

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

WORLD'S RECORD
Unsettled

Spring Is Calling and Her Fashions Have Transformed the Store

Business Experience and Study Obtain for a Man a Broad Education

not entirely of a secondary nature confined to his particular calling. He is obliged to grow, line upon line, and atom upon atom, as he comes in contact with every nation of the world, its languages, habits, methods, people and their arts. He helps to bind days, ideas, interests and perspectives of the nations of the world together. The whole world becomes one manufactory, one studio, one banking institution, one warehouse of distribution. The world wants what America produces and America takes in payment what the Old World creates, according to its needs. Mutual helpfulness is a bright star in human life.

[Signed] *John Wanamaker*

Just Exactly the Silks for Easter Gowns

They are entirely new and most beautiful, these silks, and they stand at the head of the list of the fashionable silks for Spring. New printed foulards, most attractive designs, in blues, black and brown, \$2 and \$2.25 a yard. New plain and glace taffetas and gros de Londres, light and dark shades, \$3 and \$3.50 a yard. New pongees, light weight at \$1.50 a yard, and heavy at \$2 a yard. This is a saving of \$1 a yard in each case. New black crepes meteor, \$3 a yard. New heavy black dress satins, \$3, \$3.50 and \$4 a yard. New Canton crepes, \$4.50 a yard. These are coming and going at the time. (First Floor, Chestnut)

Tweed Suits—Just the Kind Young Women Want—\$37.50

To make sure that we'd get just the right kind, we had them made for us! They are in severely tailored style, and of Spring-like tweeds in attractive brown and gray mixtures. The jackets are of the fashionable length, they have narrow collars, tight sleeves and may be worn with or without narrow belts whichever is most becoming. They are lined with silk, too. The skirts are plainly tailored and well cut. \$37.50—and 14 to 20 year sizes. (Second Floor, Chestnut)

The New Shaggy Wool Wraps Were at the Inauguration

Quite a number of women bought these soft, warm wraps to take down to Washington with them. They are just about the most comfortable things to wear on a cool day and they are certainly one of the newest. The material is a brushed alpaca wool with a chiffon finish. They are in two styles, one a wrap and the other a wrap cape with a scarf collar. The latter is \$47.50 and the former \$65. In navy and porcelain blue, white, pink, camel and gray. The real shaggy wool wraps are only to be found in one place in the city—Wanamaker's. (First Floor, Central)

More Sable Scarfs Have Come at New Low Prices

We are especially glad to get these soft, beautiful scarfs, for not only are they extremely fashionable and in great demand, but these have come in at new and lower prices—which is good news to the many women who want them. Hudson Bay sable scarfs start at \$75 for a one-skin scarf and go to \$120 for a two-skin scarf. Russian sable scarfs start at \$135 for one-skin, and go to \$200 for the two-skin scarfs. And you couldn't find an undesirable skin in the collection if you tried! (Second Floor, Chestnut)

As to the Easter Blouse This May Decide It

Three of the loveliest new styles have just arrived, and every one of them would look well with a tailored suit. They are all the tie-back skirt, too, and that is what so many women like. One is a Georgette crepe with a long pointed frill collar, graduating toward the waist. The sleeves are short. In flesh, white or beige, \$10.55. Another, in crepe de chine, with long sleeves, has a square bib effect in front, made with hemstitched tucks. In white, flesh, bisque and gray, \$12.50. Still another smart crepe de chine blouse, in white, gray, navy, beige or black, has a square neck and short sleeves, both edged with tucks and hemstitching in the front. It is \$20. (Third Floor, Central)

9000 Yards Checked Gingham Special at 20c a Yard

A very good quality gingham, too, 31 to 32 inches wide, and in several sizes of checks. This gingham has been scarce lately and there is a great demand for it for women's dresses and blouses and children's clothes. One is in blue-and-white, lavender-and-white, pink-and-white, brown-and-white, red-and-white and black-and-white. (West Aisle)

That Fine Chinese Filet Again

5000 yards of it just out of the Custom House go on sale tomorrow morning. It is so finely and beautifully done and the variety of patterns is so good that we don't wonder women respond to these announcements with eagerness. Prices run from 45c for one-inch to \$3 for seven-inch edgings, while prices for insertions fall inside of these. (West Aisle)

Here's Welcome News About \$10 Baronet Satin Skirts

Another hundred of these skirts have arrived, and they are in the same beautiful quality Baronet satin and in one of the prettiest styles we have had. They are gathered at the waistline and have two up-and-down belts and a narrow tailored belt. In white, pink, navy and black. (East Aisle)



The World Does Move—The Spring Fashions Prove It

ONCE upon a time, if Fashion said hoopskirts, women obediently wore hoopskirts. If Fashion said waists under the armpits and clinging skirts women wore waists under the armpits and clinging skirts. If Fashion said long trains and bustles, women wore the trains and the bustles. And they did these things utterly regardless of whether they were tall or short, plump or thin, dashing or demure. Do women follow Fashion after any such manner in these days? INDEED, THEN, THEY DO NOT! And that is precisely the reason why in this Spring of 1921 it is impossible to say that there is any one definite fashion to follow. There isn't, simply because women have learned at last to express their personalities in their clothes. Those who have found the chemise frock become continue to wear it, no matter how many other designs may be offered; those who like fuller skirts and natural bodies wear them and look charming; those who prefer the beloved tunic in its modern guise choose it. Becomingness is the only consideration. (First Floor, Central)

Polka-Dotted 'Kerchiefs, Says Paris

The handkerchiefs are for women, and are all of sheer linen. You may have white grounds with colored polka dots and hems, or the reverse—and the colors include lovely rose shades, deep and lighter blues, tans and other hues. \$1 and 75c each. (Main Floor, Central)

Pink Silk Bloomers

The silks are crepe de chine and wash satin, and the bloomers are made up in several styles. Those of the first-named fabric with narrow lace edges on their crepe ruffles are \$2.85; with more lace they are \$4.50; with eyelet embroidery on the crepe, \$5.50. Those of the pink satin, plain, are \$3.50; lace trimmed, \$5. (First Floor, Central)

The Easter Silk Stockings Are Arriving Daily

Some of the best of the newcomers are— Heavy-ribbed sports silk hose in navy and cordovan—very scarce—\$8 a pair. New patterns in openwork anklets, black, white and colors, \$5 a pair; still finer, in black only, \$6 and \$6.50. Beautiful openwork clock silk stockings in black only, special at \$3.75 a pair. (First Floor, Market)

Fresh White Goods at New Lower Prices

Everything in our white stocks is lowered, all the new merchandise coming in is marked at the new low prices, and all goods already in stock have been reduced to match them. Moreover, every piece of goods is of standard quality, no seconds. Longcloths are all 36 inches wide and priced at \$1.85, \$2.10, \$2.50, \$3.25, \$4 and \$5 for ten-yard pieces. Fine white cambrie, 36 inches wide, 25c a yard. Plaid and striped voiles, 36 inches wide, 50c a yard. Plaid and striped lawns, 27 inches wide, 25c a yard. Novelty white voiles, 36 inches wide, 85c a yard. Pajama checks, 36 inches wide, 18c, 25c and 35c a yard. (First Floor, Chestnut)

The Fifteenth Annual Exhibition of Photographs

is now open and everybody interested in camera work is cordially invited to visit it. More than 900 photographs were submitted to the jury, and the finest of these are hung. The first prize of \$100 was awarded to "The Spirit of Transportation," by K. D. Ganaway. The second prize of \$50 to "Spring Landscape," by Mrs. Millie Hoopes. The third—\$25 to "The Canyon," by Karl Struss. Five prizes of \$10 each were also awarded. (Fifth Floor, Market)

A New Book by Oliver Onions Is

"A Case in Camera," price \$2. A mystery story—as fascinating as it is well written. (Main Floor, Thirteenth)

A Splendid Brief Case for \$7.50

It is made of solid, hand-boarded tan cowhide, with extension lock, straps under bottom, steel bar at top and three pockets. We know of no other brief case that approaches it at the price. A similar style in a still heavier and finer black cowhide is \$10.50. (Main Floor, Chestnut)



Already people are ordering and buying Easter novelties, and the Cameo Shop has plenty to show. Among the new things are the hand-painted satin eggs, filled with fine Cameo chocolates. These are \$7, \$9 and \$12—and this is complete, ribbon tied and ready to be sent out. Hollow chocolate eggs of fine French chocolate (and they are very good indeed) are filled with finest Cameo chocolates and are \$2, \$3 and \$4. Jars of hard candies make nice Easter gifts—they're topped with downy ducks and ribbon tied. \$1.50. Wicker baskets with two soft, fuzzy chicks on top, wide ribbon bows and a dozen favors inside, including a hollow egg filled with Cameo chocolates, would make fine Easter gifts for children and are \$10 complete. Other Easter novelties are \$1.50 to \$5. (Main Floor, Chestnut)

Cedar Chests in the March Housefurnishings Sale

Solid red cedar from Tennessee, each chest having a lock and key and casters. 34 inches long by 20 inches wide, \$16.50. 41 in. x 19 in., \$23.50. 45 in. x 19 in., \$28.50. 54 in. x 22 in., \$34.50. Cedar chests with trays: 41 in. x 19 in., \$26.50. 45 in. x 19 in., \$32. Matting - covered utility boxes, 45 in. x 15 in., \$4.65. (Fourth Floor, Central)

Memo: Order Your Hardwater Soap—75c a Dozen Cakes

If you are coming downtown tomorrow, stop at the Toilet Goods Shop and order what you need—if you're not in the store, telephone or mail your order—we'll fill it for you any quantity, large or small. This famous soap is 75c a dozen cakes during March only, and hundreds and hundreds of families and individuals are taking advantage of the opportunity to buy what they need for the next year. The soap is pure and good, pleasant to use; the cakes are of generous size, and there is almond, violet or verbena scent, or unscented if you prefer it. (Main Floor, Chestnut, and Down Stairs Store)

Women's Imported Woolen Sweaters at \$5

Every one has been at least twice as much and in many cases three times this figure or more. They are all Swiss sweaters and very well made. Mostly slip-on styles, some of the new short models among them, and others much longer. There are practically all sizes and colors and many pretty styles. (East Aisle)

Silk Petticoats

Messaline petticoats in black and changeable colors, \$5.50. Jersey silk petticoats whose fancy flounces have diamond-shaped inserts, colors only, \$8. Extra-sized silk petticoats of silk jersey with messaline flounces, in colors and black, \$8. (Third Floor, Central)

White Skirtings for Less

Five or six styles of striped white cotton skirtings have had their prices reduced to \$1 a yard to meet the new lower prices. These skirtings are all of the novelty type and 36 inches wide. (First Floor, Chestnut)

The Men's New Spring Suits Are Fine and Prices About One-Third Less Than Last Season

There is everything in these new suits to interest any man who is interested in his appearance. The assortment is probably the largest we have ever had at a similar date, the variety of colors and patterns is exceptionally attractive, the fabrics are of standard grade and the styles less rigid in line than those of recent former seasons, but every bit as individual. Coats do not conform quite so much as hitherto—they are more roomy in outline, but not so as to suggest clumsiness, even in the remotest degree. The men are going to like these suits. We know by the way men who have seen them have taken to them all of a sudden. Prices \$32 to \$60. (Third Floor, Market)

Men's Silk House Gowns and Flannel Bath Robes

The bath robes are of light-weight English flannel in good stripes. They are washable and take up little room in a traveling bag. Price \$16.50. The house gowns are of beautiful English foulards in Paisley and floral patterns. They are \$35, which is much less than their original prices. Prices have also been lowered on some house coats of double-faced cloth. They are now \$10 and \$15. (Main Floor, Market)

These Are Bicycle Days Coming

When a spin through the countryside, or wheeling to and from work, will prove invigorating as well as pleasant. If you ride a Columbia or a Continental bicycle you can be sure of service and satisfaction. Columbia chainless bicycles, \$85. Columbia chain models, \$65 to \$72.50. Columbia juvenile models, \$51 to \$55. Continental bicycles for men and women, \$55. Continental juveniles, \$50. Every one of these bicycles is equipped with coaster brake, heavy road tires, front and rear mud guards, tool bag and tools. And here you will also find a complete assortment of bicycle sundries, such as tires, lamps, bells, horns, saddles, and so on. (The Gallery, Juniper)

A Fine New Spring Shipment of Irish Table Linens

Table linens, table cloths and napkins, full-bleached, of pure flax and in attractive patterns, are embraced in this timely, new consignment. These are linens of a very reliable, good-looking, practical grade that good housekeepers appreciate. The table cloths are: 2x2 yards, \$9.75. 2x2½ yards, \$12.75. Napkins to match them, size 22x22 inches, \$12.50 a dozen. The table linen is fully 72 inches wide and priced at \$4.50 a yard. Napkins to match the table linen are 22x22 inches, at \$12.50 a dozen. (First Floor, Chestnut)

New Flowered Cretonnes Tell of Spring's Nearness

For they bring to the mind of every woman thoughts of Summer coverings for the furniture, warm weather draperies, pillow covers and the like. This year there is a tendency to softer colorings in favor of blues, old rose, tan, brown and green. The designs are the prettiest we have ever had for these prices, which are about a third less than last year. They are 45c, 50c, 75c, and some exceptionally fine ones for 90c and \$1.25 a yard. (Fifth Floor, Market)

New Axminster Rugs at New Prices

A splendid lot, in the most desirable patterns and rich colorings. Prices of the room-size most in demand, 9x12 ft., \$48.50 and \$58.50. (Seventh Floor, Chestnut)



The Pianoforte Roll of Honor

- CHICKERING
- KNABE
- SCHOMACKER
- EMERSON
- HAINES BROS.
- MARSHALL & WENDELL
- AUTOPIANO
- LINDEMAN
- BRAMBACH
- J. C. CAMPBELL
- and the incomparable AMPICO

These are all in the Wanamaker Piano Store, constituting, in their variety of sizes and styles, the largest collection of good pianos, player-pianos and reproducing pianos under any one roof in America—except in the Wanamaker New York Store. —wide choice—and anything you choose guaranteed to be satisfactory. —convenient terms of payment—to be arranged to individual desires. —taking over of your old piano—if you have one—at fair current valuation, to be credited in part payment for a new instrument. —one price, plus only simple interest in the event of payment being deferred. These are the features of the special service the Wanamaker Piano Store offers to lovers of good music. (Egyptian Hall, Second Floor)

A Wonderful Easter Egg All of Candy

is made chiefly of candy rose petals one upon the other. Around the center there is a broad band of satin yellow ribbon candy, and garlands of delicate pink rose buds and leaves, while on the top there is a bouquet of orchid, calla and Easter lilies. (Down Stairs Store, Chestnut)

Choose Any Dinner Set in Our Stock at a Saving of One-Fourth to One-Half

That is one of the opportunities presented in the March Sale of china and glassware. It covers every dinner set we own—"open stock" included. It is the most remarkable offering in years, because it brings the best dinner sets from the foremost potteries of two continents at the lowest prices in years. Taken as a collection, we doubt if these dinner sets are equaled anywhere for the prices. We are certain they are unsurpassed. French china dinner sets of 106 pieces go from \$35 to \$400. English porcelain dinner sets of 106 pieces go from \$35 to \$120. American porcelain dinner sets of 106 pieces go from \$17 to \$60. Japanese dinner sets of 106 pieces go from \$30 to \$90.

Hundreds and Hundreds of Pieces of Fine Cut Glass

as well as light-cut sets and pieces of every imaginable kind are in the Sale at one-fourth to one-third less than regular.

Hundreds of Pieces of Fancy China

including all desirable articles and sets, are one-fourth to one-third below regular.

Italian Marble Statuary and Pedestals

are shown in the largest and most exquisite choice in several years and at unusually attractive savings. (Fourth Floor, Chestnut)