

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

# Has Any One Chased the Ghost Out of Your Neighbor's Mind?

**"The Young-Heartedness of Your Big Store**  
is so much of a pleasure to me that I walk through the Main Aisle every day, going to or from my business."  
Thank you, sir. Most welcome you are. There is something new to see or hear every hour in the day, come when you will.  
We like the people to think of the Store as something more than a place to buy things.

[Signed] *John Arnamatz*  
March 23, 1922.

**Miss Philadelphia Decides She Will Wear Knickers**  
Call it emancipation, or what you will, but the fact remains that the knicker costume is the only kind that fully meets the requirements of the present-day athletic girl.  
Tailored in the right way, the knicker costume is good looking. Tweed in the soft pastel tones is the usual material.  
Knickers alone are \$9.50 and \$12.75, and they are for girls of 8 up to 18.  
Knickers and cape to match in a smooth-finished tweed are \$32.50. The cape can be used separately, as can the knickers. Another style in blue plaid is \$38.50. Sizes 14 to 20 years.  
Knicke costumes, consisting of coat, skirt and knickers in 14, 16 and 18 year sizes, \$58.  
(Second Floor)

**Announcing a Heavy Antique Filet Lace for Decorative Purposes**  
Every one knows the sturdy Italian hand-made lace of this name and how effective it is for household decoration—being used for runners for console and library tables, for lamp-shades, for window hangings and other purposes.  
The lace we are putting on sale today is a rather wonderful imitation of this old filet. It has the same effect, and the same designs and the same creamy color, but being machine instead of hand made, we can sell it for \$1.75 and \$2.25 a yard.  
The widths are 18 and 21 inches. Ask for it in the Lace Store.  
(Main Floor)

**Tomorrow 300 Women Can Get a Suit or a Dress for \$25**  
And both the dress and the suit will be spandy new and uncommonly good for the money!  
The suits are made of tweeds, homespun and novelty mixtures in the fresh, delightful Spring colors—the rose shades, the blues and greens, tans and browns and violets.  
Usually these colors are plain, but sometimes they appear in checks. The suits include both capes-and-skirts and coats-and-skirts.  
(First Floor)

**This Play Oxford Gives Every Little Toe a Chance**  
A chance to be comfortable, and a chance to grow.  
It was designed by a man who knows what children's feet are like, not what some shoemakers imagine them to be like.  
The wide-spreading toe is soft and boxless. The welted sole is durable enough for hard play. The shoe is a four-eyelet Blucher.  
(First Floor)

**Baby Doesn't Say So But He Wants an Easter Coat**  
And, of course, a new cap or bonnet must go with it.  
The prettiest little coats come in crepe de chine, serge, cashmere and crepe de chine, some hand embroidered, and hand smocked.  
(Third Floor)

**When a Long Glove Is Preferable**  
If the dress sleeve is short, if it is long and very wide, or if the outer garment is a sleeveless cape, a long glove is usually the best-appearing hand covering.  
The most delightful to wear are these long French gloves.  
(Main Floor)

**When a Woman Is Slender She Wants an L. R. Waist**  
It isn't so long ago since a girl or slender woman who didn't want a corset had to put up with a rather awkward corded waist.  
Today she has sixty different styles of beautifully made L. R. waists to choose from.  
Prices are \$1 to \$6.50.  
(Third Floor)

**Tomorrow in Egyptian Hall  
The Clavilux  
at 3 P. M.**  
**The Marvelous Color Organ Presented by the Inventor, Mr. Thomas Wilfred**  
For want of better words to actually describe it, it may be said that Mr. Wilfred's invention accomplishes with color what musical instruments accomplish with sound.  
Harmonic "compositions" shown on the screen in mobile colors, rising, falling, flowing, blending in melodies, give to the appreciative on-looker something of the same effect that is given to the appreciative listener by the great productions of music.  
In the case of musical instruments you hear great compositions that please, that excite, that soothe, that sway and bring a restful feeling of deep content.  
Now these same effects are at least approached by means of the marvelous mobile compositions of color made possible by this new art. Just as we have been charmed by the sounds received by the ear, now, in the same manner, we are moved by the impressions given to the eye.  
It is with great pleasure that we introduce the Clavilux in its first appearance in Philadelphia.

**Open-Work Ankles and Clocks for Madame's Silk Stockings**  
Altogether attractive for Spring and Summer.  
Of course, there is scarcely any restriction as far as color is concerned. Right now we have a remarkable selection of full-fashioned all-silk stockings in virtually all colors.  
The price is \$4.50.  
(First Floor)

**Cotton Ratine Is a Wonderfully Good Fabric**  
The French and English mills design and weave it to look like checked or fancy-striped woolsens. In these patterns it is particularly effective for skirts and sports wear.  
In white and the plain colors, light and dark, it offers a charming variety for Spring and Summer dresses.  
We have an extraordinary assortment of colors and designs, in foreign and American weaves, 36 and 38 inches wide, and priced from 65c to \$2 a yard.  
(First Floor)

**More Tweed Topcoats for Women to Wear**  
One has the cape sleeves and a roll collar. In light gray tweed and is \$95.  
Another has a cape all around and a long scarf. The material is pastel colored, checked, \$65.  
The third is a regular man's topcoat in plaid tweed with leather buttons and belt, \$67.50.  
Fourth comes a grayish brown tweed with unusual overlaid, \$75.  
(First Floor)

**The Piano of a Woman's Choice**  
Ask any woman her preference in pianos.  
Nine times out of ten her answer will be "A grand piano."  
The musical and artistic quality of the grand piano, and its elegance as a piece of furniture, make it undoubtedly the most desirable.  
Its size, however, was for long a barrier to its possession on the part of those whose homes are small.  
**The Very Small Grand Piano**  
has removed this barrier.  
Many persons do not yet know that this new diminutive grand piano need occupy no more space across the corner of a room than an upright. (A paper pattern demonstrating this fact will be sent on request.)  
(Egyptian Hall, Second Floor)



**85 Dinner Sets at Half—A Wonderful Special Group in the March Sale, \$6 and \$11 a Set**  
If sets of this kind have ever regularly been sold for lower prices, it is so long ago that nobody can remember it. And they are not "seconds," please keep that in mind.  
They are of good American semi-china, in a choice of three decorations—conventional, gold lace and blue band patterns.  
There are 35 sets of 52 pieces now \$6 a set.  
And 50 sets of 106 pieces now \$11 a set.  
(Fourth Floor)

**A New and Worth-While Book**  
"My Memories of Eighty Years," by Chauncey M. Depew, \$4. A book which is a revelation of the men of the times and the times themselves by a man who knew and understood them.  
(Third Floor)

**Mosul Rugs—\$27 to \$40**  
Size approximately 2.6x4.6 to 3x6 feet.  
Priced moderately, in view of values prevailing.  
Heavy, serviceable pieces, in dark blue, green and rose combinations.  
(Fourth Floor)

**New Irish Lace Collars**  
In the fine "baby" Irish patterns and in the Tuxedo and round shapes to fit over coat collars and sweaters.  
They are moderately priced from \$3 to \$6.  
Many women would be delighted to receive one of these collars for Easter.  
(Main Floor)

**There Are Handkerchiefs for His Easter Gift**  
Most men want something that they can use, and that certainly applies to handkerchiefs.  
There is a smooth, nice quality Irish linen handkerchief with a hand-embroidered block initial and a quarter-inch hem for 75c each or \$8.25 a dozen.  
(Main Floor)

**The Easter Blouse Is Gay and Lovely**  
Its only care in life is to be, as far as possible, a part of the tailored suit, so that the whole looks like one costume, and it achieves this result in a number of interesting ways.  
For one thing, it comes well down over the hips, giving a longer line to the figure.  
The colors blend or match the shade of the suit, and there are all the beautiful new Spring shades here.  
One of the favorites is the imported beaded overblouse which so many women find becoming. Scarcely less popular are the new English prints. They are crepe de chine.  
Cross stitching in bright wool or novel hand embroidery are some of the trimmings.  
Prices start at \$3.75 and end at \$37.50.  
(Third Floor)

**As Sweet as Violets Themselves**  
are the Violette de Paris perfumes and powders. Their fragrance is so delightfully natural that people almost invariably look about to find the fresh flowers.  
Violette de Paris perfumes are made in Paris, and sold exclusively by Wanamaker's. A new importation has just arrived, including the extract at \$3.50 a bottle; sachet and talcum powders at \$1; face powders at \$1.50.  
(Main Floor)

**When a Fellow Needs New Clothes He Wants to Buy a Suit, Not Merely a Price**  
and the chances are, if he is a sagacious fellow, as most men are, he will hunt around for a suit that's designed by an "architect" and built by an "engineer."  
Three generations as clothiers to the men of Philadelphia have hammered home the fact that



**Wanamaker Clothes Stand Up as Suits Even When the Cloth's Worn Bare**  
Common sense tells men that suits of this kind might cost a little bit more at the start than the cheapest clothes shouted about on the street.  
But what's the mileage on them?  
A thing to be good has got to be planned right and made right.  
Any fellow can buy a bunch of perfectly good lumber. Then he can get the best of bricks.  
And he can get some carpenter to build him a house.  
But it's going to be a carpenter's house. Even the good materials won't make it look better or stay better if it lacks the master touch in designing that only an architect can give.  
Good materials, good tailoring must be backed by good planning to produce a good suit.  
And that's why there's nothing better in clothes than the Spring suits and topcoats here that are priced from \$35 to \$65.  
(Third Floor)

**Nearly Every Man Wants a Hat for Four or Five or \$6**  
And there's no reason why he should pay more.  
Enough hats for all the men in Philadelphia and enough styles to please the tastes of all the men in Philadelphia (except some fellow who likes 'em extreme) can be gotten here.  
New hats, Spring hats, good hats every one.  
Tan hats, sand hats, gray hats, brown hats. In fact, a couple of kinds of brown hats.  
And three prices to pick them from, four or five or six dollars.

**And Now It's the Men Who Get Bathrobes From France**  
Cool as a breeze, every one just like men demand for Summer.  
Of French imported Terry Cloth, the towely-looking material that both wears and washes so well.  
Mostly solid colors and they are pale colors, while the trimmings usually are white.  
A new version of the shawl idea shows in the collars.  
Prices are \$18, \$20, \$25 and \$30.

**If a Man Wants a Smart Shoe, and Yet a Plain One**  
it's as near sure as anything can be that he'll put his stamp of approval on these smooth tan calfskin oxfords.  
English in last. Still they're not tiresomely straight nor agonizingly narrow. There's a grace in the cut that's decidedly new, and decidedly American.  
Tips are plain; in fact, the entire shoe is. The toes are narrow, at the same time ever so slightly rounded.  
All the dignity of a better shoe, at \$8.50.  
(Main Floor)

**The Newest Swagger Bags Are in Combination Leather**  
Women have displayed a decided liking for the shiny auto leather.  
So, in the main, the new swagger bags are made of it. The gusset and handle tips are of brown suede.  
Large, generously proportioned bags, with two leather handles and four compartments inside.  
Not only a strikingly new style, but at \$5 they are a strikingly new value.  
Also a fitted vanity bag in the same leather combination at \$3.  
(Main Floor)

**New Lingerie Ribbon**  
From France and it is all silk and a beautiful quality. It is decorated with tiny shamrocks, and it may be had in white, pink or blue—all being washable.  
From the narrowest baby width at 90c a piece up to one-inch width at \$2.90 a piece. Ten yards are in a piece.  
(Main Floor)

**Nightgowns With Filet and Irish Lace**  
They have V and square necks, and some have designs in hem-stitching and bits of handwork in addition to the lace.  
Priced \$5 to \$18.50.  
(Third Floor)

**What Could Be Brighter Than a Colonial Rag Rug?**  
Fresh, new colorful ones have gotten in, along with plain ones.  
And in Spring they are the prettiest rugs imaginable for so many corners or for whole rooms.  
A seashore cottage or country abode appears a gayer place with rag floor coverings, and they are so serviceable.  
9 x 12-ft. size, \$19.50, \$35, \$39.50, \$44.50.  
8 x 10-ft. size, \$14.50.  
7.6 x 10.6-ft. size, \$25.50 and \$29.  
6 x 9-ft. size, \$10, \$18 and \$21.  
4 x 7-ft. size, \$5.25 and \$12.  
3 x 6-ft. size, \$3.50, \$5.75 and \$7.50.  
30 x 60 inches, \$2.50, \$4 and \$5.25.  
27 x 54 inches, \$2.  
24 x 36 inches, \$1.25.  
(Seventh Floor)

**For Long Rides a Man Wants a Lighter Bicycle**  
And the new light-weight Columbia Roadster is here. A new model this Spring, and it's especially good.  
But this is only one of many Columbia bicycles that are ready to wheel out on the road.  
And most every rider knows that to say "Columbia" when talking bicycles is just about like saying "Rolls Royce" in automobile parlance.  
Models for men are \$52.50 up to \$75 for the chainless type.  
For women the price is \$52.50.  
Juvenile models are \$40 and \$42.50.  
There is also a complete line of bicycle accessories.  
(The Gallery)



**With Spring, Along Come the Couch Hammocks**  
Here are couch hammocks for everybody, from toddling youngsters to ripe old age.  
Couch hammocks that embody every improved feature and every new idea that can give greater ease and better service.  
It is a wonderful showing, including all the best and most desirable types made.  
The children's hammocks are new this season.  
Little ones will fairly revel in them.  
Among the regular grown-up hammocks there is an attractive choice of styles and color effects in upholstery fabrics, and of course there are plenty of plain-colored styles. Many are here exclusively.  
In the collection are hammocks with padded backs in striped patterns and fancy designs.  
New this year are couch hammocks with reed ends.  
One kind of hammock has an arm rest and adjustable back.  
Another is fitted davenport-fashion with three separate cushions for back and seat.  
Lawn canopies are here in ample variety also, and in these are several new styles.  
Couch Hammocks, \$16.50, \$20, \$21, \$25, \$30 up to \$92.  
Couch Hammocks, 5-ft. size, so desirable for small porches, \$16.50, \$25, \$32 and \$35.  
Children's Couch Hammocks, complete with canopy, stand and two pillows, the hammock having an upholstered seat and back, \$20.  
Hammock Stands, \$5.75 and \$7.50.  
Canopies, \$10.  
Lawn Canopies, \$20 to \$45.  
Steel Tables, 3 feet in diameter, \$20; 42 inches in diameter, \$27.50. Chairs, \$6.50.  
(Seventh Floor)