

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 Wanamaker Store Is Working Whole-Heartedly for Normalcy

President Harding's First Message

(Read Every Word)

At first sight proves to be what was expected from a practical man, wisely or unwisely trying not only to cover the entire ground of the vast territory and needs of "the states" and the multitudinous questions growing out of unsettled war conditions, but also the ways and means of reconstructions and resurreptions necessary to bring back the

"good old times we used to have."

To do this it was quite natural for the President to gratify his advisers. The innumerable subjects and the seriousness and perplexities of existing conditions, as a whole, seem to be almost beyond the conceptions of an average human mind, but we have already been assured by the President in his inaugural that with the assistance of his chosen fellow-laborers in the various departments of the Government, and with malice toward none and good will to all the world, they will address themselves diligently to meet the expectations of the public, relying upon the patience and helpfulness of the newspapers, speaking for their respective communities, for suggestions, fair judgments and counsel, and upon their active efforts to sustain them in what shall be promptly and faithfully undertaken for the betterment of conditions as rapidly as possible.

Let every man and woman contribute his or her best talents and influence to support the new administration.

[Signed] *John Wanamaker*

April 13, 1921.

New Styles in Silk Mourning Handbags

Four new shapes, all in one-piece style with gunmetal frames and lined with dark gray and purple satin. The silks are faille, moire and brocade, some imported, and the bags are rich and distinctive. Prices, \$6 to \$10. (Main Floor, Chestnut)

It's Easy to Achieve a New Hat With This Untrimmed Millinery

To choose from—there are so many attractive hats that need little to make them wearable! There are numbers of small hats that need but an ornament or a bow to complete them, plenty of wide-brimmed hats that will be lovely wreathed with flowers, fruit, and other hats that need little to trim them. There are black and colored straws, rough and smooth weaves, two-toned effects and ever so many more. Prices start at \$1.75 and go to \$16. (Second Floor, Chestnut)

"Youthful and Pretty" Describes These New Blouses

Part of the youthful look comes from the new round collar or the one of square outline—both of which women like so much for their sport suits. All three styles are in striped dainty, one is quite plain, except for tiny box pleats. Another has a row of pleated frills and the third is a novel over-blouse with a leather belt. Prices are quite inexpensive, \$2.50 and \$7.50. (Third Floor, Central)

Three Special Groups of Women's Stockings

At \$1 a pair, artificial silk stockings in black, white, fawn, navy, cardinal, Russian calf and bronze. Made with cotton soles and tops and seamed legs. At \$1.50 a pair, Richelieu ribbed black silk with cotton tops and soles, "seconds." At \$2.50 a pair, black silk with openwork ankles, cotton tops and soles, "seconds." (West Aisle)

Women interested in knitting and crocheting will find some curiously interesting new models tomorrow in the Art Needlework Store—a parasol cover, a hat, a bag and a slipper. Also a new automobile rug crocheted of wool with a tartan pattern worked into it. Any tartan desired can be put in.

(Second Floor, Central)

THE latest fashion leaning towards the use of fuzzy, long-napped cloths such as chevrons may be seen to advantage in some really beautiful suits recently brought into the Women's Fashion Salons. The woolen in them is English, and the colors are delightful, fresh blues, grays, tans, russets and heathers, besides rose and shrimp colors. The prices are surprisingly small—\$40 to \$65. (First Floor, Central)

Imitation Jade Jewelry of Unusual Charm

Not only is the color very good, but the pieces are in new designs and unusually pleasing. There are imitation jade necklaces made up of the imitation jade beads and pendants, sometimes combined with metal ornaments and on slender metal chains. These are \$5 to \$6. New earrings, mostly in the popular hoop and pendant effects—one hoop with delicately carved birds inside is strikingly effective—are \$1 to \$10.50. Hat pins, and these include many of novel designs, are \$2 to \$7.50. (Jewelry Store, Chestnut)

New Russian Sables of Great Beauty

The woman who knows and admires beautiful sables will find much to delight her in this collection, for the skins are full and fluffy, they are of that rich, dark brown coloring and the beautiful marking found only in the fine Russian sables. Single-skin scarfs are \$165 to \$300. Two-skin scarfs are \$400 to \$750. (Second Floor, Chestnut)

A Black Satin Wrap Is a Good Choice Now

With the warmer days of late Spring coming on apace and many women in a quandary as to what they are going to wear for a handsome wrap. There are both coats and capes of this material, but they all show the fashionable straight line, many have the Tuxedo collar and a number are trimmed with caracul fur or long silk fringe, even long-fringed tassels. One of the novelties is a reversible cape of black satin with a bright colored silk inside. It has a scarf collar with fringed ends. The prices of these beautiful satin capes and wraps begin at \$57.50 and go up to \$225. (First Floor, Central)

White Silks and Satins for Sports and Formal Wear

They call them "sports" silks and satins, but they are much too lovely to be confined to sporting wear. Any purpose from morning wear to bridal wear, many of them are appropriate and fashionable. A beautiful variety is shown here, including plain and novelty silks, striped, brocaded, cross-bar and checked patterns, satin baronet, crepe meteor and Canton crepe—all in the snowy white fashion approved for Summer wear. (First Floor, Chestnut)

A New Tweed Sports Suit for Young Women—\$48.50

It is in a good sports model, with a jacket of comfortable and becoming length, four generous-size pockets, and a narrow belt, which buckles. The skirt is plain tailored, with slit pockets. The tweed is in tan, brown, light blue, navy blue and rose mixtures, and there are 14 to 20 year sizes. (Second Floor, Chestnut)

Exquisite Lingerie With Real Laces

Sheer batiste undergarments of a perfect simplicity and refinement, with their real filets and baby Irish laces and their dainty pale-tinted ribbons, may be seen just now in the French Room. The straight chemises with baby Irish are \$6.50 and \$7.50; with filets, \$17.50 to \$8.75. Envelope chemises with baby Irish are \$4.75 and \$9.75; with filets, \$8.50 to \$19.75. Nightgowns with real Irish are \$10.75 to \$32.50. Drawers with Irish are \$4.25 to \$12.75; with filets, \$10.50. Bloomers with Irish are \$4.75, and with filets, \$9.75. (Third Floor, Chestnut)

Letitia Corsets

Every now and then some young woman who asks for Letitia assures us that she has never worn any other make of corset—a fact which shows how popular they really are. From the time we introduced them, years ago, they have had the same characteristics—wonderfully good lines, pretty materials, more than the average quality of comfort and very moderate prices. Our latest shipment includes models for young girls, for their grandmothers and for all the ages between. \$3.50 to \$13. (Third Floor, Chestnut)

HOW ONE FEELS IN BUYING ONE OF THESE FINE DINING-ROOM OR BEDROOM SUITS AT 40 PER CENT LESS

There is a satisfaction in buying something that one knows to be the most genuine thing of its kind, something that carries in its materials and make-up the substance of good value and good service; something, moreover, that carries in its proportions, design and decoration the charm of a handsome appearance. That is the feeling which goes with the buying of just such merchandise as the dining-room and bedroom suits we are offering, at a saving of 40 per cent in the Manufacturers' Readjustment Sale.

They are reliably believed to be the finest suits ever offered in the same selection at so large a saving. There were so many in the purchase—the stock on hand of four leading makers—that the choice is still surprisingly good, although not so good as to justify anybody in delaying to purchase. In mahogany and walnut and in a variety of the most favored styles. (Fifth Floor, Chestnut)

18,000 Volumes of War Books at 10c, 15c and 20c

Think of Mary Roberts Rinehart's "Altar of Freedom" for 15c. Think of Captain H. G. Gilliland's tremendous story of his experience in the German prison for 15c; of Harold Begbie's brilliant biography of Lord Kitchener for 20c. These are included among the forty-two different titles of great war books in this extraordinary sale. All bound books, excellently printed, creditable in any library, many of them richly illustrated. (Main Floor, Thirtieth)

Desk Sets That Tempt One to Write Letters

Just as pretty as they can be and in the lighter colors suitable for Summer homes, in rose, blue, gray, lavender and green. Some are of cloth covered with celluloid, others are ceramic leather. Prices from \$9 up to \$20 for the set. (Jewelry Store, Chestnut and Thirtieth)

Don't Neglect Your Piano

The best piano will not do justice to itself if not kept in perfect tune. It not only does a piano no good, but it does it positive harm to neglect it in this important matter. Send for our expert tuners, and so make sure it is kept in perfect repair. The charge is \$2.50 and up, according to distance. (Second Gallery, Market)

Music for Every Player-Piano

The newest music rolls for every player-piano will always be found here. A vast library containing thousands of rolls, and a series of private rooms where the music-buyer may try them out, hear them played. (Second Gallery, Market)

New From St. Gall—Embroidery Flouncings

Lovely flouncings of sheer white and ecru batiste, the sort of thing so much in favor for lingerie dresses. The width is 40 inches, and the prices \$4.75 and \$5.50 a yard. (First Floor, Chestnut)

Imitation Filet Flouncings

It's a wonderful season for lace—whole dresses are made of it, and dress is one of the favorites. These flouncings are cream and white; 34 to 36 inches, and priced at \$3 to \$5.25. (Main Floor, Central)

New Fine Quality Percales for 28c a Yard

In fact we are not afraid to say that they are the best grade of these popular Summer cottons. They are all fast colors and there are at least 125 styles in stripes, checks, small figures and plain colors. All are one yard wide. These percales are particularly good for men's shirts on account of their wearing and washing so well and for the same reason for women's and children's dresses. (First Floor, Chestnut)

The Trout Season Opens Friday



April 13th is a real better day on the calendar of trout fishermen in Pennsylvania, for then they may fare forth to whip the streams for this gummy fish. Fly rods, \$5.50 to \$60. Steel fly rods, \$2 to \$7.50. Reels, \$6 to \$62. Tapered lines, \$2 to \$15. Leaders, 25 to \$1. Flies, 20c each; \$2 (assort). Tackle, \$3.50 to \$4.50. Tackle sets, \$1 to \$6. Wading boots, \$21 and \$25 a pair. Fly books, \$2 and \$1.75. Fly boxes, 30c to \$2. Also some Hardy and Scotch flies and a good assortment of suitable lures.

(The Gallery, Juniper)

THE China Store has received more of that creamy Italian pottery with colored decoration in relief—candy jars, flower bowls, candlesticks, flower boxes, comports and so on. Prices run from \$1.75 for a large centerpiece. (Fourth Floor, Chestnut)

New White Corduroy Coats for Children—\$4.50

This is quite a moderate price for such coats, and mothers of 1 and 2 year olds will be glad to get these attractive little Spring wraps for their children. The coats are all of good quality white corduroy, wide waist, and they are well made. \$4.50. Blue serge coats in many new styles, and in 2 to 6 year sizes, are \$8.50 to \$18. Sports coat of tan wool, 2 to 6 year sizes, \$11.00. Wool jersey coats, women styles, 2 to 6 year sizes, \$25. And there are new hats to go with the coats, too—white corduroy hats, \$2.25 and \$3.50; serge hats, \$3.50; straw hats, black, blue and brown, \$2 to \$3.50. (Third Floor, Chestnut)

For All Men to Read and Think Over

It is true that men's suits are much better than they have been and their prices much lower, but just the same it is no less true now than it has always been that some suits are better than others. Putting it another way, the betterment in men's suit qualities and in men's suit values means more in the Store that has always stood for the best, and the Wanamaker Store has never stood and never can stand for anything less. Men who know much about suit qualities and suit prices will be satisfied to know that the excellence of Wanamaker suits is as real today as it has always been. If anything, it is greater than it has ever been in comparison with any other ready-to-wear suits sold anywhere else for the same prices—\$32 to \$65 for regular styles and \$28 to \$40 for suits specially modeled for youths and young men. It is a stock of suits made from fresh, new fabrics and free from old, inferior materials that became so common of late years. These are Wanamaker standard wools, modeled and tailored in the Wanamaker way. No finer goods, no better tailoring, no more correct fashions are known in the men's clothing business of this country. There is such a splendid choice of fancy mixed fabrics and, of course, blue serges. (Third Floor, Market)



There is everything a man wanting a Spring suit and wanting it right can wish for. (Third Floor, Market)

Colored Handkerchiefs Unusual for 55c

Designs and colors that you'd expect to find in more expensive handkerchiefs—that is what you will see in this collection. Plenty of browns, blues, greens, grays and violets are the colors, and there's a wide range of good patterns. (West Aisle)

New Terry Bath Robes Are Lower in Price

We have just unboxed a shipment of terry bath robes for Summer wear. They are in plain and mixed colors, both in a jacquard weave, and no man who has ever used a terry robe need be told its merits. Prices are now \$7.50 and \$10, which is less than these robes have been for some time. (Main Floor, Market)

"The Best Bay Rum I've Found Anywhere"

So said a certain traveling man who always stops to buy a bottle when he comes to this city. Many other men feel the same way about this bay rum. It is a pleasant thing to use after shaving. A good-sized bottle for 60c. Larger ones at \$1 and \$2 and a gallon at \$7.75. (Main Floor, Chestnut)

Boys' Spring Suits With a Difference

The difference is the difference that good quality always makes in the looks and the wear of boys' clothing. In Wanamaker boys' Spring suits it is noticeable, it is real. It means better fabrics, better tailoring, better trimmings and better finish. But while the difference in favor of Wanamaker boys' suits is so pronounced as regards quality, their prices are as moderate as can be. \$16.50 to \$35 for Norfolk suits in sizes for boys of 8 to 18 years. A wonderfully good variety to select from. (Second Floor, Central)

MEZZOTINTS and hand-colored prints in black glass frames are a recent departure—and very effective they are. The prints are the familiar old subjects known as "London Cries" and are \$10 each; the mezzotints are \$30 to \$50.

(Fifth Floor, Market)

New Wool Wilton Rugs at New Lower Prices

Splendid goods in a great variety of patterns and colors suitable for any style of furnishing. 9x12 ft., \$75 and \$81. 6x9 ft., \$48.50 and \$50. 8x10 ft., \$72.50 and \$78.50. 7x9 ft., \$41.50. 27x34 in., \$9. (Seventh Floor, Chestnut)

These Snowy White Marquisette Curtains

are just the draperies housewives are asking for to freshen up windows for Spring and Summer. Hundreds of new pairs just in. A good quality with hemstitched edges. Priced very reasonably at \$1.50 a pair. Hemstitched marquisette curtains with a more lustrous finish are \$1.85 a pair. Curtains marquisette by the yard at 20c, 30c and up to 75c a yard. About 2000 yards of bordered voile at 60c a yard, one-third less than usual. (Fifth Floor, Market)

There Are Four Ways of Sewing on a Machine

One is the old foot-power way. Many women still use it. They either have the machine, or they have no electricity. For those who still prefer the conventional type of sewing machine run by foot power, there is no better machine made than the WANAMAKER ROTARY. It has labor-saving and efficiency features that commend it to every experienced sewer. We shall be glad to point them out, and also to explain the convenient terms by which its price of \$53.50 may be paid. The new way, of course, for those who can have it, is the ELECTRIC SEWING MACHINE. Small, easily portable, usable with no back-breaking and no exertion whatever, it is the ideal method of sewing. The best are here at the new lowered prices \$58, \$77 and \$87. They are an investment that will pay for life. There are two other methods. You may have a small portable hand-sewing machine that does the work excellently, involves no foot power, and costs but \$21. Or we can attach a small electric motor to any sewing machine you have and make it as efficient as the outright electric machine. Let us show you all about SEWING MACHINES OF EVERY KIND. No better variety, no better machines, no better prices than here. (Fourth Floor, Central)