

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

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Wanamaker's

So Much Needed for Easter, and So Much of It at Wanamaker's

A Canny Scotch-Irishman Says That "Cutty"

is their word for short, being a diminutive of the word "cut."

There is speech, however, that can be short to a fault.

We need to watch against all that hurts or makes a scar in manner or methods of speech, and particularly in writing letters, printed by pen and ink.

Some letters live long that never should have been written.

[Signed]

John Wanamaker

March 31, 1922.

The New Easter Hat That Every Woman Wants

And, according to a time-honored custom, every woman is entitled to a new Easter hat for Easter Day.

There must be something sadly lacking in any woman who feels otherwise.

This morning there are hundreds of the prettiest new hats in the Millinery Salons with prices around \$10.

You would scarcely believe it to see them, for they are in the newest shapes, the smart lit-

tle tricorne, the side-roll hats covered with ostrich feathers, turbans with fruits and flowers, and some with blot feathers. Others have quills or wings. They are just the hats for matrons.

There are, besides, the large floppy hats that look so well on youthful heads and many, many more in gay and lively colors for her sports suit, or to match her new Easter gown.

They are really wonderful hats for the prices.

(Second Floor)

Coats That Schoolgirls Wear Are Special, \$12.50 and \$16.50

And such good-looking coats, not only in materials but in the way they are made!

There are some capes, too, at \$12.50 and, like the coats, they are wonderful values.

For girls from six to twelve are gray or tan herringbone tweed coats, sixteen lined throughout;

(Second Floor)

raglan shoulder polo coats, a particularly pretty model, and tweed capes, satens, lined—all are marked \$12.50.

For girls of twelve, fourteen and sixteen are smart herringbone tweed coats in tan or gray mixtures. Also polo coats with raglan shoulder. Both are special at \$16.50.

(Second Floor)

The Women Who Plan to Pay \$35 for a Suit or Dress

Should see these two particularly interesting groups.

The suits are made in our own workrooms from tweeds, home-spuns and suitings—mostly imported fabrics.

The mixtures are in tan, gray, green and brown effects; the solid colors include rose, blue, brown, tan and rust.

There are six different models of coats, and every one of them has hand-turned collars and the snug fitting shoulders which are

(First Floor)

indispensable if a tailored suit is to have a correct air.

Of the dresses there are a score of styles, carried out in Canton and the heavier silk crepes, besides crepe de chine. Rust, gray, fallow, navy and black are among the colors. Some of the dresses are ornamented with iridescent beads; others are the tailored scarf dresses, and others again accordion pleated.

Any one of them—suit or dress—would be a satisfactory equivalent for \$35.

(First Floor)

The Finer Capes and Coats of Tweed Are Splendidly Soft

One huge circular cape with a novel collar comes in a rainbow tweed, a gray and violet, a big-silc-colored tweed with light blue overplaids and a gray and green mixture. This is \$85.

(First Floor)

A cape coat of gray and white tweed with long roll collar is \$95. A heavier overcoat with Russian sleeves is in brown with white crossbars, and a warm mixed tan with creamy crossbars. \$75.

(First Floor)

2600 Pair of Women's Silk Stockings at \$1.50 the Pair

The ingrain silk in black, white and colors. Nearly all have mercerized cotton soles and tops. They are known as "mill-run" stockings, with slight flaws, and if perfect would cost up to twice as much. But there's practically as much service in them as in perfect hosiery.

(West Aisle)

1400 Pair of Women's Gloves at Special Prices

About one-third the quantity are one-clasp capekin gloves in tan, brown, beaver and gray shades.

They are priced unusually low at \$1.25 a pair for out-seam sewn and \$1.50 for the lighter-weight pique sewn.

The remainder are good chamois-lisle gloves in 16-button length, black, white, gray and cafe shades, specially priced at \$1.15 a pair.

(West Aisle)

Scarfs From Switzerland

A new consignment of gay spun silk scarfs of the tubular sort.

Some are in solid colors and some in picturesque stripes, but they are all delightful to wear with sports clothes.

Prices are \$16.50 and \$18.

(Main Floor)

Easter Gifts for Babies

The Easter Rabbit has left quantities of pretty things in the Baby Store—baskets, bunnies, tiny chicks, musical dolls and other Easter toys, besides useful gifts such as coat-hangers, toilet sets, record books, hot-water bottles, carriage straps and so on.

Between \$5c and \$4.75 something pretty and acceptable can easily be chosen.

(Third Floor)



The Big Easter Egg You Look Through Is Here!

Everybody—from the youngest to the oldest in the family—is invited in to have a peep at the wonderful scene inside. The egg is made of sugar and all the pretty flowers on the top are sugar also.

The price is \$50. But there are lots of other Easter eggs, the panorama kind that children like so much, from 50c up to \$10.

(Down Stairs Store)

Music Albums 50c Each

One is an album of more than two hundred of the best known of the world's songs—secular, sacred and patriotic—arranged in a manner suitable for both home and community use.

Volume two, sixty standard piano pieces by famous composers, classical, modern and of the lighter strain, arranged within the scope of the average pianist.

And a third comprising forty-five compositions for the violin with piano accompaniment, also of the classical, modern and lighter vein.

(Second Floor)

April Fool Candy Is in Order

It may be a most luscious-looking chocolate-covered Easter egg with sugar decorations. It has a lemon inside and costs 25c.

And there are red pepper peanuts at 80c a pound or chocolate mixtures with all sorts of unpleasant-tasting things in them. They are also 80c a pound.

(Down Stairs Store)

New Victor Records Out Tomorrow

No Better Place to Hear Them or to Buy Them Than Right Here

(Second Floor)

Picture Frames for Less

Standing frames in hand-carved silver or antique gilt are specially priced at \$2.

They measure from 5x7 inches to 8x11. The quantity is limited.

Hanging frames of circassian walnut are specially priced 50c to \$1.75. These measure 7x9 inches to 14x17.

Both are unusual value.

(Fifth Floor)

Men's Handkerchiefs 50c Each

A soft, smooth Irish linen that will wear well and stand many tubings.

Really wonderful 50c handkerchiefs and great favorites with many men.

Either quarter or half inch hem, foreign stitched, and they are \$5.50 a dozen. A dozen of these handkerchiefs marked with hand-embroidered initials make an acceptable gift. The initials are 25c for three initials, each handkerchief.

(West Aisle)

Crepe Voile, a Delightful Imported Fabric

It is threaded with a tiny cross-bar of self-color, and is in the crepe weave so desirable this season.

Ratine voile is more transparent, the wider-spaced cross-bar in a self-color ratine weave. The smart new fabrics are in orchid, primrose, rust, Copenhagen, rose, gray, turquoise and white.

Each is 40 inches wide and \$1.75 a yard.

(First Floor)

Imported Chamois-Lisle Gloves in Elbow Length

For more than seven years it has not been possible to get these fine-finish long chamois-lisle gloves from Europe.

Now here they are in delicate Spring colorings—sand, mastic, biscuit, ponce and French gray, some with fancy embroidery, others with spearpoint backs.

They are 16-button length mousquetaire, and priced at \$1.85 a pair.

(Main Floor)

Bedspreads, Practical and Pretty

Think of colorful cretonnes applied on the tan surface of unbleached muslin in the form of a bedspreads!

Some of these spreads have cut corners, some have an extra bolster piece, but others are extra long and don't need it.

Single-bed size, \$12; double-bed size, \$13.50.

(Sixth Floor)



Three Notable \$25 Easter Specials in the Young Women's Salons

- \$25 Tweed Suits
- \$25 Tweed Coats
- \$25 Silk Dresses

Just think of it! The three most important garments in a young woman's Easter wardrobe and she need not pay more than \$25 for any one of them!

All are in sizes 14 to 20 years. More than that, all these good-looking suits, coats and dresses are of particularly nice quality materials, and in both tailoring and styles they are equal to many at much higher prices.

- Tweed Suits at \$25
- Tweed Coats at \$25
- Crepe de Chine Dresses at \$25

All-wool diagonal mixtures and pretty plaids, some are silk lined throughout. Becoming styles, well tailored and in gray, tan, blue and rose.

"The Mimi," a charming little bloused dress with a narrow sash and trimming of hand-embroidered black silk French knots.

The short sleeves and neck are tied with black ribbon. In jade, aster blue, brown, black and navy.

(Second Floor)

Women's Undermuslins Special

Chemises and nightgowns, white and pink, of nainsook chiefly, and prettified with embroideries and laces.

Prices \$1 to \$2.50.

(East Aisle)

And that's all the buttons there are on the new union suits that have come for men.

Comfortable, convenient and bother-free.

At \$1.50, sleeveless knee-length union suits of ribbed cotton.

(Main Floor)

A Man's Union Suit Needs Only One Button

Extra sizes, 48 and 50, at \$1.75.

At \$2.75, same style in lisle. Sizes 48 and 50, \$3.

At \$3.25, same style in mercerized cotton. Sizes 48 and 50, priced \$3.50.

(Main Floor)

What of the Boys' New Easter Clothes!

The Wanamaker stock of boys' Spring suits and overcoats represents a genuine effort to provide the best obtainable for the money anywhere in the country.

The result speaks for itself and

(Third Floor)

Smart Shoes a Young Woman Can Buy From \$8 to \$10

There used to be oxfords and pumps, and there the choice ended.

But now! Between \$8 and \$10 a young woman may choose any of these:

Flat-heeled saddle oxfords of tan-and-black calf with soft round toe.

Regulation oxfords of smooth tan calf with either military or Cuban heel.

Kiltie-tongue bluchers of tan

(First Floor)

grained calf with flat heel.

Flat-heeled oxfords in two-toned tan calf.

Pumps of gray-and-black or all-tan calf with one buckle strap and flat heel.

Light-sole one-strap pumps of dull black calf with round toe and low military heel.

One-strap sandals of patent leather, lightweight black calf or dark tan calf with medium toe and modern French heel.

BRIGHT COLORED UMBRELLAS FOR SUN AND RAIN have covers of the brightest roses and greens, blues and rust, besides grays and browns and flame.

Prices are \$4 to \$15.

(Main Floor)



When a Man Starts to Get All Dressed Up for Easter

There's one thing he might as well learn right at the start.

A fellow can hunt hither and yon, but in the end he'll find the best things to wear at Wanamaker's.

So the wise men are saving time and coming to Wanamaker's first.

A place for everything and everything in its place and it doesn't take any time at all to see just what is wanted and to get it.

Right at a glance, any man can see

Wanamaker Spring Suits and Topcoats Set the Pace

Set the pace in fashion, set the pace in quality.

And what's more, set the pace in the number to choose from, for in three generations as clothiers to the men of Philadelphia we've never had so many really good suits as right now.

Light suits, straighter lines, looser cuts, in a word, suits that are up to the Spring.

And the prices are \$35 to \$65.

(Third Floor)

He Notices to His Surprise That Grenadine Silk Knit Ties Are Only \$1.50

And right away, if he be the wise fellow we think, he realizes that means a saving of at least a dollar.

There are 1400 of the good grenadine knit ties here at this price. Fancy ones and solid colors and, best of all, plenty of blacks.

The Hat a Man Wants Surely Is Four or Five or \$6

It can be sand color. Or tan or gray or either of two shades of brown.

Most any shape, that is, any shape that is being worn this Spring.

When It Comes to Shoes \$6.40 Is the Price

A young man, an old man, any man will be set on that price.

First of all, it's a practical price for a man. Then there is so much choosing at that figure.

Take brogues, for instance. Grain calf brogue, either black or tan. With perforations on the tip, vamp and quarter seams and lace stay. With the soft tips.

Then there are plain oxfords. Made of smooth calf-skin in the English last. Straight tips, rubber heels. Black or tan.

Dress oxfords of patent leather. For formal wear. The usual last for dress shoes, without tips.

Most popular of all with young men, the two-tone sports oxfords. Smoked horse, with the dark tan saddles. Rubber suction soles and wedge heels.

(Main Floor)

Out of Paris Comes

French Veils With Fringed Corners

Usually they are square, with rather heavy and effective embroidery kept well toward the edges.

Other veils in the shipment are long, with fringe on the ends; others again have it on three sides. Prices from \$3 upward.

(Main Floor)

Small French Landscapes

Twenty-five small landscapes in oil.

They are brilliant bits of the French countryside.

Framed, they are \$17.50 each.

(Fifth Floor)

New Chain Belts From Paris

They are here in good time for Easter gifts and, as a matter of fact, many women like these belts to wear with the new gowns or the finer afternoon coats.

In either the dull silver effect or made up of jet cabochons, they are both novel and pretty, \$4.25 to \$10.

(Main Floor)

MORE of those Japanese hand-embroidered sandal slippers have arrived in the Women's Store of Undermuslins. They are in many colors and cost only \$1 a pair.

(Main Floor)