

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

# Easter Fashions Hold the Eye—and They Are Wondrous Fine!

### Honest Teaching and Upright Example Never Fail to Make Good

Give the teachers a fair chance and let parents back them up in their good work.

As "prepared places are for prepared people," let place hunters take notice just at this time of that fact and see to it that their children are faithful in regular attendance at their schools and diligent in studying their lessons, that they shall be fitted to take their part and go out to help earn their living.

It is not fair to the teachers or to the children to allow the schooling to go by chance.

[Signed] *Joe Wanamaker*

March 14, 1921.

### A New Sheraton Tea Set of Unusual Beauty

It is one of the latest additions to the fine collection of sterling silver now in the Jewelry Store.

We have rarely had a handsome tea set and the exquisite hand chasing will repay the most careful study. The shape of the several pieces composing the set is remarkably graceful and the finish is the soft dull tone that so many people like.

The price for the seven-piece set, which includes the waiter and kettle, is \$3810.

(Jewelry Store, Chestnut and Thirteenth)

### Presenting "Wimbledon"—A New Sports Coat for Young Women

Here is a smart new sports coat for Spring—a distinctive topcoat of soft, pretty velveteen, in a delightful new fashion for the debutante and her younger sister.

The coat is a straight, youthful affair, with a new high collar, which, like the front and sleeves, is bordered by stitching in contrasting color. It is extremely simple, very smart, and is held in at the waistline with a narrow belt.

The newest colors are here, too—the new caramel, Sorrento blue, Hindustan brown and navy blue.

It is lined throughout with a lustrous, soft silk, there are 14 to 20 year sizes, and the price is \$65.

(Second Floor, Chestnut)

### The Prophecy Comes True About Covert Cloth Coats

Some time ago it was said that they were to be brought out for Spring and now the first shipment of them has arrived.

They are in the new platinum gray and in three very smart sports models. Two are belted and have straight lines and rows of stitching and the other style is cut in the new circular fashion with a raglan shoulder. The prices are \$45 and \$47.50.

(First Floor, Central)

### Frisly Net Blouses Which Just Arrived

Dainty and pretty as can be and they look equally well with a tailored suit or a silk sports skirt. The different styles all have the new round collar.

There is one model in plain white net at \$7.50. Some in cream-colored net are trimmed with imitation Madeira collar and cuffs, \$9.50 and \$10.50. And the most attractive of all is a cream net blouse with hand-made Irish lace on the collar, cuffs and down the front frill, \$13.50.

(Third Floor, Central)

### Flowered Crepe Skirts a Striking Spring Novelty

They are brand-new, in fact you would have a hard time finding them anywhere else and they are the most picturesque skirts that have been seen for some time.

Picture a pleated or box-pleated white Canton crepe skirt, printed with enormous bunches of brightly hued flowers. Or another with a deep flowered border or a third with the flowers in a wide band from the waist to well below the hips. The latter has a Georgette crepe sash in two shades.

The prices of these beautiful novelty skirts are \$45 and \$65.

(First Floor, Central)

### Those Splendid Silk Stockings at \$1.45

We have some more of them and as they are one of the best special values of the season—better than our regular stocking at a dollar more—they will go out in a hurry.

First grade, full fashioned black silk with cotton tops and soles and extra reinforced silk heels. Sizes 8½ to 10.

(West Aisle)

### 8000 Women's Handkerchiefs Attractively Priced

Fresh, dainty little squares—all kinds that women like—all at prices that speak for themselves:

Madeira handkerchiefs, glove size, 40c, with hand-done scallops in pink, blue, tan or violet.

Madeira handkerchiefs, 45c, all-white, with one corner hand embroidered. Several designs to choose from.

Tape border handkerchiefs, \$4 a dozen, plain white, with narrow hems and of sheer Irish linen.

Women's colored border handkerchiefs, \$5 a dozen, in attractive colors and styles.

(West Aisle)

### Paris Has Spoken—The Spring Millinery Fashions Have Been Launched

and the hats themselves, representative of the leading Paris modistes, are having their first showing these days in the Wanamaker Salons.

### "What Charming Hats!"

is what you will say when you see them, for they are at once smart, enchantingly new and delightfully wearable—a combination any woman would find it difficult to resist! As to the hats, they come from

**Caroline Reboux**  
**M. Lewis**  
**Lanvin**  
**Evelyne Varon**  
**Alice-Nora**  
**Estelle Lucas**  
**Maria Guy**  
**Alexia**  
**Lucy Hamar**  
**Odette**  
**Marie Louise**  
**Marcelle Demay**

All names to conjure with!

One sees the influence of the Empire and the Directoire in the new modes—but it is an influence combined with the 1921 modes.

There are stunning new all-black and all-white hats, as well as hats in new and gay hues—oat yellow, geranium red, browns and blues.

Paris likes fabrics—so you will see hats of shot silks, of taffetas, of embroidered organadies, of white pique. And there are others of the fine Milan straw that is so beautiful.

It is a most distinctive collection—and every woman who wishes to know the new millinery fashions will surely wish to see it.

(Second Floor, Chestnut)

### Soap Wonders

So many housewives have told their friends about the splendid new

#### Blue Mottle Laundry Soap

that we are obliged to tell every customer now that delivery will be somewhat delayed.

But early or late it is a great soap—a wonder soap.

5c a cake during March, \$5 a box of 100 cakes.

(Fourth Floor, Market)

At the same time we are taking daily more and more orders for the famous

#### Philadelphia Hardwater Soap

an old favorite for every toilet use. This year's supply is better than ever.

75c a dozen during March only—this is half the regular price.

(Main Floor and Down Stairs Store)

### Sparkling New Veil Pins for the Easter Hat

They are all of sterling silver and all are set with glowing rhinestones in designs that are especially effective in the hat.

There are arrows, shepherd's crooks and other designs, some have imitation sapphires as well as the rhinestones, and the prices go from \$1.25 to \$12.

(Jewelry Store, Chestnut)

### Porto Rican Nightgowns

Square-necked, kimono-sleeved styles, with fine simple hand-work.

Regular sizes, one style with open front and one a little more elaborate, each \$5.

Large sizes with hemstitching and dots on a little embroidery, \$5.50. Finer sorts with a good deal more of the hand-hemstitching, \$8.50.

(Third Floor, Central)

### Lillian Brassiers

Two new models are embroidery trimmed, and hooked in the front, prices \$1.25 and \$2. Another model of all-over embroidery is \$2.

Lillian brassiers hooked in the back have wide lace trimming top and bottom, \$1.65.

Diaphragm brassiers for women over-plump, have elastic in sets and hook in the back, with cross-over at waist, \$2.50.

Lace bandeaux for slight figures, \$1.25.

Dainty bandeaux of ribbon and lace, hooked in front and laced in back, \$3.50.

(Third Floor, Chestnut)



### The New Spring Fashions Will Be on Exhibition Again Tomorrow

ALL the loveliest gowns and suits that the finest makers this side of the Atlantic could turn out. They are mostly adaptations of Paris originals—these garments—and so artistic, so charming, so altogether practical and so perfectly suited to almost every imaginable type that it isn't surprising that women are more than delighted with them.

The new influences which we have been hearing about are all apparent—the Spanish, the Medieval, the Directoire.

Please enjoy them to your heart's content.

(First Floor, Central)

### Paris Has Been Talking About Glace Taffetas

Along with some other Victorian fashions, they are being introduced into some of the prettiest new dresses for Spring.

It goes without saying that you will find these glaze taffetas in the Silk Store. They are exquisitely soft for draping and in most beautiful light and dark shades. 36 and 40 inches wide, \$3.50 a yard.

(First Floor, Chestnut)

### New Bath Towels at 50c

Heavy, full-bleached Turkish towels, of good, absorbent cotton yarn, hemmed and in a generous size, 22x45 inches.

A new purchase of just 50 dozen to sell at a very moderate price, 50c each.

(First Floor, Chestnut)

### St. Patrick's Day Candy Box for \$1.50

Cream coconut cinnamon potatoes, pistachio cream chocolates, green bonbons, almond paste vegetables and clear candy sham-rock—packed in an attractive box, tied with green ribbon.

Plenty of green favors, novelties and candies for the 17th in the Candy Store.

(Down Stairs Store, Chestnut)

### New and Dainty Bedspreads for Spring

In this timely new shipment there are crinkle or seersucker spreads, as well as spreads in the corded weaves.

All of the best grade and priced considerably lower than they were last season.

Crinkle spreads, snow white: 63x90 inches, \$2 each. 72x90 inches, \$2.25 each. 80x90 inches, \$2.50 each.

Crinkle spreads, snow white and with stripes in either pink or blue: 72x90 inches, \$3 each. 80x90 inches, \$3.50 each.

Corded weave spreads, snow white: 72x90 inches, \$2.25 each. 80x90 inches, \$2.50 each.

(Sixth Floor, Central)

### Wash Flannel at \$1 a Yard

Usually half again as much and it is a good quality wool flannel with just a trace of cotton to keep it from shrinking too much.

It is in a very nice weight and it comes in pin stripes of blue, pink, green and lavender. 31 inches wide.

(First Floor, Chestnut)

### Mark You, Sir

Easter comes this year on March 27. Notice, also, what date this is.

If you have not secured the new clothes that every man likes to have for the great fashion occasion of the year, it is high time for you to look to your needs. You will need the services of a store that can be depended upon to have Spring suits and overcoats of the best grades made in the country, the best in fabrics, in workmanship and in fashion.

You will find the Wanamaker Men's Clothing Store ready with suits and overcoats of just that kind, and plenty of them; suits and overcoats that are absolutely unsurpassed in quality and fashion in everything that makes for good service in clothing and for satisfaction to the wearer of it.

Prices, \$32 to \$60 for Spring suits; \$35 to \$60 for Spring overcoats.

(Third Floor, Market)

### Important New Books

"The Life of Whitelaw Reid," by Royal Cortissoz, 2 vols., 8vo.; price \$10. The life of the celebrated editor and diplomat and a picture of the leading activities which made up American life in the late nineteenth and early twentieth century.

"The New Stone Age in Northern Europe," by John M. Taylor, price \$2. A reconstruction of the life of early man in a manner truly fascinating to the philosophical mind.

(Main Floor, Thirteenth)

### Men's Fine Cigar and Cigarette Cases

Than which nothing would make a more welcome Easter gift to a man who smokes.

Cigarette cases of silk, pigskin, pin seal, ostrich leather, shark-skin and cobra grained goatskin. \$3.50 to \$6 plain and \$7.50 to \$15 with 14 kt. gold mountings.

Cigar cases of silk, seal leather and sharkskin, all 14 kt. gold mounted, \$9 to \$14.

(Main Floor, Chestnut)

### Fine Zephyr Ginghams 75c a Yard

Some are English and the rest are American made. The colors and patterns are very pretty indeed and there is a good assortment of checks, plaids, stripes and plain colors. They are 31 and 32 inches wide.

There is no question but that this is going to be another good gingham season.

(First Floor, Chestnut)

### Costs Less Now for a Man to Sleep

New shipments of Spring and Summer pajamas and night shirts are appreciably lower in price than they were last year. In actual figures there is a saving of \$1 to \$2.50 on each suit or garment. New prices are:

**Pajamas**  
Muslin, \$2; percale, \$3; madras, \$5.50; mercerized, \$3.75; silk-and-cotton, \$6.

**Night Shirts**  
Muslin, \$1.75 and \$3; nainsook, \$2; mercerized, \$5.50; silk-and-cotton, \$3.75; sateen, \$4.50.

(Main Floor, Market)

### Men's and Boys' London Caps Were Never Quite So Fine

The caps are in one-piece and eight-piece styles, all beautifully hand tailored, and the materials are selected hempspuns in gray and tan mixtures and herringbone stripes, Lovat mixtures and multi-color effects.

For Easter gift caps they are unequalled.

Men's caps, \$4.  
Boys' caps, \$3.50.

(Main Floor, Market)

### Belgian Mourzouk Rugs Are Back Again

These sturdy fiber rugs, with their spirited colors and original designs, were extremely popular before the war. For porches and Summer cottages they are ideal.

During the past few years it has been impossible to get Mourzouk rugs, but we are glad to announce the arrival of a shipment now.

9 x 12 ft., \$42.50.  
8 x 10 ft., \$31.50.  
6 x 9 ft., \$21.

(Seventh Floor, Chestnut)

### Easter Needs Give New Interest to The China and Glass Sale

Here is a sale filled to overflowing with the very things for Easter tables and Easter bridal gifts!

Here the great potteries of the world lay out for your choosing their finest dinner sets in an assortment such as has not been shown for years at the prices.

Here is a radiant galaxy of cut crystal and other rich, pretty and decorative glass-ware, American and European, every item in which is a gift of charm, or service.

Here is such an exhibition of Italian marble statuary and pedestals as has not been seen in years.

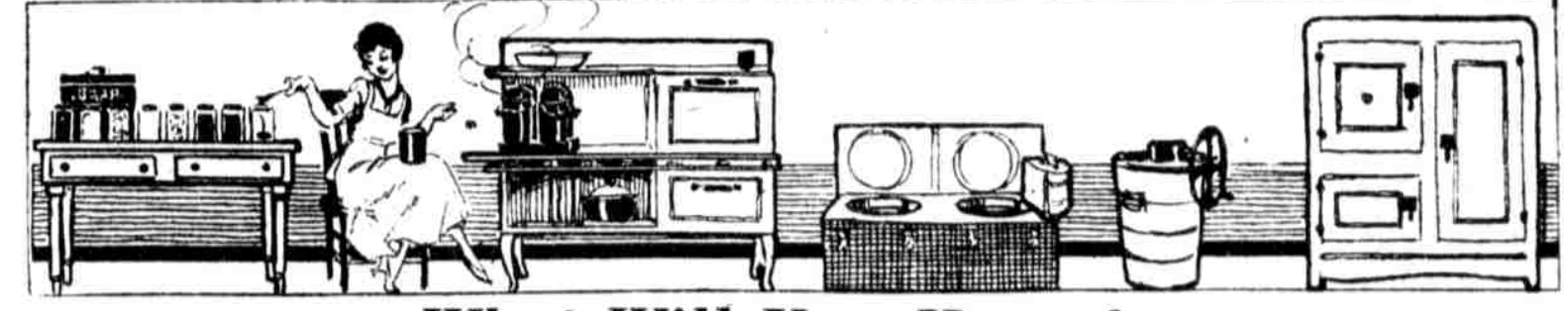
That these latter are gifts of the most tasteful and exquisite kind nobody who reads this needs to be told.

And all the fine wares and beautiful articles, dinner sets, cut glass, light-cut glass-ware, decorated imported glassware, marble statuary, fancy china—are now marked at savings of one-fourth to one-third.

The sale includes dinner sets at savings of about one-third. From \$17 for an American set of 106 pieces to \$400 for a gold-incrusted French china set.

Cut glass pieces of every imaginable description, \$1.85 to \$200, saving one-fourth to one-third, mostly one-third.

(Fourth Floor, Chestnut)



### What Will You Have for Your Kitchen and Laundry?

What will you have that's new for the pantry, for the bathroom, for the house-keeping?

Nearly everybody is stocking up for the Summer and the

### Wanamaker March Sale of Housewares

is the great opportunity, with its tens of thousands of new articles 10 to 50 per cent lower in price than regular.

Refrigerators.  
Aluminum utensils, cast and stamped.  
Pure enameled cooking utensils, white and gray.  
Kitchen cabinets, white enameled.  
Bathroom furnishings, nickelled and porcelain covered and white enameled.  
Brushes, chamois, brooms, cleaning cloths, feather dusters, mops, etc.  
Soaps—Blue Mottle and borax.

Cutlery, stainless steel table knives, carving sets, pocket knives, scissors, poultry shears.  
Hardware, household scales, food choppers, hatchets, hammers, saws, etc.  
Old-fashioned ironware, waffle irons, frying pans, griddles, basters.  
Fireless cookers, aluminum lining and metal casting.  
Pantry ware, white outside, baked and stenciled.  
Cereal sets, fourteen pieces in each set.

Trays, solid mahogany.  
Galvanized ware, garbage cans, rubbish cans, ash cans, buckets.  
Vacuum cleaners, electric and hand operated.  
Nickelware, pudding dishes and pie plates, crumbing sets.  
Kitchen tables, with and without drawers.  
Clothes wringers, guaranteed for three and five years.  
Heavy tinware, copper bottom

wash boilers, colanders, egg poachers, measurers, etc.  
Baskets, clothes and market-  
Woodenware, pastry boards, skirt boards, wash boards, chairs, stools, shoe polishing boxes, potato mashers, rolling pins, etc.  
Roasting pans, Russia iron.  
Electric irons, the Wanamaker  
Wardrobe trunks, in four styles.

(Fourth Floor, Market and Central)