

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

Spring Clothes Are Needed Now for Comfort as Well as Fashion

Two Kinds of Coin Absolutely Necessary to a Business Career

Cash capital of gold or its equivalent in precious metal.
And capital, even more important, in distinct mentality.
—the latter often having a greater cash value in founding and maintaining a business enterprise than the product of the United States Mint, which is at par or above it the world around.

There is such a thing as "learned ignorance" that sooner or later is at a heavy discount in business life.

While the inscription under the dome of the Manchester Board of Trade Building in Great Britain still holds good, "A good name is rather to be chosen than great riches," it also still holds good that neither

Names, Traditions Nor Sentimentalities are sufficient for firm foundations, singly or collectively, to establish a successful business.

Summing up briefly what we are trying to convey to the young men and women who are thinking, and thinking hard, of their future course, it all comes down to this:
Given a healthful body and plain, unvarnished common sense, with a mind exercising careful, unhasty, well-balanced judgment, the chances are six to one favorable to success.

[Signed] *John Wanamaker*

March 25, 1920.

Look for the Loveliest Wraps Among Those of Duvetyne

Silk-and-wool duvetyne particularly, for this is the material the designers like best to carry out their idea of drapery.

Loose, flowing lines are the rule, with sleeves that are mere suggestions and usually in one piece with the wrap, but there is one exception—a coat with cape lines and regular sleeves. Some have yokes and early always there is a round cape-like collar, slightly gathered toward the front.

Either beautiful hand embroidery or some of the soft Summer furs used as a trimming. The colors range through the prettiest shades of reindeer, browns, tans and horizon blue. \$200 to \$375 are the prices. (First Floor, Central)

Smart New Spring Suits for Young Women—All in Dark Blue

There is not a doubt but that the dark blue suit or Spring is more fashionable than ever!

Some of the new models are extremely good looking, and between \$43.50 and \$65 there are at least twenty distinct and different styles from which one may choose.

There are blouse suits, suits with plain tailored jackets, suits with much braiding, suits with the little pony jackets, suits with button-trimmed coats.

There is firm wool serge or Poirer twill by way of choice, all the suits are well cut and carefully tailored, they are silk lined and the sizes include 14 to 20 years. (Second Floor, Chestnut)

Women's Hand-Made Blouses for Easter

In the French Room you can get a simple batiste with drawn work for as little as \$7.75.

A high-necked batiste with hemstitched frills and collar for \$13.75. A charming round-necked, short-sleeved affair with dots, drawn work and piping for \$13.75.

A perfectly plain tailored linen for \$25. Tailored sports shirts of heavy white habutai for \$19.75 to \$35. A lovely voile with hand embroidery and real Valenciennes for \$52.50. And a great many others of equal distinction. (Third Floor, Chestnut)

Special Lot of Plaid Skirts for Young Women—\$14.50

Attractive new spring skirts they are, all in the popular box-pleated style, with wide girdles, button trimmed.

Of good velour, the skirts are in small plaids—there is a blue and tan combination and another of brown and tan.

They are particularly good for \$14.50, young women will like them wear with sports coats and sweaters, and they are in lengths from 34 to 38 inches and from 24 to 30 inch waist bands. (Second Floor, Chestnut)

Women's Pretty Checked Skirts Specials at \$9.75

Made of army cloth, the stoutest possible material for wear, and then printed in small colored checks so that the tan ground color shows through. The combinations are tan and navy or Copenhagen blue and tan and brown.

The model is very attractive, being slightly gathered at the waist with groups of large buttons fastening down the back. (First Floor, Central)

WOMEN'S COLORED HANDKERCHIEFS OF IRISH LINEN AT 35c EACH

Gay little squares of sheer Irish linen in any number of new and attractive Spring colors and designs.

They are all fresh and new, come in time to be selected for Easter gifts, and are particularly good for each.

BLOOMERS

Pink and white cotton bloomers for women.

Batiste, \$1.65 to \$2.25. Sateen, \$2.50. Sateen of finer quality, \$4. (Third Floor, Central)

Easter Petticoats

Six women out of ten never feel as if Spring had really arrived until they have their new silk petticoats.

Taffetas at \$7.50 to \$13.75. Messalines at \$6.85 to \$22.75. Silk jersey at \$7.50 to \$25. Each of these three groups (Third Floor, Central)

WOMEN'S BUCKLED SLIPPERS

Of tan Russia leather, black Russia leather and patent leather, made with turned soles and two-inch French heels; price \$15.

Cut steel or bronze buckles are \$4 to \$95.

All in the Exclusive Little Boot Shop. (First Floor, Market)

SILK SHOPPING HANDBAGS OF FINE CAPACITY

An extra large, round shape of excellent style and excellent silk—moire in black and navy. Nicely silk lined and equipped with attached purse and mirror.

Women familiar with handbag values will recognize this as unusual for \$8.50. (Main Floor, Chestnut)

A Magnificent Centerpiece In Daniel Marot Design

The latest addition to the collection of fine sterling silver in the Jewelry Store. Without any question this centerpiece is the handsomest one we have ever seen.

The period of the decorations is that of Louis XIV and the hand chasing and open work is of the most artistic and elaborate character.

There is a large oval plateau resting on feet, supporting a massive urn with gold-plated screen to hold flowers. The price is \$2900. (Jewelry Store, Chestnut and Thirteenth)

MORE of those women's tricotine and Georgette dresses at \$38.50 have been received in the Women's Fashion Salons. The tricotines are navy with heavy gray or red embroidery and the Georgettes are navy, black and Copenhagen, mostly beaded. (First Floor, Central)

Spring Days and New Squirrel Furs Go Together

For those days when the air is balmy and a woman wants but a light-weight fur, the pretty gray squirrel furs suggest themselves, for these seem particularly fitted for the purpose. And there are squirrel pieces in all the fashionable shapes and sizes.

A smart new cape collar is of soft, beautiful skins, and they are all of that clear, pretty gray —is \$200.

Wide stoles, lined with cloudy chiffons, are \$185.

Little animal scarfs start at \$25.

And a perfectly stunning new wrap is of a misty, gray Georgette with cape collar and five generous bands of natural gray squirrel fur. It will make a lovely summer wrap, and is \$300. (Second Floor, Chestnut)



IF SHE WANTS A TOUCH OF RED

about her Easter costume, there are numbers of gay and pretty trinkets, set with red—and the color is very attractive—and combined with French gray finish metal.

Necklaces are \$2.50 to \$11.

Pretty little earrings to wear with her new hat are 75c and \$1 a pair.

Circles of red for her arm are 50c.

And new bar pins are 50c. (Jewelry Store, Chestnut and Thirteenth)

A NEW LOW PRICE ON WHITE SATIN BROCADE

An extraordinarily handsome silk that is much used for panels, draperies and trains for gowns or for evening wraps.

The extreme edges of this brocade have become slightly soiled. This is exactly where the seam would come, so that it is not a serious fault, but nevertheless we have made the price a great deal less. It is now \$10 a yard. The brocade is 38 inches wide. (First Floor, Chestnut)

RUSTIC bird houses put up now have a better chance of tenants than if you wait. The correct types for wrens, bluebirds and woodpeckers are \$1.50, \$2 and \$2.50 in the Housefurnishings Store.

(Fourth Floor, Central)

UNCOMMONLY PRETTY NECKWEAR AT \$1 AND \$1.50

Also it is in the newest Spring styles, and that means so much to the appearance of the Easter costume.

Net collar and cuff sets, trimmed with lace, sometimes several rows of it.

Dainty front pieces with the attached collar to match.

Colored and white organdie sets of collars and cuffs. A number of these are in the new round, deep style, with ruffled edges and a black ribbon tie. (Main Floor, Central)

VOILES IN PLAIN COLORS ARE VERY MUCH WANTED

In the darker shades, such as blue and black, for example, they are most popular for street dresses and, in the medium and lighter tints, they are very fashionable and certainly most effective for afternoon and evening frocks.

We have practically all colors in these voiles, including white and black at 80c, 75c, 85c and \$1.25 a yard. (First Floor, Chestnut)

Newly Landed Reynier Gloves for Women

This is the first Spring shipment, and very timely it is!

Beautiful gloves are these Reyniers, and this shipment is wholly of fine French suede gloves—gloves of the most velvety texture and beautiful finish.

In the very colors women want for Spring—light and darker grays, champagne color, rich browns and pretty tans, as well as white. They all fasten with two pearl buttons and all are pique sewed.

\$5.50 the pair—and to be found only at Wanamaker's in Philadelphia. (Main Floor, Central)

Nobody Likes New Clothes Better Than a Boy

Nobody has a more definite idea of just the kind of new suit or overcoat he would like than a boy.

Suits and overcoats in the styles that boys like are here.

Back of their style there is sound quality, the kind of quality it pays to stick to. (Second Floor, Central)

There is here a wonderful assortment of suits for boys of 8 to 18 years at \$16.50 to \$38.

Boys' overcoats of very fine fabrics, beautifully tailored, in 32 to 10 year sizes, \$18, \$22.50, \$30, \$32 and \$38.

Overcoats for 11 to 18 year old boys, \$35 and \$38. (Second Floor, Central)

Spring Coats and Caps for Very Little Folk

If baby's mother is wise, she does not bundle him up too much—and though she sees that he is always warmly clad and properly protected, she likes to have such lighter weight coats as these when the days grow warmer.

Long coats of white cashmere, white crepe de chine and fine white silks, some hand embroidered and all daintily lined, \$5 to \$60. These are for the very little babies.

For children up to two years there are dear little coats of white serge, of white crepe de chine or of lustrous white flannel silk or of crepes de chine or of taffeta in delicate pinks and blues. These are most attractively made, are in any number of new styles and go from \$10 to \$50.

Little caps and bonnets to go with the new coats are of fine white lawns, of white Swiss and net and are as simple or elaborate as you wish. Many are hand embroidered, and the finer ones are trimmed with real lace. 75c to \$20. (Third Floor, Chestnut)



REMNANTS LACES, NETS AND CREPE

Laces of all kinds that are fashionable for Spring, nets in various colors and pieces of Georgette crepe that are sure to come in handy. All a third to a half less. (East Aisle)

Beloved Babies Are as Plentiful as Ever, but Good Baby Carriages Are Scarce and Mostly High Priced

We have just received, however, some baby carriages that are splendidly good and at the same time low priced.

Please note that these are genuine reed carriages—not imitation reed made of paper fibre.

After wide inquiry we are satisfied that it is the very best baby carriage to be had for the money. Specifications are:

Genuine reed body and hood, shellac finish, tubular pusher, reversible steel gear, upholstered in corduroy, sanitary, detachable cushions.

\$30 for each of the carriages as they are shown in the picture except that the corduroy wind shield, is not included at this price. (Seventh Floor, Market)



THREE IMPORTANT NEW BOOKS

"Tatterdemalion," by John Galsworthy, \$1.90. A volume of stories of wide variety, some concerned with the war, some with English life in the country or in London, but all written with distinction.

"Travels in Philadelphia," by Christopher Morley, \$1.50. Written with this author's usual charm—which is saying a great deal.

"France and Ourselves," by Herbert Adams Gibbons, \$1.50. Interpretative studies on a great variety of subjects, from the A. E. F. to the significance of the Caillaux case. (Main Floor, Thirteenth)

NEW SPRING PATTERNS IN THE FINER RAG RUGS

Mixed and plain centers with floral and band borders.

In the 9x12 ft. size, which is more in demand, prices are \$25, \$26, \$28, \$30, \$32.50 and \$45. (Seventh Floor, Chestnut)

WE still have a little of the blue- and white pheasant china at special prices in the Oriental Store. There are plates, platters and berry saucers at a third and a half less than usual. (Fourth Floor, Chestnut)

NOW FOR THE LIGHTER BED COVERINGS

Our Store of Bed Clothing is showing some very good new groups, especially of lighter quilts, filled with either cotton or wool.

Cotton-filled ones covered with silklike figured on both sides are \$5 and \$7.50, others of the same description, but finished with plain borders, being \$8 each.

Wool-filled quilts covered with silklike figured on both sides are \$10 each, and \$11 with plain borders. All are in floral patterns.

The very newest quilts received are a particularly attractive group covered with fine mull on a polka-dot effect, and in the much-favored plain colors, old blue, old rose and a pretty shade of green. These are filled with fine white cotton and priced at \$15 each. (Sixth Floor, Central)



Fluffy Chicks and Ducks Herald the Approach of Easter

You'd know Easter was not far off from all the signs in the Candy Store!

Easter nests, filled with little eggs and big eggs and chicks, all ready to be sent out, are \$1 complete.

Easter novelties, mounted on cakes of chocolate and tied with ribbon, are 75c each.

Fluffy chicks are \$1.25 to \$6.50; rabbits are \$1.25 to \$4.

Easter baskets, \$1.25 to \$25 complete.

Chocolate eggs, decorated, 15c to \$2 apiece.

Bird eggs are 60c a pound.

Yellow painted boxes, filled with fine chocolates, are \$6.

Yellow bonbons with picture of chicks, \$2.50 a dozen.

Jack Hornier pies for the table, yellow or pink, with 12 favors, \$7.

Dolls with chicken, mounted on cake of chocolate, 50c.

Plain cream eggs are 10c each; plain chocolate eggs, 10c.

Cream-covered caramels, 80c a pound. (Down Stairs Store, Chestnut)

Men, What of Your New Easter Clothes?

There is no men's ready-to-wear clothing made in the United States that is too good for this Men's Clothing Store to sell. There is no ready-to-wear clothing anywhere that is better than the kind to be found here.

The superiority of Wanamaker fabrics, styles and tailoring is a reality, not a myth.

You can see it with your own eyes and feel it with your own hands and test it by your own judgment.

You can see it in the suits and overcoats that are here in such abundant selection for men who want new Springtime and Easter clothes and who want to feel that for the good money they must pay they are getting the best to be had in materials, make up, style, fit and general excellence.

There may be other stores where they might feel reasonably sure of all these things, but this is one store in which there is absolutely no doubt about it.

The new suits are \$45 to \$75, and they leave nothing to be desired.

The stock of Spring overcoats is as large and fine as we have ever had—\$45 to \$75. (Third Floor, Market)

Men's Easter Shirts and Ties in Fine Assortment

A man can still get a good madras shirt here for \$2.50, or he can pay \$15 for a silk shirt of great richness and beauty. In between these two prices is a collection of shirts that people say has no equal in Philadelphia.

Soft and starched cuff shirts, pleated and plain negliges. Shirts with stripes in colors quiet or gay and shirts in solid colorings.

Of neckties the showing is equally noteworthy, whether a man wants plain colors, stripes or figures. Prices are \$1 to \$4.50, many of the finer ties being imported. (Main Floor, Market)

Men Like the Prince of Wales Soft Hat

We were pretty sure they would, because of its pleasing shape, gently rolling brim, softly creased crown and agreeable pearl gray color, relieved by a black band.

Well-dressed Englishmen are wearing it because they like the Prince, but well-dressed Philadelphia men are getting it because they like the hat. To be sure, they like the Prince, too. No Englishman ever was more popular in this country.

The price of this hat is \$7. (Main Floor, Market)

Men May Be Glad These English Half Hose Were Late

It enables them to buy fine socks at prices based on old costs.

\$3 a pair for black and white hosiery with fancy clocks and black hosiery with instep embroidery.

\$3.50 a pair for white and clerical cashmere with embroidered clocks and "sleeping socks."

\$4 a pair for derby ribbed hosiery in black, brown and gray; green mixed cashmere with embroidered clocks, and gray and navy derby ribbed cashmere with embroidered clocks. (Main Floor, Market)

Men's Heavy Cordovan Oxfords Unusual for \$11.50 a Pair

These shoes are made on the squarish, wide-toe last that has come to be so popular with well-dressed men.

They have straight tips, wide, flat heels and are altogether fine-looking shoes for so moderate a price. (Main Floor, Market)

\$16 for a Fine Black Walrus Grain Traveling Bag

One of the most remarkable traveling bag opportunities we have been able to offer in many a day.

Good, stout, black cowhide makes this bag, and it is grained in a way so that only an expert could tell it from walrus. It has flat brass trimmings and a good fabric lining, instead of a leather lining, which is one of the things that keeps the price down.

A roomy, high cut shape in the most popular size, 18-inch. (West Aisle)

A Good Time to Look to Your Needs in Dishes and Glassware

The opportunity to buy dinner ware at less than regular prices is now particularly exceptional because of market conditions and the market outlook.

This Spring Sale of china and glassware covers a wonderful assortment of dinner sets; also a brilliant selection of fine cut glass and plenty of light cut and other lower-priced glassware.

The Sale ends on March 31—Wednesday of next week.

Any goods offered in it that will not be sold on that day will be very welcome back in our regular stocks at their regular prices on the day after. (Fourth Floor, Chestnut)

House Cleanings Started and the Housewares Sale Is Nearly Over!

Only five more days to get brushes and cleaning things generally at reduced prices.

Chamois, guaranteed not to become hard, 65c, 75c, 85c and \$1.

Feather dusters for fine mahogany furniture, \$1.60.

Automobile and carriage dusters. Oleine household soap, 9-ounce cakes, \$8 case of 84 cakes.

Ostrich feather dusters, very full and soft, 60c to \$3.50.

Bristle dusting brushes, 75c, 95c, \$1.15, \$1.25, \$1.60.

Extra strong step ladders, hardwood frames. (Fourth Floor, Market)

well braced, screwed together, 5 ft., \$2.25; 6 ft., \$2.70.

King Electric vacuum cleaner, \$38.50.

Housecleaning sponges for paint and woodwork, 50c to \$5.

Wanamaker Special dust-absorbing dusting cloths, 2 for 45c.

Window-cleaning cloths, 35c each.

Excellent corn brooms, 90c and \$1. Sanitary economical wool wall dusters, washable, \$1.20, \$1.45, \$2.35 and \$3. Flaxoap for washing painted surfaces, 40c a can. (Fourth Floor, Market)