

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

The People Are Profiting by This Store's Long Years of Experience

Sixty Seasons Have Seasoned and Schooled Us

for the great work we laid out for ourselves, when we sketched out and structured this

New Kind of Store

which we first opened in 1861. Little by little, with its framework enlarged more fully, we, in 1875, opened up preparations

for the Grand Depot

When Fortune Favored the Brave

In those days, there were no such large stores as there are now.

People were not known to visit and enjoy the sights of new goods as they do now.

In old times, a manager stood inside of the store and directed all comers.

When a looker said, "I will take that," the purchase was a sealed pact; and nothing was expected to come back, and when it did, it was for exchange and not for return of money.

All this was changed by the New Grand Depot. People flocked to it and they have done so ever since. They were, and are still, always welcomed.

Monthly accounts, bills rendered the end of the month, were encouraged as a convenience to the customer and a saving of time to the clerks.

Hospitalities of public comfort were arranged and people came from the country to spend the day.

(More anon—to be continued)

[Signed]

John Wanamaker

April 14, 1921.

Prices Drop to \$35 on Women's Silk Jersey Dresses

These dresses have been \$7 and \$10 more, but sizes are broken and the season is advancing and we should like to say good-by to them.

There are tie-back bodices and accordion skirts and coat dresses with heavy embroidery and several types of tunic dresses; and there is a pretty good range of colors—gray, navy, tan, black and browns.

Everybody's size is here in one style, if not in another.

(First Floor, Central)

The Finest Silk Lingerie

that a woman of taste could desire can be seen these days in the French Room.

Envelope chemises of pale pink crepe de chine are some of them; severely tailored and some of them trimmed with flit and Valenciennes. The first are \$6.75 and \$7.75; the second \$12 and \$13.50.

Straight chemises of pink nixon are also both tailored and lace, are priced at \$16.50 to \$37.50; and they have drawers to match.

(Third Floor, Chestnut)

The Kind of Silk Stockings That Women Want Now

Pure dye silk to the top, in black, white, grays, tans and navy, \$2.50 a pair.

Fine chiffon silk in black, white and shoe shades, \$3.50 and \$5 a pair.

Black, white and colored silk to the top, with openwork ankles, \$5 a pair.

Full fashioned all silk with hand-embroidered clocks, \$5 a pair.

(First Floor, Market)

A Slipper for Women Who Like Both Brown and Bronze

New in the Exclusive Little Boot Shop is a slipper of lightweight Russia calf in a chestnut brown color that will combine admirably with bronze buckles. It will serve any purpose for which either a brown or a bronze slipper is required, besides giving sturdier service than the average bronze slipper.

Finely modeled and fashioned with narrow toe, and two-inch heel, priced \$17.

Bronze buckles to wear with it, (if desired, \$7 to \$50).

(Exclusive Little Boot Shop, First Floor, Market)

Fine Embroidered Swisses From St. Gall

They are slow in coming over this year, but when they do get here they go out very quickly. Just now there is a good assortment.

The colored Swisses with white dots are particularly fashionable, but there are also plenty of other kinds—white with colored dots or black and white effects. 30 to 31 inches wide and \$1.50, \$1.75, \$2 and \$2.25 a yard.

(First Floor, Chestnut)

So many women are asking for them that we here make mention of the white silk camisoles we are getting in. They are washable, of course, and usually made dainty and pretty with lace. They have shoulder straps and built-up shoulders, and cost \$2 to \$5.

Handy Little Boxes of Safety Pins

They hold all the desirable sizes of safety pins from the tiny ones to those of much larger size—and each size is in a separate compartment.

Nickel-finish pins, \$1.25 a box. Assorted, nickel and gold-plated pins, \$1.50 a box.

Gold-plated pins, \$1.75 a box. And each box holds twelve dozen pins.

(Main Floor, Central)



For the Steamer Trip Picturesque Traveling Coats

They seem just made for a European tour, they are distinctive looking and, at the same time, practical for hard wear. There are a great many women asking for such coats just now.

One that appeals to numerous women is a soft silk finished Bolivia in fawn color with the upper part and wrap-like sleeves of a red plaid. Long scarf ends finished with tassels add the final touch to this charming wrap.

A navy blue velour with an over plaid of gray is another extremely pretty coat. In the rougher cloths, there are Scotch xibeline capes and coats, very good looking and warm, and, of course, the genuine camel-hair coats and capes that some women prefer to anything else.

Prices go from \$87.50 to \$175.

(First Floor, Central)

Sterling Silver Tea Services in Discontinued Patterns

And therefore with very much smaller prices than it would be possible to find at ordinary times.

They are all seven-piece tea services in period patterns of the most desirable kinds. They are such handsome silver as people buy to live with and are proud to hand down to their children.

(Jewelry Store, Chestnut)

Among the patterns are George II, Louis XVI, Lansdowne, Paul Revere, Harwood, Vitruvian, Pompeian, Louis XIV and Italian Renaissance. New prices are from \$860 up to \$3000 for the seven-piece service. The service cannot be broken, but there are a number of other pieces to match at the same low prices.

New American and English Hats for Girls

In the collection of American hats a girl will find no end of attractive styles, for every occasion. Many are of fine straws, simply trimmed with bands or streamers, others are trimmed with ribbons and flowers. They are suitable for girls of many ages, and are just as pretty as can be. \$3.75 to \$15.

(Second Floor, Chestnut)

The English hats ("Redden" hats) are all sports hats—smart, good-looking hats of fine straws, and of fancy novelty weaves, in some of the prettiest colors imaginable. They are trimmed with ribbon, velvet bands and bows or satin ribbons and are most attractive. \$12 to \$25.

New Books

"Mystic Isles of the South Seas," by Frederick O'Brien, author of "White Shadows in the South Seas," etc. Price \$5. The witchery of the far South Sea Isles is captured once more, but there is more than travel in this story—there is philosophy and humor and romance.

"Recollections of the Empress Eugenie," by Augustin Filion. Price \$5. The writer is a well-known French man of letters, and a sympathetic observer and critic of England. The personal note is dominant in the book.

"Hope Farm Notes," by Herbert W. Collingwood; \$1.50. Twenty-five of the well-known articles already published in the "Rural New Yorker."

(Main Floor, Thirteenth)

Bead Necklaces in Warm, Glowing Red

You will admire the color at once, for it is one of those warm, rich reds that is a delight to the eye. And the beads are so sparkling and bright it makes them even more attractive.

The necklaces are in the fashionable lengths, they are of graduated beads in different sizes, and they are just the right weight to wear comfortably.

Prices begin at \$4.50 and go to \$15.

(Jewelry Store, Chestnut)

HAVE you had your share of the war books now selling at 10c, 15c and 20c in the Book Store?

Take a look at them.

(Main Floor, Thirteenth)

Silk News and New Silks

Raw silk is scarce. The Japanese silk farmers have curtailed their production.

But daily this Silk Store is selling fresh, new silks just out of their packages.

All of them are bought to good advantage, moderately priced, with profits no more than they ought to be. Calling a silk "worth \$4," and selling it for \$2, does not enhance the actual quality of the silk. Ours are bought as low as GOOD silks can be bought for. And we do not exaggerate their values.

Two New Silks in for Tomorrow

A delightful glace satin in all the evening colors, 36 inches wide, \$3 a yard. Checked tulle in new and very smart combinations—small checks of henna and black is one of the prettiest—36 inches wide, \$4 a yard.

(First Floor, Chestnut)

Low-Priced Handbags of Silk and Leather

The silk bags are of moire and satin-striped silk in black, navy, taupe and brown, in two shapes and two styles of metal frames. They are \$3 and are remarkable for the price.

The leather bags are of bright and dull, pin seal and cobra grain seal, in black, navy and brown. They are in a flat shape with a large flap and are \$4.75.

(Main Floor, Chestnut)

Especially Good Values in Summer Bed Muslins

Fuller muslin 42x54 inches at 25c.

46x36 inches at 30c.

Sheets 72x99 inches at \$1.45.

81x90 inches at \$1.65.

81x99 inches at \$1.75.

90x99 inches at \$2.

(First Floor, Chestnut)

For a Bright Spot in the Garden

Get some of these healthy cannas roots. Their glowing reds and yellows will more than repay you. The best we can get, 10c each, \$1 a dozen.

(Fourth Floor, Market)

Guaranteed Steel Scissors, Special at 50c

We have taken over a manufacturer's surplus of high-grade finished steel scissors at the price of ordinary cast scissors.

Nickel plated, some with guarded/white handles (ivory effect). All sizes, from three to six inch, including regular sewing scissors, embroidery and button-hole scissors and manicure scissors.

All 50c a pair—we never saw better for twice that.

(Fourth Floor, Central)

100 Silk Sports Skirts Special at \$12.75

Made of a beautiful quality heavy silk sports crepe with self-colored stripes or designs in a satin finish.

They are made, too, in such pretty styles, slightly gathered front, full-gathered back and sport pockets. There are a few only of each kind, but some lovely colors—rose, turquoise, gray, oyster white, tan, navy and black. All are good colors to wear with sweaters.

The price is just the cost of the material.

(East Aisle)

Men's Spring Suits Built on the Old Principle of Quality First

The man who buys his new Spring suit from the viewpoint of an investor is the wise man.

The one thing he does not overlook is quality, because he knows, as every wise man knows, that good quality is the first essential of a good investment in any kind of merchandise, from a shoe-lace to a piano.

Now there is no secret as to the things that make for good quality in men's suits. They are the same today as they have always been.

No man of intelligence needs to be told what they are, but every man needs to keep his eyes open so as not to take the semblance of quality for the reality.

In the Wanamaker Men's Clothing Store he never can make that mistake, because the quality of Wanamaker Men's Clothing is real, all the way through. It is based on the reality of good woolen fabrics, expertly fashioned, tailored to stand the test of service and to hold their fine, fashionable lines.

Prices for youths' suits, \$28 to \$40; prices for regular suits, \$32 to \$65.

Men's Summer Foulard Neckties From London

The first large shipment of these beautiful ties has just arrived. They are a delight to behold in their gay summer colors and distinctive designs, including the much-favored dotted ties.

Noteworthy, also, are the bandanna patterns, with their fancy ends, to wear when waistcoats are discarded.

Price, \$2.

(Main Floor, Market)

Men's London Soft Hats Superb in Style

These Lincoln-Bennett soft hats for men have no equals at their present lowered price and no superiors at any price. All men who have seen them admire their shapes and their delightful spring colorings.

Price \$8 now.

(Main Floor, Market)

Men's Brogue Oxfords of Fine Cordovan

Cordovan is not a color shade, as so many think, so these shoes are of Cordovan leather in black and mahogany.

Real square-toed brogues with long wing tips, much perforation, wide shanks and low, broad heels.

Young men will be keen for them. Price, \$13 a pair.

(Main Floor, Market)

Colonial Rag Rugs at Lowered Prices

Last month these rugs were nearly double the prices marked on them for tomorrow.

All clean, fresh goods from regular stocks and specially purchased. No odd lots.

9x12 ft.	\$12.75	36x72 in.	\$2.35
7.6x10.6 ft.	\$10.50	30x60 in.	\$1.65
6x9 ft.	\$6.75	27x54 in.	\$1.50
12x12 ft.	\$20	24x36 in.	\$1.00
12x15 ft.	\$24.50	24x36 in.	80c

(Seventh Floor, Chestnut)

Boys' Suits With Extra Trousers That Are Real Investments

The boys' suits with extra trousers in our stocks are of the good, reliable kind, made of good, sound fabrics and made to look well and last long. There are suits in which the extra trousers are made up for by a lack of quality in fabrics, making, or both. Not so in these suits. We offer them as the best extra-trouser suits to be had for the money, feeling certain they come up to that description.

In 8 to 18 year sizes at \$16.50, \$18, \$20, \$22.50 and \$25. In a plentiful choice of fabrics and in the best Norfolk models.

(Second Floor, Central)

Most Women Like Filet Net Curtains

They are practical, dainty and in good taste. We have them with pretty little figure patterns, hemmed edges and sometimes a lace finish, at \$2.25 to \$4.50 a pair—about a third less than we could sell this kind for last Spring.

Filet net curtaining by the yard is 40c to \$1

(Fifth Floor, Market)

People Buy These Dining-Room and Bedroom Suits Feeling They Are "Getting Something"

THAT is how they feel about it and that is how more than one of them has expressed it. There is a good deal in the expression. It means that one is buying something for the years, something that will mean a real and permanent enhancement of the home and that will lift it to a new dignity.

Yes, it is a fact that people who are buying these suits at a saving of 40 per cent are "getting something."

They are getting the finest suits made in America. They are getting cabinet-work that combines stability with beauty and gracefulness in a way that is unsurpassed. They are getting furniture that is as true and appealing in design as it is sound in construction and fine in finish.

They are sharing in an unexampled offering. Let anybody who would do likewise act at once. The supply is still good, but the opportunities too rare to continue.

In walnut and in mahogany and in a choice of many favored period designs.

(Fifth Floor, Chestnut)