

Special Eastertide Music at 9, 11, 11:55 and 4:45

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled

These Last Days of March Are Splendid Days at Wanamaker's

Somewhat Reminiscent

In the month of March, 1861, at the moment that President Buchanan and his Secretaries were considering the request of the South for the evacuation of Fort Sumter, the delay of which is said to have precipitated the Civil War, a Philadelphia country boy signed a document that put this Store into business on East Market Street, and

"thereby hangs a tale"

of interest to other boys and some of their fathers and mothers still living.

An old, wholesale Quaker firm down Market Street being hurried to an end by stagnation of business and closing of its doors, two floors of the Perry-McNeille Building, about 3000 square feet in all, were leased and the iron safe of the old Schuylkill Bank built into the wall became the receptacle for a few uncostly account books of the new traders just preparing to get under way

Sixty years ago at the end of March, 1861

Market Street was paved with cobblestones, over which clattered the old-fashioned two-horse omnibuses. The horse cars were just beginning to appear.

There were no telephones, typewriters, electric lights, nor other inventions which have revolutionized our mode of life in the last half century and transformed existence into a thing of light and ease.

The War came on with a shot

The drum beat never stopped, day or night, until the regiments were in commission and on their way to the front.

Scores and hundreds of the big, old firms were compelled to go into bankruptcy or into liquidation.

There are very few names on the business signs of Market Street that were there sixty years ago.

It has been a long, hard climb, year by year, day by day, to the heights whither we have come, but the high regard of the people and their encouragement, particularly in 1920, have been far beyond our expectations. We are well rewarded by the confidence and support of those who know us to be worthy and who cheer us to make our great building roomier and better and to continue to add to the advantages of those who serve with us and to the great multitude who depend upon us to serve them honorably and beneficially.

(To Be Continued)

[Signed]

Joe Wanamaker

March 28, 1921.

Dainty Dimity Blouses

Starting with a plain little tailored blouse with a long pointed collar at \$3.50 there are striped dimities and dimities with hand-embroidered pique fronts and others with a piping of a colored striped material.

Tuxedo and Peter Pan collars are about evenly divided but nearly all have either picot edging or tiny frills. Prices go up to \$4.50.

(Third Floor, Central)

Parisienne Corsets

Here are some of the beautiful new models which are going to be the foundation for the new gowns:

A pink elastic girdle with satin finish. It is made of a single piece of elastic of superior quality, has a long skirt and a heavy side steel—this last being its only boning over the hips, \$12.50.

Dainty evening corsets of pink satin, very low, with gussets of elastic in the skirt, \$25.

Pink tricot slip-on, laced in the back, and bonelace except for two steels over the abdomen, \$11.50.

A topos model of pink broche, daintily trimmed with ribbon and net, \$18.

(Third Floor, Chestnut)

Beautiful Plaid Skirts, Special at \$15

The new light-weight Spring plaids that women are so anxious to have now to wear with sports coats and sweaters.

They are in the latest fashion of box pleats and knife pleats, stitched to the hipline and in the most desirable combinations of colors. Plenty of blue and tan, black and white and so on.

The materials are all-wool and under ordinary circumstances these skirts would sell for half as much again.

(East Aisle)

Frilly New Blouses for Girls

Frills of some kind or other you will find on almost all of them, sometimes box pleats edged with narrow frills, or the daintiest lace-trimmed frills in bib effect.

As for materials, there are sheer batiste, organdie and voile, all being made with the low round collar that fits so well over the coat. Some have a touch of color. Sizes 32, 34 and 36 inch bust measure. Prices from \$2.25 to \$12.

(Third Floor, Chestnut)

Nainsook Nightgowns

In large sizes are here in considerable variety between \$1.35 and \$3.50. These are a square-necked style with embroidery and lace, a round necked with embroidery yoke and lace; and two others with beading and lace, and with embroidery and tucks, the last being slightly shirred after the Empire fashion.

(Third Floor, Central)

Women's Sports Hats

New, Gay and Smart

Sports hats to wear with the new tweed and jersey suits, sports hats to wear with sweaters, sports hats to wear with morning frocks and summer dresses—every kind a woman needs!

One Salon is devoted exclusively to these practical, pretty hats. Some are of silk, some of straw.

There are all the colors popular this year, bright colors and dark shades. There are large hats and small hats, sailors, mushroom shapes and ever so many more.

Prices \$10 to \$20.

(Second Floor, Chestnut)

White Silks and Satins No Longer for Brides Alone

Everybody wears them now—for sports and morning wear, cool afternoon frocks, dinner and evening gowns, blouses, children's frocks, underwear and slumber wear, and masculine shirts.

And every kind for all these many uses is here, so that if not quite sure what you wish—so it's white and silk—a look through the section filled with shimmering white silken fabrics will surely suggest it.

From a splendid quality white tub silk at \$2.50 a yard, up the scale of sports and novelty silks and satins, crepes de chine, canton crepe, taffetas, Georgettes, charmeuse and chiffons, to a substantial novelty sports satin at \$6.50 a yard.

(First Floor, Chestnut)

New Angora Wool Cloth for Capes and Trimming

It has the long-haired effect of shaggy wool which is seen so much this season in smart capes, short sports jackets and as trimming for sweaters.

A number of plain colors, including white, also a new plaid which is very pretty indeed. In the wide width, about 38 inches, \$7.50 a yard. The narrower width for trimming, 12 inches, at \$3 a yard.

Also this Angora wool comes in a new "links Angora," where the loops are uncut. 12 inches wide, \$4 a yard.

(First Floor, Chestnut)

Novelty Chamois Lisle Gloves for Women

Smart new gloves that will appeal to the woman who likes something out of the ordinary.

They are all of fine chamois lisle—washable, and in lengths that come well up over the wrist. There are gloves with turn-back cuffs, edged with a pleated silk frill, and novelty embroidery, strap-wrist gloves with two rows of hemstitching at the wrist, white, oat yellow and pongee.

\$2.25 a pair.

(Main Floor, Central)

Girls' New Spring Coats Not Expensive

Tan or blue polo coats, becoming little coats for girls of six to twelve years, \$14.50.

New polo coats for older girls, in 14 to 20 year sizes, \$25.50.

(Second Floor, Chestnut)

Women's Handkerchiefs \$2 a Dozen

and real linen, too!

They are sturdy Irish handkerchiefs in plain hemstitched style with hems in two widths.

Good for everyday use.

(West Aisle)

Does Every Woman Know She Can Get An Electric Vacuum Cleaner in This Housewares Sale at a Saving of \$7.50?

But only four more days to get it for \$42.50. On April 1st this splendid electric vacuum cleaner returns to its regular price.

An important fact is that this cleaner—the famous "Cadillac"—is one of the best and most thoroughly efficient a woman could have in her home. It has efficiency features peculiar to this make. Ask us to show you the special merits which won it the approval of the "Good Housekeeping Institute."

With an easily operated cleaner like this, the housewife can, with scarcely any effort at all, keep her home clean without a maid.

As one servantless woman said when she saw it: "Why, I can save its price in a few weeks by dispensing with my \$3.50 per day cleaning-woman."

For March only—\$42.50.

(Fourth Floor, Central)

Elgin Watches Take Their Time From the Stars

The Elgin Factory has a complete observatory for determining the exact time through astronomical observation, and every watch which leaves the factory (there are about 3000 a day) has had its movement regulated in this way.

This is only one of the details which go to make the Elgin watches among the best American watches made today.

Ultra-thin Elgin watches for men in 14 kt. red gold, 18 kt. white gold and 14 kt. red gold and platinum combination cases, \$150 to \$300.

Ultra-thin Elgin watches for men in plain 14 kt. gold and gold-filled cases, \$50 to \$100.

Regular model Elgin watches for men in 14 kt. gold cases, \$35 to \$80. In gold-filled cases, \$19 to \$34.

(Jewelry Store, Chestnut and Thirteenth)

Good Brief Cases at Low Prices

Made of sturdy cowhide in tan and mahogany, with gussets of the same leather for greater durability. All cases have extension locks.

Sizes 9x14, 10x15 and 11x16 inches, with from one to three pockets.

Prices \$4.75 to \$7, according to size.

(Main Floor, Chestnut)



Finest Spring Suits for Women \$85 to \$295

Imagine a soft tan jersey costume with a sleeveless coat, a fringed scarf and a skirt with its side-closing bound with black braid, to harmonize with scarf and coat edges.

Or a midnight blue tricotine with scalloped skirt and scalloped jacket and French knots forming a deep border on both.

Or a navy tricotine gown and coat almost entirely covered with those same fashionable knots.

Or a delightful gray jersey gown with an ample cape of the same, having a new and very picturesque collar-line.

Or a severely tailored gray worsted skirt and coat, the latter faced with dark velvet.

Or any one of a group of suits and three-piece costumes, which are really wonderful examples of modern tailoring and handwork. In fact some of them—notably a little box-coat style of navy gabardine bound with ribbon—are altogether hand made.

Some suits have brilliantly plaided skirts and dark jackets.

Colors are navy, russet, putty and champagne, besides black.

(First Floor, Central)

Women's Tweed Coats Made of Imported Materials

They are good sensible coats for any woman to own, for they can be depended upon for traveling, motoring and for all kinds of weather.

There are herringbone weaves, invisible plaids and soft-toned mixtures. Both single and double breasted styles, some with yokes, others without, and the newest models have leather-bound seams. Prices from \$62.50 to \$87.50.

(First Floor, Central)

The Stocks of Four Leading Furniture Factories at 40 Per Cent Less in a Remarkable Sale

Apart from a group of individual pieces, there are in this unexampled movement about 400 beautiful dining-room and bedroom suits, every one at 40 per cent less than the new low price. This means 50 per cent less than the price prevailing prior to February 1st.

This is the largest offering of fine suits we have ever known at such a saving from ruling market rates.

It is as if some large furniture store, dealing only in the finest class of goods, were to offer its entire stock of complete dining-room and bedroom suits at a saving of 40 per cent.

It is an opportunity such as has never been known outside of our great half-yearly sales; and never known in any other store at any time.

(Fifth Floor, Market)

"The Kaiser vs. Bismarck"

Suppressed letters by the Kaiser and new chapters from the Autobiography of the Iron Chancellor, with a historical introduction by Prof. Charles Downer Hazen. Price \$2.50 in the Book Store.

(Main Floor, Thirteenth)

Marquisette Curtains, Special at \$1.85 a Pair

These are the last that we expect to have from our own stock at this price. They are actually less than they cost.

They are two and a quarter yards long and have a two-inch hemstitched hem.

(Fifth Floor, Market)

If You Have Your Umbrellas Re-Covered Now

you'll have them ready for April showers when they come—and you'll save money, too!

Black cotton covers are \$1.15. Black silk and cotton, \$2.35. All-silk covers in black and colors, \$3.85.

The work will be satisfactorily done, you may be sure.

(Main Floor, Market)

Easy to See Why Hardwater Soap Sells by the Ton

A customer from Harrisburg acknowledges the arrival of her order of Hardwater Soap, and adds, "It is easy to see why you sell it by the ton—it is truly wonderful, the nice lather it makes in this awful water."

Further and wider than the State Capital has gone this wonderful Hardwater Soap, and appreciations come from all directions. For March only it is 75c a dozen cakes—just half its usual price. Scented or unscented, as you prefer.

(Main Floor and Down Stairs Store)

The suits are of the most admirable and dependable quality, combining constructive solidity with beauty of design.

They represent the stocks on hand of four of the largest makers of fine furniture in the country. These makers were anxious to find a sudden outlet for their goods so as to re-start their factories.

They have found the greatest outlet for high-grade furniture in America. We are glad to be able to provide such an unprecedented opportunity for our customers and to know that they recognize it to be something really wonderful.

(Fifth Floor, Market)

The Schomacker Piano

For Eighty-three Years a Leader in Musical Circles

For eighty-three years the Schomacker has been one of the few leading pianos in Philadelphia.

First made here in 1838, it has had its home in this musical city from its very beginning.

Its fame soon spread. For nearly half a century it was the chosen piano of every successive presidential family in the White House, and of diplomatic social life in Washington.

It won awards and honors at every important competitive exhibition in America.

Its prestige has grown among musical people throughout the nation, until now its rivals are indeed few, and those the choicest pianos made.

Superiors it has none! There is a reason for this prestige of the famous Schomacker piano. Its original maker was a genius, and those who now carry on his work have inherited his musical knowledge and skill.

Persons who know *tone* recognize at once the exceptional quality of the Schomacker tone. The number of such persons has increased with the general increase of musical knowledge, and with this increase has grown the demand for so exquisitely satisfying an instrument.

The Schomacker Piano is sold only in the Wanamaker Piano Salons. It is priced \$800 to \$1850; with the Ampico reproducing piano attachment the price is, of course, a little more.

The Schomacker, like all the pianos we sell—the Chickering, the Knabe, the Lindeman, the Emerson, the J. C. Campbell, the Haines Bros. and the Brambach—is sold on convenient terms of payment, which we shall be glad to explain.

(Egyptian Hall, Second Floor)

Some Delightful New \$27.50 Frocks for Young Women

Really delightful little dresses of lustrous crepe de chine, of soft satins and smart wool tricotines.

Street and afternoon dresses, they are, in all the fashionable colors from pearl gray to navy blue.

The styles are quite new and fetching and they are in 14 to 20 year sizes.

Price \$27.50.

(Second Floor, Chestnut)

Ho, for the Sports of Spring!

The Sporting Goods Store is splendidly ready to equip you for any of them.

Golf—Imported clubs, \$5.50 to \$6.50; imported balls, \$7.80 to \$13.20 a dozen. Bags, gloves, markers, score books and so on.

Tennis—A fine selection of American and imported racquets at \$1.75 to \$15. Tennis balls, \$7.20 a dozen. Racquet covers, presses, nets, tapes and other paraphernalia.

Baseball—Uniforms, \$4.50 to \$16.50. Baseballs, 50c to \$2.50. Bats, 50c to \$3. Mitts and gloves, \$1.50 to \$22.

Water sports—Kennebec canoes and rowboats, yacht tenders, Caille outboard motors, paddles, oars and other marine supplies.

Fishing—Fly rods, \$4.50 to \$60. Reels, \$1.25 to \$100. Lines, 25c to \$15. Flies, 20c each. Hooks, 50c to \$1 a dozen. Creels, \$3.50 to \$5.50. Waders, \$21 and \$25.

Cycling—Columbia and Continental bicycles in models for men, women and children, \$50 to \$85.

Motoring—Standard makes of tires, luncheon kits, chairs and automobile supplies of every description.

Camping—Tents, cots, furniture, cooking utensils and all other equipment.

Photography—Brownie cameras, \$2 to \$5. Folding kodaks, \$8 to \$110. Graflex cameras, \$97 to \$310. And all manner of photographers' supplies.

(The Gallery, Chestnut and Juniper)

