

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Showers

Organ plays at 9, 11, 11.55
and 4.50

Ready to Give Swift and Sure Service to Late Easter Shoppers

There Is Now a Large Three-Story House Walking Up Pacific Avenue

at Atlantic City, and it has been a silent "movie" for the past three weeks.

Skilled workmen lifted the house from its foundation, set big wheels under it, put it on heavy planks laid on the smooth asphalt pavement, and installed a small engine to pull Mr. House along to another relay of planking—and so each day it makes progress to the new location.

Possibly the house contains the furniture also. Why not?

If that big Atlantic Ocean three hundred feet away can fill a bowl, bucket or barrel, it can fill the Delaware Bay off the Breakwater beyond Cape May.

This is fairly good reasoning, is it not?

This big giant of a Store-ship can furnish big empty houses from the kitchen to the top story, in a single day, at short notice, if absolutely necessary.

This represents its power and promptitude, though these are exceptions.

[Signed]

John Wanamaker

April 2, 1920.

At \$39 Tomorrow in the Young Women's Salons

Graceful New Spring Capes
Lovely New Easter Frocks
Smart New Sports Suits

Capers are Very Much the Fashion

and these capes are quite smart—of fine blue serge, accordion pleated, which is a style becoming to many young women. The capes have large roll collars of shimmering taffeta, they are very well made, and quite unusual at the price.

But there are other new wraps and coats, too, many specially priced—starting at \$38.50 and on up to \$135.

Silk Dresses and Cloth Dresses—Which Will You Have?

Charming new Spring gowns—of shimmering taffetas, of soft satins, of crepe Georgette and of fine serge—oh, there's a wide variety!

Chiefly dark blue, but plenty of Spring colors, too.

Any number of delightful styles—frills at the hips, ruffled skirts, round neck and short sleeves, frocks, embroidered dresses, dresses with sashes, dresses with tight bodices—all these are here.

Other new Spring dresses, too—\$32.50 to \$95.

Every Young Woman Finds Use for a Sports Suit

and these of wool jersey haven't



lost a mite of their popularity this Spring! These suits are brand-new, are smart of cut and notably well tailored. They come in several good models, are in blue, tan, brown, green and other desirable Spring shades, as well as mixed colorings. All are in 14 to 20 year sizes. (Second Floor, Chestnut)

Some Remarkably Pretty Coats in Velour Have Arrived

The material is a fine all-wool cashmere velour, beautifully tailored and quite fancy enough in style for any occasion. Pleats down each side the back give enough, but not too much, fullness. There is a strap belt crossing in front, the pockets are trimmed with pinch tucks and rows of buttons and the collar may be worn high or low.

In tan, reindeer, navy blue or black, all have figured silk linings except the latter, which has gray silk. Price \$75. (First Floor, Central)

Charming Waists of White Voile

A dainty quartette of styles, with hand-drawn work, Valenciennes, real flit and tiny self-pleatings for ornament. Prices \$9.85, \$10.75, \$15.75 and \$19.50. (Third Floor, Central)

Novel Negligees of Printed Crepe

The crepe is thin, in silk and cotton, and the colors are navy with red, Copenhagen with orange, gray with purple or blue. The style is a graceful one, the pointed sleeves being finished with tassels, and heavy rope girdles holding the garments in at the waist. Price \$13.50. (Third Floor, Central)

Pink Nightgowns Large Sizes

The cotton ones are batiste, some with hemstitching for their chief ornament. Prices, \$2.65, \$5.50 and \$8.50. The silk ones are crepe de chine, perfectly plain or trimmed with lace embroidery or Georgette crepe. Their prices are \$16.50 to \$25. (Third Floor, Central)

There's the New Veil to Be Thought Of

Dotted veillings, with every size dot imaginable and with the dots the same or a different color from the mesh, 85c to \$2 a yard. Fancy mesh veils, chiefly hexagon and flit meshes with woven designs, all new, black, navy, taupe or brown, 85c to \$1.50 a yard. (Main Floor, Central)

L. R. Corsets Ideal for Spring

They are designed for all types of figures, including growing girls, slim women and women of "plumpness." Needless to say many of the models are topless and many others are laced in front; also many are pink. Prices run from \$1.50 to \$15. (Third Floor, Chestnut)

Women's Umbrellas at \$5

Covers of silk-and-cotton, with silk-taped edges and eight-rib paragon frames, handles mission. Very good-looking umbrellas for a moderate sum, and difficult to get. Price \$5. (Main Floor, Market)

Hundreds of Lovely New Easter Hats Ready Tomorrow at \$10 to \$15

Even if you come at five o'clock tomorrow afternoon there will be good choosing—for it's a wide and remarkable collection of brand-new hats.

Large, Flower-Trimmed Hats

of fine, transparent braids, usually in black, with wreaths of fruit and flowers and narrow ribbons. They are such hats as will be charming for wear with spring and summer dresses.

And Smaller Hats, to Wear With Suits

or tailored frocks—trim, smart little chapaux in all the fashionable colors. There are small hats which turn off the face.



There are little hats of the rough and shiny braids. There are little flower-trimmed turbans. There are hats of straw and Georgette crepe. Scarcely two alike—all the fashionable shapes—it will be a pleasure to wear one! (Second Floor, Chestnut)

200 Women's Dresses Special Tomorrow at \$55

There is a saving on each dress of \$15 to \$20—in fact, we shall have to reduce some duplicates of them already in stock because they are selling at the higher prices.

The lot includes—Tricotee in plain and fancy weaves, some very simple and some embroidered. (First Floor, Central)

Tricotines—some of these embroidered. Georgette crepes—a few beaded, but not very heavily.

In all three groups the colors are chiefly brown, navy and black; but there are a very few light colors. Also, there are all sizes in the lot. (First Floor, Central)

Topped Off With a Smart Little Animal Scarf

Many a costume will include one, and if you haven't one it isn't too late to get it now and wear it on Sunday. The fashionable scarfs are of one or two skins, with heads and tails, and they look extremely well on tailored gowns and suits. And there's such a wide choice!

(Second Floor, Chestnut)

There is the clear gray squirrel or the pretty brown mink, or stone or baum marten, fisher or Japanese marten or Hudson Bay or the rich Russian sables.

Prices begin at \$25 for a single squirrel scarf and go on up to \$1000 for the lovely Russian sables. (First Floor, Central)

A Silk We Have Wanted a Long Time Has Come

It is Japanese black habutai in the finer grades.

Many people call it "India silk," but this habutai is far better in every respect than the ordinary silk of this name and must not be confused with it.

We made the purchase of these habutais in Japan, imported them ourselves and had them dyed in

America. All of this makes the cost much less to our customers than it otherwise would be.

There is no cooler silk than habutai for Summer dresses for women wearing black or for business women, and it is especially nice for the new planted skirts. From \$2 to \$4 a yard, the latter being the heaviest quality. (First Floor, Chestnut)

Women's New Easter Garments in the London Shop

The Little Hosiery and Sweater Shop has just received a little lot of fine artificial silk sweater-blouses, dresses and a coat. They all came post-haste from Paris and just arrived in time for women who want something new to wear on Easter.

They are very beautiful things, only one of a color and no duplicates.

Sweater-blouses, \$75. Dresses, \$165. Coat, \$185. (The Gallery, Chestnut)

French Beaded Handbags at Modest Prices

As the result of a foresighted purchase abroad, we are getting some French beaded handbags that we can sell at lower prices than domestic bags of similar quality, or even inferior quality, sell for. A new shipment just came in.

(Main Floor, Chestnut)

These are frame and draw-string styles in various sizes and many colors, with plenty of the popular blue. Some are all colored beads and others are steel beads on crocheted.

Prices \$12.75 to \$25. (Main Floor, Chestnut)

Everybody Likes to Receive Handkerchiefs for Easter

For women there are some especially pretty Irish linen handkerchiefs, just arrived, and in all the newest colors and designs. Two or three, better still a half dozen or a dozen, in assorted colors, would be a gift that almost any woman would like to receive. They are 75c each.

For men—good, practical Irish linen handkerchiefs for everyday use, and no matter how many others he has he always needs this sort. They are \$5.75 a dozen. (West Aisle)

Bracelets Are Flexible and Bangled This Spring

Short sleeves and pretty bracelets go, one might say, arm in arm! Very attractive are the glistening rhinestone bracelets, flexible, some also set with imitation sapphires, amethysts or emeralds—\$5 each. These are set in sterling silver.

Other pretty, flexible bracelets are \$5 to \$27. Flexible jeweled bracelets are \$2.50.

Bracelets with baroque pearls are \$4.

And little novelty bracelets of silken cord mounted with small pendants—imitation jade, lucky elephants or other charms, are \$1 each. And any of them would make dainty Easter gifts. (Jewelry Store, Chestnut and Thirteenth)

Baronet Satin Skirts Special at \$18.75

In exquisite colors—shell pink, baby blue, white, navy and black, and the model is a very pretty and becoming one, slightly gathered with up-and-down tucked pockets and a girle trimmed with buttons run through with the material.

These skirts are so special that this is barely the cost of the material. (First Floor, Central)

Dress Linens Are Slowly But Surely Arriving

In the heavier weave for dresses, suits and skirts, all 45 inches wide, are beautiful shades of light blue, Copenhagen, wistaria, golden brown, green or pink, \$2 a yard.

Or, in the 36-inch width, there are lavender, tan, light blue, navy, pink, rose, green or white, \$1.50 a yard. (First Floor, Chestnut)

NEARLY every woman now is wearing pearls. Sometimes they are the real Oriental pearls. But often they are

La Rana Pearls

The difference is hard to detect, for La Ranas have the same soft sheen and opalescence, and in color and weight they compare very favorably with the real pearls.

With 14-kt. gold clasps, from 16 to 30 inches long, \$25 to \$75. With platinum and diamond mounted clasps, \$100 to \$125. (Jewelry Store, Chestnut and Thirteenth)

A Big Hand-Painted Candy Holder Filled With Delicious Sweets, \$6

is one of the suggestions from the Candy Store for people who are in search of Easter gifts. The boxes are of generous size, are in pink, blue or black lacquered tin, are filled with sweets, tied with ribbon and finished with a fluffy chick—\$6 complete.

Plenty of fresh, good Easter eggs—chocolate decorated eggs are 25c to \$2.

Plenty of cream and chocolate eggs, 10c each.

Solid chocolate roosters, 75c.

Easter baskets, filled and ready to give, 30c to \$20.

(Down Stairs Store, Chestnut)



Last Call for Easter Flowers

We start tomorrow with a fairly good assortment of flowers, especially of those most wanted, such as Easter lilies.

Also please note—all flowers bought up to Store closing time will be delivered within city limits. (East Aisle and Fourth Floor, Central)

Answering April's Call for Lighter Quilts

And here they are in a very interesting choice—some filled with cotton, others with wool, all in just the proper weight for the good Spring weather—just heavy enough to be protective and not so light as to be risky.

Cotton-filled quilts covered with silkline 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 silkline 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)



Tomorrow, Above All Other Days, Men Must Have a Clothing Service Upon Which They Can Rely

Tomorrow is one day in the year when all men looking for new clothes need the kind of service that really serves.

They want things done. They will find our Men's Clothing Store ready and fit to do things.

We are ready to give the best last-minute clothing service in Philadelphia.

The man who waits until the last minute needs to be doubly particular as to what and where he chooses.

The men's clothing store that is first in reliability is the store for the last-minute man.

Now, as always, this is the first men's clothing store in reliability, no less than in fashion and service.

Depend upon us to serve you tomorrow as no other store can. Suits and overcoats, \$45 to \$75. (Third Floor, Market)

New Gloves to Go With His New Suit

These are the kinds men are wearing this spring:

Tan capeskins, outseam sewn and with one clasp fastening—darker browns, too, \$4 and \$5 a pair.

Gray mocha gloves, outseam sewn and one clasp, \$4.50 and \$6.

Gray buckskins, outseam sewn, one button fastening, \$6.

Three Special Lots of Men's Underwear

All these things are considerably under regular prices.

75c for nainsook athletic style shirts and knee drawers.

\$1.25 for nainsook sleeveless and knee length union suits.

\$1.75 for light weight white ribbed cotton union suits, long and short sleeves, three-quarter and ankle length legs.

Easter Shoes in Any Style a Man May Want

Low shoes and high shoes in all the good leathers that are used in men's shoes.

All kinds of toes, from the tapering English last to the wide, comfortable toes for the conservative man.

An unusually good assortment of the brogue styles that are so high in favor now, especially with younger men.

You can get a good pair of shoes for \$9.50 or you can pay all the way up to \$25 for beauties. (Main Floor, Market)

Easter Toys and Novelties

Playthings that the children will like after Easter as much as before.

Composition rabbits, 25c, 35c and 50c.

Plush rabbits and ducks, \$1.25 to \$3.75.

Velvet chicks and ducks, \$1.25 to \$3.75.

Filled baskets, 50c.

Wooden autos, trucks, fire department wagons, tanks, airplanes, boats and so on are here—all in Easter array. So are dolls in all sizes and styles.

Bring the children in and let them enjoy the playground. (Ninth Floor, Market)

The Boys Must Get Their New Easter Clothes Tomorrow or Else—

one does not like to say it, but they must either get them tomorrow or go without them Sunday, and that is something boys do not like—small blame to them.

Everything in our Boys' Clothing Store is in apple-pie order to give the best of service to the boys who have still to be fitted.

We have the three things wanted—the suits, the overcoats and the service.

We have boys' clothing of quality at the lowest prices consistent with quality.

There is no better ready-to-wear boys' clothing made than the kind we sell, because we have never been satisfied and we never will be satisfied to sell any but the best that can be turned out for the money; and we have today in good assortment.

Bring in the boys and depend upon us to do the rest. (Second Floor, Central)

News Extraordinary of Whittall Anglo-Persian Rugs

No rugs made today are in quite as great demand as Whittall Anglo-Persians, the finest of all the Wilton weaves.

And no rugs are quite so scarce. Scarcely a day passes but people ask us when we will have a new lot in.

So, good news! We have just received a late shipment of these fine rugs. They were due weeks ago, but were held up by railroad embargo.

Until notice of a further advance in price from the factory, which we are expecting any day, we can sell these rugs at the same prices which have obtained for the past few months. When the advance comes it must be put into effect even on goods already in stock, according to an agreement which this mill has with its distributors.

This new shipment brings a complete range in sizes and a wonderful variety of the beautiful Oriental patterns and colorings for which the Anglo-Persian rugs are famous. Many people are only waiting for this word to come in and make selections, and any one wanting one or more of these rugs at present prices should not delay.

9x12 ft., \$175	6.9x12 ft., \$144	10.6x12 ft., \$240	11.3x15 ft., \$300
8.3x10.6 ft., \$159	9x15 ft., \$240	10.6x13.6 ft., \$270	36x63 in., \$28.25
6x9 ft., \$108			27x54 in., \$18

(Seventh Floor, Chestnut)