

# What a Wonderful Helpmate This Big Store Is

## Who Ever Saw a Woman That Looked Ugly if Properly Dressed?

She may not, in her own mirror, look pleasing to herself, but that is because she cannot see with her own eyes what others see in her.

To be fitly dressed is the whole thing.

It is true, however, that many women do not realize the need of taking the time to study how to thoroughly represent themselves properly, or seek the assistance of skilled architects of color, shape, characteristics and fitness.

This means a good deal to some who hastily put on what seems pleasing on another person.

Get the best helper to be well dressed.

[Signed] *John Wanamaker*

March 4, 1922.

## Paris in a Brown Study Over Spring Millinery

Today brown is the color that holds first place in the affections of the Paris milliners. A reflection of it was seen in the many brown costumes and hats at the wedding of Princess Mary of England.

Now comes a charming example of one of Maria Guy's new hats for Spring in a rich cocoa brown double turban with a novel arrangement of brown Chantilly lace stitched in silk and hanging in graceful fashion partly over the face and down the left side.

The fashion has already reached our Millinery Salons and there women will find all the shades of brown that Paris is using—from the golden Havana color to cocoa, tortoise shell and the darker wood browns.

They are used in copies of some of the newest Paris hats and in shapes that are thoroughly delightful and novel. They will be becoming to many women because of their variety. Prices start at \$18.

(Second Floor)

## Baby Blankets and Quilts Soft and Full of Rest

A soft pink blanket with cunning white chicks all over it is only \$1. Another in pink and white squares, nicely bound, is \$2. And there are other dainty ones in pink, blue or white at 75c to \$4.50. Quilts at \$2.75 to \$5 are dainty and diverting. The \$5 ones are covered with droll animal pictures.

(Third Floor)

## Good Irish Handkerchiefs Special, \$3.85 a Dozen

New shipments of the useful everyday kinds that so many people like. The ones for men are of a nice quality linen with narrow hem. Those for women are sheer linen and also have a narrow hem. They are well worth the slight extra expense of 38c a dozen for marking in ink.

(West Aisle)

## Some Handsome New Fox Furs Have Come

In the rare natural blue and silver pelts, for those who wish the most luxurious of scarfs. Scarcely less beautiful are the dyed blue, platinum, taupe and beige fox scarfs, all of the thickly furred white Arctic fox pelts, colored to these delicate tints. Those who wish fox scarfs of the finer sort will do well to look at this selection.

(Second Floor)

## Imported Hand-Embroidered Robe Patterns at \$25 to \$42.50

These dress patterns are all exquisitely and lavishly embroidered by hand. They are of creamy net, fine white batiste or organdy. Each is ample for an entire gown. They will make most effective bridesmaids' gowns, confirmation, graduation or other "occasion" dresses, as well as lovely beautiful and elaborate summer toilettes. We have never before had them to sell at Monday's low price of \$25 to \$42.50 a pattern.

(West Aisle)

## The Majority of Women Want Black Kid Oxfords

This conservative shoe means the maximum of comfort, and a footwear fitness for most occasions short of real dress. Fine glazed kidskin with narrow toe and Cuban heel; or with rounded toe and military heel, each \$14. Kidskin with low broad heel, rounded toe, and extra wide across the ball, at \$12. Kidskin with military heel, medium toe, straight lip and perforations, at \$9.

(First Floor)

## Sports Silks and Satins in Extraordinary Variety

A heavy baronet sports satin, 40 inches wide, in white, black, jade, navy, seal, orchid, rose, tan, beige, gray, gold, pink, Pekin and other blues, is priced \$8 a yard. All-white satin-figured sports silk in stripes, checks, plaids and other designs, 40 inches wide, is \$5 a yard. Loveliest of all are the heavy white silk crepe weaves, figured and plain, and much too handsome to be kept for sports use alone. In a great variety of designs, all 40 inches wide, at \$6 a yard.

(First Floor)

## The Well-Tailored Look of a Custom-Built Suit

is an effect every careful woman likes to achieve. First aid to her desire is our Women's Custom Tailoring Bureau, where she may have tailored to measure, with the required number of fittings, suits, cape and dress costumes, topcoats and canes, and dresses, of new Spring materials, in individually selected designs, at moderate prices. Suits of homespun and tweed, \$35. Suits of Poiret twill, \$75. Cape and dress costumes, \$65. Dresses from \$25 upward.

(Second Floor)

## 5c a Cake for a Famous Toilet Soap

This is the March special price on Wanamaker Hardwater Soap. It is a pure and thoroughly efficient soap, lathering quickly in the hardest water. It comes in delicate violet, almond or verbenascent, or unscented.

(Main Floor and Down Stairs Store)

## Young Women's Sports Coats Particularly Good at \$35

Exactly what so many college women and schoolgirls are asking for to wear over sports suits and later on over the sports dresses.

There are pretty, indistinct plaids or herringbone tweeds or, if one wants something heavier, a sturdy plaid buck coating.

Browns, blues or grays are the colors and the tailoring is especially good. Either Raglan or set-in sleeves. For young women from 14 to 20 years.

(Second Floor)

## The Silk Sweaters Which Paris Likes

They are just as different as they can be and no two are alike. Every one is hand knitted and sometimes they are all of the brilliant fiber silk and again either chenille or wool may be used in addition.

For the woman who wants something in the nature of an extremely pretty and unusual sweater to wear with a silk skirt these are especially appropriate. From \$15 to \$75 are the prices.

(First Floor)

## Nothing Can Take the Place of Orchid Underthings—

with many women who never wear pink or blue. Some new chemises of hemstitched orchid radium at \$4.85 are simple and dainty, and will please them exactly.

Other attractive new chemises in crepe de chine or radium, mostly pink, are \$3.85, \$4.65, \$5.50 and \$9—the latter with an Irish lace top.

(Third Floor)

## Ireland Sent the Tweeds for These Coats for Women

The Irish tweeds are noted for wear and there are few better tweeds made. They are just the sort of material needed in such coats as these—that women expect to last for years.

They are strictly tailored coats cut on the patterns of a man's overcoat with hand-turned revers, narrow belt and large sports pockets. In tan, flecked with white and brown, or in gray, flecked with white and black, \$35.

(First Floor)

## Women Can Save on Athletic Union Suits

One of the manufacturers, who makes considerable underwear for us, has sent in a lot at decidedly lower prices.

Pink or white cross bar muslin union suits are 85c, which is 40 cents below the usual markings. At \$1 there are pink or white plaid lawn or madras union suits as well as plain nainsook. Regularly these sell for \$1.50.

(First Floor)

## Better-Than-Usual Cretonnes for 50c a Yard

These are the quality we—or anyone else—usually sell at from two to three times as much. They are all in the most desirable patterns and colors for slip-covers and draperies. Some reproductions of old French linens and glazed chintzes are among them.

Most of them are a yard wide, and the value for 50c is remarkable.

(Fifth Floor)

## The Sports Blouse Is Everything Just Now

Heralding the arrival of the sports suit which will make its appearance so soon.

Never has the sports blouse been as pretty and never in such a variety of styles! One may carry out the color of the suit in the blouses which have frills of gingham or tissue or a colored piping.

Or one may prefer an all-white blouse of fine checked or striped dimity with a bit of hand embroidery and an edging of real lace. The prices are moderate, \$3.85 to \$7.

(Third Floor)

## Bright Features of the China and Glass Sale

Please understand that these are but a few of the remarkable opportunities afforded by this great March event.

### 33-Piece Luncheon Sets, \$6.75

Of fine imported thin china. Plain gold band decorations. Set consists of six small plates, six luncheon plates, six fruit saucers, six cups and saucers and a sugar and cream set.

The price is one-third less than regular rate.

### Imported China Cups and Saucers \$4 a Dozen

Choice of several pretty floral decorations, some gold handles. Remarkable value.

### Imported China Cereal Sets, \$4.75

In four pretty and unusual decorations. Set comprises six large cereal jars, six spice jars, covered salt box, oil bottle and vinegar bottle.

### American Dinner Sets of 106 Pieces, \$15 a Set

Of fine semi-china, in a choice of new decorations. Complete for twelve diners. These sets are a remarkable example of the unusual values to be found in the March Sale.

(Fourth Floor)

## Canoes and Rowboats Ready

Lovers of aquatic sports eager to be ready for the bright days that are coming will be glad to know that we are showing a new shipment of canoes and rowboats.

Kennebec canoes (sold here exclusively in Philadelphia), in various models, lengths and colors, \$67.50 to \$75.

Flat-bottom rowboats, \$45 to \$55.

Yacht tenders, mahogany trimmed, \$110 to \$150.

Twelve-foot out-board motorboats, \$70.

Caille out-board motorboats, \$75 to \$110.

Evinrude out-board motor, \$100.

Paddles, oars, boat cushions, paints, varnish and other boating supplies.

(The Gallery)

## Office Furniture Store Removes

The Office Furniture Store has removed to a new location on the seventh floor, where it is doing business with the best grades of goods at the lowest prices for merchandise answering that description.

(Seventh Floor)



## Behold the Knicker Costume for Young Women!

Answering the question as to whether or not it really will be worn.

It is in tweed with full knickers fastening with a buckle below the knee and the long full cape to match is almost but not quite as long.

It is just the sort of costume the present-day athletic young woman finds almost indispensable. She can choose from soft pastel shades of orchid, tan, blue or greenish tweed at \$32.50. Sizes, 14 to 20 years.

(Second Floor)

## In Spring a Man's Fancy Turns to Sporty Oxfords for Sports When Houses Grow Warm, Men Turn to Summer Bathrobes

There are times when nothing will take the place of a smart sports oxford, and surely nothing will do as well as these sports oxfords.

Nearly every young man likes the contrast of a very light leather with darker brown.

This lot is of smoked horse with the dark tan calf saddle and heel foxing. Rubber soles with inset suction and reinforcements at heel and toe tips.

For golf, or yachting or general knockabout there's nothing more up to the minute, and \$6.40 shows how prices have come down.

(Main Floor)

## New Books Pour From the Presses

American Portraits—by Gamaliel Bradford, pictures eight figures, distinguished in America during the last quarter of the last century. Price \$3.50.

Wanderers—by Knut Hamsun, really two stories combined in one, deals largely with the problems of marriage. Price \$2.50.

The Backsliders—by William Lindsey, in which a minister finds himself in love with a girl, considered by her neighbors to be a pagan. Price \$1.50.

(Main Floor)

## An Achievement in Low-Priced Chenille Rugs

New selections of these rugs are ready. Their increasing popularity is not without good reason.

They are suitable for high-class furnishings. The colors—solid shades with fancy borders—are effective from the decorative viewpoint.

They are of sound, serviceable quality.

In a word, the best low-priced Chenille rugs we have seen. 9 x 12 ft., \$77.50. 8 x 10 ft., \$64.50. and 6 x 9 ft., \$44.

## New Shipment of Axminster Rugs—Special

All of them perfect goods. 9 x 12 ft., \$63.50. 8 x 10 ft., \$52.50.

(Seventh Floor)

## Paris Sends Delightful New Handbags

They are such charming and distinguished little bags as any normal woman will find real delight in carrying. Made of silk, richly beaded with cut steel, and in envelope, pouch or novelty shapes.

There are black, taupe or navy, and the prices are \$25 to \$50.

(Main Floor)

## Umbrellas Re-Covered at Special Prices in March

During this month we will re-cover umbrellas at 20 to 33 1-3 per cent less than regular prices.

For example, re-covering of umbrellas in cotton at 55c; in silk and cotton, \$2.15; in satin glorie \$3; in black and colored silks, \$3.50.

(Main Floor)

## Long Gloves of Fine French Suede at \$3 a Pair

A limited quantity, in 12-button length, pigue sewn, in mode and gray only, with self-color embroidered backs.

Usually sold for at least \$2 more, and perfect in every respect.

(Main Floor)

## DEEP flouncings of a new white wool lace that suggest snow and frost-work are effective.

They are \$7.50 a yard. The all-over white wool lace is \$5.75 a yard.

(Main Floor)

## See These Blankets at \$3.75 and \$4.75 a Pair

Yes, they have wool in them, quite a percentage of wool.

But they are priced lower than inferior all-cotton blankets.

White with borders in pink or in blue.

Size 70x82 inches, \$4.75, and size 60x82 inches, \$3.75 a pair.

(Sixth Floor)

## Unique Necklaces From the Orient

From Japan have come interesting necklaces of white ivory.

They are priced from 50c for a string of plain polished ivory beads up to \$20 for one in which every bead is a beautifully hand-carved flower.

Others with just a few carved beads are \$7.50.

From China are exquisite pendant necklaces of Oriental rose coral and knife-fisher feather. These are wonderfully decorative and priced \$28.50. Earrings to match are \$22.50 a pair.

Ask for them in the Oriental Corner.

(Main Floor)