

Band at 9; Organ at 11,  
11:55 and 4:50  
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Rain

# Rain or Shine, It Is Lovely Springtime in This Great, Light Store

## The Symbol of the Moon Was Used in Old Times

on boundary stones.  
It has also been used on beautifully painted old window glass as a symbol of light.  
Scientists tell us that the chemical principle of the sun's rays is more active to heat and light during the Spring season than at any other period of the year.  
We are told that, "according to generally received views, the solar ray is regarded as exhibiting three forces: *light*, or luminous power; *heat*, or calorific power, and *actinism*, or chemical power; but whether these be regarded as distinct forces or only as modified forms of one, the three phenomena are essentially dissimilar."

We know, however, for a fact that there is  
**A Light of the Season**  
and that this  
**Wanamaker Square**  
is now filled with the light and color of Springtime.

[Signed] *John Wanamaker*

April 5, 1920.

## Women's Jersey Suits at \$28.50

The jersey is in several different weights, and the best-liked colors—black, browns, navy, bluebird blue, tans and grays. The suits are cut, of course, in the simple, practical sports fashion, are excellent in finish and every way desirable.  
In a word, we do not know of a better investment for so moderate a sum as \$28.50.  
(First Floor, Central)

## A Notable Collection of Openwork Silk Stockings

We foresaw the unusual vogue these beautiful stockings would have this Spring and Summer and placed unusually large orders. A large new shipment has just been received of all-silk, full-fashioned stockings, with openwork boots of various design, to sell at \$6 a pair.  
These, added to our already large stock, make what is undoubtedly the largest assortment of openwork silk hosiery in town. Prices are \$6, \$8, \$10, \$12 and \$16 a pair.  
Special  
At \$4.50 a pair, second-grade heavy all-silk ribbed sports hose, in black only. First grade is almost double this price.  
(First Floor, Market)

## Women's Superfine French Kidskin Shoes for \$10.75

All high lace shoes, some extra high, with high covered Louis heels. In the fashionable shades of the hour—aluminum, smoke and camel. Make no mistake about the superior style and quality of these shoes. They are from the factory that makes the highest grade footwear for women in Philadelphia and similar styles elsewhere cost about twice as much as \$10.75.  
(First Floor, Market)

## New Middies, Regulation Suits and Gingham Frocks For Girls

A middy is one of the most practical possessions of the average girl. It is comfortable and convenient and useful for no end of day-time needs. These middies are of sturdy white galatea, and have deep blue flannel collar and cuffs. \$3.50.  
Middy skirts on bodies—blue or white cotton, are \$2.50; blue serge skirts are \$5.  
White regulation dresses, with pleated skirts, trimmed with red collar and cuffs, \$5.  
\*New gingham dresses are of striped colored gingham, with white pique collar and cuffs, wide belts and deep pockets, \$5.  
6 to 14 year sizes.  
(Second Floor, Chestnut)



## New Spring Blouses—All of Cotton and All to Wear at Once

For \$3.85 there are shirtwaists of imported gingham, with white grounds and colored woven stripes. They have collars which may be worn high or low. Also at this price are white batiste waists with lattice beading on the collar, cuffs and down the front.  
For \$4.50 there are soft white blouses of batiste, with a dainty picot edge on the collar and cuffs.  
(Third Floor, Central)

## New 35c Colored Handkerchiefs for Women

Fresh, gay little squares of sheer linen, with colored centres, borders or designs.  
There are rose and pink shades, there are French blues and deeper shades, there are tans and greens and violets.  
(West Aisle)

## Sound Reasoning Alone Makes People Buy Silks Here

First of all, there is a great deal in knowing that every silk is fresh from the looms, which means a great deal in the life of a silk. We sell silks so rapidly that there is no time for them to get stale.  
It means much to have only fashionable silks to choose from—there is no chance of making a mistake. The new fashion silks are constantly coming in and going out.  
Then, only silks of a certain standard are admitted to our stocks. We don't believe in economizing in the price and sacrificing the wearing qualities. Good silks can't be made today under a certain price.  
Among the newest and best silks arriving now for  
(First Floor, Chestnut)

## New Sports Suits in Colors That Young Women Are Asking For

Wool jersey makes the suits, and they are in one of those youthful, belted models that are so popular this Spring.  
They have pleats, narrow belts and pockets, and are silk lined through the sleeves and yoke.  
There is horizon blue, Copenhagen blue, sponge color, heather mixtures, brown and tan shades.  
14 to 20 year sizes.  
Price \$35.  
(Second Floor, Chestnut)



## These Have Just Arrived in the Women's Coat Salons

The prettiest soft wool velour capes in peacock blue, navy, rose or taupe with wide sand-colored facing (pinch tucked across) going down the full length of the front, \$95.  
Other capes in all-wool tricotine, dark blue or black, with the new quilted satin facing. These are  
(First Floor, Central)

THREE London riding habits from *Busvines, Ltd.*, have just come in. They are of fine light-colored cloths and will have peculiar interest for women who usually buy their riding habits abroad.  
(First Floor, Market)

## For the Woman Who Wants Fabric Gloves That Are Smart and Different

If she wishes slip-on gloves, for instance, there are chamois lisle gloves in white with white or yellow turn-back cuffs, lace edged, or beaver gloves with white cuffs. They are \$1.85 a pair.  
Slip-on gauntlets, of chamois lisle, made with wide colored cuff and two straps to hold the cuff, are in beaver color and are \$2.25 a pair.  
Slip-on duplex gloves in pongee, white, beaver or gray are \$2 a pair.  
Eight-button strap-wrist gloves of chamois finished lisle with turn-back cuffs at the top are in white, chamois or beaver and are \$2.50 a pair.  
(Main Floor, Central)

## Novel Crepe Kimonos

Of cotton crepe—blue, lavender, pink or rose, and made up with little pleated frills, little pleuplums round the waist, and elastic in the waists.  
Price \$5.75.  
(Third Floor, Central)

## Columbia Bicycles for 1920

For many years the Columbia has been the acknowledged leader among bicycles.  
Chainless models for men and women, \$77.50.  
Camel-back model, 18-inch frame, \$67.50.  
Men's chain racer, \$67.50.  
Superb, for men and women, \$65.  
Roadster, for men and women, \$67.50.  
Juvenile, for boys and girls, \$46.50 to \$48.50.  
(The Gallery, Juniper)

## Philippine Chemises

Of the straight kind—the kind which might almost be known nowadays as "old-fashioned," but which a great many women like, nevertheless.  
They are beautifully hand-scalloped and priced at \$2.85, \$3.50, \$3.75 and \$3.85.  
(Third Floor, Central)

## Of Beautiful Beluchistan Rugs a Most Attractive Shipment

Not in a very long time have we received such a lot of Beluchistan rugs as we spread out newly for tomorrow.  
They are in warm, lustrous reds, set off with deep blues, terra cotta shades and touches of ivory. Their surfaces are fairly aglow with the luster of these shades and the general effect is warm, luminous and beautiful.  
Sizes from 2.8x5 feet to 3.2x6.5 feet and the pieces are priced according to size and merit at \$45, \$55, \$75, \$85 and \$95 each.  
(Seventh Floor, Chestnut)

## Women's Plain Pumps

Black Russia leather, tan Russia leather and black patent leather; made with long vamps, narrow toes and two-inch Louis heels. Any one of the three kinds may be had for \$12.50 in the Exclusive Little Boot Shop.  
(First Floor, Market)

## Accordion-Pleated White Serge Skirts Special at \$15

With every woman so enthusiastic over accordion-pleated skirts and white serge in such demand for women going to either seashore or mountains or for mornings at home, these skirts should be gone in almost no time at all.  
They are a very fine French all-wool serge, light in weight and full enough to hang exactly right. The girdle is trimmed with two large buttons.  
(First Floor, Central)

## Fine Printed Voiles—Cotton—Are \$1.25 to \$2 a Yard

At this writing we have a particularly good collection of them—a few from England and France, but the great bulk of them from our own country. The colorings are both dark and light and there are hundreds of designs.  
Flower and leaf patterns. Geometrical patterns. Stripes of an elaborate kind. Large shaded figures. Small all-over patterns—which are perhaps the prettiest of all.  
The large, graceful designs used on Georgette crepes.  
Widths run from 38 to 40 inches and prices are \$1.25 to \$2 a yard.  
(First Floor, Chestnut)

## Good Leather Luggage at Low Prices

Please note that word "leather." There is plenty of cheap luggage, made of other materials, but precious little of leather at low prices.  
Here are black cowhide traveling bags at \$7.50.  
Black leather suit cases with straps all around and brown leather without straps at \$11.50 and \$12.50.  
Brown cowhide traveling bags, leather lined, at \$14.75.  
All excellent pieces, well made and of good style.  
(Main Floor, Chestnut)

## Time Once More for Honfleur Toilet Articles

If there is one season above all others when these good preparations are appreciated, it is Spring. And, of course, as everybody knows, it is only on the occasion of a sale that they can be had for such little prices.  
Toilet water, violet, l'Empire or Bouquet d'Amour, 50c and 85c a bottle.  
Face powder, violet, rose and l'Empire, 25c a box.  
Talcum powder, violet, 10c a box.  
Sachet, violet, rose or l'Empire, 35c a box.  
Skin cream, 40c a jar.  
Youth and Beauty cream, 40c a jar.  
Cleansing cream, 40c a jar.  
Bay rum, 60c, 95c and \$1.85 a bottle.  
Violet ammonia, 20c and 35c a bottle.  
Lilac and wistaria vegetal, 85c a bottle.  
Eau de Cologne, 75c a bottle.  
(West Aisle)



MUSIC has always been immortal; now many of the finest expressions of it are imperishable. For that we can thank the marvelous

# AMPICO Reproducing Piano

Before the day of the player and the reproducing piano a great pianist's art died with him. Now it is preserved so that it may inspire future generations as well as the people of the present.

The greatest achievements of the master pianists of today have been reproduced by the Ampico. You can hear them tonight in your own home, played as perfectly as if the master were there in person, and your children can enjoy them in years to come, when the artist's hand is stilled.

We have the Ampico reproducing piano embodied in several of the leading makes of pianos in this country, such as the Chickering, Schomacker, Haines Bros., Marshall and Wendell and the celebrated Knabe.

You are cordially invited to ask for a demonstration of any or all of these instruments. It will place you under no obligation to buy, but if you wish to do so, convenient terms can be arranged.

(Egyptian Hall, Second Floor)

## White Bedspreads to Go With Spring Sunshine

Something about the white daintiness of these spreads seems to echo the laughter of Spring. This spread family is mainly of two sorts, crinkled and corded, but we also have some dimity spreads in colored stripes.  
Crinkled spreads are in four sizes at as many different prices—  
62x90 inches, \$2.50.  
72x90 inches, \$3.75.  
80x90 inches, \$5.  
90x100 inches, \$14.50.  
Corded dimity spreads are in sizes  
72x90 inches, \$3.  
80x90 inches, \$3.50.  
90x100 inches, \$4.  
The dimity spreads with colored stripes are 72x90 inches at \$4.50 each.  
(Sixth Floor, Central)

## Irish Table Cloths and Napkins of Solid Merit

They are 100 per cent flax, heavy, full-bleached of excellent texture and finish and in a choice of three designs—ivy, spot and carnation.  
Considering how linens are going, these are particularly good at the prices—the table cloths 68x72 inches at \$9.50 and 68x90 inches at \$12 each.  
Napkins to match them, 22x22 inches, are \$4.75 a dozen.  
Another very attractive group consists of 200 dozen odd napkins, fine, full-bleached, pure flax weaves, handsomely patterned in a choice of five designs, mostly floral effects. At the price, \$11.25 a dozen, these are goods of special excellence and real merit. Size 22x22 inches.  
(First Floor, Chestnut)

## French Mirrors Special at \$5

Little mirrors framed in antique gold, plain or with polychrome finish, and all with colored prints in their tops.  
Only a hundred in all at this price.  
(Fifth Floor, Market)

## There Is Something Like a New Fashion in Men's Clothing Advertising

IT TAKES the form of advising men to pay the price for good clothing rather than take a chance on inferior clothing.  
We say this is a new fashion in some places, but it is no new fashion in the Wanamaker Men's Clothing Store. With us, the adherence to quality, the advocacy of quality, is not only an old fashion, but an old principle.  
It didn't take a world war and its aftermath to make Wanamaker's take a stand for quality as against cheapness in men's clothing.  
We have often said that inferior clothing is dear at almost any price. It never was such a bad investment as it is today.  
This is a matter of ordinary common sense and not—as some seem to imagine—a brand-new discovery in the sphere of economics.  
It all leads up to the fact that this is the time of all times for men to buy clothing of assured good quality. This is the time to stick to the Store that began as a store of quality and has never yielded from its standard by as much as a hair's breadth. Now, as always, men who want clothing of quality can come in here feeling confident of finding the best ready-to-wear suits and overcoats in America for the prices—\$45 to \$75.  
(Third Floor, Market)