

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 Fair

All Ready for a Busy New Week in the Choosing of Easter Clothes

An Old Personal Friend, the Governor of Pennsylvania, Last Night Honored

its chief city and by his presence at our anniversary celebration encouraged its business leaders to study the educational lines pursued by the youth of this establishment for the last half century.

Grouped around Governor Sproul upon the platform were eighty-six officers of the United States Army, ninety-five of the National Guard of Pennsylvania, and fifty-five of the Navy of the United States.

The occasion was the twenty-ninth anniversary of the formal organization of our Commercial Institute in 1891, though, as of necessity, it began as a Store Continuation School as far back as 1878.

The public schools, as we are informed, undertook continuation schools at a later date.

The compelling idea was to utilize the duldest periods of the business day by making the boys and girls receive their usual wages while they were working entirely on their own minds with teachers to obtain what they failed to get at the schools when they left to go to work.

One of our first boys, from natural qualifications, became the leader of the J. W. C. I., and from his records it is shown that 6605 boys and 3247 girls have, in the last twenty-nine years, attended these schools, which have been taught by 110 teachers, giving a total of 9962 persons.

These schools have developed manhood and womanhood, supplied education not otherwise attainable, formed good manners, stimulated ambitions, made the fellows with only youthful years into full-grown men to carry the American flag into the wars with Mexico and overseas.

An unexpected outcome, from the athletic side of the J. W. C. I., was the formation of the military companies in the two cities of Philadelphia and New York, and the very same day the call of the President came to go to Mexico seventy-two of our uniformed lads in Philadelphia were ready and reported at the armories.

Among the first, our boys in Philadelphia heard the bugle call of the Franco-German conflict, and all told, 1489 fellows of the Philadelphia and New York Stores entered the service of the United States government in the army, navy and marine corps.

All the work of this store, with its many innovations for the first few years, was upstream. Neither the elements of misunderstanding, nor old-fogysm, nor the persecutions common to new undertakings staggered us. We had the settled purpose of raising the standard of domestic retail trade and commerce in general and the uplift of the city which ranks first in many particulars and now bids fair to take on a new leadership under its new mayor, ex-Congressman Moore.

It gives the writer great pleasure to see over the seven hills higher business mountains to climb.

Therefore, we are looking forward to the realization of new visions that dawn with the new days as they come.

[Signed] *John Wanamaker*

March 27, 1920.

Women's Tailored Easter Suits at \$47.50 and \$65

So many women allow just about this much for their Spring suits that we had them expressly in mind when we ordered these.

There are eight different models—four at each price.

At \$47.50—

Serges, bound with braid and having box-pleated coats.

Poplins with string, self-belts and box-pleated backs to their coats.

Serges with straight box-coats finished with rows of narrow black braid on their panels.

Most of these are in black as well as navy.

At \$65—

Tan triclotines with heavily embroidered bands on their coat panels.

Navy Poirer twill with tuxedo fronts and fold-trimmed pockets, other trimmings consisting of self-folds. The coats have three box-pleats in the back.

Navy triclotine trimmed with self-folds.

Tan Poirer twill suits with flying panels on the coats, outlined with heavy triple stitching.

(First Floor, Central)

Camel's Hair Scarfs From England

Soft, light-weight scarfs of generous width and with fringed ends. They can be used for street, motor or beach wear.

These are in tan, with two-color block designs at the ends, and there are over a dozen different color combinations.

Price \$20.

Important Notice of Daylight Saving

In accordance with the evident widespread desire for the establishment of a practical daylight-saving plan, and for the conservation of light and coal, and to enable people to have more of the daylight hours at their homes

Notice Is Given That This Store, Beginning Next Monday, March 29, Will Open at 8 and Close at 4.

[Signed]

John Wanamaker

March 27, 1920.

They're a Large and Interesting Family—the Foxes

Not only the woman who wishes something with a bit of warmth to throw over her shoulders, but the woman who wishes to give a soft, fluffy touch to her Spring costume, finds the fox furs charming for the purpose.

And there are so many foxes from which to choose! Black fox, of course, and the rich brown fox, the soft pretty taupe, the silvery, pointed fox and the handsome cross foxes afford plenty of variety.

Our collection of fox scarfs is very fine just now—the skins are of fine quality, and the prices go from \$40 to \$175.

(Second Floor, Chestnut)

Georgette Waists for the Easter Suit

As a rule they may be had in white, flesh and bisque—the three most becoming tones in this most becoming of all materials.

One with motifs of imitation lace is \$15.

One with pointed and embroidered scallops is \$15.85.

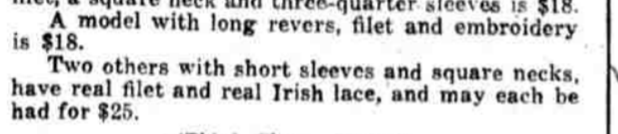
One with real filet, hand-embroidery and drawn-work, and kimono sleeves—an altogether delightful affair—is \$16.75.

A style with real filet, a square neck and three-quarter sleeves is \$18.

A model with long revers, filet and embroidery is \$18.

Two others with short sleeves and square necks, have real filet and real Irish lace, and may each be had for \$25.

(Third Floor, Central)



(Third Floor, Central)

1000 Pair of Women's Finest Philadelphia-Made High Shoes at \$10.75

These are the finest women's shoes made in Philadelphia.

They are kidskin shoes.

Principally famous imported French kidskin.

They are made with fashionable covered Louis heels, high, lace tops, some of them extra high.

Beautiful shoes that you have been anticipating paying probably twice as much for.

In the three fashionable shades of the hour—aluminum, smoke and camel.

All beautiful shoes, ideal to go with the new Easter outfit, and likely to march out of here in a hurry.

(First Floor, Market)

Any Silk Stocking a Woman May Want

Plain silk in black, white and colors, with lisle soles and tops, \$2.50 and \$3 a pair.

Plain all-silk in black, white and colors, \$4, \$4.25, \$4.50 and \$5.

Openwork cloaks in white, with lisle tops, \$3.50; in black, \$5.

Openwork cloaks, all-silk, in white, \$8; black, \$7.

Embroidered cloaks, white and black, \$3.50, \$4.50 and \$5; in colors, \$4.50 to \$5.

Openwork boots in black, white and colors, \$6.

Openwork boots in all-silk in black and colors, \$7 and \$8. Finer kinds with embroidery and lace effects up to \$25.

Heavy derby ribbed all-silk sports stockings in black and white, \$8.

Heavy vertical striped silk in black and colors, \$9.

(First Floor, Market)

Special

\$1.85 for fashioned silk in black, white and colors; cotton tops; "seconds."

\$2.15 for first-grade fashioned silk in black with cotton tops; also second-grade black with silk tops and white, cordovan and gray with cotton tops.

\$3 for fashioned white silk with embroidered cloaks, "seconds."

\$3.50 for first-grade fashioned silk with embroidered designs and cloaks.

\$4.25 for first-grade fashioned silk with openwork boots.

(West Aisle)

If You Are a Young Woman in Search of a Pretty Silk Frock for \$45

You will find three groups of frocks, of particular interest.

Frocks of Airy Georgette

For instance, make up the first group. They are spring-like, fluffy, dainty affairs in floral effects and dark colors, with some lighter shades are included. Round necks, fluttering ribbon sashes, draped skirts—all these make them more charming.

Frocks of Charmeuse

are in the second group. They are piquant little frocks



Really Wonderful Creations Are These New Bolivia Wraps

You can scarcely imagine anything more graceful than the draperies of these garments, and so cleverly are they designed that practically every woman finds them becoming.

Both the plain and silvertone bolivia is used and the color scale ranges through all the new brown shades, henna, tan, deer, the new Victory blue and "groto blue," an exquisite combination of Pekin and Copenhagen.

Although most of these wraps are considered handsome enough without any trimming, a number are hand embroidered or the long scarf ends have ornamental tassels. Not the least attractive feature are the beautiful silk linings, sometimes in the same color or again in a contrasting color silk.

And the prices may be anywhere between \$87.50 and \$285.

(First Floor, Central)

The Loveliest New Silks and Those Most Needed

Certain weaves have been very, very scarce, and so it is with even more than the usual pleasure that we are able to say that they are here in all the most fashionable shades.

The qualities are so fine that we couldn't ask for better; they are exquisitely soft and lovely, and the colors are most beautiful.

New satins, light and dark shades, \$4 a yard.

New white satins for wedding gowns and evening gowns, \$4.50 and \$6 a yard.

New taffetas, many colors, \$4 a yard.

New chiffon taffetas, black and a few colors, \$5.50 a yard.

New charmeuse, light and dark shades, \$5.50 a yard.

New crepes de chine, in white, \$6 a yard.

(First Floor, Chestnut)

In Easter Array, the Handkerchief Shop Is All Aglow With Colors

Colored handkerchiefs from Paris, colored handkerchiefs from Ireland—the gayest, prettiest colors of the Spring!

It is really a wonderful collection, the handkerchiefs are all of sheer, fine linen, that is all-linen, and the designs are new and charming.

Women's handkerchiefs are in fascinating variety and prices go from 50c to \$2.25.

The colored handkerchiefs for men are in designs and styles discriminating men will approve—75c to \$3.50 each.

Boys' handkerchiefs in colors are 50c to \$1.25.

They'll make most practical Easter gifts.

(Main Floor, Central)

A Smart New Polo Coat for Young Women Is \$50

It is of polo cloth in that soft, pretty tan shade—and the material itself is of very good quality, soft and warm.

The coat is made in a new style, with tailored collar, narrow belt and three large buttons below the waist line. There is a pocket in the back, two large circular pockets, and the coat is lined with satin through the yoke.

14 to 20 year sizes.

(Second Floor, Chestnut)

The Great Outfitting Week of the Year for Men

Every day next week will be a men's day, a day for men to buy their new Easter clothes and finery.

They will want good, thoughtful and effective service—the kind of service which serves a man with just what he wants in the way he wants to be served.

Men are not half so particular in looking for this kind of service as we are in giving it. Those of them who depend upon us for the right Spring suits and overcoats and for the kind of service that really serves will not be disappointed.

They cannot be disappointed, for the reason that we have the essentials of the best men's clothing service right at our command—we have the right goods to give men the best clothing service they can get anywhere. Our men's Spring suits and Spring overcoats range in price from \$45 to \$75. At these prices and at every price in between they represent a maximum of value and excellence.

(Third Floor, Market)

Oriental Hints for Easter Gifts

Ever so many interesting things are apart on tables in the Oriental Store.

For instance—

Odd candy boxes, some in tiers, and baskets, tied with ribbons.

Incense and incense burners in ribboned boxes.

Embroidered satin slippers for women.

Beaded bags.

Dinner chimes.

Flower bowls of many kinds.

Resurrection plants.

Many of these objects are reduced in price.

(Fourth Floor, Chestnut)

The Finer Traveling Bags at Special Prices

Not a bag in the lot that any man or woman would not be proud to own. All hand-made cowhide pieces of fine workmanship and with good leather linings.

Chiefly brown and russet leathers and some styles with double handles.

Prices start at \$15 and go to \$47.50, the last price being for a handsome kit bag of soft, hand-boarded russet cowhide.

Savings of about a third all along the line.

(Main Floor, Chestnut)

Fancy Linens, Practical and Low Priced

Plain hemstitched scarfs made from a fine quality of pure Irish linen, with mitred corners, 18x36 inches, \$2.50; 18x45 inches, \$2.75; 18x54 inches, \$3.25 each.

Real Madeira lunch sets consisting of 13 pieces, all neatly hand-embroidered, hand-scalloped with plenty of eyelet work, \$7.75 a set.

Linon scarfs, trimmed with a neat, fine, imitation Florentine lace, 18x26 inches, \$2.50; 18x45 inches, \$2.75; 18x54 inches, \$3 each.

Bolster shams to match, 27x72 inches, \$3 each.

(First Floor, Chestnut)

Spring Tweeds Arrive

The one suiting that women depend upon more than any other for downright hard wear and long service for everyday suits, traveling coats, sports skirts and especially children's clothes.

These new tweeds are in four good mixtures—green, tan, light and darker brown. They are all-wool, 54 inches wide and \$3.50 a yard.

(First Floor, Chestnut)

A Snowy Outspreading of Summer Bedspreads

They are daintiness itself—white as driven snow, and effectively designed.

A most remarkable group is made up of English spreads in Summer weight, but having the appearance of heavy spreads. These are in size 90x99 inches and priced at \$7.50, which is really below cost today.

Cinkled dimity spreads are shown in four sizes at as many different prices.

63x90 inches, \$2.50

80x90 inches, \$3

72x90 inches, \$2.75

90x100 inches, \$3.50

72x90 inches, \$2

90x100 inches, \$3

Embroidered spreads made of a good grade of muslin embroidered in colors—rose, blue, pink, lavender or white. These come with scalloped edge and a bolster piece to match. Single or double bed sizes, prices \$8 to \$16.50 a set.

More candle-wick spreads have come in. These are ideal spreads for this time of year, novel in appearance and don't muss, 81x99 inches, \$12.50 each.

(Sixth Floor, Central)

Two Groups of Beautiful French Dinner Sets at Half Price in the China Sale

Here surely are two surprise offerings of the last three days of the Sale. One group of just twelve sets from the famous potteries of Theodore Haviland, Limoges, all of them in border patterns—three different patterns to choose from. These sets are now marked at \$90 each, which is exactly half price.

We are offering another group of French china dinner sets of 106 pieces, dainty floral spray patterns, with coin-gold handles—just 30 sets, of 106 pieces, at a remarkably low price—\$30 a set, which is considerably less than wholesale cost today.

Cut glass and lower-priced glassware are shown in large selection at 20 to 33 1-3 per cent less than usual.

(Fourth Floor, Chestnut)

New Fiction

"The Tempering," by Charles Neville Buck, \$1.75. A story of the power of love over a boy whom strong men cannot influence.

"The Dark Mirror," by Louis Joseph Vance, \$1.75. A departure from the beaten track of mystery stories.

"Kathleen," by Christopher Morley, \$1.25. A long short story which shows this delightful writer in a new field—the farce.

"The La Chance Mine Mystery," by S. Carleton, \$1.75. A story full of action, in a setting of frozen Northern forests.

"Trailin'," by Max Brand, \$1.75. Another tale of the West, with revenge for its motive.

(Main Floor, Thirteenth)

Solid-Color Carpets Without Seams

What is more effective in the way of a floor covering than one of these plain color, seamless chenille carpets in gray, taupe, mole or seal?

9, 12 and 15 ft. wide, \$14.50 and \$16 a square yard. Inlaid linoleum in parquet and tile effects, \$1.75 to \$4 a square yard.

Printed linoleum, \$1.25 a square yard.

(Seventh Floor, Chestnut)

Embroidered Pillow Cases Pretty Enough for Gifts

And that is what they are often used for. Many women also like to have a few such attractive pieces of bed muslins on hand for the guest room.

The material is a nice quality muslin and there are two styles of pillow cases. The regular style, embroidered, at \$1.75, \$2, \$2.25 and \$2.75 for a box of two. Or the envelope embroidered pillow cases at \$3.75, \$4.50, \$4.90 and \$6 a box of two.

(First Floor, Chestnut)

Until Wednesday Night Hardwater Soap for \$1 a Dozen Cakes

After that the price goes back to 20c a cake.

Hundreds and hundreds of families order a year's supply in March, while the price is so low.

The soap is absolutely pure, it is a generous size cake and you may have such pleasing scents as violet, a refreshing verbenia or the fragrant almond—or unscented, just as you wish.

A good way to reckon is a dozen cakes a year for each member of the family.

(East Aisle, West Aisle and Department Store)

Orders for Easter Eggs

should not be left too late.

Decorated chocolate eggs are 10c to 22c each.

Bird eggs are 60c a pound.

Plain cream or chocolate eggs are 10c each.

Easter nests, filled, are \$1.

Easter baskets, 10c to \$20 complete.

Rabbits are \$1.25 to \$4; chicks, \$1.25 to \$6.50.

(Down Stairs Store, Chestnut)