

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
Increasing Cloudiness

Just as Soon as the Thoughts of Men Turn to Easter and Clothes, Their Footsteps Turn to Wanamaker's

For the Good of Other Young Men It May Be of Service to State that the capitalization of this business began when it was small, chiefly with the confidence of the public, who, with good will, took us at our word.

We were content to grow slowly and solidly, that people might find us out to be true to what we undertook, and that we made good up to their expectations.

This great building built next door to the site of the Mint of the United States is simply a coin of confidence minted here by public approval.

It was not individual genius; it was the day's works of sixty years on this same old Market Street, steering by the north star of service.

Service is something deeper and broader than political parties, and commercialism means much more than making money.

This can be said with a Pacific Ocean storm of emphasis.

We simply stood up the business on first principles, and have tried to do our best.

[Signed]

John Wanamaker

April 6, 1922.

Crepe Always Is Delightful in a Woman's Afternoon Frock

Crepes de chine and Canton crepes, in straight-lined styles, in the novel and interesting polonaise styles and in styles with waistslines. Sometimes beaded—and beading was never in such good designs; sometimes perfectly simple, and in other in-

stances they get their interest from the use of contrasting color—in the shape of linings. Probably a dozen models—and one of them buttons in the back. Navy, fallow, rust, brown, grays and black are the colors. Prices \$50 to \$65. (First Floor)

A Bevy of Charming French Frocks for Young Women

has just settled down like a flight of butterflies or a shower of sweet peas, in the crystal cases. They are hand-made, of sheer voiles, fine handkerchief linens, and a few in crepe weaves. Delicate shades of wild rose, orchid, primrose yellow and blue are

among them, and a number of white ones, oftenest touched with color. Some are exquisitely simple, others elaborately hand-worked, and all unusually lovely and distinctive. \$20, \$25, \$30 and up to \$85 are the reasonable prices, and the sizes 14 to 20. (Second Floor)

A Thousand Smart Untrimmed Straw Hats at \$2 and \$5

A pretty and becoming straw shape, a wreath of flowers, a cluster of fruit, or a ribbon—of these many a woman will fashion her own charming Easter hat. And here today are all the ingredients. A thousand hats of straw, of the prettiest and most becoming shapes and colors and weaves, are

placed on sale at \$2 and \$5—500 hats at each price. There are large "flats," saucy small hats, delightful medium shapes—as charming a collection of untrimmed hats as the season has yet shown. And the colors include almost every hue of the rainbow, in addition to black and navy. (Second Floor)

To Trim Them, New French Flowers and Fruits

are just unboxed—a truly wonderful collection of wreaths, posies, fruit clusters. Such a crop of realistic cherries, currants and berries could have grown nowhere else than in

France. The least stem and bit of foliage is perfection. All these new French fruits and flowers are very moderately priced—from 45c up. (Second Floor)

Every Little Child Loves Shiny New Shoes

Watch its prideful glances toward its newly shod feet. But parents are a good deal more interested in the quality of the child's shoes. Are they of good materials, properly made? "Yes," is the unqualified answer, if they are bought at Wanamaker's. Every pair of child's shoes here, whether for school, play or dress, is the best that can be made. Nothing is too good for little children's feet.

High-laced shoes, black or tan Russia calf, \$4.75 to \$7.25. Buttoned shoes of patent leather with black cloth or kid tops, \$6 and \$7.50. With laced kid tops, \$6. White buck shoes with black patent leather vamps, \$7.50 and \$8.50. Patent leather slippers, with or without ankle strap, \$4.50 to \$6. The most careful attention is given to fitting children's shoes correctly. (First Floor)

Small Girls Like to Have Dainty Gingham Dresses

Gingham ceases to be mere gingham when it is in such charming frocks for girls of six to twelve years. Every mother is enthusiastic about them.

The prices are but \$4.50 and \$5, and that includes bloomer dresses, smocked frocks, hand-worked models, and others organdie-sashed, and dainty enough for "best." (Second Floor)

Silk Sports Stockings, the Ribbed Kind, Less Than Half

Too warm for the wool sports hose and young women are taking to silk. The present lot are "seconds"

and that accounts for the little price, \$3.75. There are solid black ones, or black-and-white and brown-and-white combinations. (Wool Sale)

New Luster Art Pottery for the Easter Flowers

Easter flowers deserve the most beautiful setting that can be given them. Hardly a better setting than in the new Luster Art Pottery, of which beautiful ware we are now showing a remarkable collection.

It can be had in several striking shades—canary, amethyst, elfin blue, rose, orange and robin's egg—and the shapes are graceful and artistic.

The assortment is particularly strong in vases, flower and fruit bowls and candlesticks.

Prices are moderate. (Fourth Floor)

Linen Luncheon Sets Are Novel—\$4

For a cottage, or a bungalow, or, indeed, a regular home, these are sets with much to commend them.

Of pure linen, almost oyster white, scalloped, and some of them prettily embroidered in rose and in blue, thirteen pieces in each set, price \$4 a set.

Scarfs to match the set in blue are \$1.50, \$1.75 and \$2, for sizes 18x36, 18x45 and 18x54 inches. (First Floor)

Books Out Tomorrow

"The Vanishing Point," by Coningsby Dawson, \$2. A book of mystery, adventure and intrigue. "The Rayner-Slade Amalgamation," by J. S. Fletcher, \$2. "Over Weight? Guard Your Health," by Royal S. Copeland, M. D., \$1. "The Wild Heart," by Emma Lindsay Squier, \$2.50. A record of the true experiences of a boy and girl who lived on the shores of Puget Sound. A book for lovers of nature. (Main Floor)

Old-Fashion Candles Still the Favorites

White dinner candles, plain as can be, are, after all, the most effective for decorating. On the table, or anywhere the candelabra is found, plain white candles flicker.

In five sizes, priced from 4 cents to 25 cents. (Fourth Floor)

Books at 38c Are Mostly Reprints

from well-known authors, such as R. W. Chambers, Helen R. Martin, William J. Locke, John Buchan, Sewell Ford, Winston Churchill, Arnold Bennett, John Fox, Mary Johnston, Mrs. Humphry Ward and others. Some people are laying them in for summer reading. (Main Floor)

New \$5 Blouses That Are Decidedly Different

One has the new and flower-like "petal" collar. The blouse is cross-bar white dimity, and the scalloped collar and cuffs are in daffodil yellow, green, open or orchid handkerchief linen.

Another has the new rolled sports collar and soft shirt-front bosom. It is white striped dimity, and both collar and bosom are daintily hand-embroidered. Third is a delightful blouse of fine batiste, hairline-checked in color, the collar of heavy white linen hand-embroidered to match and collar and cuffs hand-drawn. (Third Floor)



Women's Duvety Capes Become More Beautiful

The manufacturer working with fine materials is much like an artist working with color—he becomes steadily more skillful, so it is not surprising that each new consignment seems more attractive than the last. Here is one in navy or black duvety with cut-out designs showing the green or white satin lining.

Another of navy has a collar and broad embroidered band of dolphine grey. The same model may be had in dolphine with navy decoration.

A third—in gaillardia red with an entrancing yellow satin lining or in black with pale blue—has an interesting decoration of wooden beads and deep fringe on its long scarf.

Another gaillardia cape is almost entirely simple and is lined with crocus yellow. Most novel of all is a navy cape with its upper part and collar made of a red, blue and tan check. The prices of these fine things are \$100 and \$125. (First Floor)

If You Want Some of the Furniture in This Great Clearaway, Come in at Once

The sooner you choose, the better the choosing. Selections are attractive and varied, especially in suits for dining rooms and bedrooms.

Of these there is an excellent choice in reproductions of the most desirable period styles, and all are suits of the most trustworthy quality.

Prices are 25 to 50 per cent less than markings that were already low, very low in some cases. (Fifth and Sixth Floors)

Right now they are coming—coming by the hundreds. It's Easter and it's clothes-time, and if a fellow is a man at all you can't keep him out of a new suit and topcoat.

And if he's a fellow who has been initiated and shopped around he's bound to come to Wanamaker's because he has learned his lesson.

Or if a man doesn't know it already, he's going to learn it sooner or later—there's a full money's worth in Wanamaker clothes that makes them clothes apart from all others.

When a man buys clothes at Wanamaker's he's putting his money on the newest, smartest that are made for men—and made with all the education that is included in three generations as clothiers to men.

Never in all that time has this Men's Store been so well equipped as right now.

There Is a Suit and a Topcoat Here to Please Any Man

He can have one for \$35 and he doesn't have to pay more than \$65 to get the very best. (Third Floor)

Still Some Grenadine Silk-Knit Neckties for \$1.50

And just how good they are is attested by the way men have been after them. Everywhere you find a man of fashion, he knows in a twinkling that \$1.50 for a grenadine silk-knit tie means an out-and-out saving of at least a dollar.

Plenty of solid black ones and any number of black with white dots.

Most Every Man Will Fancy The Smart Spring Gloves

French suede in the softest silver gray, "caterpillar" sewn, one buttoned and washable, at \$5 a pair. Fine mocha at the same price, in gray, brown or golden sand.

And prickseam buck in tan or gray at \$4 a pair. The youth not grown to a man-size glove will find his size in tan cape at \$1.85 and \$2 a pair.

Men's Imported Madras Shirts Have Come Back for Easter

Back after months of absence. And, if anything, they've grown better during all this time.

Good imported madras in good shirts. Cut full and free and splendidly tailored. There are light grounds and there are dark grounds and the stripes are the Jacquard style in colors. Price \$3. (Main Floor)

For Some Rooms a Woman Seeks Durable Rugs That Are Cheaper

There's good common sense in not paying too much for the rug that covers some seldomly used room.

Or for that matter, a room that's much used, but not for "dress affairs," like a sewing room, or the children's play room or the maid's bedroom.

And what is better than the wearable standard rugs in medium qualities? Tapestry Brussels—9x12 ft., \$33.50 and \$21; 8.3x10.6 ft., \$31. Heavy reversible service rugs in two tones—8x12 ft., \$36.50; 8.3x10.6 ft., \$31.50; 7.6x9 ft., \$25.50; 6.9 ft., \$21.50. Woolen fiber rugs—9x12 ft., \$18.50; 8.3x10.6 ft., \$17; 6.9 ft., \$11.50. (Seventh Floor)

100 Boudoir Lamps at \$3 Each

Mahogany-finished boudoir lamps, one-light type, complete with silk shades.

The shades are in three different shapes and colors, rose, blue and gold. (Fourth Floor)

Field Glasses, to See Afar

The "over-the-hill-and-far-away" spirit is abroad just now, and no matter where you plan to go, by auto, boat or train, the chances are that a field glass will prove a good companion. Prism binoculars, \$35 to \$77.50. Old-style glasses, \$10 to \$25. (Main Galleries)



Shoes! Shoes! Shoes! An Army of Them for Men at One Price, \$7.50

For young men or for old men, but most of all for the man who is smart in his dress, yet tasteful. In the main there are three styles at the one price that lead in popularity.

To begin with, take an entirely new idea in shoes. A tan English shoe stitched at the tip and along the quarter seam with several rows of orange stitching. A striking contrast that men have taken to with a zest.

An English oxford of tan bonded calf is a second popular style. It is the blucher type with straight tips and perforated. Then there are black shoes of Viking calf. Plain, yet trim for a man of most any taste. (Main Floor)

No Better Ready-to-Wear Spring Suits and Overcoats for Boys

can be had for the same prices than the suits and overcoats in our Boys' Clothing Store today—a broad statement, perhaps, but one we are ready to stand back of.

Norfolk suits in 8 to 18 year sizes, many with two pair of trousers, \$16.50 to \$32. Spring overcoats, in 3 to 10 year sizes, at \$12, \$15 and \$16.50. In 11 to 18 year sizes at \$25, \$28 and \$30. (Third Floor)

All Ready to Swing Aboard the Train With, Overnight Cases and Full-Size Suitcases \$5.50 and \$6 Each

By far the biggest value in cases to travel with that has been spoken of for years and years. Every one was made for us by one of the best makers of suitcases. The same man who makes the higher grade traveling goods.

Unequaled in the combination of material, workmanship and price. Every one is black enamel, stoutly made and reinforced with leather corners. Trimmings are brass finish.

At \$5.50 is a woman's case from 16 to 21 inches. Inside are three shirred pockets. At \$6 the stronger tourist or family case, 24 and 26 inches. (Main Floor)

