Floor, Central)

6000 New Handkerchiefs for Women—\$2 a Dozen

Sturdy, snowy Irish handkerchiefs in that perfectly plain hemstitched style that

never goes out of fashion and never loses popularity. They're good for the price, too.

(West Aisle)

Women's Fine Suits in the Beautiful New Fashions

Have you seen the new circular jackets with bell sleeves?

Or the new box coats? Or the box-pleated skirts with tasseled sashes?

Or the new fastening of link-buttons and the new tiny ornamental pockets?

Not to mention such features as the many

coats slashed to the waist, the self strappings, the fine silk braid bindings, the fine beading—usually done in iridescent beads—and ever so many other interesting new features?

There are hundreds of suits just off the needle and being shown in the Fashion Salons which you will be delighted to see—suits of fine Poiret twills,

(First Floor, Central)

gabardines and soft checked velours, in navy and tans and grays and putties and sand-colors; occasionally—as in the case of the checks—in browns.

The linings are both plain and figured.

The very moderate prices on these suits run from \$65 to \$95.

New Madeira Linen Lunch Sets, Very Good at \$7.75

Of pure linen, finely hand embroidered and hand scalloped by the needle workers of the Madeira Islands. Each set comprises thirteen pieces and the price, \$7.75 a set, is very moderate for such excellent goods, the best proof of which is that the last lot went so quickly.

(First Floor, Chestnut)

"The Roof Tree" By Charles Neville Buck

Another story about the Kentucky hills and the Southern mountaineers, the re-opening of an ancient feud, and a love affair. Price \$1.75.

(Main Floor, Thirteenth)

Three Fine New Groups of 9x12ft. Domestic Rugs

Standard Wilton rugs in beautiful designs and colors at \$75.

Splendid Axminster rugs in rose, blue, gray or tan grounds, at \$59.

The finest of body Brussels rugs in colors and designs suitable for any room at \$78.

(Seventh Floor, Chestnut)

Hemstitched Linen Towels at 50c

A new purchase of good, pure flax huckaback towels, hemstitched, size 18 x 34 inches and marked on a very moderate basis at 50c each.

(First Floor, Chestnut)

Good Quilts for March Weather

We have what we believe to be the largest assortment of wool-filled comfortables in Philadelphia and the best at the prices. That is something worth remembering in this uncertain March weather.

Wool-filled comfortables covered with silkoline in a very pretty Persian pattern and bordered with plain saateen, in old rose and blue, are now \$6 each.

Other wool-filled comfortables in prettily flowered cambric coverings and plain saateen borders are now \$7.50. These are in old rose and blue.

(Sixth Floor, Central)

Foulards and Taffetas Among the New Easter Silks

It may be said, in passing, that they are very fashionable and that many women are buying them for Easter frocks. The foulards, too, are used as linings for the handsomest of wraps and coats.

New printed foulards, 36 inches wide, \$2.25 a yard. New colored taffetas in the newest shades, 36 and 40 inches wide, \$3.50 a yard.

"Toujours Jeune" a New French Lingerie Silk

The first time, so far as we know, that it has been shown in America, and it is a silk we have been trying to get for the past year.

(First Floor, Chestnut)

200 Women's Umbrellas at \$4

Covers of black Union taffeta—a silk warp material with cotton filling; handles of carved mission wood with silk loop cords; frames of the eight-rib paragon sort; price \$4. Inexpensive umbrellas, but we are certain they will give satisfaction.

(Main Floor, Market)

A Splendid New Laundry Soap 5c During March

This is the new favorite **Blue Mottle Soap**

and it is a great saver of money and work. It is a pure soap, containing no resin or filling matter, and it has the blueing in the soap, giving a mottled effect. That's where it got its name "Blue Mottle."

It is economical—two cakes will do the work of three cakes of the usual

(Fourth Floor, Market)

Women Have Asked Us for Embroidered Organdies

And we are glad to tell of a shipment just arrived.

These organdies are very lovely this year. They are exceedingly fine and of Swiss manufacture, but the embroidery is done in this country. Some have large coin dots, others squares, worked in a basket weave stitch.

The colors are Inauguration blue, brown, jade, orchid, navy and rose, 44 inches wide, \$2.50 a yard.

(First Floor, Chestnut)

Two New Arrivals Join the Men's Spring Shirts

One is of heavy woven madras, one of the best grades of madras made. It is a soft-cuff, plain negligé style and is in a pleasing assortment of colored stripes. The price is \$3.50.

The other is also a soft-cuff, plain negligé shirt in colored striped madras. This is \$2.50.

(Main Floor, Market)

At Last! French Half Hose at \$2 a Pair

No half hose are finer in appearance or more durable than French lisle. Men who have worn these socks are seldom satisfied with any others.

In the last year or two French lisle half hose have been bringing almost prohibitive prices, so we are glad to say we have just received from Paris a shipment which we can sell at the reasonable price of \$2 a pair.

Black, white, dark brown, russet, navy, plum and gray.

(Main Floor, Market)

Silver King Golf Balls Are Here Just Now

And golfers who have experienced difficulty in getting them during the season will lay in a good supply while they can.

Red, yellow and black line models, \$13.20 a dozen.

Other imported golf balls are Zome and Pearl Zodiac, Zenith, Avon and Dunlop, \$7.80 to \$12 a dozen.

American golf balls include Radio, Super-Radio, Red Flash, Blue Flash, Mystery and Taplow, \$7.80 to \$12.60 a dozen.

Imported drivers and brassies, \$6 and \$6.50. Irons, \$5.50.

American wood clubs, \$3.50 and \$5.

Golf bags, \$1.50 to \$30.

Clock golf, \$4 to \$8.

(The Gallery, Chestnut)



If You Need Dishes or Glassware Your Opportunity Is Now

Now when our entire stock of dinner sets—"open stocks" and all—are offered at such large savings in the March Sale; now when we are selling \$15,000 worth of rich, beautiful cut glass at one-third less; now when you can choose from a charming and elaborate assortment of imported decorated glassware and from a large and very attractive collection of light-cut glassware and from the most extensive and beautiful assemblage of Italian marble statuary and pedestals shown in years.

Savings all through the Sale average one-third; they are seldom less; sometimes more.

French china dinner sets of 106 pieces, \$35 to \$400. Included are sets with border patterns and coin-gold handles at \$75, which we believe to be unduplicated at this price.

English porcelain dinner sets, \$35 to \$120 for sets of 106 pieces. All the best English potteries are represented in the collection by their best wares.

American porcelain sets, \$17 to \$60 for 106-piece sets in a full choice of the most desirable decorations.

Japanese dinner sets of 106 pieces, all in border patterns, go from \$30 to \$90 a set.

Fine Cut Glass, One-third Less

The assortment embraces pieces of every conceivable description from bonbon dishes upward.

Jugs, \$5 to \$13.75. Mayonnaise sets, \$3.75 to \$6. Sugar and cream sets, \$4.25 to \$8.50.

Compotes, \$2 to \$15. Celery trays, \$3.25 to \$9. Baskets, \$2.50 to \$25. Cruets, \$3.75 to \$4. Fern dishes, \$4.50 to \$4.75.

Orange bowls, \$5 to \$10.75. Vases, \$3.75 to \$30. Sandwich trays, \$9.75 to \$12.75.

Sweet pea vases, \$7 to \$18. Cheese and cracker dishes, \$9.75.

Nut bowls, \$6.75. Lemonade bowls, \$18 to \$200.

(Fourth Floor, Chestnut)

A Soap That Circles the Globe and Goes Out in Tons—

Hardwater Soap, 75c a Dozen Cakes During March

From far and near come the orders for it—orders for single dozens, for many dozens, for gross lots—in one day we sent out nineteen tons of it!

Many people have used it for years—and come back each March for more. It is a fine, pure soap, pleasant to use, and useful for all bath and toilet purposes.

It's a generous size cake, and pleasingly scented with almond, verbena or violet, or unscented if you prefer it that way.

75c a dozen cakes during March only—and if you are buying enough for the balance of the year, it's well to reckon a dozen cakes for each member of the family.

(Main Floor, Chestnut, and Down State Store)



Housewives Are Coming From Far and Near to See This March Exhibition and Sale of Housefurnishings

A merchant back from an extended trip visiting large stores throughout the coast and the Middle West told us the other day that in no other city in the United States was there to be seen such a Housewares Store as here at Wanamaker's. He gave it as his opinion that ours was

The Best and Most Comprehensive in the World

and yet it is simply a practical collection of useful things necessary in every home where there is a care for the family health and a desire to cut down the drudgery of housework.

During the March Sale many thousands of articles are ten to fifty per cent below regular prices, and prudent housewives are taking great advantage.

(Fourth Floor, Market and Central)