

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

A Big Store, Full of Easter Happiness, Ready to Serve You in a Jiffy

A Country Woman on the Railroad Train

left her seat as the big, through, fast train rushed on, and walked to the end of the train, looking for a water-cooler. Not finding it, she stood up on a car seat and, with a cane she found on the seat, attempted to pull down the emergency cord.

A gentleman passenger, observing her, quickly ran to her, asking what was the matter.

She said: "I want a drink of water."

Poor soul, she did not realize she was trying to stop the train and put on the emergency air brakes.

There are lots of things done recklessly all around us, by hands and by tongues, that we would do well to take note of.

[Signed]

John Wanamaker

April 12, 1922.

There Is Time A-plenty to Trim the Easter Hat

WHAT is more to the point, all the materials are here to do it with and at inconsiderable cost.

With all the wonderful collection of wreaths of flowers and fruits and bunches of quaint old-fashioned blossoms, many of which are French, it is really a simple matter.

Untrimmed Straw Hats Are \$2 to \$10

Large, small and medium hats, hats of every color and shape, and they have never been more becoming or prettier. It is only necessary for a woman to take a few minutes to find exactly the right hat, and she should certainly be able to do it here.

As for the Trimmings Which Mean So Much

they are here in profusion. Think of being able to get a wreath of French flowers or fruit from \$1.25 to \$2. Or it might be cherries, grapes, currants, tiny apples and peaches which look good enough to eat and would be charming on a hat.

There are all kinds of flowers, too, many of them French and moderately priced from 45c up.

The Easter Suit Deserves a Pretty Blouse

A good choice for certain women would be one of the new crepe de chine or Georgette crepe overblouses, elaborately trimmed with real filet lace.

lar, which can be worn high or low, and it is used to make the giraffe and deep cuffs to the three-quarter sleeves.

Under the Easter Frock Are the Softest, Rippling Things

that are adored by women of fashion everywhere. It's more than stating a physical fact to say that of all a woman's apparel, her lingerie is closest to her heart.

Vests, bodice or regular style, \$2.25, \$3.25, \$4.50, \$5.00, \$6 and \$7. Bloomers, knee length, \$2.50, \$3, \$4.50, \$5.50 and \$10. Union suits, \$6 and \$7.50. Envelope suits, \$4.50 and \$7. Camisoles, \$2.50 and \$3.25.

Women's Fine White Doeskin Gloves From England

A new importation of a soft, easy-fitting gloves, in a good weight, extra white, and better cut than ever. As every woman

knows, they wash perfectly. Two button at \$2.50 a pair. Strap-wrist with five-inch top at \$3.25 a pair.

Women's Afternoon Slippers and Sandals at \$10

An effective slipper in sandal effect is of black patent leather with one wide instep strap buttoning at the side.

It has narrow toe, light turned sole and moderate French heel. The price is \$10.

The same sandal-slipper may be chosen at the same price in lightweight black or tan calfskin.

At \$10 also is a one-strap black patent leather slipper with higher French heel.

All are "stamped" around top and across strap.

French and English Ratines in Novel Effects

Lighter and cooler than tweeds, yet serving much the same purpose for sports and street wear, are the cotton ratines from France and England.

cally every desirable shade, there are wide sports stripes, checked stripes, pin-stripes, cluster stripes, circles, plaids and overplaids.

The color variety is wonderful. Besides the solid colors in practical



Special at \$28—Young Women's Tweed Coats

WITHOUT a doubt the best coats that we have had for a long time at anything near the price. Under any different circumstances they would cost nearly double.

There are both gray mixtures, decidedly English in effect, and also heather and pastel blue plaids of the indistinct sort. It is hard to tell which is the prettiest, they are all three so good.

The shoulders are raglan, the collar round, closely fitting and deeply notched. It can be worn either open or closed.

The back shows the new slot seam, starting from below the shoulder. Some are entirely silk lined, others are half lined.

The tailoring is the best of its kind and the style itself is what most young women of 14 to 20 years want.

(Second Floor)

Women's Distinguished Suits of Dark Blue Cloth

After all there is nothing more steadily satisfactory than a beautifully tailored suit with self folds and stitching for its only decoration.

And here it is in navy tricotine, in half a dozen models, showing the new coat lengths.

Of course, every model has the finely shaped collars and shoulders which are the secret of a really smart effect.

Prices are \$40 to \$47.50.

(First Floor)

There Are Suits and Dresses for Larger Women

The Women's Fashion Salons have large-sized suits in tweeds, novelty weaves and dark cloths at \$35 to \$130; and dresses in various silks and cloths at \$35 to \$80.

Sizes in either group are 46 1/2 to 54 1/2.

(First Floor)

\$57.50 Is a Favorite Price for Coats and Capes

consequently we take particular pains to have the best examples of coats and capes possible to sell for that amount.

Now there are some bolivia capes with fitted shoulder and fringed scarfs which are already great favorites because they give such a trim and

pretty shoulder line. In navy, Corsair blue, black and eagle. Bolivia coats are another \$57.50 item—some three-quarter length and cut on the sports order, colors, black, navy and Pilgrim gray; the others with full backs and buttoned panels in Sorrento, eagle, rookie and Pilgrim gray.

(First Floor)

Printed Silks in the New Beige Colorings

Paris turns from gray to beige this Spring and the newest fashions, rapiers and pussywillow taffetas offer soft beige backgrounds.

One may have beige printed in brown, navy, black, green, rose or

other color. One may choose tiny dots, large spots, cluster dots, lozenge prints or sketchy block-print effects that are wonderfully appealing.

The new beige-color silks are all 40 inches wide, and priced at \$3, \$3.50 and \$4 a yard.

(First Floor)

100 Women's Skirts at \$5

Tweeds and homespuns in checks and plain colors, many of them the pretty pastel tints.

Lots of the skirts are fringed and wrap-around styles.

(First Floor)

Some Lingerie Novelties

from Paris are made of silk union and crepe de chine, and are of an unusually vivid pink, decorated with tucks, or with sheer lace and net, or with black bindings.

Prices range from \$22.50 to \$37.50.

(Third Floor)

A Bright, Sunny Room Certainly Invites a Bright, Colorful Rag Rug

And in Spring, rag rugs come into a glory peculiarly their own. A little breakfast room seems to be all cheered up when a handsome rag rug with a delicate solid-color center and a floral border is put down for the enameled breakfast suite to rest on.

Perhaps a mixed center rag rug would be better to make the bedroom seem cooler, but whatever kind of a rag rug is wanted is at Wanamaker's, and there are sizes for many unusual rooms.

8' x 12' fl. \$9, \$11.75, \$13.50, \$15, \$16.50, \$18, \$19.50, \$21, \$22.50, \$24, \$25.50, \$27, \$28.50, \$30, \$31.50, \$33, \$34.50, \$36, \$37.50, \$39, \$40.50, \$42, \$43.50, \$45, \$46.50, \$48, \$49.50, \$50, \$51, \$52, \$53, \$54, \$55, \$56, \$57, \$58, \$59, \$60, \$61, \$62, \$63, \$64, \$65, \$66, \$67, \$68, \$69, \$70, \$71, \$72, \$73, \$74, \$75, \$76, \$77, \$78, \$79, \$80, \$81, \$82, \$83, \$84, \$85, \$86, \$87, \$88, \$89, \$90, \$91, \$92, \$93, \$94, \$95, \$96, \$97, \$98, \$99, \$100.

(Fourth Floor)

New Reading

"The Moon Rock," by Arthur J. Rees, \$2. A mystery detective story.
"Silmontian Soaker," by Everett MacDonald, \$1.75.
"The Ashes of Achievement," by Frank A. Russell, \$1.90. A story of Australian city life.
"Then Came Molly," by Harriet V. C. Ogden, \$1.75. (Main Floor)

"C. B." Corsets at 65c

600 pair of various qualities that were not quite up to the perfection demanded by the maker and were therefore all classed as "seconds."

Sizes 23, 24, 25 and a few 26 and 27. Great values among them.

(Third Floor)

Genuine Chinese Shantung Pongee

A finely woven substantial quality, neither too heavy nor too light for practical service.

In the natural color, 32 inches wide, and priced at \$1.50 a yard.

(First Floor)

Scarfs and Squares of Cotton Crash

The crash has a good body with various designs wrought upon it in blue chain stitch.

Squares are 27x27 inches. Scarf centerpieces are 27 inches in diameter.

Scarfs are 17x48 inches. And each piece may be had for 45c.

(Main Floor)

Iron Floor Lamps at \$4

Adjustable wrought iron lamps with polychrome decoration, unusually strong standards, and extra long cords.

Excellent for porches, bungalows and seaside cottages. People buy them by the half dozen.

Shades to go with them, \$1.50 and \$2.

(Fourth Floor)

THE latest earrings to come into the Store of Inexpensive Jewelry are of "carved" imitation jade, coral, tortoise shell and jet, and are mostly of the long-pendant type. Prices are \$4, \$5.50, \$6 and \$7 a pair.

Other earrings all the way up to \$30 a pair.

(Main Floor)

Pink and White Nightgowns

Pink batiste nightgowns, one with Barmen lace and one with a little handwork, each \$1.50.

White crinkly crepe nightgowns, one with double hem-stitching, one with colored bindings, one with a little handwork, \$1.85.

(Third Floor)

American Gingham 65c the Yard

Scarcely can be distinguished from imported gingham. Indeed, they are finer and silkier than many foreign-made gingham.

The variety is wonderful. Taking the small checks, large checks, plaids, overplaids, stripes and cluster stripes, there are at least 150 patterns and color effects.

In plain colors you may have orchid, pink, blue, leather, green and about every shade.

All are 32 inches wide.

(First Floor)

Liberty Silk Handkerchiefs From London

Both in colors and designs they are quite unique. Many are in Paisley patterns, but all the designs are beautiful. Priced \$4, \$4.50 and \$5 each.

Other English prints in silk handkerchiefs in sports colors are \$3, \$3.50, \$4 and \$5.

(Main Floor)



Easter Blossoms Fresh and Lovely

Plenty of strong, well-grown Easter lilies.

Plenty of roses of the favorite sorts, beginning with hybrid teas, including the new Columbia, and ending with rambles and baby rambles, in small pots and big ones, regular bushes and fascinating trained shapes.

Plenty of hydrangeas and azaleas, not to mention other things such as the sweet yellow genistas, richly colored cinerarias, the pink and white spiraea, the white and yellow marguerites and such things as daffodils and hyacinths and tulips.

Prices run from 25c for a potted hyacinth to \$30 for a trained rose.

(East Aisle and Fourth Floor)

Diamond Jewelry to Please an Easter Bride

Just at the present time the four most fashionable forms of diamond jewelry are ring, barpins, brooches and bracelets.

There is a rarely beautiful collection of all four in the Wanamaker Jewelry Store. The mountings are the finest platinum openwork and the diamonds are all blue-white and perfect. They have passed our own most rigid tests.

Diamond rings	\$93 to \$2800	Diamond brooches	\$500 to \$950
Diamond barpins	\$160 to \$1435	Diamond bracelets	\$400 to \$1275

(Main Floor)

A Fitted Traveling Case Is the Best Companion on the Easter Trip

Every woman admits that, because every woman knows what it means to have her very own toilet articles with her.

But what every woman doesn't know is that a genuine leather case, beautifully made and splendidly fitted, can be had for so little as \$25.

There are 18, 20 and 22 inch cases of long-grain cowhide in

black, durably made, trimmed with matted brass fixings and fitted with twelve pieces of tortoise-shell finish toilet articles. Even the shoe horn and manicuring pieces are among them. Also some toilet sets finished in white celluloid.

Naturally, there are finer sets and finer cases and prices go up to \$100.

(Main Floor)

The Boy's New Easter Clothes Are Just as Important as Dad's

They are best chosen where none but the best grades of boys' clothing are sold, and that is right here.

Standard-of-America Norfolk suits for boys of 8 to 18 years at \$16.50 to \$32.

Spring overcoats, \$12, \$15 and \$16.50, in 3 to 10 year sizes, and at \$25, \$28 and \$30 in 11 to 18 year sizes.

(Third Floor)

NO doubt about it, the man who is going a-walking along the boardwalk Easter will look more easily graceful in

A Rollicking Sports Suit of Light, Bright Tweed

Free and easy suits for free and easy times, and precisely the kind of suits that the substantial sort of a man likes to step out in when he's pleasure bent.

Smartest of all the sports suits is the new sports suit—with the four-button coat.

But the difference is in the back. Entirely different in cut, although dressed up with the half-way belt and open pleatings that are second nature with such free-looking suits.

Like is the habit of sports suits, the coat has two upper and two lower pockets—all the patch type with flaps.

There's great variety among the sports suits here between \$35 and \$65.

(Third Floor)

The Man in the Sports Suit Will Wear a Shirt of Pongee

Silk pongee, of course, because there's a softness and luster and fineness about it that makes a fellow appear faultlessly careless in his dress.

And the finest silk pongee shirts in the natural color we have seen for years are in. The price is \$6.

Then other men like a plain white shirt, most likely one of silk broadcloth, like those at \$8.50.

If the silk shirt must be striped, there's a whole world of stripes and just as many colors at \$7.50 and \$8.50.

Cheerful Foulard Neckties Have Come for Men at 50c

Summery ties, and there's a lot about a foulard tie that seems to speak of Easter.

Polkadots galore, all over them, large dots, small dots, all sizes of dots, but always white dots.

The ties themselves are brown or blue or green or black.

(Main Floor)



The Chaps Along the Piccadilly Have a Different Easter Hat

from the kind usually seen along the Boardwalk, but it won't be a bit different from the kind worn by the men who follow the fashion at Wanamaker's.

The new hat that's quite the talk in England is in the Wanamaker Hat Store, and it's just as much the talk here.

An alpine shape, but the newness is in the brim. A roll that's more of a curve, starting at the base of the brim and coming out gradually, continually. And front and back it's a trifle dipped.

The price is \$6, and it's here in gray, vicuna and tan.

(Main Floor)

The First Thing Any Man Puts Forward in a Fashion Parade Is His Shoe

And it's got to be a good, solid, smart shoe to stand up with the rest. But there's one thing you can rest easy on, the best shoes on the best-dressed men in the best Easter promenades around Philadelphia will be Wanamaker shoes.

For the Wanamaker Men's Shoe Store Is Splendidly Ready With Anything for Any Man

What's more, there are shoes at almost any price. A man can pay \$6.40 or \$7.50, \$8, \$10 or on up to \$14.

There are black shoes and there are tan shoes. There are brogues with perforations everywhere and brogues with perforations nowhere; there are plain, trim-looking English oxfords, or there are perforated English oxfords.

(Main Floor)

and still again there is the new English last with the straight soft tip.

A little newer is the modified brogue, without a single perforation, but stitched with several rows of orange stitching to contrast strikingly with the tan leather. And smartest of all for young men is the two-tone sports oxfords.