

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
Unsettled

It Is Fashion Goods That the People Will Be Wanting Tomorrow

Some People Are Very Slow in Cutting Their Wisdom Teeth

When this Grand Depot Store was being planned and even up to 1875, when the new Store, preparing to open here, was being much talked about, you'll find that the new undertaking was universally condemned.

If you do not believe this, ask any of the old residents still living, whose memory will be as good as that of the writer.

They will tell you that the worthy storekeepers of small stores were up in arms against "any such store." Proof exists that they organized to break down the credit and to create public opinion to not support the venture of "a man that had gone crazy." But the excited feeling kindled against the enterprise rose to its fullest height when the store's first announcements were made of

The New Kind of Store

stating a different and entirely new basis of storekeeping from any then existing as follows:

First—The Store was a place to visit, to enjoy, without any obligation to buy or to be asked or questioned.

Second—The vast area of space allowed the many kinds of merchandise displayed made it seem more like a museum than a Store.

Third—To be able to get such a large variety of articles under one roof was not only a convenience, but a great saving of time, strength and shoe leather.

Fourth—People could have goods charged on monthly accounts, which was not the custom fifty years ago.

Fifth—All merchandise was guaranteed trustworthy and everything was returnable, not for exchange, but for the cash to be refunded whenever in same condition as when delivered.

Sixth—One price only was fixed and marked in plain figures and no deviation allowed.

Seventh—An entirely new innovation was introduced in providing public comforts of free rest rooms, toilets, telegraph and postal facilities and package and baggage checking rooms, without charge.

This entirely new business program, based upon a mutual interest and equal rights between the storekeeper and its patrons, was hailed with delight and confidence and it initiated a new basis of shopping, to the great relief and comfort of everybody, which we have improved upon as the years rolled on.

It is needless to say that the above announcements shook Philadelphia business interests more than a thunderbolt.

These reminiscences are quite natural at this period of our history of sixty years on Market Street.

[Signed]

John Wanamaker

April 1, 1921.

The Conservative Suits Which Nine Out of Ten Women Prefer

are the very excellently cut, well-made suits of tricotine, serge and Poiret twill, usually in navy and black, though occasionally in sand-color and tan. Such suits usually have linings to match, are self-bound, braided, trimmed, or trimmed with rows of buttons; they have string belts and link buttons and tuxedo fronts, among their other features; and there are sizes 34 to 44 in the lot, so that both slender and full-figured women will be fitted.

Prices, \$37.50 to \$47.50.

(First Floor, Central)

Delightful New Silk Frocks for Young Women Are \$32.50

Shining taffetas and soft, lustrous charmeuses are the fashionable silks which make the dresses, and they are in navy blue, black, tan and brown shades.

The styles just as pretty as they can be—there are ruffled frocks, frocks with eyelet or heavy embroidery, pretty two-toned combinations, quaint light bodice frocks, with cordings and tucks, and they "most all, of course, have low necks and short sleeves.

Any girls who wear 14 to 20 year sizes will find them well worth coming to see.

(Second Floor, Chestnut)

Parisienne Corsets of Summer Weight

A plain white batiste is topsy, with silk elastic section, free hips, strong boning and long skirt, \$11.50.

One of figured material in designed for tall figures. This has a low top, a long skirt and sells at \$11.75.

A pink batiste model has an Empire top, a long skirt with eyelets and a lacer below the front steel, \$12.

A pink flowered silk batiste with low top, \$18.50.

An exquisite silk batiste, pink flowered and very dainty for evening, \$34.50.

Will women making appointments for fittings please note that the morning hours are the best?

(Third Floor, Chestnut)

Fitted Traveling Cases at \$37.50—for Women

Made of dull black long grain leather, with padded lid, silk lining, double catches and locks and shirred pockets in the ends.

Equipped with shell-finish celluloid toilet articles.

Sizes 18, 20 and 22 inch.

(Main Floor, Chestnut)

REALLY exquisite French blouses may be had for much less than most women suppose—imagine paying \$13.50 for a simple style all made by hand, or \$15 and \$18.50 for others with the loveliest of hand embroidery! As a rule the material is of batiste.

Find them in the French Room.

(Third Floor, Chestnut)

Quite the Prettiest Bolivia Wraps at \$67.50

Just arrived in a new style that you would hardly know whether to call a wrap or a coat. The sleeves are decidedly on the wrap order while the general lines are those of a coat. The back has an inverted panel and two pleats.

More decidedly a wrap is another model with embroidery in the back and two loose straps. The skirt part is slightly gathered at the waist line.

Both in tan, brown, Copenhagen and black.

(First Floor, Central)

Women's New Sports and Sailor Hats

Sailors are more popular than ever! There are dark straws and light ones, fine straws and coarse weaves, plain colors and two-toned effects, high crowns and low crowns, wide and narrow brims, mushroom effects and straight sailers. There's remarkably good choosing between \$4 and \$8.

Ready-to-wear and sports hats—novelty hats and pull-on hats, hats that need little or no trimming at all, and others with gay bands—are in many becoming styles at \$4 to \$5.50.

(Second Floor, Chestnut)

Fashionable Spring Shades in Fine Velour Coatings

They are the soft tans, browns, blues, ranging from a light porcelain blue and Copenhagen to navy.

It is these shades that are so much in request for new wraps and coats and for the very much worn caps. In a beautiful quality all-wool velour, 54 inches wide, the price is \$3.50 a yard.

(First Floor, Chestnut)

New—A Dainty Pump of Patent Leather and Brown Buck

One of the most captivating bits of footwear—and even in the large sizes it looks a mere "bit"—this Spring, a slender, graceful pump of black patent leather, with trimming and inset strap of dark brown buckskin. Turned soles and two-inch Louis heels. The price is \$13.50.

(First Floor, Market)

First Knitted Swimming Suits for Women

They are knitted wool jersey, sleeveless, of course, and both styles have skirts. One is a one-piece model with the skirt attached and belt run through straps. It comes in different colors with colored pipings.

The other style is in two parts, tights and a colored jersey. Both kinds of suits are marked \$12.50.

(First Floor, Central)

Best Shoes for Growing Feet

Cut and fashioned in such a way as to fit without hampering the growth of young feet.

Children's White Buckskin Shoes

Soft white buckskin with broad, soft toes that have no boxes to press on little feet. Turned soles, Pearl-buttoned or laced. Sizes 2 to 4½ at \$4. Sizes 5 to 8, at \$4.75. The same style with a little heavier flexible welted sole; sizes 6 to 8, at \$5.

A broad-toe white buckskin with welted sole in sizes 8½ to 11 is \$8; and in sizes 11½ to 2 is \$10.

Patent Leather Pumps for Young Girls

A comfortable, correct-looking, plain pump of patent leather with welted sole and one-inch heel; sizes 2½ to 8 at \$8. A similar model with turned sole at \$6.50.

(First Floor, Market)

SUCH SPLENDID DINING-ROOM AND BEDROOM SUITS AT A SAVING OF 40 PER CENT

There is no mystery about the things that make for character in furniture. The first prerequisite is a sincere purpose on the part of the one who makes it to make it well.

Practically everything else depends upon this, because sincerity of purpose presupposes a determination to select only the best woods and to put them together in the most staunch and workmanly way, after the designs and decorative standards that have been approved by the judgment of generations.

The furniture in the sale that we are holding is surely furniture of character. It is made of fine selected woods—walnut and mahogany.

It is stable and dependable in construction.

(Fifth Floor, Chestnut)

It is true to the best standards of design and it is handsome in finish and decorative detail.

The offering of so much furniture of this fine class, consisting almost entirely of dining-room and bedroom suits, at a saving of 40 per cent is unprecedented at this time.

The stocks-on-hand of four manufacturers are represented in the collection.

It is the largest collection of such suits we have ever known to be offered at such a saving from market prices.

To anybody needing a dining-room or a bedroom suit of character and excellence it is hardly necessary to say more; except that it is best to choose while the choice is so wonderfully good.

Broadcloth Silks in 150 Patterns

Don't confuse them with broadcloth. These are a tub silk in broadcloth weave—one of the most popular, desirable and durable silks we sell for all purposes.

For which a wash silk is desired. Choose from 150 patterns, including white and stripes, in many color combinations and weights, 32 inches wide, \$2.50 a yard.

(First Floor, Chestnut)



THE LONDON SHOP, dashing among the Lords in BOSTON 1850

The London Shop for Women

Ready-to-wear top coats for women are made up in the London Shop from soft, imported tweeds and chevets. They are cut on absolutely mannish lines, single and double breasted, with raglan and set-in sleeves, and they are in gray and brown and green leather mixtures. Prices of these are \$40 to \$50. A few capes—some with waistcoats—of the same materials are here also at \$40 to \$85.

Ready-to-wear suits of tweeds, worsteds and chevets are in browns, grays and greens, with a few brighter colors. Among these is a particularly good golf suit, which looks like any other suit on the street but has extra fullness across the shoulders to permit of free motion when swinging a club. These suits are \$85.

(The Gallery, Chestnut)

Shoe Shades in Silk Stockings

Women of fashion like their hosiery to match the colors of their shoes. But so many new shades appeared in the new shoes that hosiery manufacturers have not yet caught up with the demand.

At Wanamaker's it is a different story. We made unusual provision for just such an emergency. Here you will find fine stockings, silk to the top, at \$4 a pair and in the following colors:

Polo gray, shoe gray, castor, russet, Russian calf, nut brown and African brown.

(First Floor, Market)

3000 Pair of Silk Stockings at \$1.55 a Pair

First and second grade goods and under ordinary circumstances the first grade would be more than double this price.

Full-fashioned stockings, black, white and colors, silk to the top.

(West Aisle)

Young Women's New Plaid Skirts at \$14.50

Attractive wool plaid skirts, in the popular box pleated style. The material is of soft, fine wool; the colorings include black and white, tan and brown and navy and tan mixtures, and the skirts are well made.

Lengths from 32 to 35 inches, and waist measures from 25 to 29 inches.

(Second Floor, Chestnut)

The Color Is the Thing When It Comes to Veils

About nine women out of ten want a colored veil or at least a veil with colored dots, and there is no doubt about their effectiveness with the new hats.

Now the "Prince of Wales Hook" appears on women's umbrellas which are among our smartest novelties. The short hook handle is of malacca wood and the shank also is wood, the ribs have white tips and the colors of the fine silk covers are green, blue, purple and brown. Price, \$12.50.

There are both the colored dotted veils and the colored veils with woven designs in new today at \$1 and \$1.50 a yard.

Umbrellas having imported handle tips representing dogs' heads are favorites also. Price, \$13.50.

(Main Floor, Market)

Narrow, White Kid Belts

Some have smoked pearl buckles, some have kid-covered buckles, and others have novelty buckles.

Embroidered Net Flouncings are silk net, embroidered in self-colored silk, and the colors are cerise, gray, mahogany, brown and navy. Widths are 34 to 36 inches. Prices, \$2.25 and \$2.75.

(Main Floor, Central)

Men, Keep This in Mind!

Only Spring suits and overcoats of the finest kind are good enough for the Wanamaker Men's Clothing Store to sell, and the proof is surely here.

Men's Spring suits, \$32 to \$65.

Youths' suits specially modeled on youthful lines, \$28 to \$35.

Men's Spring overcoats, \$35 to \$65.

(Third Floor, Market)

Men's Fine Shirts in a \$2.35 Clearaway

One of those periodical disposals of odds and ends of Wanamaker shirts that many men are always on the lookout for.

This brings about 1500 soft cuff, plain negligé shirts at a price far below what any of them have been selling for.

There are shirts of satin broche, fine imported Manchester madras and other madras, and unusually good quality percale.

At \$2.35 each it will pay a man well to outfit himself in shirts for the whole summer.

(Main Floor, Market)

Men's 50c Neckties Are Beautiful

It has been a long while since 50c bought the kind of ties we are showing this Spring. Among the smart regimental stripes and polka-dots in particular the selection is fine.

Of our \$1 neckties, the best thing that any one could think of to say is that they are twice as good as the 50c ties.

(Main Floor, Market)

Men's Fine London Caps Halved in Price

Lincoln-Bennett Scotch tweed caps in browns, grays and Lovat greens. One-piece top styles in a good, full shape and just what men want now for golf and motoring.

Now \$2, which is half of their recent price and a third of the original.

(Main Floor, Market)

For the Man Who Needs Handkerchiefs

\$6 a dozen for extra-size handkerchiefs of sturdy Irish linen, with plain hemstitched hems, quarter and half-inch widths.

\$8 a dozen for handkerchiefs of exceptionally good quality linen, in plain hemstitched style.

50c apiece for colored handkerchiefs in colors to suit the masculine taste.

(West Aisle)

The Day and the Suits for the Boys

Norfolk suits in a splendid choice of chevets, worsteds and serges, all modeled on the finest lines and made with the extra care that means so much in looks, service and satisfaction.

Sizes for boys of 8 to 18 years at \$16.50 to \$35.

(Second Floor, Central)

Ready for Spring in the Great Gardening Store

Most fascinating corner of the Store now—for outdoor lovers—is the space set aside for all the garden things—bushes and trees and seeds and bulbs, hedges and plants and roots, and the things to work at them with.

The best in every instance that we can get for you. No use gambling with a thing that may grow. Wanamaker customers want, we know, the things that surely will grow. These are that kind.

Rosebushes, 60c each; \$6.50 a dozen

On receiving the bushes, do not place them in the cellar, but soak them for an hour in water and then plant, putting the junction of the root and the bush one inch below the surface of the ground.

- Magna Charta—bright pink.
- Mrs. John Laing—light pink.
- Paul Neyron—large deep rose.
- P. Cam. de Rohan—deep red.
- Killarney—pink or white.
- La France—light pink.
- General Jack—dark red.
- Frau Karl Druschki—pure white.
- American Beauty—red.
- Ulrich Brunner—cherry red.
- Baron Bonstetten—dark crimson.
- Baroness Rothschild—pale rose.
- Soleil d'Or.
- Dorothy Perkins—pink rambler.
- Baltimore Belle—white rambler.
- Yellow Rambler.
- Dean Hole—fresh pink.
- Betty—shaded golden yellow.
- Excelsa—red clusters.
- Etoile de France—crimson.
- Hermosa—pink.
- K. A. Victoria—pearly white.
- Harrison's Yellow.
- Ophelia—shaded salmon pink.
- Red Radiance.
- Sunburst—golden orange.
- Mme. Caroline Testout.

Hardy Shrubbery, 35c and 50c each

Deutzia (tall and dwarf varieties), Spiraea, Meek Orange (white), Forsythia (golden), Lilac (purple and white), Althea (red and white), Snowball, Weigela (pink), Clematis (white), Honeysuckle (bush and climbing varieties).

Fruit Trees and Vines

Apple, pear (Bartlett and Seckel), plum (Barbank and Abundance), cherry (Montmorency, Early Richmond, Windsor and Osheart), \$1.50 each; peach (Belle of Georgia and Elberta), \$1.25 each; Grapevines (Concord, Niagara, Moore's Early), 60c each.

Berry Bushes, 10c to 30c

Currant (Victoria and Fay's Prolific), raspberries (Cuthbert), blackberries (Ward), gooseberries (Houghton and Downing).

Bulbs for Immediate Planting

Dahlias, true to color; caladiums in two sizes, peonies in named varieties.

(Fourth Floor, Market)

