# Tomorrow Will Be the Great Easter Outfitting Day of the Season

#### "I Keep in Touch With Your Splendid Store Almost Every Day

and its inexhaustible beauty and newness is a never-failing inspiration and refreshment to my tired mind.'

So said a letter that came to the writer a thousand of miles away from his workshop.

To do something uplifting to others as we pass along is well worth while, if we can send out a singing note of music to ears or eyes or jaded souls whose tasks are also to be creative in whatever sphere they live.

The letter closed with these words: "Beauty refreshes and strengthens the spirit and produces a feeling of reverence akin to prayer."

March 18, 1921,



#### Miss Philadelphia's New Spring Suit Is Here

Wool jersey, \$20 to \$27.50 Smart tweeds, \$37.50 Blue suits, \$40 and \$45

from, well-tailored and attractive new suits-hundreds of hem-are ready for tomorrow,

Wool jersey suits, \$20, \$25 and \$27.50, come in three good mucels, one with Tuxedo front, and are in heather mixtures, arown, navy blue and tan.

Tweed suits at \$37,50 are in attractive gray, brown and green mixtures; plain tailored; with and without belts.

Navy blue suits, \$45, are of tricotine in semi-tailored models for general and better wear. 11 to 20 year sizes.

#### Young Women's New Wraps and Spring Coats

Fashionable new spring wraps, \$39, are of soft wool velours and the pretty veldynes in new Spring models; some with embroidery, some with effecting and in the popular brown and blue shades. All are silk

New polo and sports coats, \$45, are in tan and darker brown a.e.; the pole coats are good-looking full-length affairs, lined boundout with silk and with ragian or set-in sleeves; the sports I are in three-quarter length and of fine tweeds.

All in 11 to 20 year sizes

#### Young Women's Silk Frocks Delightfully New

Frisp, shining taffeta in dark blue, brown or gray makes the \$2.50 dresses, which have round necks, short sleeves and the new bouffant skirts which are made prettier by the addition of

Of drop-stitch tricolette are the \$12,50 dresses, which come black, brown or dark blue, are in straight-line model with arrow belt, crochet buttons for trimming and dainty creamdored collar and cuffs of embroidered crept

Both are in 14 to 20 year sizes. (Second Floor, Chestuat)

Easter Blouses

I'm sample, some extremely

booking ones of mignonette

A quite delightful style in

A very youthful white crepe

stached in square effect and hav-ing the collar edged with real

Or a most beautiful Georgette

cope in bisque, gray or navy, with stitched and beaded panels,

(Third Floor, Central)

New Envelope Chemises

With Little Prices

You may take your choice a:

to the regulation arm holes or

ribbon straps over the shoulders and some are lace trimmed,

others have face and embroidery

and there are stid others with

They are all nicely made and

ool Sweaters for \$2.50

Imported slip-on styles, som

opening part way down the front.

They are very youthful and

pretty and a number are like

(West Abite)

prices range from \$1.50 to \$3.25.

(Third Floor, Central)

embroidery only.

little Eton Jackets.

I and real filet lace, \$10.50.

whine slip-on blouse,

I ish Ince, \$20.

with very simple lines and no, ming, \$7.85.

#### Girls' New White Dresses and Coats to Wear Over Them

Pretty white cotton frocks, \$7.50 to \$20, are of snowy lawns, crisp coderies and ribbons, and are in 6 to 14 year sizes.

New white silk dresses, \$14.50 to \$35, are of white crepes de chine style Georgette and are in numbers of dainty new spring styles. 6 to Girls' Spring coats, \$12.50 to \$35, are of polo cloths, tweeds

and velour checks in light and dark colors and 6 to 14 year sizes. Girls' wraps and coats, \$21.50 to \$55, are in many styles, in light and lack colors and 14 to 17 year sizes, (Second Floor, Chestant)

### A Sale of 400 Women's Silk Jersey Dresses Prices \$15, \$18 and \$25

Brand-new from the manufacturers, over half-a-dozen styles, and in the colors which are at once most practical and most fashionable - grays, black, tans, navy, Copenhagen blue and

Some of the dresses are embroidered—even in the back: some are in the tunic style; some have bright contrasting colors. There are round and square necks, and there are long and threequarter sleeves.

Sizes are 34 to 46 inches in the lot.

We have just one word to add-they are so welcome and such altogether surprising dresses at these new lower prices that we don't expect to have one of them left by the time the evening bugle bloves.

#### White Blouses From Paris

Exquisite things of handkerchief linen and batiste, made up in both lingerie and tailored

They are, of course, all hand made, and show a great deal of drawn-work, fine blind embroidery, tucks and real Valenciennes; also they are all long sleeved. Prices run from \$13,50 to

(Third Floor, Chestnut)

#### Wide Latitude in the Matter of Bracelets

for many kinds are fashionable, from the slender, flexible little band of rhinestones that slips round her wrist to the novelty sort with dangling pendants.

The pretty sterling silver flexible bracelets, set with sparkling rhinestones and sometimes imitation sapphires as well, start at

Novelty bracelets set with imitation jade or lapis lazuli are \$3 New, too, are the bracelets of

four rows of imitation pearls-Novelty bracelets with one or more pendants are \$1 to \$7.50.

## Long White Kid Gloves

(dewelry Store, Chestnut)

\$3.85 a Pair And real French kid, too! Just the gloves to go with the new Easter frocks and wrapslovely, soft long white kid, of spotless newness and daintily finished with three buttons at the

Twelve-button length. (West Aiste)

#### Quaintly Pretty Handbags, Extraordinary for \$2.75

A charming style that suggests the picturesque fashions of Co-lonial days. A large bag with a wide, flaring mouth, partly covered by a flap and kept together by double handles.

Of moire and satin-striped silk in black, brown and navy. Of soft leather in black, brown,

navy, gray, red and green. Wonderful bags for such a low

(Main Ploor, Chestnut)

#### These New Low Prices on Children's Coats

are one of the things that mothers and fathers are cemarking these days in the Children's Store when they come in to get the youngsters' Spring outlies. And they add, too, that the coats are more attractive than ever!

Smart, well-tailored and attractive little coats of serge, of polo cloth, of gabardine, tricotine, jersey cloth and of silk are all in the collection. There are plenty of light shades of the popular browns and tans, as well as Pekin blue, and the bright red which is once more coming into fashion.

The coats are in many models; they start at \$9.75 and go to \$38.50, and are in 2 to 6 year sizes.

or boys, are in black, tan or blue straw and go from \$2 to \$11. (Third Floor, Chestnut)

Little bats to go with them, suitable, like the coats, for girls

#### Fashionable Women Favor the New One-Strap Pumps

Some new styles that have just come in are exceedingly smart-One is of brown or gray suede with a two-inch Louis heel, dis-tinguished by kidskin strap and trimming. The effect is most pleasing. There are \$13 a pair.

Black satin one-strap pumps come with a high Louis heel or the low Junior) heel. These are the latest and most fashionable of all sating pumps. They are \$10.50 a paic, (First Floor, Murket)

#### 54-Inch All-Wool Serge Special at \$2 a Yard

we consider this the very best of all. That is because it is such a beautiful quality, heavy enough to tailor well for suits or capes and yet of a good weight for dresses. The wide width is most economical for cutting. In midnight blue only.

(First Floor, Chestant)

#### These Past Few Days There is really nothing that takes their place for warm-weather The heaviest and best grade of pongee silk we have had for years

garments. They are cool, they wash and they wear finely. It is no wonder they are so fashionable!

Many Calls for Tub Silks

past at \$2 a yard. Fine white American broadcloth silk, \$2.50 a yard.

Wash satin a yard wide and in flesh or pink, 82 a yard. (First Floor, Chestnat

#### La Rana Pearls for Her Easter Gift

Even the school girl is permitted to wear a pearl necklace, and her debutante sister certainly should have one to go with

La Rana pearls are the finest imitation pearls obtainable, we believe. They are made in Paris by the best maker of such pearls and they are truly marvelous reproductions of the finest Oriental pearls.

They have come to be favorite Easter gifts. For necklaces 16 to 30 inches long, the prices are \$25 to \$65 with 14-kt. gold clasps. With diamond clasps, \$85 to \$185. (Jewelry Store, Chestnut and Thirteenth)

#### Women Are Going In Strongly for Sports Coats This Spring

It is not hard to guess which are the most popular. First of all the genuine camel's-hair coats in natural color, deer, chow, black and blue. These vary from three-quarter to full length. They are fully silk lined and from \$75 to \$135.

Pole cloth coats are also much in demand. They are chiefly in natural color and are from \$37.50 to \$45. (First Floor, Central)

### Special Group of Women's Smart New Springtime Hats

Ready tomorrow, so that any woman will find it easy to get a charming new hat for Palm Sunday.

New turbans in silvery grays and the dark colors that are fashionable; new feather trimmed hats for dress wear; new sailors for sports wear, new ribbon and gay flower trimmed hats. Not two alike-every color that's fashionable from the new "oats" yellow to deep blue-and hats small and large.

(Second Floor, Chestnut)

#### Piquant Frames for Girlish Faces Are These Pretty New Hats

\$5.50 for untrimmed and attractive little hats of yedda straw in all the gay new colors of the Spring-orange, jade, blue, rose and darker colors. Just add a band or a bow and they'll be ready to wear. \$6 for new pull-on hats in new French shapes for girls -untrimmed hats in fashionable colors and becoming styles for younger girls.

And at \$5.75 to \$15 are scores of the proffiest new Spring hatstrimmed, of course-for girls. They are of fine straws in light and darker colors, and are as simple or elaborate as one could wish. (Second Floor, Chestant)

#### Letitia Corsets

One extremely pretty, light-weight model for Summer is of pink batiste with very low top, and exquisite trimming of embroidered organdie, price \$9,

Another for average and full figures is of pink, and white broche, with low, full bust, heavily boned and double from hose-supporters, \$13.

A pink broche empire-top design has a long skirt with elastic gores in the front and rather heavy boning, \$13. Third Floor, Chestnut)

#### Beautiful Teeth

The proper care of the teeth is one of the great feats of modern civilization.

Dental floss, 10c to \$1.50. Zymox tooth powder, 35c. Queen Mary dental cream, 25c Queen Mary tooth wash, 45c. Also other standard makes of dental excams, 10c to 65c; tooti powders, 20c to 90c; tooth wash. 25c to \$2.75. (Main Floor, Chestuate

#### Frills Are Seen in Embroidered Guimpes

These guimpes are all just arrived and they are as dainty as possible, being of organdie or net, some trimmed with real filet, trish or Valenciennes laces. They are from \$6 to \$35.

#### Women's Easter Silk Stockings

Full-fashioned silk with cot-ten tops and soles, \$1.50 to \$2.75 a pair. All-silk to the top, \$2,50 to \$1.50. Chiffon silk, \$5 and \$7.

Silk open ribbed, \$4. Silk with open clocks, \$3.75 Silk with openwork ankles "ery fine silk with lace in

sports stockings in heavy ribbed style, \$8. (First Floor, Market)

serts and embroidery, \$22.50

#### Most Sensible Shoes We Know Of for Little Children

Piease note the comfortable width and the flexible sole in these shoes that come in white buck and in tan Russia. They are to be had in button and face and are scientifically designed to avoid the slightest injury to The white buck shoes in sizes

2 to 41/2 are \$4; in sizes 5 to 8. The tan shoes in sizes 2 to 41/2 \$3.75; sizes 5 to 8, \$4.50. (First Plear, Martin)

#### The Cheney Phonograph A musical instru-

ment of note in Sheraton, Heppelwhite, William and Mary, Georgian and Queen Anne designs.

\$125 to \$490. (Second Finor, Central)

#### New Fiction

"Flood Tide," by Sara Ware Bassett, \$1.90. Another book by the author of "The Harbor Road" is sure of a welcome. The scene is Cape Cod, and the main character an incorrigible optimist and inventor.

"The Knight of Lonely Land." by Evelyn Campbell, \$1.90. All the elements of Western romance are here-a cow-puncher, an English girl, another girl out for

revenge. "God's Country," by James Oliver Curwood, \$1.25. A book which may well have "The Trail to Happiness" for its subtitle.

"Find the Woman," by Arthur Somers Roche, \$2. The story of Main Finer, Thirteenth:

#### Your Boy's Easter Suit

should be of the finest kind that can be had for the price you are asked to pay for it. Whether it will be or not de-pends chiefly on where you buy

Our Boys' Clothing Store is in business expressly to sell boys'

clothing of the highest grade, We were never more sure of having it-and plenty of it-than we are now.

We refer particularly to the boys Norfolk suits in 8 to 18 year sizes at \$16.50 to \$35. Many of these suits at \$18 have two pair of trousers. (Second Floor Central

#### "Batter=r=r Up!

The baseball season is on in the South and will soon be here. Now is the time to get equip-Official league bails, \$2 to

Other balls, 50c to \$1.50. Catchers' mitts, \$2 to \$22 Basemen's mitt-, \$3.50 to \$14 Fielders' gloves, \$1.50 to \$11. Bats, 50c to \$3.

Uniforms, \$4.50 to \$16.50. And everything else you will need for the game.

P. S.—Special prices on uniforms made to measure and equipment for teams. (The Gallery, Juniper)

#### Boys' Splendid School Shoes, \$6 a Pair

Tan blueher face shoes with heavy soles and 5, such heel-They are very carefully designed to give the proper amount of room to the growing feet and with a view to durability.

Ill's to 2 are the sizes. (First Ploor, Market)

#### Dainty Stockings for Little Folk

Infants' and children's sil), socks, \$1.25 to \$3.45 a pair Children's bright-voloned silk socks with famey tops, \$1.75.

Imported colton socks with fancy top, and clocks, \$1.50. Openwork orbs at mercerized Infants' and children's rabbed silk stockings, \$1 to \$2.75. Girls\* rull (astroned salk to-the-top stockings, \$3.50

Pirst Hone, Marke :

#### Each Day We Make a Fresh Batch of \$1 Chocolates

get them deliciously fresh. Only the purest ingradients go into them, and they are dipped in rich, sweet chacolate of high quality. There are creams tient will melt in your mouth, rich caramels, fellies noughes, pi-tuchio and yellow fack, \$1... pound.

If you wish to sold them for Electer rifts, but them by those hollow eggs there are fill sless to hold survival cumulities, from a quarter of a sound to eight pounds 30c to \$2 cach. Down States Store Chestman.

#### Women's Handkerchieis \$2 a Dozen

are better than any we've been able to get at this low price for a long time. They are of snowy Irish linen, are real linen despite their low price, and are in plain hemstitched style with two widths of hem from which to

(West Aisle)



### MEN

#### To Those of You Looking for New Easter Clothes

The universal desire to put on new clothes at the Easter season is too good a thing to be spoiled by clothes that are not up to the mark in quality and fashion.

The new Spring suits and overcoats shown in our Men's Clothing Store represent the finest quality and most correct fashion to be found anywhere in the country.

Men who want to be sure of having their new clothes in time for the great fashion season should note that tomorrow is the last Saturday before Easter Eve.

The new Spring suits are priced at \$32

The Spring overcoats are \$35 to \$65. (Third Floor, Market)

#### 10,000 50c Ties Were Not Enough

New thousands of the same sort of this that were dealife this price a few months ago and that include all manner of designs and colors-plain colors,

#### Also Some New SI Ties

Wittin are not tire hand for Easter costumes, of basket-weave side in fridescent (we tone effects of great beauty, (Woo Hoor, Warker,

#### If You Want a Fine Silk Shirt for Easter

were calleged using the \$5,50 to \$12. These are beauty outal sector, charity of the beginner boundered, still,

to the wide cluster effects, and in beautiful come matters of energy. Also the jacque of weares. Such Thur, Surkey.

#### Beautiful Soft Hats From Borsalino, Italy

These noncomers are obspaced of Suring and by the first light ways and point diadeaps herhere the state the fair the fair the factor of the

#### A Little Clear-Out of Men's Gloves

#### Good Handkerchiefs 85 a Dozen

coll this is a factor

They have two control of four appropriate and half

### Fine Half Hose for Easter

suff with requirement to about \$ \$1 -- hard \$5.500 Richard with the win with clocks or laney

Fancy silk with clocks or stripes, \$1.75 and \$6. French liste in black, white and colors, \$2 to \$3.50. (Main Licer, Market)