

# Talking Straight From the Shoulder, People Who Know What They're About Will Buy All They Need This Spring; and Tomorrow Is as Good a Day as Any

## A Husband and Wife in Perfect Accord

harp and the flute

The gentle touch of the little fingers of the woman upon the harp, and the breath of her good husband turned into sweet sounds, form for us a beautiful picture of the best kind of a happy home reverberating with wonderful harmony.

So may the months and the years of two lives go on ever in gladness and peaceful unity.

*(Signed)* John Wanamaker

## The Women's London Shop

is showing some delightful new sweaters and other dresses of knitted silk and wool.

First come the one-piece dresses of knitted silk—white, hand embroidered with vivid colors; white with red or green, a jacquard pattern; and plain gold color—at \$125.

Sweater dresses of silk and wool with scarfs are \$95 and \$110.

Silk-and-wool cape dresses are \$85 and \$95 for the dresses; \$45 and \$55 for the capes.

All-silk knitted cape dresses in fancy and solid colors, \$160 and \$180.

A few artificial silk dresses, \$47 and \$57. These are imported.



(The Gallery)

## Marvelous Ornaments and Girdles Come From Paris

Jean Patou and many other of the foremost French dressmakers are introducing the new gowns draped to the left side and caught with one huge ornament.

We have chosen some of the handsomest of these beautiful beaded garnitures with their long fringes reaching almost to the hem of the skirt.

There are also the new beaded girdles, the loveliest ones surely that ever were seen.

They are in red and green Indian colorings or the turquoise beads in Egyptian effect, or they are even more beautiful studded with tiny rhinestones.

Usually there is but one of each of these ornaments; none of them are to be found elsewhere. Their prices are from \$8 for an ornament up to \$65 for the handsomest girdle.

(Main Floor)

## Two Pairs of Spring Gloves for the Price of One is what people are finding in this disposal of a good glove-maker's stocks at average half price. There remain:—

### For Women

Short gloves of capeskin, suede, lambakin, mocha and doe-finished wash leather at \$1.25 and \$1.50 a pair.

Strap-wrist gloves of cape, suede and doe-finish leather at \$1.85 a pair.

They are in the best Spring colors, including white, yellow, gray, tan, mode, beaver and brown.

### For Men

Cape, suede and doe-finish leather at \$1.50 a pair.

(West Aisle)

## Guest Towels of Pure Linen in Real Abundance at 50c

Huckaback weaves, full-bleached, neatly hemstitched. Some plain, some with neat damask borders and space for monogram.

All of pure linen and made in two sizes, 14x22 and 15x22 inches—50c each.

(First Floor)

## The New Spring Coats Are Cut on Ample Lines

which, combined with the materials—lustrous and beautifully colored bolivias and duvetyns—make luxurious-looking garments.

One shows the dull silver girdle, long tassels on the scarf and heavy embroidery round the foot and sleeves.

Another, the new fullness under the arm, and still another has a cape instead of sleeves.

The colors are tortoise, bronco, dolphin gray, Sorrento and navy blues, black and galliardia.

Prices are \$150 and \$165.

(First Floor)



## Ready! New Spring Fashions for Junior Girls

Fresh from their wrappings and just as new in their delightful styles.

Many of them, particularly the dresses, we had designed especially for us, so you won't see them elsewhere.

Among other exclusive things are some of the prettiest pongee frocks in bright Chinese colorings with perhaps a bit of Oriental embroidery or an appliqued motif.

There are quantities of everyday dresses for school in bright checked or plaid gingham or "candy striped" handkerchief linen, besides some fetching afternoon dresses in the new tweed eponge or striped challis.

For evening it will likely be a dainty taffeta silk, one with bowknots of corded silk or quaint ruffles.

And, to go over all, there are wonderful capes and coats in softest duvetyn or bolivia, in the new colors of Javanese reddish brown, Kremlin green, pinecone, fallow or dahlia red.

They are beautifully made and lined with a contrasting colored silk.

Miss Six to Sixteen has certainly a treat awaiting her in all these new Spring garments. She won't want to lose a minute in coming in to see them.

(Second Floor)

## With Her Tailored Suit, Madame Carries a Silk Handbag

Or with her flowing cape, for that matter, or rippling frock, the new handbags from France look unusually well.

A better silk, in the moire stripe.

Say black or navy, a little contrast looks well with the gayer Spring tailleur.

Hardly a woman can resist the novel square-shaped bag, with its brilliant rhinestone clasp, dangling from a silken cord.

At \$6.75 it marks a new value as well.

(Main Floor)

## Fine Waltham Clocks Are Now Down in Price

And everybody knows the reputation the Waltham clocks have for reliability.

Mahogany boudoir clocks in a good size for desk or mantel, \$25 to \$35.

Gilt mirror clocks, very ornamental and beautiful, \$85 to \$120.

Quaint Willard clocks, some people call them "banjo clocks," with weight, \$100 to \$140.

(Main Floor)

## All-Wool Tweed in Two Colors Only, at \$1.50 a Yard

Because we can give you only rose and French blue in this good all-wool tweed, you may take it for \$1.50 a yard—much under its value. A beautiful quality, and 54 inches wide. The quantity is limited.

(First Floor)

## Special—Ruffled Edges and White Voiles

The edges are swiss, showing eyelet and blind embroideries; nainsook foundations, 2 to 9 inches wide, and 25c to \$1 a yard.

Those at 65c and 75c a yard are noteworthy.

The voiles are indeed white, in several varieties of checks and stripes, yard wide, and really wonderful for 38c.

(West Aisle)

## Paris Sees Only Colored Handkerchiefs

The smartest shops in the French capital show colored handkerchiefs exclusively.

And so the latest Paris importation brings these beautiful colored handkerchiefs for women.

Fine colored linen with applied white blocks in one corner, 75c each. In the four corners, \$1.50 each.

Others with colored centers and white borders or vice versa—all with hand-rolled hem and very fine, \$1 each.

(Main Floor)

## 25 Young Women's Dresses at \$17.50 and \$25

These are the prettiest little lace and net dance frocks, slightly mussed, it is true, from handling, but the freshening is easily done, and they are much less than originally priced.

Sizes from 14 to 20 years.

(Second Floor)

## Children's New Low Shoes for Spring Are Ready

Sturdy tan calf oxfords for school wear, blucher cut, heavy soled and extra durable, \$4 and \$4.50 for sizes 8 1/2 to 2; \$6 for sizes 2 1/2 to 7.

Black patent leather slippers for dress wear; light turned sole and ankle strap, in sizes 8 1/2 to 2, at \$4.50 and \$5. Patent leather pumps without the strap, in sizes 2 1/2 to 7, at \$6.

A good shoe for the active small boy is a stout blucher of dark brown grained calf, with extra heavy sole, at \$5. Sizes 12 to 2.

For the growing girl a new tan calf oxford with long wing tip and perforations is \$6.75. Sizes 2 1/2 to 7.

Salespeople especially trained to fit children's feet.

(First Floor)

If a Fellow Gets Hot Under the Collar it's pretty certain his overcoat's to blame. Then he'll most likely do, what other men are doing—make a bee line to Wanamaker's for a

## Spring Topcoat That's Light and Loose

Once a man gets into a lighter topcoat, a burden is lifted from his shoulders.

Free, easy, comfortable coats. And better looking on bright Spring days.

And there are no better topcoats than at Wanamaker's.

More than ever to pick from.

Better coats! Better tailored, better models, better fabrics, better colors.

Spring says tweeds and homespuns. Tweeds and homespuns make up the lot that is showing here.

Men want brightness. And light are the colors in this entire stock.

Of course, with enough darker colors to please those who insist.

And better prices. As a matter of fact, the best prices, for look as we did, we haven't found coats equally as good for anything like \$35 to \$60.

(Third Floor)



## Pretty Soon, and Nothing Can Take the Place of Sports Oxfords

Youth and Spring. Certainly the two call for footwear that's light, and easy, and novel.

So young men have elected the sports oxford. Especially the two-toned sports oxford.

Mainly the shoe is of smoked horse, which you know is light. The waist band and heel foxing are of dark tan calfskin.

Soles, of course, are rubber with the cup suction, while the heels are the bevel type.

And the price! \$6.40.

(Main Floor)

## A Man Wanting a Shirt Most Likely Wants Woven Madras

More than likely he won't have anything else when he learns there are woven madras shirts as low as \$2.50.

Striped shirts. And in what a multitude of stripes.

There are all conceivable sized stripes, some close together, others far apart.

But all are neat and trim and clean-cut looking. And colors lend richness to the selection.

Also the new check shirt in woven madras. It is here in two styles. First the more or less regular check, then the new overcheck in the same color.

Priced \$3.50.

(Main Floor)

## Boys Certainly Have Different Ideas About the Caps They Wear

And just as different as their desires are the caps that are here for them.

Light. Almost always light, and who would wish it different for Spring.

Mixtures, galore — and checks. Real shepherd plaids.

Fabrics are largely the homespun variety and prices are \$1.50, \$2 and \$3.

(Main Floor)

## Boys' Spring Suits and Overcoats Bring Thoughts of Easter

Better in fabrics, tailoring and style than they have ever been.

And the best will be found in the Wanamaker Boys' Clothing Store right now.

It is high time to get the boys properly fitted out for Easter.

Boys' Spring suits, \$16.50 to \$25 in sizes for boys of 8 to 18 years.

Boys' Spring overcoats in 3 to 10 year sizes, \$13.50, \$15 and \$16.50, and in 11 to 18 year sizes up to \$30.

(Third Floor)

## Lighter Rugs for Summer Not Only Make the Home Over

but, in reality, are dollars and cents economy.

A room seems more airy, cooler with a bright, light rug where the heavy woolen one has lain all Winter.

Somehow the very atmosphere seems refreshed by a new touch of color.

Then open windows, unguarded against dust, and blazing suns are ruinous to expensive floor coverings.

Right now one can choose from a marvelous showing of Summer rugs.

First in popularity are the gingham rag rugs in a veritable multitude of colors. 9x12 ft., \$19.50; 8x10 ft., \$14.50; 6x9 ft., \$10.

Then fine fiber rugs come in new designs and colors: 9x12 ft., \$13.50 and \$16; 7.6x10.6 ft., \$13; 6x9 ft., \$8.75 and \$10.

The new Japanese straw rugs are remarkably attractive for anything so inexpensive. The 9x12-ft. size is \$5.

(Seventh Floor)

## Whew! But It's Going to Be Hot!

Sun blazing in—glare sickening—everything sizzling—and no awnings up because they were not ordered in time.

Funny how people will wait until the eleventh hour! The rush then is so terrific that the best-manned forces cannot get the work through without occasional hitches.

How much better to order at once, in March while—

Color lines and patterns are complete, and the work can be given the time necessary for thoroughness.

Measurements can be made immediately, on request, and the awnings finished and held for orders.

Then the first blast of the sun will find your house cool and protected!



(Fifth Floor)

## Little Prices on Things for Little Children to Wear

100 Children's Dresses at \$3 and \$3.25

Dainty white lawn dresses, trimmed with pinch tucks, narrow lace or perhaps a bit of blue or pink silk stitching.

They will fit children from two to six years.

75 Children's Coats at \$7.50 to \$18.50

There are both coats and capes among them in the soft tweeds and the pretty colorings that are characteristic of them.

The coats are plainly tailored affairs with or without belts.

The capes are lined and have arm slits.

Sizes two to six years.

(Third Floor)

An interesting collection of imitation jade necklaces of graduated beads and beads with pearls is priced from \$3.50 to \$15.

(Main Floor)