

R. C. O. Band recital at 9 in honor of Crispus Attucks, colored, who died for American Independence March 5, 1770
Organ at 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Rain

These Are Spring Days in This Store, Whatever They Be Outside

An Enthusiastic Man From New York Visiting Us

especially commended the 108-year-old advertisement of the first Insurance Company organized in Philadelphia, reproduced in these columns last Saturday.

The Pennsylvania Company is still in business not far from its original site, and ably presided over by C. S. W. Packard, Esq.

Other favorable and forcible criticisms said that this country is now too rich, and too disgustingly proud and full of make-believe, and it audaciously puffs up everything and spreads its feathers like a big peacock and screams loudly calling to be looked at.

A fine young business man said, "Just think of it, when Philadelphia and New York began and when our country all over was first settled, there wasn't in it what could be called a rich man."

Everybody was poor and all worked a day's work, living a simple life. Advertisements were short, simple, to the point, without steel traps for the unwary.

In those days people lived plumb up to the Declaration of defiance to the world and genuine Independence because they did right.

Do you happen to remember that poem of dear, old Jim Whitcomb Riley (as his near friends called him), entitled

Griggsby's Station

Pap's got his patent right and rich as all creation; But where's the peace and comfort that we all had before?

Let's go a-visitin' back to Griggsby's Station— Where we ust to be so happy and so pore!

What's in all this grand life and high situation, And nary pink nor hollyhock a-bloomin' at the door? Let's go a-visitin' back to Griggsby's Station— Back where we ust to be so happy and so pore!

The Hoosier Book of Riley Verse, ten verses. Published by Bobbs-Merrill and for sale everywhere.

[Signed] *John Wanamaker*

March 5, 1920.



Capes, Grave and Gay But Charming Withal

Should a woman want something distinctly new she may have a fascinating tan-colored tricotine cape, with deep bands of tobacco-brown brushed wool on the cape-like collar and around the bottom. And a new feature is the loose straps to hide the arm openings.

Another out-of-the-ordinary cape is of dark brown wool mixture with bright green stripes, and these stripes meet in V's down the center of the back. It has long scarf ends in front and a lining of changeable tan and green silk.

Henna-colored velour, black and white checked velour, dark blue serges, tricotine, gabardine and whipcord are the other materials. Some are accordion pleated. Prices go from \$40 to \$225.

(First Floor, Central)

Children's Day Tomorrow in Egyptian Hall With Cho-Cho at 2:45

A wonderful talk by the famous health clown—and good motion pictures that all the children will delight in.

Girl Scout Rally in University Hall at 2:30

THE Exhibition of Photographs continues just outside the Picture Galleries on the Fifth Floor, Market.

In the Spring Women Like to Wear Small Animal Scarfs

—such as the soft and lovely one and two-skin sable and fisher scarfs. They add a delightful touch of smartness to a tailored suit or gown and are of precisely the right weight for early Spring.

Some of the sables are Hudson Bay and some Russian, but all are of beautiful coloring, and each scarf is a beauty. They start at \$195 and go on up to \$400.

Most fashionable indeed, also, are the fisher scarfs. These are usually single animal scarfs, but each piece has been most carefully selected, and they are handsome skins. These begin at \$225 and go on up to \$500, at which price there is a wonderful scarf of the extremely dark brown fisher that is so beautiful.

(Second Floor, Chestnut)

Hundreds of Women's New Sports Suits for Spring, at \$32.50 to \$70

Light-colored tweeds, soft wool checks that are almost invisible, light weight burella cloths and jerseys—these are the materials, and the linings of the cloth suits are soft peau de cygne.

The colors are oxford grays, navy, browns, heathers, old blues, rose shades, tans and greens.

The coats, as a rule, are of the favorite length for sport use—30 inches, just a trifle short of the fingertip length which obtains in dress suits—and there are features such as—

- Inverted pleats in back.
- Graduated box pleats, single or in clusters.
- Narrow leather belts and stitched self-belts.
- Pointed and curved yokes.
- Rows of buttons.
- Tailors' touches—crows' feet and so on.
- Brushed wool facings.

(First Floor, Market)



New and Lovely Spring Hats at \$10 to \$15

Delightfully Springlike, fresh as posies and in charming variety are these new hats—all of which are just out of the boxes.

Gay colors, new shapes, new trimmings, new ideas of all sorts are here to interest the woman in search of a smart and becoming new hat.

Plenty of small hats—hats that turn off the face.

Plenty of small hats, flower trimmed.

Plenty of hats in the new brown and blue shades.

Many hats trimmed with bright yellow, or the fashionable jade color.

There are little hats faced with soft feathers, hats with a gay ornament or a fancy pin at just the right angle for effectiveness; new hats with soft facings of pleated maline; hats gay with fruit and flowers.

(Second Floor, Chestnut)

That Versatile Silk Printed Georgette Crepe

Take any one of the new Spring designs and drape it over one color silk after another. Each time it looks entirely different, and the most delightful effects are possible.

That is one reason why women have taken such a fancy to this beautiful silk and why it is so fashionable for Spring.

There are new shipments of printed Georgettes arriving all the time, the darkest wood brown with bright peacock blue or vivid Chinese reds, gray or dark blues with different colored printings are extremely good.

The width is 40 inches and the price \$4, \$4.50 and \$5.50 a yard.

(First Floor, Chestnut)

Gray Gloves Are the Fashion This Spring

and many women are asking us for them to wear with their new gowns and suits.

Mocha gloves, in the much-liked light-gray shade, are pique sewn, have 1 clasp and are \$3.50 a pair.

Of still better quality are other gray mocha gloves, and in the same quality are brown, beaver and light tan, at \$4.50 a pair. They have 1 clasp or 1 button fastening.

And just arrived are some new long French suede gloves, in light gray, 12-button length, pique sewn, and \$7 a pair.

(Main Floor, Central)

Women's Thread-Silk Stockings "Seconds" at \$1.75 a Pair

1800 pair of black and white full-fashioned thread-silk stockings that would be much higher priced if first grade.

Hosiery mills are so hard pressed now to turn out enough first-grade goods to meet the demand that second grade are thrown aside. We were fortunate to procure these.

(West Aisle)

The Pretty New Spring Clothes for Girls and Young Women Are Ready

Smart New Spring Suits—in Dark Blue

\$13.50 to \$135 for new suits of serge, tricotine or Porel twill. Some have those saucy little pony coats, some have the new long coats, some are simply tailored and some are quite elaborate. 14 to 20 year size.

New Sports Suits for Young Women

\$29.50 to \$40 for the new suits of wool Jersey in attractive models and all the new Spring colorings—heather, tan and brick shades, greens, blues and browns; 14 to 20 year sizes.

New Cloth Dresses for Young Women

\$55 to \$135 for new serge and tricotine dresses, chiefly in dark blue, and a few of tan; smart, unusual models in 14 to 20 year sizes.



(Second Floor, Chestnut)

Lovely New Spring Gowns

\$39.50 to \$150 for the new dresses of taffeta, crepe Georgette and of charmeuse in street and afternoon shades. 14 to 20 year sizes.

New Spring Coats to Go With the Dresses

\$42.50 to \$80 for the new polo coats in many styles—in three-quarter, and the last named coat in full-length style. 14 to 20 year sizes.

\$35 for a good-looking coat of the new goldtone in tan, brown, Pekin or Copenhagen blue; yoke and sleeves lined; belted.

\$38.50 for a sports coat in brown or reindeer.

\$33.50 for a new model in burella cloth, lined throughout with peau de cygne; pleats in the back and belted.

All in 14 to 20 year sizes.

New Silk Dresses for Girls

\$18.50 to \$45 for taffeta and pongee dresses in light and dark colors, many styles and 6 to 14 year sizes.

Girls' New Spring Coats

\$18.50 to \$85 for coats of serge, velours and checks; new models, lined throughout; 6 to 17 year sizes.

New School Clothes for Girls

\$7.50 for a new regulation dress of white jean, with middy blouse, red collar, cuffs and chevron on sleeve; 6 to 14 years.

\$3.75 to \$10 for other new cotton regulation dresses; 6 to 14 years.

\$2.50 to \$4.50 for middy blouses in many styles; 6 to 16 years.

\$4.75 to \$6 for new separate plaid skirts in 10 to 14 year sizes.

\$11.50 for dainty separate guimpes, with hand stitching—white, with colored trimming; 10 to 16 year sizes.

A GREAT many women are taking advantage of the Lenten season to have refreshing facial treatments in the Salon de Beaute. The new French pack method is wonderful for cleansing and bleaching the skin. Appointments should be made whenever possible.

(Third Floor, Chestnut)

Exquisite Sheer "Undies"

Nightgowns, chemises and petticoats made of the very lightest of cottons, with wide and narrow laces, real filet and real Irish, with sometimes a little hand embroidery.

Nightgowns are \$5.75 to \$12.75. Chemises, \$8.75 to \$15. Petticoats, \$16.50 to \$45. Camisoles, \$5.

(Third Floor, Central)

Men's Spring Suits and Overcoats 100 Per Cent Fine

If there were some method whereby the points of excellence in men's clothing could be standardized, graded and tested, as physical and mental tests are made of men in schools and in the public service, we are certain that these new Spring suits and overcoats would register the 100 per cent in every essential—in fabrics, in fashion, in tailoring, in real value at the prices.

As a matter of fact, this Men's Clothing Store never has been and never will be satisfied with anything short of that standard.

There is no reason why any man should buy a suit or an overcoat that comes short of it.

Not only are there no suits or overcoats lower priced than these that are as good, but there cannot be.

Suits or overcoats offered at prices lower than we ask for these are made of inferior fabrics—in some cases of downright shoddy—or the making is deliberately skimmed, or both.

The new Spring overcoats are of knitted fabrics, rough chevots and Scotch effects in herringbone patterns—grays, greens, browns and heather mixtures—\$45 to \$75.

New Spring suits in a large selection of woollens, in gray, green, brown and mixed fabrics; every suit admirably fashioned and well tailored—\$40 to \$85.

(Third Floor, Market)

The Man Who Wants a Fresh, New Soft Hat

to wear with his new Spring clothes, or at least to take the place of the hat he has been wearing all Fall and Winter, will find a good assortment here.

Good shapes, good weights and good colors.

Fedora, telescope and dented crowns.

Prices \$6, \$7 and \$8.

(Main Floor, Market)

Men, Here Are Good Woven Madras Shirts for \$3

and you know that is a low price for a good shirt these days. Most shirts at that price are only printed, not woven.

These designs are good, too, and the style is the soft-cuff, plain negligee.

(Main Floor, Market)

Men's New Neckties In Spring Designs

There is a noticeable difference between Spring neckties and Fall and Winter neckties. It is partly the designs, partly the colorings and often a lighter-weight fabric.

Men who keep up appearances are buying new ties now.

Prices \$1 to \$4.

(Main Floor, Market)

A China and Glassware Sale of Real Advantage

Dinner sets and glassware are the two principal things in a China Sale.

Our Spring Sale is a remarkably helpful Sale in both.

It presents a choice of all our regular dinner sets, including a number of open-stock patterns at substantial reductions from our regular prices.

At these regular prices there were no better dinner sets anywhere, if there were any quite as good.

The finest group of dinner sets in the collection is the French—\$45 to \$350.

English porcelain sets are shown in attractive selection at \$35 to \$100.

(Fourth Floor, Chestnut)

Of American porcelain sets there is a wonderfully large and well-chosen collection at \$13.50 to \$40.

And a most interesting group is made up of American sets of real china—not porcelain—at \$40 to \$67.50.

Set means 100 or 107 pieces, in standard sizes and combinations.

Fine cut glass radiates abundantly in the Sale at savings of 20 to 33 1-3 per cent, and there is an extensive collection of light cuttings and other low-priced glassware at very good economies.

The Lamp Sale Goes On Merrily

For tomorrow we have put into it a hundred metal reading lamps, bronze finished, at \$8.50, and a hundred 10 and 12 inch parchment shades, imported, and priced at \$4.50 and \$5.50.

Besides which there are still plenty of poly-chrome and wrought-iron floor lamps, of metal table lamps and of all kinds of light fixtures.

Prices are 10 to 33 per cent less than usual.

(Fourth Floor, Central)

Most Springlike of Suitings Art Homespuns and Tweeds

And from the busy way that they are coming and going it can easily be seen that many of the Easter suits for women will be made of either one or the other.

Both homespuns and tweeds are woven entirely of wool and they are most serviceable for wear. Chiefly in gray, tan or mixtures and sometimes there is a fleck of color or black in the weave. 54 inches wide and \$3.75, \$4 and \$5 a yard.

(First Floor, Chestnut)

Little Novelties for the Baby's Use

such as rattles, carriage straps and afghan clamps are now here in unusually good assortment. They are of ribbons or celluloid, and many are hand painted. 75c to \$3.75.

(Third Floor, Chestnut)

New Fiction

"The Matrix," by Maria Thompson Daviess, price \$1.75. A charming colorful tale of the meeting, the courtship and marriage of Abraham Lincoln's father and mother.

"Glamour," by W. B. Maxwell, \$1.90. A novel in which the subject is handled with careless ease and grace.

"Luca Sarto," by Charles S. Brooks, \$1.75. A story of love and adventure, set in the romantic Paris of Villon and Louis XI.

"Taxi," by George Agnew Chamberlain, \$1.60. An up-to-the-minute New York comedy-romance.

"Raspberry Jam," by Carolyn Wells, \$1.60. An entertaining detective story.

(Main Floor, Thirteenth)

The Easter Bunny Has Arrived

and is now in the Candy Store, where he will be glad to see all his small admirers. And Easter favors and novelties are beginning to appear also.

For the week-end candy there are old-fashioned bitter-sweet chocolates, deliciously fresh and 60c a pound.

Old-fashioned stick candy, 50c a pound.

Assorted caramels, \$1 a pound.

(Down Stairs Store, Chestnut)

Not Next Day Nor Next Week Nor Next Month But NOW

is the time to get best and fullest advantage of the

Spring Sale of Housewares

Let us be understood. By extraordinary efforts we secured 80,525 new articles of a housefurnishing character to sell in this Spring Sale at less than regular prices.

We can't get any more now except at regular prices.

When they are gone they are clean gone. They are going fast.

Nearly every woman all of a sudden seems to have awakened to the fact that Spring is nearly here and that Spring cleaning and Spring house renovating have got to be started almost at once.

And so the new things are going very fast, with no more to come in except at the higher regular prices.

(Fourth Floor, Market and Central)

If you are one of those thousands of prudent people who want

- new cleaning things,
- new kitchen utensils,
- new bathroom furnishings,
- new ironware,
- new vacuum cleaners,
- new sweepers,
- new enamelware,
- new aluminum ware,

or a new trunk or sewing machine or nearly anything of a housekeeping nature, even to a dress form, and want it good and sound and true—

Put on your hat and come at once.