

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 <i>Unsettled</i>
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It Is the Beautiful New Goods That Make This Store So Interesting

Try to Add to the Gifts of Voice, Mind and Manners

industriously and studiously, all you can, day after day, by avoiding waste of time and by seizing opportunity.

If it is possible, go out of the way to lighten burdens.

A word spoken, or the writing of a line or letter, or a step taken to brighten the corner where we are, may bring wonderful joy and peace that will find its way to the giver as well as to the one who receives.

"Many a mickle makes a muckle," said our old Scotch-Irish friend.

[Signed] *John Wanamaker*

April 9, 1921.

April Is the Month for Diamonds

It is also the month of the Diamond Jubilee of the Wanamaker Store and so the Jewelry Store has arranged to place on exhibition some of the finest pieces of diamond jewelry in its collection.

This exhibition should be of very great interest to everybody who appreciates and loves beautiful jewels and artistic mountings. It will be found in one of the large glass cases in the Main Aisle near the Chestnut Street entrances. Among some of the handsomest pieces are:

- A circle brooch, priced at \$1275.
- A bar pin at \$1400.
- A La Valliere at \$2500.
- A diamond ring at \$3300.
- A bracelet at \$3500.

(Jewelry Store, Chestnut and Thirteenth)

Women's Redleaf Sports Hats From London for Spring and Summer

They have just been unboxed after their long journey across the ocean, and will have their first showing Monday morning.

Redleaf sports hats come to us direct from London, and are the smartest sports hats we know of for Philadelphia girls and women. They are in shapes that are both becoming and fashionable, the colors are charming, and we cannot get anything quite like them outside London.

This shipment includes both straw and wool hats—hats for tennis, golf, motoring, riding and all sports needs. Prices go from \$20 to \$30.

(Second Floor, Chestnut)

A New Sports Crepe in Silk and Wool

You would know almost without being told what it is intended for and that it will make the prettiest sports skirts imaginable.

It has a very high luster and comes in these shades, Neptune green, gray, henna, rose, brown and navy, 38 inches wide and \$5 a yard.

(First Floor, Chestnut)

Many Beautiful Silk Sweaters for Women Are \$25

They are real silk, too, and very unusual at this price. One can choose almost any color and there are a number of the newest styles.

And, if indications go for anything, the silk sweater is here to stay and women are going to have a number instead of one or two in their vacation trunks.

(First Floor, Central)

Rhinestone-Set Locket for \$10

They are on slender ribbons of black silk, and the lockets themselves are of silver, set with glinting, pretty rhinestones in the most interesting designs.

Others are round and oval and other shapes, they are usually flat, and they are uncommonly attractive for the price.

(Jewelry Store, Chestnut)

The cotton terry bath-trobes which women have been asking for are here—kimono shapes with pink and blue stripes and priced at \$8.

(Third Floor, Central)

Modesty Pieces Trimmed With Irish Lace

Modesty pieces are those attractive pieces to be worn in the front of the blouse or frock, and make the distinctive sort of finish for a dark gown.

These are all of fine, creamy net and are trimmed with Baby Irish lace and insertion and usually have just a touch of hand embroidery as well.

Prices \$8.75 to \$7.50.

(Main Floor, Central)

Lovely Moire Faille Ribbons, \$1.25 a Yard

In the fashionable width for girls and hat bows—seven inches.

The colors are jade green, soft gray, sapphire blue, navy blue, brown tones, tomato color and white shades.

(Main Floor, Central)

Exquisite Gray Gowns of Silk for Women

NOW that Fashion has discovered the beauty, the refinement and the becomingness of gray, it seems as if she couldn't get enough of it! Certainly we have no prettier gowns than the heavy silk crepes that have just been unpacked—all in the varied warm and cool shades of gray, grays all as lovely as those one sees in a cloud or a dove's breast.

Such gowns are often severely simple, with self-bindings, or a little beading, or finely pleated draperies for relief, depending entirely on color and cut and fabric for value. But a good many of them have perfectly chosen ornament of some kind—masses of eyelet work arranged

with precisely the right decorative effect, or some embroidery, perhaps in another color, or drawwork, or tiny graduated rosettes of smoky gray beads, or ornament of heavy loops and interlacings of cording. One simple frock has a flat girdle of very heavy gayly colored beads, and a richer one of taupe gray has its curious neck and sleeves lined with a delicious lacquer red and a broad girdle of turquoise green beads and gold tracery. Most striking of all is a cape dress, with dark chenille dots for decoration.

The prices of such frocks run from \$65 to \$200. Of course, there is as a rule but one of a kind.

(First Floor, Central)

The Handsomest Spring Wraps Are Using Fur Trimming

SUCH furs as natural and blended squirrel, lynx, caracal, either natural or beige color, and sometimes monkey.

Very often the fur forms the long Tuxedo front which has come to be such a feature in the new coats, wraps and capes. At other times it is in bands around the hem or forms a high collar.

Stitching in the same color as the fur and long silk fringe are other embellishments to these beautiful garments, which represent the very newest fashion of the moment. Chiefly, the materials are silk-and-wool duvetyne, satin and Canton crepe.

Prices have the wide range of \$87.50 to \$350.

(First Floor, Central)

Fawn Dyed Caracal Is a Fashionable Spring Fur

AND much used in those smart little separate collars and neckpieces which women like so well to wear with spring gowns and suits.

Quite new is a petal cape of the fawn dyed caracal, with a soft, fluffy fox collar of much the same shade. It is quite unusual and is \$175.

A fetching little throw scarf, with pointed ends that will be most

effective when the scarf is fastened, is \$50.

A longer scarf with fancy buttons of the caracal and longer ends is \$125.

Another novel piece is the neckpiece with an animal scarf of stone marten combined with the caracal—it is \$90.

And a short, smart little coat-cape, quite full, and with sleeves, has a high collar, silk cords, and is \$375.

(Second Floor, Chestnut)

Paris Sends Some Exquisite Handbags

These bags are of fine silks in navy, henna and gray, beautifully ornamented by hand with steel beads in extremely artistic designs. The bags are oval shape with covered frames and fancy carved clasps.

Price \$35.

(Main Floor, Chestnut)

Imported Bordered Voiles at \$2.50 a Yard

Decidedly the prettiest that we have seen for a long time at this price and they are among the most fashionable materials for the finer Summer frocks.

In rose, gray, navy, tan, light blue and white with embroidered borders of contrasting colors, 43 inches wide.

(First Floor, Chestnut)

Fresh as Posies and as Pretty—Young Women's Cotton Frocks

NEW ones are arriving daily, and just now there is wonderfully good choosing among the pretty cotton frocks for girls and young women. The styles are girlish and dainty, the materials are of good quality and in pleasing colors, and the dresses are carefully made.

New gingham frocks, for morning and better wear, \$7.50 to \$23.50.

Attractive new cotton voiles in plain colors, \$20.

Figured cotton voiles, many dark grounds with white collars

THE dining-room suits and bedroom suits offered at 40 per cent below market values in the Manufacturers' Readjustment Sale

are the kind a person buys once in a life-time. The reason why they are bought once in a life-time is because those who buy them don't want to change them and don't have to.

Being in standard styles, or periods, their beauty will still be good to look at years hence.

Being constructed on the soundest principles their quality is of the kind that lasts and lasts. It is a rare thing to be able to choose from suits of this class at a 40 per cent advantage in price.

(Fifth Floor, Chestnut)

An Attractive Showing of Enfield Garden Pottery

AS a garnishment for lawns, gardens and verandas, Enfield pottery is highly esteemed. The collection shown on the Fifth Floor, near the Little House, is full of interest, comprising a charming diversity of vases and jars, many of them modeled after the famous garden potteries of Italy, others showing Chinese influence.

A large Roman vase is a reproduction of an original in the museum at Ravenna, Italy. It is one of the finest specimens made in this country. One of the notable things about this pottery is the great variety of colors and finishes in which it comes—unglazed, buff, orange buff, deep buff-tan, buff-red, rich red-brown, unglazed red and buff and bright glazes and enamels, the latter in olive green, and deep luminous blue.

It is worthy of note that vases and jars of Enfield pottery are specified by leading architects for garden decoration.

(Fifth Floor, Chestnut)

Superb Irish Hand-Loomed Table Linens

These are truly beautiful goods. Table covers and napkins of double damask, woven of fine selected flax yarns on hand looms in the County of Down.

They are grass-bleached to a marvelous degree of lustrous satin-like beauty and richly patterned in picturesque designs including some lovely floral effects.

About ten different styles and grades:

- Table cloths—
- 72x72 inches, \$18.75 to \$22.50 each
- 72x90 inches, \$22.75 to \$27.50 each
- 72x108 inches, \$27.50 to \$32.50 each
- 81x81 inches, \$22.50 to \$30 each
- Napkins to match, 22½x22½ inches, \$25.75 to \$35 dozen.
- 27x27 inches, \$35 to \$45 a dozen.

(First Floor, Chestnut)

New Books

"The Enchanted Canyon," by Honore Willis; price \$2. The first novel by an author of standing which has staged its crucial scenes within the stupendous walls of the Grand Canyon of the Colorado.

"The Noise of the World," by Adriana Spadoni; price \$2. By the author of "The Swing of the Pendulum." A thoughtful and interesting piece of work.

"The Chestermark Instinct," by J. S. Fletcher; price \$2. A book dealing with an extraordinary disappearance—one which holds the attention to the last page.

(Main Floor, Thirteenth)

YOU would be surprised to know how many furs and winter garments are already coming to us for storage. Every piece settled for the Summer in our famous Cold Storage Vault is secure from moths, fire, dampness and thieves.

Simply telephone Filbert 1 and our wagon will call.

(Third Floor, Central)

Ruffled organdie flouncings may now be had with white dots on colored grounds. They are 40 inches wide and \$3.50 a yard.

(Main Floor, Central)

A Host of Irish Handkerchiefs at Remarkable Prices

They are all of firm, good Irish linen and prices are notably small for such qualities.

At \$1.90 a Dozen are women's initial handkerchiefs—fresh, snowy squares, with narrow hems, and neatly embroidered letter in one corner.

At \$4.50 a Dozen are men's initial handkerchiefs—(West Aisle)

Save a Third on Aluminum Ware

Good cooking utensils of the kind every housewife wants.

Not thin, flimsy second-grade aluminum, but a standard high-grade quality—strong, substantial, durable, with a familiar trademark name stamped on every piece.

Priced a full third less than heretofore:

- Coffee pots, 2-quart size, wooden handles, \$2.50.
- Cooking kettles, 4-quart size, with lid and bail handle, \$1.90.
- Double boilers, 2-quart size, \$2.45.
- Saucepans 3-pint size, double lip, 70c.
- Tea kettles, 5-quart size, wooden handle and knobs, \$4.50.

(Fourth Floor, Market)



Some Reasons for Buying Your Piano at Wanamaker's

No need to urge people to buy pianos. Nearly everybody will buy a piano who can, because nearly everybody recognizes the importance of music, and wants its mighty influence in their home.

But not everybody may know the superior advantages of buying his piano in the Wanamaker Piano Salons.

These advantages are many. Of the very first importance is it that here the prospective purchaser will find grouped together under one roof the finest makes of pianos in America—to be found nowhere else in Philadelphia or New York than at the Wanamaker Stores.

The CHICKERING, the SCHOMACKER and the celebrated KNABE, are names that need no praise in musical circles, because all musicians know that they stand for the supreme excellence of piano making. They can be purchased only here.

Here, too, and here only, are six other notable makes of pianos, including the EMERSON, the LINDEMAN and J. C. CAMPBELL, each famous in its own way.

Besides the assurance of finding only the approved makes of pianos here and in a variety—nine different makes to give wide scope for choosing—there is the further assurance of price.

A piano costs no more because it is purchased in the beautiful Egyptian Hall or one of its surrounding salons of music.

Here we give music the architectural setting we think it should have—space, beauty, privacy and acoustics for testing. But it adds not a dollar to the price. The same in any city are the prices on these nationally known instruments.

Here, too, you have the services of musically-trained salespeople, who know music and know pianos, and can assist you in every way in your choice.

A further advantage is the convenient terms of payment that may be arranged—including the acceptance of used pianos in part-payment if desired.)

The magnificent reproducing piano, the AMPICO, may be heard and purchased only at Wanamaker's.

This of itself is enough to bring the prospective purchaser of a piano here.

The complete service of this musical house is at your disposal, whether you plan to buy a piano (or a player-piano) of little or considerable cost.

(Egyptian Hall, Second Floor)

Clearaway of Cretonnes—Domestic and Imported

Only one or two pieces of a kind, but 20 to 50 yards in a piece. Patterns that we cannot re-order. Hence the fallen price.

50 a yard for domestic cretonnes. Good designs and colorings.

90c a yard for a miscellaneous collection of imported cretonnes, including a few printed linens that were much more.

(Fifth Floor, Market)



The Summer Rug Season Is Happily Here

Happily, because almost every one loves the time of outdoor life.

The business of Summer rug making has developed amazingly since porches are furnished so attractively and since so many people use clean, cool floor coverings for the Summer months.

This showing of Summer rugs surpasses any we have had before. It includes:

Rug rugs in a half dozen different weaves including plain centers with fancy borders, hit-and-miss effects, candy stripes and other patterns.

Japanese rush rugs including our special importation of Pueblos with center figures and distinct lines in the borders. Among these Japanese rush rugs are the extremely effective two-color block designs and rugs with natural colored centers and checked borders. There are also other rugs with natural color centers and band borders.

Fiber rugs, which also include wool fiber, are in soft colors and a good variety of designs.

Grass rugs bring the well-known Crex and some herringbone weaves as well as figured and plain rugs.

New this year since before the war are the handsome Mourzouk rugs from Belgium in striking designs and bold colors. All of the above rugs are marked at fair prices and in some cases lower prices than are general.

(Seventh Floor, Chestnut)