

Organ plays at 9, 11, 11.55 and 4.50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

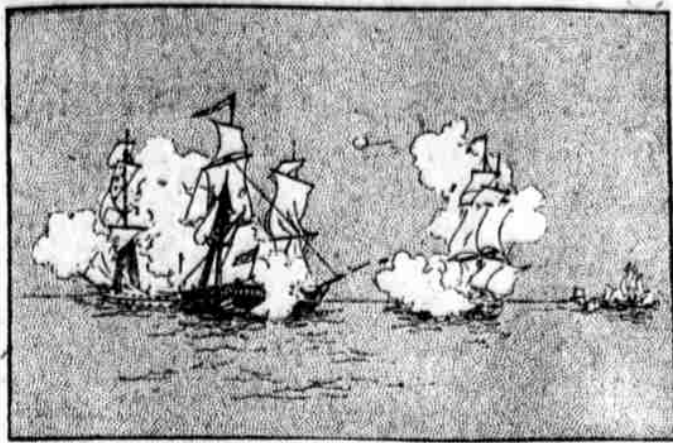
WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

And Now This Ringing Easter Message to the Great Army of Men Who Must Have New Spring Clothing



Commodore John Paul Jones' Naval Victory The Fight Between the "Bonhomme Richard" and "Serapis"

The above is a copy of the original oil painting, by Thomas Birch, of the greatest naval battle of the American Revolution. It took place at night on September 23, 1779. The picture is 5 feet 2 inches long by 3 feet high, and is now on exhibition in our Picture Gallery, which is being reinstated on the Seventh Floor, corner of Juniper and Chestnut.

It is a very dark night picture and shows that point in the battle when the "Bonhomme Richard" and the "Serapis" being lashed together, there came a terrific explosion on the latter—the enemy ship—a daring American sailor having dropped a hand grenade down its hatchway. The whole effect is vivid in this picture—the moon shining through the clouds on the burning "Serapis," the bursting bombs, the drowning men clinging to wreckage.

Commodore Jones drove back a boarding party, after a desperate hand-to-hand conflict, and at half-past ten at night the "Serapis" struck her flag. Winston Churchill's novel, "Richard Carvel," not yet out of print, contains an account of this wonderful fight. During an engagement, in a momentary lull in the firing, the English Captain demanded, "Have you struck your colors?" Commodore Jones replied: "I have not yet begun to fight!"

The picture gallery, the mammoth organ, greatly enlarged since the St. Louis Exposition, the occasional brass band concerts of the military organization, the literary weeks with such men as Van Dyke and Joseph C. Lincoln, the musical assemblies that bring great composers like Sousa and Yon to play their masterpieces—these are all a part of the life of the Store.

But we never forget our real duty, which is to have the best supply of newest goods and to have them properly priced at all times.

[Signed] *John Wanamaker*

The Little House of Rarities

is now showing some very interesting lamps in the shape of Chinese vases, mounted on antique gilt.

A pair of large lamps in mirror black are \$140 each.
Another pair, of the same porcelain, but much larger, are \$275 each.
Two small powder-blue lamps are \$50 each.
One large powder blue is \$85.
In every case the shades to go with these lamps are extra.

(Fifth Floor, Chestnut)

Women's Graceful, Delicate Beaded Georgette Gowns

They are beautiful and most delightfully fashionable. Usually they are straight in line, and very often they have tunics—long or short—and their long sleeves are of the floating, airy sort that are becoming to thin arms and plump ones.

One style has few beads and these are used as fringe.
Others are beaded from neck to toe, or beaded on the tunics only. Sometimes the beaded design is filled in with embroidery silk.
Large beads and dark blue beads are used on some dresses.
Some have girdles entirely of beads.
Velvet girdles appear with a softening effect.
Colors are navy, black and brown—mostly the first two.
Prices are \$75 to \$225.

(First Floor, Central)

Young Women Demand New Sports Coats

Winter coats are too heavy and cumbersome to put over dainty new Spring frocks!

A little group of the popular sports and polo coats are all in the much-liked three-quarter length, all well tailored and cut, and many are lined with silk.

Tweeds, polo materials and other Spring wools make the coats, which are in tan and blue shades and attractive mixtures.
14 to 20 year sizes, and priced at \$35 and \$38.50.

(Second Floor, Chestnut)

Very Gay Are This Season's New Sports Hats for Women

Vivid colors, many straws, rich silks and much embroidery—all these combine to make the new sports hats charming and unusual and different.

There are bright shades like coral and turquoise and emerald and jade green, French blue and maize, as well as the always well-liked tans and browns and dark blues and black. And there is just as great variety in the straws as in the colors, for yedda, tagal, Milan, hemp and all sorts of smooth and fancy braids are used to make them.
One may have small or larger hats, hats trimmed with ribbon bands or bows, hats embroidered with silk or with wool, and hats for all purposes from shopping to sailing and from traveling to tennis.

Prices go from \$7.50 to \$25.

(Second Floor, Chestnut)

Madame Lyra Corsets

At \$7.50—A model of pink breccie, with low bust and long skirt, and three pairs of supporters.

Also a model for average or short figures. It is of pink coutil, and has elastic section in the diaphragm, eyelets and lacer below the front steel.

At \$10—A pink poche for tall women. It has a very long skirt with deep elastic gore and low, full bust.

At \$12—Another pink poche with long skirt, excellent boning, low bust and free hip.

Many other models besides these.

(Third Floor, Chestnut)

Why Not Select Your Phonograph for Easter

In our store you can select from the best eight kinds in the world.

And can get most convenient terms.

With the city's greatest collection of records to choose the music from.

(Second Floor)

Fine White Habutai Silk Special, \$3 a Yard

Just arrived and one of the best grades of habutai made in this country.

It has the softest possible finish, washes most satisfactorily and it is wonderfully good silk for women's Summer dresses, blouses for all times of the year, men's shirts, children's clothes and lingerie.

The width is 36 inches and the price is so special that it is actually less than the wholesale cost today.

(First Floor, Chestnut)

New Sterling Silver Lockets for Easter Gifts

Just now they are very much the fashion, and women like to wear these attractive new lockets on black silk ribbons, around the neck.

Separate silver lockets, engraved and engine turned, in square, oval and other new shapes, \$3.25 to \$6.

Lockets with ribbon sautoirs to match are \$4.25 to \$6.50.

Silver lockets, set with rhinestones—and these are quite handsome—are \$31 and \$34.

Ribbon sautoirs with rhinestone mountings are \$2.75 to \$8.50.

(Jewelry Store, Chestnut and Thirteenth)

Women's White Breakfast Coats

Washable breakfast coats of white dotted swiss with corded finish, at \$3.85; of the same material with colored scalloped edges at \$5.50; and cross-bar dimity at \$6.85.

(Third Floor, Central)

Women's Walking Shoes—Oxfords

Black Russia calf, with straight tips and perforations and welt soles; 1 1/4-inch leather Cuban heels; price \$16, in the Exclusive Little Boot Shop.

(First Floor, Market)

Envelope Chemises of Silk

The silk is pink crepe de chine—women seem to prefer this to anything else—and there are three styles, each \$6.50. Two are lace trimmed with ribbon shoulder straps, and the third has "built-up" shoulders of the material.

(Third Floor, Central)

Tailored Silk Waists for Women

Indispensable for wear with sports clothes.

Men's wear silk crepe, white, with low collar or high-low collar, \$12.

Finer silk of the same sort and also white, with high-low collar, \$15.

White washable taffeta with satin stripes, high-low collar, \$12.50.

White crepe de chine with colored stripes and white collar, \$12.50.

Striped washable taffetas, with high-low collar, \$12.

White silk with colored stripes, collar, high-low and low, \$10.85.

(Third Floor, Central)

Capes and Springtime Go Together Say Many Young Women

One of the best-looking new capes is accordion pleated and of dark blue serge. It has a deep cape collar of shimmering blue taffeta and is \$55.

Another new cape is of a soft wool check in a stunning black-and-white combination. The collar is shirred on, is quite huge, ties with a wide black satin bow and is made of dark blue serge. It is extremely smart, and is \$80.

(Second Floor, Chestnut)

All Our Boys' Spring Suits and Overcoats Are of Our Own Kind

There is no finer kind among ready-to-wear garments—not because we say so, but because actual experience proves it.

We have a very fine selection of boys' suits for boys of 8 to 18 years at \$16.50, \$20, \$25 to \$38.

These are models of excellence in all that makes for excellence in ready-to-wear suits, especially in the materials, the making and the modeling.

(Second Floor, Central)

of Men Who Must Have New Spring Clothing

Right now is the time when there is greater need among the men of Philadelphia and the whole United States for good, fashionable, new clothing than at any other time we have ever known.

The reason for this is that most men have let their clothes go to seed.

They have worn their old coats and old vests and old trousers in season and out of season, waiting for the high prices to come down, until there is nothing left for the old clo' man to gather.

The men have not done this through bad temper, nor through resentment toward the merchant, but simply because they believed that if they waited long enough they would get lower prices.

They recognized the cause that brought about the war rise, but they hoped that relief would come.

And no one has ever hoped more ardently for lower prices than good clothiers themselves have done.

Every reasonable person knows that the merchant is the least of the factors when it comes to high prices.

The causes are far back of him and absolutely beyond his control.

Manufacturers used to come in here, dozens in a day, begging us to take their goods and put them on our tables.

But now it is the merchant who does the searching—searching high and low, from city to city, from factory to factory, day in and day out, to find manufacturers who will supply him with goods.

It is not so hard for the unscrupulous kind of clothier who will take any poor kind of stuff that will make a showing in a window and will serve as a foundation for a great "bargain" advertisement—for there is always lots of trash in the market.

But to get good clothing, the Wanamaker kind, the standard of the world, has been very difficult.

It has been a struggle all through the Winter, day after day, week after week, month after month. We have been in consultation with weavers and with manufacturers, for we had a hard thing to do.



We had a great Easter stock of clothing to gather together, and it had to be clothing as true to the old standards as the compass is true to the North.

It had to be made of sound, durable, all-wool fabrics, and they are just about the scarcest things in the world just now.

It had to be clothing hand-tailored with the old kind of high-grade workmanship—and that old kind of high-grade workmanship is very, very hard to get hold of now.

And it had to be clothing so definite and true in new fashion that it would fairly label itself "Spring of 1920" to every eye that saw it.

The gathering up of that kind of clothing for this Easter season has been one of the biggest problems and difficulties of our whole business career.

But we have got it—we have got the goods, the right goods, the true, genuine goods!

We have the finest, most dependable kind of men's clothing that we have ever had in our history. It is a stock that is incomparable in its excellencies and in its values.

We do not believe that it can be equaled or approached by any other stock of men's clothing in the United States today.

Every suit and every overcoat in it is a sound, all-wool garment and it is hand made.

So far as we have been able to tell, and we have tested out thoroughly every lot that has come in, there isn't a thread of cotton in the whole collection.

It is not cheap stuff, it is not bargain stuff, but it is good and it is moderate in price.

It is the very best kind of clothing for a man to buy. It is safe. It will give value, dollar for dollar. It will fit well, and it will wear well. It will look good today and tomorrow, and it will look good six months from now.

And the whole strength of this organization is back of the guarantee that it is good and sound, and, with all things considered, it is the most moderate-priced clothing to be had in Philadelphia today.

New Spring suits, \$45 to \$75.
New Spring overcoats, \$45 to \$75.

(Third Floor, Market)

200 Boys Can Get Shoes

at a very moderate price tomorrow—\$4.75. They are black Russia calf lace shoes, on an English last, and sizes are 1 to 6.

(First Floor, Market)

Pink Bunnies and Blue Bunnies

as well as brown and white bunnies are all in the Easter procession in the Candy Store. And in the same procession are fuzzy chicks and little ducks, big and little roosters. Prices start at 15c and go up to \$6.50.

The Easter eggs and Easter baskets are ready now, too.

(Down Stairs Store, Chestnut)

Little Girls' Cotton Frocks

Imported dotted Swiss, crisp and snowy, makes some of the newest of these little dresses, all of which have but lately arrived in the Children's Wear Store. But there are many others, equally dainty and pretty, of fine voiles, of dainty nets and of transparent organdie as well as sturdier Japanese crepes in pretty colors.

Prices begin at \$2.75 and go up to \$25—and there are 2 to 6 year sizes.

(Third Floor, Chestnut)

Famous Wanamaker Special Refrigerators in the Housewares Sale at \$35

A carload just received and likely to go very quickly. Hardwood construction, with enamel-lined provision chamber. Size—35 inches wide, 20 inches deep and 50 inches high.

Other Good Refrigerators at Special Prices

Apartment house style, two-door, enamel-lined provision chamber—	Three-door and four-door style, enamel-lined provision chamber—	enamel-lined provision chamber, golden oak finish—
90 pounds ice capacity, \$32.	75-pound ice capacity, \$30.	30-pound ice capacity, \$13.75.
100 pounds ice capacity, \$38	150-pound ice capacity, \$50.	55-pound ice capacity, \$22.
110 pounds ice capacity, \$47	220-pound ice capacity, \$60.	45-pound ice capacity, \$18.
140 pounds ice capacity, \$50.	Top ice compartment, soft wood.	70-pound ice capacity, \$25.
	(Fourth Floor, Central)	100-pound ice capacity, \$30.