

# Never a Better Time to Throw Open the Door and Let the Bright Spring Things Into the Home

## Just One Stroke of That Great Bald Eagle

Startled by our presence and flying off upward, seems to carry her on without any visible movement of her wings.

So it was, too, with that flock of broad-winged frigate birds that were here on the lake this morning.

What a wonderful thing for a man to get an impulse from a book, a lecture, speech, musical performance, a well-spent day, a visit to his college, his old parents living distant!

How fine for one man to impart power to another man, that he may rise into a higher life.

[Signed] *John Wanamaker*

April 20, 1922.



### Baby's New Spring Coat Is Prettier Than Ever

Just imagine a little crepe de chine coat, silk lined with a scalloped and embroidered cape collar, at \$5.50. And it may be had in white, pink or baby blue for babies from one to two years.

For other tots of the same age there are white cashmere, crepe, serge and crepe de chine coats from \$7.50 to \$15.

Somewhat older children, from two to six, would perhaps like the bright sports colors or darker shades, and

there are many charming little cloth coats here for them. They are \$7.50 to \$25.

Hats to complete the costumes in the same fabrics as the coats, or of straw, tailored or flower or fruit trimmed, are \$2 to \$15.

(Third Floor)

### Children's Black Ankle-Strap Slippers for Dress

From the nine-months-old baby to the child of ten years, the favorite dress slipper is of black patent leather with one ankle strap. It has a light turned sole, a broad, plain toe and a low heel or no heel, according to size.

We have these best of dress slippers for little children, carefully made of the finest materials

inside and out, priced at \$3, \$3.50, \$4.50 and \$6. The sizes are from infants' 2 to growing girls' 2.

(First Floor)

### Shoulder Collars Appear on the New Silk Wraps

The silk is a heavy Canton crepe—usually black or dark blue with matching or contrasting linings.

They have the soft, big shoulder collars in common, but apart from this feature their great interest is in their decoration—one having immense applique flowers forming a horizontal decoration below the shoulder line; another heavily corded fringe edging its scalloped cape, another shirred shoulders with a draped sleeve, and another still has a spider web decoration.

They are all graceful and dignified and prices are \$65 to \$145.

(First Floor)

### New Blue Tricotine Wraps for Young Women

Something on the order of a cape, but pretty enough to wear over an afternoon frock or to the theatre in the evening.

The shallow yoke in the back and full gathers insure the snug fit to the shoulders and the long tuxedo front is another feature that many young women like. Silk braid binding and stitching is the only form of trimming on these attractive wraps.

They are lined with beige satin-tripped silk and are \$45. For young women from 14 to 20 years.

(Second Floor)

### New Georgette Crepe Blouses With a Peter Pan Collar

Many women find it such a becoming shape that they want it in almost every blouse they wear. This is a slip-over blouse, slightly opened down the front. It has insets of real flax lace and is embroidered very attractively.

There is a sash in the back, for it is intended to be worn over the skirt. In flesh, white or beige at \$7.75.

(Third Floor)

### Soft Black Taffetas Printed in White

The designs are novel and striking. They are so varied as to meet every taste. And they are so "different" that they will be found everywhere. The quality is rich and beautiful.

All are 40 inches wide, and priced at \$4 a yard.

(First Floor)



### Waltham Boudoir Clocks in the Quaintest Shapes

For example, some are in Colonial mahogany cases that resemble swinging oval mirrors, or they are oval, octagonal or triangular on conventional stands that would look well on a dressing table or highboy. They are \$86.

Others are in old gold or polychrome cases, very rich and decorative in effect and they are \$40.

Every one is fitted with an eight-day Waltham lever movement, so their time-keeping qualities are assured.

(Main Floor)

### Large Meshed Tosca Net

is coming into fashion again for afternoon and evening gowns or their draperies.

It comes in black and many different colors, and at \$2.50 a yard, in the Lace Store.

(Main Floor)

### It's Wise to Post a Sentinel to Keep Moths Away

or they might feast all Summer upon the Winter things that have been put away for next season.

A coat or a suit is safe in a cedar paper bag when put away clean. Business-suit size, 40 in. long, \$1.25; dress-suit size, 50 in., \$1.50; overcoat or opera cloak size, 36 in., \$1.75; fur collarlette size, 38 in., \$1.25. Fur bags are in different sizes up to 70 inches, and the prices range from \$1.20 to \$1.80. Then there are tar sheets to lay between things that are packed away in a trunk or chest at 8 cents the sheet or 85c the dozen.

Not only moths but other insects are kept away by insecticides, and the best of all insecticides are here.

Some insecticides, 50c pint. 85c quart. \$2.75 gal.; Dethol, 14-oz. size, 50c, quart \$1, gallon \$3; and nearly all the old and proven preventives such as sulphur candles or naphthalene balls or crystals, and cedar chips, etc.

(Fourth Floor)

### The Matter of a Silk Dress Interests Many Girls

Especially if it is the kind of dress she can wear equally well for afternoon or evening for informal affairs.

Just such dresses have lately arrived for girls from twelve to sixteen years.

One is a delightful crepe de chine, with a bloused waist-line and short sleeves. It comes in beige, henna, navy and canna and is trimmed with tiny beaded ornaments. The price is \$18.50.

Another in the same colors of crepe de chine has loops of picot edged ribbon in panel effects down the front. It is \$25.

Also ribbon trimmed is another pretty crepe de chine which has rows of picot-edged ribbon around the neck and over the shoulders and a fringe of it over the skirt. Many girls like this model at \$28.50. In navy, Copenhagen, brown, jade and henna.

(Second Floor)

### Women's Dresses With Jaunty Capes or Jackets

The kind of thing which some women are keen about for wearing on the street even in Summer weather, the little capes or jackets giving a finished look to the costumes.

The materials are wool sponge, knitted wool and a jersey with a crepe finish, in ever so many colors—navy, black, henna, rust, Japanese blue, gray, tan, beige and bobolink.

The capes—of various lengths—are usually gathered on the simple band collars, and the jackets are short and gathered into a hip band.

Prices are \$40 to \$47.50.

(First Floor)

### How Cozy the Porch With a Bright, Rich Rug

Gayest of all the rugs for outside, and sturdiest, are the rugs from Japan.

Most people know them as Japanese Rush Rugs, which means they are made of slurry marsh grass that grows best in Japan.

Stouter and sturdier stuff is hard to find than the grass, and when it is woven or plaited into a rug there are few floor coverings better adapted to outdoor use.

Of course, the variety of patterns and shapes is extensive, but three that are most used are the oblong, the oval rug or the square rug in the block designs.



Oval Shape		Oblong Shape	
9 x 12 ft. ....	\$32.50	9 x 12 ft. ....	\$28.50
8 x 10 ft. ....	\$27.50	8 x 10 ft. ....	\$23.50
6 x 9 ft. ....	\$16.50	6 x 9 ft. ....	\$20
4.6 x 7.6 ft. ....	\$11.50	4 x 7 ft. ....	\$9.50
3 x 6 ft. ....	\$6.50	3 x 6 ft. ....	\$6
<b>Eighteen-inch block designs in plain or two-color effects.</b>			
9 x 12 ft. ....	\$50	6 x 9 ft. ....	\$26.50
7.6 x 10.6 ft. ....	\$38.50	8 x 6 ft. ....	\$25.50
4.6 x 7.6 ft. ....	\$16.50		

(Seventh Floor)

### The Best Night Lights

that we know for use in halls, bedrooms, bathrooms, sickrooms, nurseries are the English "Kandlets."

They won't explode, won't leak, burn with only two spoonfuls of kerosene and may be had in various colors to harmonize with various rooms.

Price \$1 in the Lamp Store.

(Fourth Floor)

### Long Silk Gloves With Contrasting Embroidery

are now ready for the many women who have been seeking them.

They are 16-button length, of fine quality Milanese silk in good weight, with double finger-tips. White with heavy black embroidery; black with white; mastic with combination black-and-white.

Priced \$2.25 a pair.

(Main Floor)

### The Prettiest of Silk Chemises

Envelope chemises of crepe de chine in orchid, peach and pink, with Valenciennes and real filet lace, \$5.

Of the new corduroy crepe in orchid and pink, in tailored style, \$4.85.

Of a "block radium" silk, orchid and pink, \$5.50.

Radium in orchid and pink with hand fagoting, \$6.85.

(Third Floor)

### The Most Attractive Rooms Are Done in Chintz

Those home-like rooms one finds in English country houses and in American houses furnished after the best English fashion, rely a good deal on chintzes for the cheerful comfortable atmosphere.

The housewife bent on achieving this pleasant effect for her own home will find a wonderful variety of chintzes and cretonnes here, priced from so little as 25c a yard up to \$3.75 or as much more as she cares to pay for exclusive quality and design.

In particular there are some unusually fine cretonnes at 50c a yard, in a variety of colors and patterns, all of which were made to sell at much higher prices.

(Fifth Floor)

### New Silk Stockings at Lower Prices

In Spring more than any other time, silk stockings are more or less of a necessity, for nothing can be so fine to see.

Right now a special lot is selling at prices way below the figures usually charged. Mostly first quality although there are a few seconds among them. But they are such good seconds that the wearing quality is unharmed.

At \$1.35 the pair, full-fashioned silk stockings, pure dyed. With mercurized tops and soles.

At \$1.75 the pair, Ingrain silk stockings and silk all the way to the tops. Just the popular weight. Black or white ones.

At \$2.75 the pair, full-fashioned all-silk stockings with open work ankles and all-over designs.

West Aisle

LITTLE wonder that the tens upon tens of thousands of busy men and mighty manufacturing plants throbbing with the energies of giant machines have made Philadelphia one of the marvels of the world. And there's little wonder that they made the

## Wanamaker Men's Store the Very Center of All Big Things in the Busy City

EVERY ONE in this army of men has had it hammered home that the only thing worth while is the solidly good thing founded on the bedrock of dependability.

And when one of these men goes out to buy something for his business he looks it over from all angles and turns it inside out and makes certain it's going to serve long and well.

That is how the city has been built to be so mighty. It's pretty certain that any man who buys things that way, buys his clothes at Wanamaker's.

For at Wanamaker's none but the best clothes in America are found. The goodness is tailored in and tailored in to stay. They are made to be dependable clothes, serviceable clothes, economical clothes first and then style has been added as something more for the money.

That is how the Wanamaker clothing business has been built so big.

And it's well to remember that if all the tens upon tens of thousands of men in this city should come marching to Wanamaker's every one would find a suit and a topcoat that would please his individual taste. And every suit and topcoat would be priced between \$35 and \$65.

(Third Floor)



### A Man Has Five Choices When Selecting a Shoe at \$7.50

Every one new and up-to-the-Spring shoe; every one the kind of a shoe a man is mighty glad to have.

First is a modified brogue in tan calf. It has a straight tip and is plain.

Next the same shoe in black.

Then there is a blucher oxford in black glazed kid, with a broad comfortable toe. Broad toes are much worn this season.

A straight-tipped oxford that is particularly smart is made of black Norwegian calfskin.

Lastly, the fuller-toe oxford in tan calfskin. The toe is slightly and becomingly rounded.

(Main Floor)

### Every Day Brings an April Shower of Bright New Neckties

All fresh and colorful as Spring blossoms—and quite as beautiful.

Most popular of all with men are the ties at \$1 or at 50c, and there's a seemingly unlimited selection at either of the two prices.

Striped ties, check ties, figured ties, dotted ties, all new and all striking.

(Main Floor)

### Lighter Shades Rule in Boys' Suits Also

Tweeds in smart gray effects are popular, and greenish and brown mixed fabrics are in large request.

Blue is never out of style, especially for dress-up wear.

Varieties shown here would be hard to improve upon.

And Wanamaker quality rules all through.

Norfolk suits in 8 to 18 year sizes, \$16.50 to \$32.

(Third Floor)

### "Take Your Ease" in a Couch Hammock

The perfection of restfulness is pretty nearly attained in the collection of couch hammocks shown in the Toy Store.

Not only are they made to afford a maximum of luxurious ease, but many are quite handsomely appointed and upholstered in attractive styles.

Fine days, fresh, healthful breezes, a good book—and a hammock. How could an afternoon be finer?

Couch hammocks in 5-ft. size for small porches, \$16.50 to \$35.

Couch hammocks, regular size, \$16.50 to \$52.

**A Particularly Good Couch Hammock**

is made of plain canvas, in khaki color or in gray chain hung, adjustable padded back, cotton filled, price \$25.

(Seventh Floor)