

Band and organ at 9; organ at 11, 11.55 and 4.50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Showers

Tomorrow Will Be the Great Day for Easter Outfitting

To Miss a Train by a Minute Is More Than the Loss of an Hour

The long stoppages by the careful, but not too careful, traffic officers at street junctions, we are told, make people miss trains and ferryboats.

It can be remedied somewhat by less gossiping between two officers, or by lessening the prolonged pleasure of a pretty face under a woman's hat.

The first duty of the police patrolman is to be cautious and careful in preventing accidents and in protecting and expediting passengers en route to trains and ferries, especially women with babies in arms and with little children, and with aged persons, who are also sometimes partially blind or deaf.

The Police Reserves are picked men and are doing splendid work with long hours and all weather. They should have an increase of pay, considering their responsibilities.

We are trying here to improve the service of seven thousand of our workers.

(Signed)

John Wanamaker

March 26, 1920.

The Little Salon of Mourning Apparel

is showing organdie collars and cuffs which are of the essence of simplicity and refinement. Prices are \$10.75 to \$14.50 the set.

Also black crepe de chine afternoon frocks with pleatings, \$45 and upward.

And black crepe de chine blouses at \$13.50 upward.

(Third Floor, Central)

New Serges and Tricotines Among Women's Spring Coats

Most people think of dark blue or black when either of these materials is mentioned, but these new coats also come in a beautiful golden tan and reindeer shade. All are fine qualities and all-wool.

As for their fashions, they are all entirely new and very pretty.

(First Floor, Central)

but, at the same time they are slightly conservative, and this is because so many women want this in these tricotines and serge coats. Some are half lined, others are entirely silk lined with fancy or changeable silks—\$47.50, \$57.50, \$75, \$87.50 and \$135.

A Delicious New Scent Is "Princess May Bouquet"

It is the product of our own laboratories, and has just been completed. It is a fragrant and very pleasing scent and is the combined sweetness of many blossoms, for it is really a bouquet perfume.

Put up in the daintiest packages, this new scent will make delightful Easter gifts. The bottles are in attractive purple boxes, and the powder is in a pretty violet decorated box that will look well on any dressing table.

The perfume is \$1.50 a bottle. The toilet water is \$1.50 a bottle.

The face powder is 65c a box. To be found exclusively in the Wanamaker Toilet Goods Shop.

(Main Floor, Chestnut)

Silk Nightgowns From Japan

Made of an excellent heavy silk crepe, pink or white, with a right-angled scallop and short kimono sleeves, \$15 each.

(Third Floor, Central)

Kimonos of Shaded Palace Crepe

have just arrived from Japan. Palace crepe is a self-figured silk, incredibly soft and rich, and the colors are the loveliest, most delicate shades of rose, lavender, blue and gray.

Short kimonos, \$18.75. Long kimonos, \$35.

(Third Floor, Central)

Women's Handkerchiefs of Airplane Linen

They are of that sturdy linen woven for airplane use, and the handkerchiefs are made in plain, practical hemstitched style. Price \$2.75 a dozen.

We'll mark them inexpensively for you, if you wish.

(West Aisle)

New Silver Jewelry Aglow With Rhinestones

Bar pins in new and interesting designs are \$1.75 to \$2.4.

Charming new brooches are \$7.50 to \$40.

Graceful bowknots are \$10 to \$23.

Bracelets are \$3 to \$24. Earrings are \$5 to \$14 a pair. Rings are \$2.50 to \$12.

(Jewelry Store, Chestnut and Thirteenth)

Many Pretty New Veilings for the Easter Hat

And so many kinds that there are all the favorites that women like and find becoming, only there is something new about each one.

Wide hexagon meshes with woven squares, delicate cobwebby patterns as attractive as they can be, fillet meshes with squares arranged in designs and finally the popular French small dots.

In black, navy, taupe or brown, 85c to \$2 a yard.

(Main Floor, Central)

Tricotine in Dark Blue and Other Colors Besides

In other words, the more unusual shades that are used so much this Spring for both suits and coats, to say nothing of tailored street frocks.

For example, there are the lovely tan, kangaroo and leather colors, gunmetal, Pekin and Copenhagen blue and so on. They are beautiful—every one of them—and the variety is remarkably large. 54 inches wide and \$6 to \$10 a yard.

(First Floor, Chestnut)

The Simpler Washable Waists

are usually all white, and this handful is fairly representative of them:

Batiste with tucked linen collars—some in pink and blue—\$3.85.

Plaid madras, \$5.

Batiste with lattice beading, \$5.50.

Voile with hand-drawn work, \$15.75.

Batiste with finely tucked collars and cuffs and fronts, \$7.75.

(Third Floor, Central)

The Young Women's Salons Are Filled With New Easter Clothes

125 New Coats at \$38.50
100 New Dresses at \$39 to \$125
150 New Sports Suits at \$38.50

They are all fresh and brand-new for this week-end—young women will look far to find prettier, more attractive and better made clothes than these at the prices!

The Spring Coats at \$38.50

are unusually good values for this price. They are coats that would sell for half as much again—and more.

There are sports and polo and dress coats—all fashionable this Spring. Some are of fine wool velours, some of polo cloth and some of burella, and they are in the popular blue and the fashionable light tan shades. They are lined throughout with silk.

Lovely New Spring Dresses are \$39 to \$125

Shimmering taffetas that are so smart, lustrous meters and silk tricotines in blue; serges and tricottines make these charming new dresses that are in new models and the new Spring shades.

Panner skirts, ruffled skirts, skirts caught in at the foot, the tight bodice Paris approves, the new short sleeves—you will see them all on these bewitching new dresses.

Brand-New Sports Suits, \$38.50

These are of fine worsted, of wool Jersey and of wool velours in a jaunty new sports model, built on youthful, becoming lines.

And the loveliest colors are included—onion shades, turquoise blue, tan shades, rust, brown, Copenhagen, reindeer, henna; also shadow checks in the velours in gray, brown and brick; and heather mixtures. 14 to 20 year sizes.

(Second Floor, Chestnut)

200 Women's Sports Suits at \$28.50 to \$45

And this Spring there is no better investment for a moderate amount of money than just such jersey suits. They are very trig affairs, well cut, their coats of various styles—one, two and three button, also shawl-collared and tuxedo frocked; of light and heavy weaves. And their colors are as good as they are many—heather browns, blues and greens, rose, khaki, straw, wood-brown, Havana, oxford and bluebird blue among them. Prices \$28.50, \$35, \$37.50, \$38.50 and \$45.

(First Floor, Central)

Hundreds of Gay New Easter Hats at \$10 to \$15

The prettiest hats imaginable have arrived—one has but to come in and choose just the one which is most becoming!

Smart little hats turned off the face—any number of them are here. Saucy, piquant little affairs, in dark and light straws, flower and wing trimmed—they are charming.

Plenty of flower-trimmed hats, too, if you wish something quite Springlike. Usually they are flat against the brims and often they wreath the whole hat. Sometimes they are veiled with maline and sometimes fruits are combined with the flowers.

Gay red hats in henna and the brighter shades, hats of French blue and the deeper navy, black hats, green hats, hats in tan and brown tones—all the colors that are fashionable this



Spring are here and in this new collection. \$10 to \$15.

(Second Floor, Chestnut)

Smart Little Fur Scarfs to Wear With Spring Suits

There are clear gray squirrels, there are pretty brown minks, there are fitch furs and scarfs of stone marten as well as some Japanese marten.

Prices begin at \$25 for the single scarf of gray squirrel and go up to \$80 for marten, and are \$50 to \$125 for the two-skin scarfs.

(Second Floor, Chestnut)

These Are the Shoes Women Are Buying for Easter

Oxfords in black calfskin, various shades of tan calfskin, black or brown glazed kidskin, patent leather, bronze kidskin, white buckskin and white canvas. \$7 to \$12 a pair.

Plain pumps with welted or flexible turn soles and high or low Louis, Cuban or military heels. In black and tan calfskin, black kidskin, patent leather and white canvas. \$6.50 to \$12.

Tongue pumps with Louis heels and of patent leather, black and tan calfskin, black and white kidskin and white canvas. \$6 to \$12.

Ribbon eyelet ties with Louis heels and in patent leather and black and tan calfskin. \$12.

(First Floor, Market)

New Knife Pleated Skirts With Patent Leather Belts

By all odds they are the most beautiful skirts we have ever had, and we are sure every woman will say so when she sees them.

Just imagine the finest light weight, all-wool velour in tiny checks, plaids or pastel colored stripes. Down the front is a box pleat with clusters of knife pleats at the sides, then a narrow patent leather belt, laced through with the color of the skirt.

There are variations to this style, of course, but the others are equally lovely and all are very youthful. In the new combinations of colors—chow with blue, taupe with robin's-egg blue, brown and tan and others. \$35 is the price.

(First Floor, Central)

Inexpensive Corsets

Topless models made of pink coutil and broche are for average figures and cost \$1.50 and \$2.

A front-lace model of pink broche is \$3.

Kabo corsets—discontinued models—\$2.50 to \$5.

Pink bandeaux to be worn with topless corsets, \$5c.

(Third Floor, Chestnut)

"Drap de Polo" The Spring Novelty in Silks

Brilliant colors in gold, green, blue and red in wide stripes or large plaids; it is very Oriental looking.

Also women will find it a delightful addition to the list of silk skirtings, or it may be used equally well for sashes, girdles, bags and, of course, for the new Hindoo turbans.

It is 39 inches wide and \$7.50 a yard.

(First Floor, Chestnut)

New Fiction

"Swatty," a story about real boys by Ellis Parker Butler, \$1.90. The adventures and exploits of Swatty and his chums almost remind you of Huckleberry Finn.

"The Chinese Label," by J. Frank Davis, is a story of the U. S. Secret Service, \$1.75.

"Mary Minds Her Business," by George Weston, \$1.75. A fascinating tale of modern industry.

"The Gorgeous Girl," by Nalbro Bartley, \$1.75. In which the gorgeous girl who wins turns out to be a faithful worker.

(Main Floor, Thirteenth)

The New "Mirror Clocks" Some People Call Them

The clock being the top part of the long Colonial mirror. Sometimes the frame is gilt, to correspond with the face of the clock, sometimes it is Circassian walnut.

Many people in apartments or houses where there are few mantel-pieces or places to put a standing clock have been delighted with these new mirror clocks. They will fit into a very small wall place, and are decorative as well as useful.

Prices are \$60 to \$100.

(Jewelry Store, Chestnut and Thirteenth)

Women's Tan Instep Ties

Of light tan Russia leather with 2 inch Louis heels and medium toes, price \$17 in the Exclusive Little Boot Shop.

They will harmonize well with tan and navy costumes.

(First Floor, Market)

Any Man Who Needs Handkerchiefs

will find these, at \$4.25 a dozen, a good investment for his money, for they are certainly good values for this price.

Of sturdy, snowy Irish linen, they are in that always-useful, always-popular style with plain, hem-stitched hems in narrow widths.

(West Aisle)

The Lamp Sale

still has an abundant variety of fixtures priced all the way from \$5 to \$300. This means side brackets, chandeliers and hanging fixtures in silver, gold, polychrome and wrought iron finishes.

(Fourth Floor, Central)

A Little Sale of Shoes for Girls and Children

The Girls' Shoes Are White canvas, button shoes. Sizes 8 1/2 to 11, price \$3.25. 1 1/2 to 2, price \$3.75. 2 1/2 to 7, price \$4.25.

Children's Shoes Unlined trot-moc shoes of tan leather, laced. Sizes 8 1/2 to 11, price \$3.75. Sizes 1 1/2 to 2, price \$4.25.

Small Boys' Shoes Tan Russia leather oxfords, blucher cut, sizes 1 to 6, price \$8.25. Black Russia calfskin oxfords, blucher cut, price \$7.

(First Floor, Market)

"Easter Is Coming," Say All the Ducks and Chicks in the Candy Store

They are the sure signs of Easter's near approach.

Plain cream or chocolate eggs are 10c; decorated eggs are 15c to \$2 apiece.

Easter nests, filled, are \$1 complete.

Easter baskets, 15c to \$25.

Bird eggs are 60c a pound.

Fluffy chicks are \$1.25 to \$6.50.

Easter rabbits are \$1.25 to \$4.

And the children will be delighted to see the big Easter Bunny, now in the Candy Store.

(Down Stairs Store, Chestnut)



MEN!

Tomorrow Is Your Day

Men, you know as well as we do that the time has arrived when your old Winter clothes are simply not the thing. Knowing this, and knowing that Easter is practically only a week ahead, all men who can will put on new clothes.

Necessity demands it and there is joy in the doing of it.

We have the finest kind of clothing in plenty for all men who want it. And we have none of the other kind—absolutely none.

There is no puzzle, no problem, in choosing from this stock. The only thing a man has to do is to find what pleases him and what fits him, and that is an easy matter. Everything else can be taken for granted. The fabrics in these suits and overcoats are Wanamaker fabrics, and that means pure-wool fabrics. The tailoring is the kind of tailoring that enables a suit to stand up under the test of actual service. The varieties are full and wonderfully comprehensive.

Men's new suits, \$45 to \$75.

Men's Spring overcoats, \$45 to \$75.

(Third Floor, Market)

Shirts and Ties Are Men's High Lights of Dress

In most other things they wear, men are obliged to restrain their love of color, to some extent.

In shirts and ties they may go the limit.

We have a wonderful showing of shirts and ties for Spring. In color combinations that make the rainbow pale, in solid colors or in quiet shades.

Shirts range in price from \$2.50, for a good madras garment, up to \$15, for a superb silk shirt.

Neckties are \$1 to \$4.50, and among the higher priced ties are many from England.

(Main Floor, Market)

Easter Means a New Hat to Man as Well as Woman

Almost any woman would rather stay indoors on the most beautiful Easter Day than to go out in an old hat. And a great many men have equal self respect.

This will be the day for hundreds of men to buy the hats they will wear this Spring, and this will be the Store where they will make their choice, because of the unrivaled selection here.

Derby hats, English and American, \$7 to \$15.

Soft hats, \$6 to \$12.

(Main Floor, Market)

Three Good Special Lots of Men's Half Hose

40c a pair for black cotton half hose with unbleached soles, "seconds."

65c a pair for black, navy and cordovan silk half hose, "seconds."

\$1.15 a pair for full-fashioned silk half hose in gray, navy, cordovan and green, "seconds."

Men's Underwear

\$1.75 each for white ribbed cotton union suits in Spring weight.

(Main Floor, Market)

Four More Days of the China and Glassware Sale

In this Sale there are still ample and excellent selections of dinner sets—French, English and American—at actual savings from regular prices, every dinner set in stock being offered at a reduction from our usual markings.

The cut glass in the Sale comprises a very attractive choice of pieces at real and exceptional savings.

Fine Cut Glass at Savings of One-Third

Berry dishes, \$2.75 to \$6.

Berry bowls, \$3.50 to \$12.

Orange bowls, \$5 to \$10.

Olive dishes, \$1.75 to \$2.50.

Compotes, \$2 to \$7.

Nut dishes, \$2.50 to \$6.

Banana dishes, \$5.50.

Celery trays, \$3 to \$6.

Sugar and cream sets, \$3.50 to \$7.50.

Vases, \$2.50 to \$22.50.

Punch bowls, \$20 to \$85.

Jugs, \$4.50 to \$12.

(Fourth Floor, Chestnut)

Extraordinarily Low Prices on Sound Luggage

By great good fortune we are able to put on sale, just in time for Easter travel, a lot of good, sound traveling bags and suit cases at remarkably low prices. It is the most important luggage disposal in a year.

Black cowhide traveling bags, fabric lined, 18-inch size, for as little as \$7.50 each.

Black leather suit cases with straps all around, and brown leather without straps, both in 24 and 26 inch sizes, for \$11.50 and \$12.50.

Brown cowhide traveling bags, leather lined, sizes 16 and 18 inch, for \$14.75.

Other pieces at correspondingly lowered prices, up to fine, leather lined, double handle cowhide traveling bags at \$27.50.

(West Aisle)

Only Four Days More to Buy Housewares at Savings of 10 to 33 1/3 Per Cent

Large supplies are still arriving. Stronger stocks and new shipments add increasing interest.

Included in this Sale are:

- | | |
|---------------|----------------------|
| Woodenware | Brassware |
| Nickel ware | Ironware |
| Cutlery | Brushes and Chamoirs |
| Aluminum ware | Baskets |
| Enamel ware | Trunks |
| | Sewing Machines |

(Fourth Floor, Central and Market)