

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

WEATHER  
Fair

# The Manufacturers' Readjustment Sale of Fine Furniture Is a Marvelous Thing

Foreword and Forward are the two foremost words to properly use in introducing to the public the occasion of

The Birthdays that we feel Should be Remembered

SIXTY YEARS AGO, in 1861, we rented two little rooms on East Market Street, the month before the Civil War broke out.

FORTY-FIVE YEARS AGO, in the early Spring, we enlarged and prepared the Thirteenth and Market Streets Pennsylvania Railroad Freight Station for extensive additions to our business, and bought and tore down a dwelling house on Chestnut Street to give an entrance to the Grand Depot.

NINETY-EIGHT YEARS AGO A. T. Stewart began his little store on Broadway, New York, and 59 years ago he constructed his great iron store, which is still wonderful in its strength, light and beauty, the top floors being used as factories, but which, ever since we bought the property, have been used for retail sales, and to which we have added the much larger sixteen-story building from Ninth Street to Eighth Street, from Broadway to Fourth Avenue, used wholly for retail.

TWENTY-FIVE YEARS AGO we took over as purchasers the real estate, fixtures and merchandise of the owners who received their holdings from the Executor of the A. T. Stewart Estate.

This Is Therefore a Triple Celebration

of a historic enterprise known of and quoted favorably throughout the business world and in all circles of the buying public, in four particulars:

1. As an encouragement to beginners of little things.
2. The business has always been managed by its owners.
3. Its extensive operations have relations with every country, the world around.
4. Its established precedents for privileges to the buying public, which revolutionized the retail trade of this and other countries overseas.

60 Years—In Retail Business in Philadelphia.  
45 Years—The Great Departure and re-creation in retailing in America at Juniper and Market Streets, Philadelphia.

25 Years—Formerly A. T. Stewart, thenceforth and henceforth the Wanamaker Store in further advancing developments of New York's greatest retail merchant, Alexander T. Stewart.

These three important periods:  
1861—The foundation in Philadelphia,  
1876—The beginning of a new era,  
1896—Resurrecting the A. T. Stewart foundation,  
culminate in the observance of these birthdays, which have made the

Retailing of Merchandise in America

the model which has been accepted as the best and reproduced most frequently the wide world around.

Proud as we are of these facts, we shall find some way to keep, in the best manner, these historic business events, which are to us a great incentive and spur us on to revise and elaborate our business plans wherever improvable, that the communities we serve may reap the benefits thereof.

[Signed]

*Joe Wanamaker*

March 30, 1921.

## As for Women Wanting Moderately Priced Coats

There hasn't been a time for several years past when there were so many and such good coats under \$50. Just as an example, some very pretty wool velour wraps, panel back and belted in front, with touches of embroidery, are \$37.50. Another loose wrap with excellent lines and a loose panel in the back to the waistline is \$42.50. This, too, is in velour, and there is also a beautiful new coat in the same material at \$46. It is belted with pleats at the side. These wraps and coats may be had in the fashionable Spring colors.

(First Floor, Central)



## Here the Day Begins to Music

The clock strikes, the doors open and the great organ peals forth its magnificent harmonies, falling in a shower of silver and golden sound into the Grand Court below, where passers-through pause on their way to business to get the worshipful melodies into their hearts. It is a heartening thing to begin the day's work—which is a day of service—with melody. But music here is not confined to opening hours. Again at 11, and at 4:50, the great organ pours its freshening bath of melody down over the heads and into the hearts of the people. All day long there is the sound of melody in the Egyptian Hall and in the Surrounding Salons of Music where the unsurpassed family of pianos have their home—the famous Chickering, the matchless-toned Schomacker, the Emerson, the Lindeman, the J. C. Campbell, the Marshall & Wendell, the Brambach, the Haines, the Autopiano, the marvelous Ampico Reproducing piano, and the celebrated Knabe. Here is space and place to test them and compare one with another. Surely no such gathering of pianos is to be found anywhere else under one roof. Every day in Egyptian Hall there is Ampico Hour—From 1:30 to 2:30—when the extraordinarily human expression of this reproducing piano is enjoyed by resting shoppers and music lovers. THIS IS THE HOUSE OF MUSIC. Whatever the public desires in a musical way is familiar to us and here at their service.

## Pearl Fringe Pendants Are Lovely and New

and even though they are of imitation pearls, are very effective and very dainty. The pendant fringes alone are mounted with sterling silver tips in filigree effect and are \$13 to \$15. Others are on pearl sautoirs, and these are pretty, too, \$28. Black cord sautoirs with rhinestone slides and pearl fringes, \$27. (Jewelry Store, Main Floor, Chestnut)

## Small Fur Neckpieces—Quite Inexpensive

Spring suits and gowns seem to need just such small furs as these to add just the finishing touch! Brown mink scarfs begin at \$20 for a single skin and go to \$45 for an attractive two-skin scarf. Gray squirrel scarfs are \$15 and \$25, and two-skin scarfs are \$30. And there are other small scarfs of Kollinsky, dyed squirrel, Japanese marten and dyed fitch, starting at \$18 on up to \$50. (Second Floor, Chestnut)

## Women's Attractive Frocks for Afternoon—Price \$57.50

Canton crepes and crepes de chine in the most practical colors—navy, castor, black, brown and gray. There are more than half a dozen styles, including a tunic with collars and cuffs of very open work embroidery, a redingote braided and opening over a slip, a straight gown piped with a turquoise green and having a long fringed girdle with much of the same green, and another—straight affair with self-folds on the skirt and rows of tiny steel buttons to brighten them. And one of the quietest and most practical of all is a style with a yoke and pleats hanging from yoke to hem. Price \$57.50. (First Floor, Central)

## Long White Gloves for Spring Brides

Fine gloves, all of them, as they should be for such an event, cut so they'll fit perfectly, and in the styles and lengths most fashionable. 8-button white kid, \$5. 8-button white kid with embroidered backs and pique sewn, \$5.50. 12-button pique-sewn white kid, \$6.50. 16-button white kid, \$7.50. 20-button white kid over-seam sewn, \$9. 20-button white kid, over-seam sewn, \$14.50. Shoulder-length white kid, \$15.50. (Main Floor, Central)

## Yes, There Are Tailored Silk Waists

in the Blouse Shop—plenty of them. Here are some especially smart new ones. At \$8.75 is a waist of white crepe de chine with tuxedo collar, and front pleat edged with tiny frill; at \$9.85 is a waist of white silk with tiny pin tucks on collar, cuffs and down the front. At \$10.85 is a waist of white pussy willow with tuxedo collar and tucked front. (Third Floor, Central)

## 1600 Yards Hemstitched Voile for Curtains, 60c a Yard

Never before have we sold this kind of voile for less than a third again as much. It is a beautiful quality, extra fine and hemstitched on both edges with a two-inch hem. There is both white and cream and the quantity should be sufficient for one day's selling. (Fifth Floor, Market)

## Tiny-Checked Taffetas With Us Again

Higher in favor this Spring than for years. So cool and practical, so crisp and dainty, nearly every woman will want a dress of them. In pin checks with navy blue, brown, gray or other color predominating. 36 inches wide. Price, \$4 a yard. (First Floor, Chestnut)

## New Silk Sports Scarfs With Bayadere Stripes

It is the silk scarf that has won favor with the sports suit this Spring and these Bayadere stripes are particularly fashionable. In some cases they are used as borders, in others the entire scarf is striped across. All are pure silk and they come in many colors, \$15 and \$18.50. (Main Floor, Central)

## New Spring Coats for Wee Folk

White corduroy, blue serge, tan polo cloth, Spring mixtures—you'll find them all in the collection! As for the coats themselves, they are attractively made in the styles best suited to little folk. And in light and dark colors. \$6 to \$25—in one to six year sizes. (Third Floor, Chestnut)

THE particularly marvelous thing about it is that it comprises the largest collection of fine dining-room and bedroom suits ever offered at a saving of 40 per cent.

There are about 400 suits to select from, representing the stock-on-hand of four manufacturers of the highest-grade furniture in America. We have never known of four hundred such suits being offered at 40 per cent less than market prices.

They are offered now because of the eagerness of the manufacturers to find a sudden outlet for their stocks-on-hand and the ability of this one furniture store to provide the outlet.

In this particular class of furniture it is the greatest opportunity ever presented in Philadelphia. The suits are in various standard "period" designs, practically all of them in either walnut or mahogany.

No furniture ever combined stability and good looks in a more impressive degree.



## Dining-Room Suits

Queen Anne suit, in walnut or mahogany, 60-inch buffet, double-door china closet, closed side table, 54-inch extension table and set of six chairs with upholstered seats, \$375. William and Mary mahogany suit, \$790. Queen Anne suit in American walnut, \$585. Heppelwhite suit in mahogany, \$885. Sheraton suit in antique mahogany, \$465. Italian Renaissance suit in American walnut, \$660. Chippendale suit in carved mahogany, \$965. Sheraton suit in mahogany, \$515. Queen Anne suit in mahogany, \$585. Chippendale suit in mahogany, \$470.

## Bedroom Suits

Sheraton motif suit, in antique-finish mahogany; bureau with 50-inch top, large shaped mirror, full-size bed, chiffonier, dressing table, night stand, chair and bench, \$635. Louis XVI motif antique-finish walnut suit; 52-inch top dresser, large shaped mirror, triple-mirror toilet table, twin beds, chiffonier, night stand, chair, bench and rocker, \$770. Antique mahogany suit, dresser, full-size bed, triple-mirror toilet table, and chiffonier, chair and bench, \$580. Queen Anne suit, eight pieces, \$1260. Mahogany suit, eight pieces, \$605. Italian suit of American walnut in antique finish, eight pieces, \$705. Italian walnut suit, eight pieces, \$1195. Mahogany suit, four pieces, \$277. (Fifth Floor, Chestnut)

## "The Portsmouth"

### A Gorham Sterling Silver Service

Taking its name from the quaintly historic city of Portsmouth, New Hampshire, this very beautiful silverware has the characteristic pointed handle and simplicity of line that goes with a fine old Colonial pattern. The entire tea service, all the hollow ware and the small silver in "The Portsmouth" pattern are here. It is a particularly good gift for a bride, either the entire service or separate pieces. The seven-piece tea service, including kettle and tray, is \$955. The hollow ware is from \$41 for a bread tray up to \$260 for a meat platter. The coffee set of four pieces, \$290. (Jewelry Store, Chestnut and Thirteenth)

## Wanamaker Special White Mountain Refrigerators—\$35 and \$40

A remarkably low price on one of the best refrigerators made. Hardwood case; modern interior with thorough circulation of dry, cold air; sanitary white enameled lining; ice chamber and drain pipe removable, so necessary for proper cleaning. Two sizes, with capacity for 100 and 125 pounds of ice, \$35 and \$40. N. B.—Only one day left to purchase good house furnishings at March Sale prices—not forgetting Blue Mottle Laundry Soap at 5c a cake, \$5 a case of 100 cakes. (Fourth Floor, Market)

## Beautiful Braided Rugs

These charming floor coverings are in oval shape, and you may have them in the rich, dark color combinations so effective with Colonial furnishings, or in the dainty chintz designs appropriate to Summer.

27 x 36 in. ....	\$8.50	37 x 59 in. ....	\$19.50
28 x 41 in. ....	\$10.50	43 x 66 in. ....	\$28.50
28 x 47 in. ....	\$13.25	44 x 76 in. ....	\$32.50
31 x 64 in. ....	\$15.00	31 x 86 in. ....	\$39.00
		49 x 87 in. ....	\$44.25

(Seventh Floor, Chestnut)

## New Books

"Training for Sports," by Walter Camp; \$2. A book which tells how from childhood the athlete should be developed. "Every Politician and His Wife," by Adele S. Burleson, with introduction by former Vice President Thomas R. Marshall; \$1.75. "The Direction of Human Evolution," by Edwin Grant Conklin; \$2.50. The writer is recognized as one of the foremost of living biologists. (Main Floor, Thirteenth)

## As Soon as the Rosebushes Were Out on the Floor

people began buying them by the dozen. For these splendid, sturdy Wanamaker rosebushes need no advertising. Their reputation from other years sells them at once. And these are better than ever! About twenty-five of the best and most-wanted varieties. Flowering shrubs, too, and fruit trees; California privet hedge, vegetable and flower seeds, bulbs, lawn grass; gardening tools—and everything needed to make the garden bloom. (Fourth Floor, Market)

## Knitting Silk 25c a Ball

There are a hundred yards on each ball and it comes in desirable colors and black. (Main Floor, Central)



## New Standard Silver King Golf Balls Are Here (Royal Blue, Recessed or Mesh)

GEORGE DUNCAN drove one more than 300 yards ten times in one round. ABE MITCHELL twice drove it 338 yards in a cross wind. TOM KERRIGAN drove the first Royal Blue Silver King received here 365 yards on the Palm Beach course. Leading professional and amateur players of Great Britain say it has the longest carry of any golf ball ever made. It conforms strictly to the new golf rules which provide that after May 1, 1921, no ball may be used in competition or match approved by the Golf Associations of the United States which is of greater weight than 1.62 oz. or less diameter than 1.62 in. Price, \$1.10 each, \$13.20 a dozen—and the Wanamaker Store is the sole distributor in this country of Silver Kings. (The Gallery, Chestnut)

## A Boston Bag Worth Special Note

It is very well made of black, dark brown or tan cowhide, as you prefer. With double handles and overlapping top to keep out rain and dust. In 12, 15 and 16 inch sizes. Price, \$3.50. (Main Floor, Chestnut)

## Please Note That

Tomorrow is the last day for re-covering umbrellas at the special prices which have obtained this month—\$1.15 for black cotton, \$2.35 for black silk-and-cotton, \$3.85 for all-silk in black and colors. (Main Floor, Gallery, Market)

## Tomorrow Ends the China and Glassware Sale

Tomorrow brings you the last opportunity to choose any dinner set in the entire Wanamaker stocks, including open stocks, at a saving of one-fourth to more than one-third. Tomorrow brings you the last opportunity to choose from hundreds of pieces of fine cut glass, light-cut glassware and decorated imported glassware at one-fourth to one-third less than regular prices. Tomorrow brings you the last opportunity to choose from the most beautiful assortment of Italian marble statuary and pedestals we have ever had in years at one-third below the normal values. Tomorrow, the last day of March, ends the March Sale of china and glassware. Tomorrow you have the last opportunity to take advantage of offerings that will not again be available in a long time. Friday will be too late. Incomplete Dinner Sets at Greatly Lowered Prices All incomplete sets—that is, sets from which a few pieces are missing—will be sold to the first buyers tomorrow at much below the March Sale prices. (Fourth Floor, Chestnut)