

J. W. C. I. Band at 8; Organ at 11, 11:55 and 3:50

WANAMAKER'S

Store Opens at 8

WANAMAKER'S

Store Closes at 4

WANAMAKER'S

WEATHER  
Thunderstorms

# Now Easter Flowers Add Their Fragrance to the Beautiful Easter Fashions

## The Present Age Inherits the Progress and Civilization of the Past

The children are better for the patriotism of their fathers and brothers, for the upheaval of the citizens and taxpayers to support the claims of the intelligent school teachers for a living wage, for the new laws of the State emptying the jails and Houses of Correction.

Often an entire generation passes away before reforms can be accomplished.

Astronomers tell us that some light is a thousand years in coming to the earth.

We are now realizing an inheritance of the martyrdom sacrifices, declarations and pledges of our forefathers, which were given far back in the dim past of human history.

Let us all avail ourselves of the new lights, long a-coming, that have begun to shine upon our City and State.

(Signed) *John Wanamaker*

March 29, 1920.

## French Masterpieces in Beaded Handbags

These are the finest examples of beaded bags, the antiques, and copies of antiques, with their marvelously blended colors and beautiful designs. At a distance of a few feet some look more like paintings than beaded work.

These are drawing bags and bags with silver frames. Various shapes and various sizes, but any one a regal Easter gift. Prices \$100 to \$500.

(Main Floor, Chestnut)

## Easter Handkerchiefs, Big and Little, Plain or Fancy

Gay-colored squares for children, for women and for men are in new designs and charming colors.

And of initial handkerchiefs there's a remarkable collection. Just now we have some particularly handsome real lace handkerchiefs—they are exquisite.

And embroidered handkerchiefs, too—many of the popular one-corner hand-embroidered styles.

In addition to the handkerchiefs (and there are hundreds of the plainer, more practical sorts as well as the ones we've mentioned), there are little handkerchief boxes to put them in—all sorts of Easter novelties.

Handkerchiefs are 25c to \$150 each.

(Main Floor, Central)

## Trim Looking and Practical Are Jersey Cloth Coats

Is it any wonder that so many are being sold this Spring to women who want a coat to wear continually—in bad weather or good, for the automobile or traveling?

Such variety is there in the new models that one may have anything from a short sports jacket at \$30 to an almost full-length coat at \$47.50.

And, at the in-between price of \$38.50, there are three very pretty styles—one is a tuxedo with a sand-colored jersey facing down the entire front and on the pockets and cuffs.

The colors are Oxford, brown, navy, tan and heather mixtures.

(First Floor, Central)

## Three Smart, New Models for Spring in Young Women's Sports Suits—\$35 each

To make sure that we'd get exactly what we wanted for you, we had some of these jaunty new sports suits made right in our own workrooms. There they were tailored with the greatest care, cut to our own measurements and finished much like custom-made suits.

They are all of wool jersey or heather mixtures, these new suits, and they are in three youthful and becoming models for Spring. One has a Tuxedo front, the other two have the regulation tailored front. All have narrow belts, pockets and plain tailored skirts.

Every good color of the Spring is here—Oxford, heather mixtures, brown and tan shades, henna, horizon blue, Copenhagen blue and darker blue shades.

14 to 20 year sizes.

(Second Floor, Chestnut)

## Women's Ready-to-Wear Hats Some Trimmed and Some Not

It is hats like these that women and girls like for every day, for shopping, for general knockabout use.

Usually they are in small sailor and turban effects, and there are many styles which pull down on the head.

There are smooth and rough straws, plain and fancy weaves, and they come in solid colors (and this includes the bright and dark shades of the season) as well as two-tone combinations.

\$3.50 to \$7.

(Second Floor, Chestnut)

## That Lingerie Blouse to Wear on Easter

Crisp new lawn blouses with a touch of color in the collar which is pink or blue linen tucked, or it may be all white, three models may be had at \$3.85.

Or another dainty lawn blouse, all white, with shawl collar and tucks and lattice beading, \$3.85.

For \$5 and \$5.50 there are some especially pretty voiles, lace trimmed and some with touches of hand embroidery.

(Third Floor, Central)

## THE EASTER BRIDE'S GIFT OF A DIAMOND BAR PIN

One of the newest and most beautiful forms that these bar pins are taking are mountings of the finest platinum, the center of the pin being of diamonds and the ends solidly paved with sapphires.

In some cases the sides are gallery pierced and in others beveled and engraved. The prices are \$450 to \$750.

(Jewelry Store, Chestnut and Thirteenth)

## HERE ARE THE FIRST LONG SILK GLOVES FOR SPRING

Just right to wear with the new short-sleeved Easter gowns!

They are of lustrous silks and in beautiful colors—white of course, and soft beaver shades and a lighter, pongee color.

There is 8-button length at \$2.50; 12-button length at \$3 a pair; and 16-button length at \$3.50 a pair.

We've just taken them from the boxes—so you'll know how very new they are!

(Main Floor, Central)

## INDICATIONS OF WARM WEATHER ARE CALLS FOR MARABOU

This and early Fall are the times of the year so many women like to wear this soft, becoming neckwear. It is exactly the right warmth.

Among the newest shapes are straight stoles and capes, some plain, others combined with ostrich tips and they come in black, natural and mole color, \$5 to \$25.

(Main Floor, Central)

## WHAT THE SUIT NEEDS IS A PRETTY VEST

In most cases the improvement is truly wonderful!

Some of the newest and smartest vests are of silk tricotette in fancy weaves, with a self-colored openwork stripe, check or in brocaded effect. The collar is of satin, usually a contrasting color, and there is a little button-trimmed belt in front.

Lovely shades of French blue, rose, tan or white, \$7.

(Main Floor, Central)

## WITH A YOUTHFUL CHARM—THESE NEW SHIRTWAISTS FOR GIRLS

Just as dainty and simple and pretty as girls' blouses should be are these new shirtwaists that have come in time to accompany Easter suits.

Often they are all in spotless white, but occasionally there is a blouse with a touch of color. A few dotted Swisses have pink or blue dots.

And it is amazing what variety and attractiveness may be obtained with tucks, tiny frills and lace—for that is all that is used to make these blouses pretty.

Some are of fine white batiste, some of white lawn, and others of sheer white voile.

\$2.75 to \$8.75—and 32 to 36 inch bust measure.

(Third Floor, Chestnut)

## \$10.75 for the Finest Women's Shoes Made in Philadelphia

They are all high lace shoes, some extra high, and all of kid-skin—principally fine French kidskin.

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

With fashionable covered Louis heels.

Just such beautiful shoes as women want for wear with Easter costumes.

Similar styles elsewhere cost about twice as much as \$10.75.

(First Floor, Market)

## NOW that Fashion is so sternly insisting on short sleeves, a good many women's minds are on their elbows. The Salon de Beaute is prepared to give particular attention to the beautifying of the arms, as well as to manicuring, shampooing and the giving of facial and scalp treatments.

(Third Floor, Chestnut)

## New Crepe Kimonos Have Come From Japan

Of the pretty Japanese figured crepes are new kimonos in blue, lavender, gray or pink at \$3.85.

If she wishes plain colors there are pink, light and dark blue shades, gray, corn color, lavender and rose kimonos with hand embroidery in typically Japanese designs with birds and flowers. They are \$5 to \$6.75.

Striped kimonos in lavender, blue or pink are \$3.85.

Japanese sandals with straps are 65c a pair.

Embroidery slippers are \$1 a pair and come in the same shades as the kimonos.

(Third Floor, Central)

## About a Hundred Attractive Tricotine Dresses for Women Are \$38.50 to \$55

In the group are quite a number of dresses that are specials, and so you will be surprised at the charming things which may be bought for a really moderate sum.

All the dresses are of dark blue tricotine, of fine, good weave. There are a score or more of good, new Spring styles—so that every type of woman has been provided for.

There are frocks with much gold-thread embroidery on the bodice and skirt; there are dresses with wool embroidery in effective designs; there are braided and button-trimmed dresses; there are dresses with round necks and short sleeves, with long tunics and narrow belts as well as others with no belts at all.

They are, in fact, just such dresses as women want now, to wear indoors and out, to wear without coats, to use for the innumerable occasions when a smart, trim dark cloth dress is needed.

(First Floor, Central)



## GOOD SAVINGS ON GOOD AUTOMOBILE TIRES

We have several good makes of automobile tires that we are selling at 10 to 20 per cent less than regular because the range of sizes is not complete.

Wanamaker Special red inner tubes are here in all sizes. Windshaker wings for any make of car, \$24 complete.

Mobiloids, \$1.25 a gallon, \$15 for a 15-gallon steel drum.

Greases, polishes, pumps, clocks, chairs, cushions—anything you need for the car.

(The Gallery, Juniper)

## MEN'S CAPS THAT DON'T BLOW OFF EASILY

These new caps made specially for us by Lincoln-Bennett, of London, are fine for motoring. Not having the double flap in front there is no resistance to the wind and they stay on the head.

Made chiefly of Harris tweeds, in good designs and colors. Price \$6.

(Main Floor, Market)



## Spring Fabrics in the Men's London Tailoring Shop

The new suitings, many of them just received from London, are noteworthy for their individuality. You will find these here exclusively.

Angolas, tweeds and handspuns, distinctive in design and pleasing in color.

We will make these cloths into suits of finest fashion and beautiful workmanship for \$90 to \$125. Excellent selection at \$90 to \$110, which are moderate prices these days for fine custom-tailored suits.

(The Gallery, Chestnut)

## Tomorrow the Display and Sale of Easter Plants and Flowers on the East Aisle and the Fourth Floor Central

THOUSANDS of fragrant Easter lilies are in it to begin with—all from a grower who has just taken a prize for lilies in the International Exhibition of New York. And these lilies are particularly well-grown and vigorous—which means a great deal in a season like this when these flowers are so scarce.

Next come those other flowers which belong to Easter—the beautiful, rose and white azaleas—real Ghent azaleas, and the hardy Japanese plants besides—the sort which can be planted out of doors when they are through blooming. There are cinerarias in a marvelous range of rose colors, purples, lilacs, reds and pale shades—never were such luxuriant kinds; a new white double daisy, the Craigii, and the more familiar white marguerite; splendid roses, especially the teas, and Dorothy Perkins and the Thousand Beauties; roses trained to form baskets, umbrellas, airplanes and other fancy shapes; soft yellow ge-



nistas in big and little pots, pink and white primroses and hydrangeas—the last including the lovely pure blue which is so rare.

And, of course, there are a few ferns and bougainvilleas, gay little pots of geraniums and rich gardenias.

Prices from 50c for a geranium to \$40 for a splendid azalea.

## 250 YARDS BLUE CREPE POPLIN SPECIAL AT \$2.25 A YARD

The first time we have had enough of it in navy and midnight blue to advertise.

And, of course, these are the colors that everybody wants for Spring street dresses and especially for capes. You will always find many mothers choosing this crepe poplin for girls' school frocks because it wears so remarkably well.

It is all-wool and 40 inches wide and certainly this price is very moderate.

(First Floor, Chestnut)

## Boys Needing New Clothes for Easter

must have them at once. The Wanamaker Store for Boys' Clothing is ready to serve them; ready with a remarkably fine stock of suits for boys of 8 to 18 years at \$16.50 to \$38; overcoats for boys of 11 to 18 years, at \$35 to \$38; overcoats for boys of 8 to 10 years—an exceptionally fine collection—at \$18, \$22.50, \$30, \$32 and \$33.

No better ready-to-wear suits or overcoats can be had for the money anywhere.

This is a Boys' Clothing Store whose sole object is to sell the best. The object is realized in the suits and overcoats now shown in such splendid variety for Easter choosing.

(Second Floor, Central)

## PRICES ARE STEADY IN OUR EGG MARKET—IN THE CANDY STORE

And there'll be no advance before Easter, either!

Little bird eggs are 60c a pound.

Chocolate eggs, decorated, are 15c to \$2 each.

Plain cream or chocolate eggs, are 10c each.

Easter nests, filled, are \$1.

Easter baskets, filled, are 15c to \$25 each.

Easter rabbits are \$1.25 to \$4 apiece.

(Down Stairs Store, Chestnut)

## NEW EASTER SUITS FOR LITTLE BROTHER

Little brother has not been overlooked in all the Easter planning—and sister and mother are not the only ones who may have new Easter clothes!

The new suits for little boys are prettier than ever. Some have colored trousers and white blouses, and some are all in color and some all in white—it's just a matter of choice. And what with fancy stitching, and all the new ideas as to blouses and collars and necks and finishes, there's a wonderful variety of styles from which to choose.

All the cottons from sheer dimities to sturdy pique are used in the suits, the sizes go from 2 to 5 years, and the prices are \$3.75 to \$14.

(Third Floor, Chestnut)

## BRING US YOUR OLD UMBRELLAS—WE'LL FIX THEM

And charge you much less than usual, for doing the work.

New covers of good black cotton are \$1.90.

Covers of satin gloria (and this is guaranteed for one year) are \$5.

New handles with silk loops are 50c.

New ribs and new rods are 25c each. (Main Floor, Market)

## The Suits, the Overcoats and the Service That Men Must Have

The Men's Clothing Store is at the highest pitch of efficiency to serve every man who wants new clothes for Easter.

Spring suits and overcoats are here in as large a selection as any man who wants the best can desire.

They are as low in price as it is practically possible for the best clothing to be today.

No matter how much a man might pay for a ready-to-wear suit or overcoat he cannot get better than he will get in this Store.

For this is the highest grade of ready-to-wear clothing in America.

The fine quality of it never meant so much as it means now because good quality in men's clothing is more than ever a paying investment, and poor quality is more than ever an expense.

It was never more important for a man to make sure of what he is getting for his money when he buys a new suit or overcoat.

The surest way is to buy the kind that has never changed in quality.

The fine quality of Wanamaker men's clothing is as real today as it has ever been and that is real enough.

We have the suits and the overcoats to prove it. We have a service worthy of the merchandise we sell.

It is every man's to call upon any day.

Both the suits and overcoats range in price from \$45 to \$75.

(Third Floor, Market)

## Just Two Days Left to Get Hardwater Soap at \$1 a Dozen Cakes

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

This pure, good soap is used by thousands of people all over the country and it is but the part of economy to buy for future needs now, while the price is so low.

The cake is of generous size, it is pleasantly scented with violet, verbena, almond, or unscented, just as you like, and it will lather freely in hard or soft water.

Women like it for many purposes; men like it for shaving and bath use.

It's wise to order a dozen cakes for the year for each member of the family.

(East and West Aisles and Down Stairs Store)

## The China and Glassware Sale Ends Wednesday

If you are likely to need any dishes or glassware within a reasonable length of time—at least within the next few months—it will pay you to buy them now.

Prices at the manufactories show no tendency to recede, especially as there is a considerably increased demand from European countries in which supplies ran so low during the years of the great war.

The wares offered in this Sale at less than market prices are of the most desirable description. Candidly, we are not particularly anxious to get rid of them, but as the Sale was planned to run on until March 31, the day after tomorrow, you can buy them until then at savings from our regular scale of prices.

This applies to our entire stock of French, English and American dinner sets and to a goodly collection of cut glass and lower-priced glassware.

(Fourth Floor, Chestnut)

## Easter Sale of Trunks

We have \$11,225 worth of fine new trunks ready to start on Easter vacation journeys.

They are all specially priced.

They are marked at the lowest prices we have seen on trunks for several years.

And whether you want a good trunk for the Easter vacation or for the Summer vacation later on, our earnest advice to our customers is to buy it now.

400 regulation 36-inch fiber-covered steamer trunks, special at \$15.

25 men's finest wardrobe trunks, special at \$100.

150 Baby Grand week-end trunks, special at \$11.50.

The 400 steamer trunks listed above are remarkably good. They are of the best fiber construction with solid steel corners and durable in every way.

The 25 wardrobe trunks for men at \$100 are also remarkable. We feel pretty sure you would have to pay \$50 more at least for them elsewhere.

The 150 Baby Grand week-end trunks measure 31x17x13 inches and are of fiber construction for real service.

(Fourth Floor, Central)