

Grand organ plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

COLD WINDS CAN'T CHANGE THE SEASON—THIS IS SPRING AND THE SPRING MERCHANDISE IS HERE

A Fine Big Boy Fell Into the Habit of Telling Lies

His wise father kept him in mind, and whenever he found him telling an untruth insisted that the lad should drive a nail into the wooden fence of the back yard.

After a time the boy was switched off from his habit, and his father gave him permission for each victory over his habit to draw out a nail until they were all removed; but the poor, sorrowful boy said, "But, father, the holes are still there."

Every form of evil always leaves its mark to hurt us. Many persons have an idea that one cannot be in business and lead an upright life; whereas, the truth is that no one succeeds in business, to any great extent, who misleads or misrepresents; and any kind of deceptions are hurtful and are sure to lead to ruin.

[Signed] John Wanamaker
April 8, 1920.

Now in Colors, Camel's Hair Sports Coats

They have just arrived—five brand-new styles in the most popular of all sports coatings, and they are in colors, some of which are only to be found in coats of the real camel's hair. There is chow (a reddish brown), carrot, silver, fawn and taupe. And there are all lengths from a short model to two which are almost full length. One of the prettiest of all has fringed scarf ends to the collar. Prices range from \$125 to \$150. (First Floor, Central)

Soft, Fluffy Wolf Scarfs to Wear Now

It is just such animal scarfs as these that many women like to wear over their cloth frocks or Spring suits. The wolf is a becoming fur to many women, for it is soft and fluffy, and the scarfs are of a practical size, too. One may choose the pretty taupe color, a rich and becoming brown shade, or the blue wolf. \$30, \$45 and up to \$70. (Second Floor, Chestnut)

Nothing Daintier Than Organdie for the Summer Dress

And every indication points to its being as fashionable, if not more so, than it was last year. The finer qualities are decidedly the best investment, and they are here in all the best and prettiest tints—pink, blue, peach, apricot, green and others, including white, 44 inches wide, \$1.25 and \$1.50 a yard. (First Floor, Chestnut)



New Paris Sports Wear in the Women's London Shop

If you like to see the fine new French things, almost as soon as they appear on the Rue de la Paix, you should drop into the Little Stocking and Sweater Shop every few days. There is always something interesting, just unboxed and very few of the garments have any duplicates. Among the new arrivals are—Artificial silk and tinsel knitted sports dresses, in brown, navy and tan, \$165 each. Sports blouses of the same material, in peacock, gray, blue, black, tan and white, \$75 each. Accordion-pleated sports skirts, with colored overplaids on white grounds, \$40 each. Wool surplice sports jackets in white, buff and Copenhagen, \$10 each. (The Gallery, Chestnut)

Pretty Cotton Frocks for Young Women

There are crisp dotted Swisses, sheer organdies and fine volles, and there's quite a vogue for dotted cottons this Spring. Made in delightful new styles, the dresses have pleated and gathered skirts, many new ideas as to bodices and sashes and collars, and are altogether charming. Prices start at \$21.50 and go on up to \$40. 14 to 20 year sizes. (Second Floor, Chestnut)

Women's Silk Gloves in the Fashionable Long Lengths

\$2.50 a pair for 8-button length gloves in white, pongee, brown or beaver color. \$3 a pair for 12-button length gloves in white, pongee and beaver color. \$3.50 a pair for 16-button length gloves in pongee, beaver color and white. (Main Floor, Chestnut)

Silk Handbags Uncommonly Good for the Price

The quality of the silk in them is unusual for low-priced bags. And it is all in the popular navy blue, either plain or moire or with wide satin or moire stripes. One-piece shape in a convenient size. Price \$4.50. (Main Floor, Chestnut)

Girls' Broad-Toed Oxford Shoes

A good many mothers have been asking for broad-toed shoes for young girls, and here they are—tan Russia and black Russia calf, with one-inch broad heels. Price \$10.50 in the Exclusive Little Boot Shop. (First Floor, Market)

New Middies and Smocks for Girls

Middies know no season, though they are more used in the Spring and Summer. These new ones are of galatea, unusually sturdy and practical, and are in white and blue, some all white, some with blue collars. They are in 6 to 16 year sizes and in many good styles. New smocks are of cotton crepes or line, chiefly in such pretty shades as rose and Copenhagen blue. They are in quite attractive styles, and are trimmed, quite frequently, with embroidery in contrasting colors. These are in 12 to 18 year sizes. \$2.50 to \$3.75. (Third Floor, Chestnut)



Smartness in Every Line of These Brand-New Serge Dresses at \$45 for Young Women

There's the very spirit of Springtime and of youth in these frocks—you'll see it in their saucy little jackets and their accordion-pleated skirts. They are of firm wool serge, in dark blue, and they are made with short, jacket-like bodices which open in front to allow a bewitching little vest of hyacinth blue crepe to peep through. The skirts are accordion pleated, and by way of finish there's a dashing "pirate" sash of striped silk and rows of little silvery buttons on the bodice and the short sleeves. Altogether, they are delightful little dresses to wear now under Spring topcoats and later on without any coats at all. 14 to 20 year sizes—and they look much more expensive than \$45! (Second Floor, Chestnut)

More and More American Lady Corsets

are being asked for, and we think it is because they are so comfortable and so inexpensive. Their lines are straight, their materials excellent, and there are a great many different models, ranging from \$2.50 to \$15 in price. (Third Floor, Chestnut)

Porto Rican Silk Slips Again

Japanese silk in pink, white and black, with hemstitching on shoulder straps, top of the bodice and foot of the skirts. Also they have elastics round their waists. \$12.50. (Third Floor, Central)

Women's Handkerchiefs \$2 a Dozen

A new importation of Irish linen handkerchiefs, plain hemstitched with narrow hems and just the thing for everyday use. Sold only by the dozen and half dozen. (West Aliso)

The One Unchanging Fashion in Wanamaker Men's Clothing Is Its Standard Quality

This Men's Clothing Store began as a store of quality and it is still the first store in the quality of the clothing it sells.

It was started in the consciousness of a well-defined business mission, and that mission was to provide the best men's ready-to-wear clothing that money could buy.

But make no mistake about it—the store, or the man, starting out to live up to a rigid principle of quality must be prepared to make a sacrifice for it.

It is a well-known fact that stores which take an uncompromising stand for quality and reliability in any kind of merchandise from shoe laces to men's clothing have sometimes to see business passing their doors.

Always, however, it is only a matter of time until it comes back. It is a long time since men of discrimination in clothing qualities and clothing fashions began to give a preference to this Store because of its stand for quality, because of its adherence to all-wool fabrics and a maximum of hand tailoring, because of its ideas of fashion, fitness and character in men's apparel.

Don't you think it is a pretty good idea to come for your new Spring suit and overcoat to the Store in which quality is not a new idea, but an old, old principle worked out in practice at all times and seasons?

Prices \$45 to \$75. (Third Floor, Market)

The New Metal Table Lamps Are Coming In

and are more attractive than ever. The most recent shipment has in it two new patterns, each decorated in twelve different colors. They have metal bases, metal-trimmed shades with ribbon glass and hand decoration, and they cost \$35 and \$40. (Fourth Floor, Central)

Encrusted Gold Glassware and Wedding Bells

The two go well together. Anyhow, a lot of very nice people seem to think so, judging from the joy they feel in choosing pieces of this ornate glass for bridal gifts. No doubt it is a very giftable sort of ware, and we have a collection that would tempt any one. Many other things besides these are also here. Sandwich trays, \$5.50. Cracker and cheese dishes, \$7.50. Night sets, \$6. Sugar and cream sets, \$6 and \$8. Candy jars, 1/2-pound size, \$3.75; 1-pound size, \$5.50 and \$6.50. Fruit compotes, \$5, \$7.50 and \$8. (Fourth Floor, Chestnut)

Chocolate-Covered Marshmallows 60c a Pound

Puffy vanilla marshmallows, deliciously fresh and covered with rich, sweet chocolate—60c a pound. Assorted chocolates—a tempting assortment of creams, nuts, jellies and fruits are packed in a week-end box and are 80c a pound package. (Down Stairs Store, Chestnut)

Blue Serge and a Boy

If you have a boy on whom you wish to put a new serge suit, a little investigation will prove that a Wanamaker blue serge is the best you can buy for him, ready-to-wear. We are pretty sure of this. We planned in such a way as to make sure that it would be so.

We are selling some remarkably good suits as low as \$15 and \$16.50. We have others at \$18, \$20 and up to \$35. All of them are excellent, representing the top notch of merit in fabric, tailoring and design, but the lower-priced ones are extraordinarily good. Anticipating difficulty in providing boys' blue serge suits, we took time by the forelock and made sure of having the best kind at each price, especially at the lower prices. (Second Floor, Central)

Rose Bushes, Shrubbery, Fruit Trees—Everything for the Garden

Ready now in the Garden Store, fine reliable goods.

Wanamaker rose bushes, shrubbery, fruit trees, flower and vegetable seeds, are as low in price as they can generally be found elsewhere. Our effort is chiefly toward supplying our customers with superior

goods—plants and seeds that will grow—and that will give joy in their growing. Such good plants and seeds as ours are not usually to be found in miscellaneous collections. It is best in the long run to get the Wanamaker seeds.

- ### Rose Bushes
- Killarney, white.
 - American Beauty, red.
 - Baron de Bonstetten, rich crimson.
 - Clothilde Souper, white.
 - M. P. Wilder, red.
 - Ulrich Brunner, cherry red.
 - Kaiserin Victoria, white.
 - Magna Charta, deep pink.
 - Frau Karl Druschki, white.
 - Dorothy, pink.
 - Princess, pink.
 - Des Alps, white.
 - Marchioness of Lorne, flesh shaded.
 - Dean Hole, earmine (shaded rose).
 - La France, deep pink.
 - Mrs. John Laing, light pink.
 - Cleo, flesh color.
 - General Jacquinet, red.
 - Louis Van Houtte, dark pink.
 - John Hopper, pink.
 - Pierre Notting, yellow.
 - Paul Neyron, red.
 - Teplitz, red.
 - Camille de Rohan, dark crimson.

- ### Shrubbery
- Evergreen, \$2.25.
 - Porsythia, 50c each.
 - Box bushes, \$1.50.
 - Azalea (pink), \$1.75.
 - Clematis (white), 85c.
 - Climbing honeysuckle, 50c.
 - Weigella, 65c.
 - Snowball, 75c each.
 - Dwarf pink spirea, 75c.
 - Bush honeysuckle, 75c.
 - Golden leaf elder, 75c.
 - Deutzia, pink or white, 75c.
 - Ailcea (rose of Sharon), 65c.
 - Mock orange, 65c.

- ### Fruit Trees
- Apple, \$1.50 each.
 - Plum, \$1 each.
 - Concord grape vines, 65c each.
 - Gooseberries, Downing and Houghton varieties, 55c each.
 - Cherry, \$1 each.

- ### Hedges
- Strong California privet hedge, 1 year old, 75c dozen, \$5 per 100; 2 year old, \$1 dozen, \$7.50 per 100.

- ### Roots and Bulbs
- Choice dahlia roots, true to color, 20c each.
 - Tuberose bulbs, large size, 7c each, 75c dozen; mammoth, 10c each, \$1 dozen.
 - Peonies, named varieties, 50c each, \$5 a dozen.

- ### Gardening Implements
- Hose, hose reels, lawn rollers, pruners, sprayers, spraying solution, sprinklers and all accessories.
- ### Vegetable Seed Collections
- 15 choice varieties, \$1.
 - 27 choice varieties, \$2.
 - 34 choice varieties, \$3.50.
 - 45 choice varieties, \$5.

- ### Sweet Peas
- Gilt-edge, large flowers, long stems, many colors, 5c packet; 1 ounce, 15c; 1/4 pound, 45c; 1 pound, \$1.35.
 - Orchid-flowered mixture, gigantic flowers, great profusion, 10c packet, 25c ounce, 85c 1/4 pound, \$2.50 pound.
- ### Nasturtiums
- Dwarf variety, for garden paths, etc., 5c packet, 20c ounce, \$1.50 pound.
 - Tall, climbing variety for fences, trellises, walls, 5c packet, 15c ounce, 40c 1/4 pound, \$1.50 pound.
- ### Flower Seeds
- Flower seeds, giant flowering kinds, 10c packet; 10c packets, \$1.
 - Tested flower seeds, 5c packet; 6 packets, 25c; 10c packets, 50c.
 - Seeds of climbing vines—balloon vine, balsam apple, scarlet runner, morning glory, cypress and gourds—5c packet; 6 packets, 25c; 13 packets, 50c.
- ### Fertilizers
- Bone meal, 3 lbs., 30c; 5 lbs., 45c; 10 lbs., 80c, up to 100 lbs., \$4.50.
 - Wanamaker Lawn Enricher, an odorless fertilizer for bringing the rich green color into the lawn, 5 lbs., 40c; 25 lbs., \$1.50; 50 lbs., \$2.50; 100 lbs., \$4.
 - Wanamaker plant food, enough to nourish 50 plants for six months, 15c a package.
 - Wild flower garden mixture, 5c package, 6 for 25c; 1 ounce, 20c; 1/4 lb., 60c; 1 lb., \$2.
 - For the vegetable garden, Michell's reliable seed, 5c package; 6 packages, 25c; 13 packets, 50c.
 - Improved strain vegetable seed, 10c packet; 6 packets, 50c; 13 packets, \$1.



New Colored Lace Flouncings

These new flouncings are in dark blue and brown, two of the most fashionable colors, and they were especially designed for the making of lace gowns.

Chantilly pattern flouncings, 18 and 27 inches wide, \$3.75 to \$6.85 a yard.

Filet net flouncings with woven designs, 40 inches wide, \$17.50 a yard. (Main Floor, Central)

Waists, Philippine Embroidered

Three dainty sorts, embroidered in those tropical islands, but made up here.

One with a butterfly design on fronts, cuffs and collars, \$7.50.

Another with more delicate work—a good deal of cold in the patterns—\$8.75.

The third has embroidery and lace besides, \$13.75. (Third Floor, Central)

Tub Dresses

are coming in daily—cool, pretty and inexpensive. They are of plain colored and dotted voiles, tucked and ruffled and variously prettified, and cost only \$5.50 to \$12.50. (Third Floor, Central)

Bibs Arrive From Paris With Other Novel Neckwear

Square-shaped bibs to outline the new square-necked dresses, and you can't imagine how charming and youthful-looking they are.

They are of the finest organdie, with applied embroidery, pin tucks and the tiniest scalloped edge. Like everything else in this importation, they are entirely hand made.

Especially dainty gumpes of organdie, some in the new surplusie style, others high neck with frills or other trimmings, collars, hand embroidered and trimmed with real lace; vests, vests and a new round cape collar of net with fichu ends, decorated with eyelet work—these are all in this importation.

In rare cases only are there two alike, and prices are most moderate, owing to the low exchange rates, \$3.50 to \$20. (Main Floor, Central)

Unusually Pretty Skirts for \$7.50

100 are white washable sateen skirts in a very attractive style, with pockets and belt trimmed with square pearl buttons.

50 are sports skirts in small checks of tan with brown or tan with blue, very nice to go with sports coats. Also 50 black velveteen skirts of good light-weight quality, slightly draped in front and trimmed with jet buttons. (East Aliso)