

# Nature Is All Regaled With Buds and Blossoms—It's Time to Bring the Cheerful Touch of New Spring Things Into the Home

## The Pilot on the Captain's Bridge Is Steering the Ship

A passenger, invited up, asks him if he is steering by his watch or his pocketbook.

The pilot looks at you as if you were crazy and says, "Why, sir, if I did not steer by the compass, this boat would be aground in five minutes in this narrow channel."

One can tell time by a watch.

He can have a good time with a full pocketbook, if he spends his money properly. But he cannot steer a boat without a compass.

It requires a plow to break up the soil, an ox, like Daniel Webster's big oxen, to draw a heavy load, an anvil for a blacksmith's shop, and a compass for a boat.

This is a good world if you use it properly.

There are some good Stores in this city, and this is one of them.

[Signed] *John Wanamaker*

April 17, 1922.

## MORE Iron Floor Lamps

Strong, hand-wrought one-light lamps with polychrome decoration and extra long cords with plugs, complete for \$4.

Parchment shades to go with them, banded and decorated, are \$1.50 and \$1.75. (Fourth Floor)

## Antiques

A quaint cottage bedroom set in the Antique Shop demonstrates how charmingly old pieces of furniture may be adapted to modern use.

The set is in old ivory and blue, each piece hand decorated with a rose motif copied from the old English glazed chintz used to drape the bed.

In addition to the draped four-post bed there is a chest of drawers; a dressing table draped with the rose-patterned glazed chintz, and topped by an old shaving stand; a tilt-top candlestand night table, and an interesting rush-seat chair.

It is an attractive bedroom ensemble that lends new interest to the possibilities of the old four-post beds shown in the natural state, and priced at \$25 and upward.

## A Cottage Breakfast-Room Set in Green

consisting of old corner-cupboard, drop-leaf table and six old plank chairs, is equally charming. Each piece has been hand decorated with an individual fruit motif, and the cup-board interior shows the familiar old blue.

You may care to decorate such old pieces yourself, or we can have them decorated to your liking. (Fifth Floor)

## Paris Awarded a Medal to Ferdinand Boscher

and France has possessed itself of one of his paintings. The little collection of M. Boscher's watercolors now on exhibition in the Picture Store is a pleasure to all who know and delight in the French spirit.

They have the vivacity and sparkle, the "joy in living," so typical of French life and art. One looks at them and imagines oneself in the charming and picturesque France of the eighteenth century.

Yet the emotions and moods pictured are the human emotions and moods of today and every day. The pictures remain this week only. All are for sale. (Fifth Floor)

## A Sale of Beaded Tunics — \$20 to \$45

Exactly the manufacturer's cost price because in nearly every case they are samples of the advanced styles.

All imported and most elaborately beaded. Some are semi-made and require little extra sewing. Others are uncut. The colors range from black and navy blue through all the fashionable vivid shades.

In spangled net, \$20 to \$25. In crepe de chine, \$30 to \$45. (West Aisle)

## Decorated Tumblers at Almost Half

Of fine thin-blown glass with three etched bands. The price is 80c the dozen. (Fourth Floor)

## Such Cretonnes Are Wonderful for 50c a Yard

3500 yards of cretonnes and chintzes at this price. Every yard made to sell at more than double.

Patterns include large and small floral designs, striped effects, dark and light colorings.

Qualities are suitable for slip covers, cushions, draperies and furniture coverings. (Fifth Floor)

## Women's Umbrellas Special at \$3.85

Pretty colored sun or rain umbrellas in plain and fancy silks and tape or wide satin borders.

There are 300 of them. Some are samples, others are called "seconds" because they have a slight mark somewhere, nothing to affect the wearing qualities, however.

Otherwise the same umbrellas would be close to two or three times the price. A few are for small girls. (Main Floor)

## The Women's London Shop



is having a notable clearaway of certain coats and suits which were made up by our own tailors to serve as models.

Needless to say they show both the finest of imported material—English and Irish tweeds, overplaid and herringbone stripes—and the best of workmanship. And there are only one or two garments of the same pattern. (The Gallery)

There are twenty-five of the suits to go at \$47.50—a substantial drop from original prices.

And twenty-three coats to go at \$48.50. They also have been much more. (The Gallery)

## Suspender Skirt and Cape for Schoolgirls

The newest Spring costume for girls between 6 and 12 years and one that is so pretty that it's bound to be liked. Made of tweed in tan, rose or orchid. The skirt is full box pleated with a vest in front to which the suspenders are buckled. The cape is circular and full, with a buckle fastening at the throat. The price is only \$6.50. (Second Floor)

## Finest Canton Crepe in Years at \$4.50

Rich, heavy pebble-back Canton crepe, beautiful and durable. As fine a silk as a woman could buy for gowns and wraps, both handsome and practical. It is here in a perfect black and a dark blue, all full 40 inches wide. (First Floor)

## Hand Made Blouses at \$5 and \$5.50

Half a dozen beautiful styles in white voile with hand tucking, embroidery or drawwork, and most of them have the requisite touch of real lace that so many women like. (Third Floor)

FOR instance, the Summer Rugs are ready—ready in a glorious way they've never shown before.

BRIGHT, happy, striking colors that will bring sunshine into any room.

Novel rugs, many of them, in patterns that are new and different.

But, above all, they are serviceable, sturdy, good rugs—the best that can be gathered from the four corners of the earth to adorn homes everywhere.

There are rugs from Japan, from Belgium, from China, but finest of all are the American-made rugs.

There are rugs for the porch, the hall, the dining-room, living-room or bedroom. Rugs for every corner, every purpose.

Cool, soothing rugs, that bring an air of refreshment wherever they are placed. Rugs that are fairly overflowing with rich, pleasing colors, fairly alive with Spring cheerfulness and, beyond all things, fairly priced.

Re-dressing the home from top to bottom with new floor coverings does more than cheer up each room. There's dollars and cents economy behind it. (Seventh Floor)



Blasting summer suns and summer dusts that sift through open windows have a disastrous effect upon expensive wool rugs. Then in the fall, the richer floor coverings can be brought out, bright and fresh, and again the home seems new.

Most novel of all the summer rugs is the braided rug, in either wool or cotton. Picture a bedroom with one medium-size braided rug, in the colonial oval shape, and several smaller pieces to match scattered about. They are in combinations of many bright, attractive colors, while the same rug for hallways is darker.

A kitchen or a bathroom or a nursery seems ideal with a colonial rag rug. The center is either plain or a profusion of colors, while the borders are fancy or band style.

Fiber rugs or woolen fiber rugs, in dainty light effects or darker solid colors and with either band or floral borders do a lot toward brightening a dining room or living room.

For the porch there are any number of rugs in all shapes, all sizes, all colors. Japanese rush rugs in the block design, either solid color or two-tone; Mourzard rugs in dark rich colors or grass rugs of many makes, in a world of patterns. (Seventh Floor)

## Answering the Call of the Outdoors, Comes Beautiful French Iron Furniture for Garden, Veranda or Lawn



TWO OUTSTANDING features are the lasting quality and graceful design.

In material and construction the furniture is stability itself. In shape it shows all the true French feeling for gracefulness and charm of outline.

It is at once the most substantial and the most ornamental outdoor furniture made.

Constructed of iron, curved and bent and combined to produce the utmost refinement and elegance of line with never a suggestion of unwieldiness or clumsiness.

Chairs, tables and settees are the pieces. Some settees are in the form of an arc, others straight, some of flat, some of round iron.

And there are pieces with panels and seats woven to give the effect of cane.

Several attractive types of chairs are included.

Prices from \$6.50 for a folding chair to \$215 for a settee. (Fifth Floor)

## A Victrola in a Console Cabinet, \$95

The astonishingly low price, the graceful console shape, and the make of the instrument inside it—none better in the world—tell the story of extraordinary value.

The cabinet is mahogany, and outside the instrument is in the equipment is Victrola VI. There's ample storage space for records. Everything inside is fresh and perfect condition. Price, \$95. Convenient terms. (Second Floor)

## Every April Day Is a Question Mark—A Raincoat Is a Man's Answer

And in April a raincoat has to be decidedly different from a raincoat in November.

It's a stuffy, hot feeling to be all wrapped up in a raincoat during a Spring shower, unless it be a light, cool coat.

Just such coats are the new ones for men in tan, olive, green and gray-black. Light as a coat dare be, cool as a man could wish it and waterproofed to stay. (Main Floor)

## Athletic "Pull-Over" Undershirts for Men Are Less

A special purchase has arrived and in some few cases the saving ranges almost to half.

The fine ribbed style, sleeveless and are pulled over the head instead of buttoning down the front. Fine mercerized lisle shirts. (Main Floor)

## A Diversity of New Dresses for the Young Woman

First there are some extremely pretty new crepe de chine frocks in a simple bloused style with bateau neck, short sleeves and shoulders outlined with three rows of steel beads.

The full skirt is scalloped and outlined with the beads and it is embroidered with the beads three-quarters the way up. It is a charming dress for afternoon and comes in navy, black and henna at \$18.50. (Second Floor)

New also are attractive little voile dresses in plain colors with fillet lace insets or with applied white dots and drawnwork collar and cuffs. In white, black and a number of the new colors at \$16.50. Sizes from 14 to 20 years. (Second Floor)

## A Silver Coffee Set to Match Her Silver

A wedding gift that many brides would prefer above everything else.

Such a remarkably large number of patterns in sterling silver coffee services are in the Wanamaker Jewelry Store that it is highly likely one will find the particular pattern desired. Among others are these four-piece sets:

Plymouth.....\$245	Dorothy Quincy.....\$266
Newport, engraved.....\$266	Lafayette.....\$397
Hempelwhite.....\$236	Lansdowne.....\$390
Clermont.....\$305	Lady Mary.....\$400
Washington.....\$238	Newport, plain.....\$212

(Main Floor)

## Matelasse Among the Newest Silk Capes

A simple cape of this rather rich fabric that has just come into fashion again is black lined with gray; and another matelasse wrap with a curious sleeve and a bloused back is of navy.

Each style has a collar of caracul and each is \$100. Another group of silk faille capes shows a garment simply gathered at the neck under a caracul collar. In black and gray these are \$100, in tan, \$95. Also here are more of the reversible silk fabrics with eponge weave. They have long scarfs, and the color schemes are black with violet or gray, black with white, navy with Mephisto red and black or navy with Persian effects. Priced \$75—and charming. (First Floor)

## "For Eighteen Straight Innings They Hammered Away"

Lusty baseball "sluggers" walked up one after the other and pounded the ball. Englished fouls, solid smashes, tips and scratch hits, the old ball was hit on all sides, everywhere.

But at the end the ball hadn't tripped, it wasn't soft, its shape was unchanged. It was a "Taplow" ball, a special brand found only at Wanamaker's, and like all Taplow balls it lived up to its guarantee of eighteen innings' service. Taplow balls conform to official specifications in every detail and are priced \$1.75 each, or in team lots, \$16.50 the dozen. (The Gallery)

## Japanese Cotton Crepe Aprons

Gayly colored things, delightful to the eye. One style without ornament, the other with a substantial touch of wool embroidery. The first is \$2.85 and the second \$3.85. (Third Floor)



## Are Just as Comfortable and Just as Helpful in Low Shoes as in High

But what's more to the point the Anatomik shoe is in no sense a comfort shoe. Utterly lacking is the ungainly bluntness or the squareness or the clumsiness that stands out like a name plate on nearly every comfort shoe.

In Anatomik shoes a man finds more than comfort, he finds relief, he finds correction for foot faults and shoe faults, he finds tireless help for his feet day in and day out. (Main Floor)

But above all he finds fashion and smartness.

For example, one Anatomik low shoe is a tan Russian calf oxford made on the new English last. Another is of tan Russian calf, plain and trim, with the medium toe.

Then there are black kidskin Anatomik shoes in lasts that are just as smart and good to see as a last could be.

Men's Anatomik low shoes are all priced \$13. (Main Floor)