

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

The Promised Sale of Hosiery and Underwear Will Be a Whole Family Sale

Two Small Hands and a Big Iron Key

Fifty-nine years ago yesterday unlocked the door, down lower Market Street, at 6:30 in the morning, and the first day of this business then began.

That day the new firm sold \$24.67 in gentlemen's collars, cuffs and neckties.

Besides the two members of the firm, there was but one employe.

We had no endowment from our fathers and we had to cut out our own road.

It was a new undertaking with small capital and large ideas and all the energy of youth and hope.

Thus began the realization of the dream of its Founder, who writes these lines before breakfast at half-past 7 in the morning, in a slight snowstorm falling on the sea at Atlantic City.

The first two thoughts stealing in through the windows of recollection are three deeply felt, all compelling inspirations of youth:

1. "Despite not the day of small things";
2. Do not spend time on "nothings";
3. Do not fail to do the best that is in you every time.

To us, the early days of storemaking were much more than making a livelihood. Back of everything and down deep in the foundations there lay a platinum strata of mutual benefits, vital to the success aimed for, so that there always was something higher than mere money-making.

We believed that an opportunity offered to develop in our employes, and to give the public at large, a system of mutual interests, vitally important to the city and nation.

Our first years in business were all school years, of moderate prosperity, with—

1. Fixed principles,
2. Dependable qualities of merchandise,
3. One price,
4. Exactness of published and oral statements

and, further, with the privilege of bringing back articles purchased if not satisfactory, not simply to be exchanged, but for return of cash paid (which was necessarily abrogated during the war by retail storekeepers for the saving of labor)

Forming the Four Cardinal Points

which kept our steering wheel firmly in front of the North Star, to guide us onward, through three wars, and until the present hour.

All through these years, by our schools and methods of mutuality, a great company has grown up to worthy citizenship and to become makers of happy homes. A large number of the chiefs of offices and the merchandise heads have risen from the ranks of the boys and girls, and are still with us.

We write on our banner for this, our sixtieth year:

"Not merely for the sake of livelihood, but for honorable deeds" and further progress.

[Signed] *John Wanamaker*
 POSTSCRIPT
 New York, April 8, 1920.

Hon. John Wanamaker, Philadelphia:
 The board of trade and the whole store family of the A. T. Stewart and Wanamaker buildings send you hearty congratulations on the fifty-ninth anniversary of the opening of the Wanamaker business, on that immortal first day, when you took down the shutters, swept out the corners, served the customers personally, and kept store the best you knew how. We are trying to do these same things in New York. As this sixtieth year upon which we have entered is likely to bring the settlement of the world's peace questions, we believe the largest and best years of prosperity are now ahead of us.

Gay Flower and Ribbon Trimmed Hats in Many New Guises—\$10 to \$15

Wide-brimmed hats to wear with Summer frocks and Spring dresses—saucy little turbans to finish off a new tailored suit—smart hats to wear with afternoon and cloth dresses—that is what makes up this new collection.

They're all becoming, and there are so many styles it will be quite easy to find the one which precisely suits your type and your need.

A fetching little hat of brown straw has a brim of closely massed pink roses, veiled with maline.

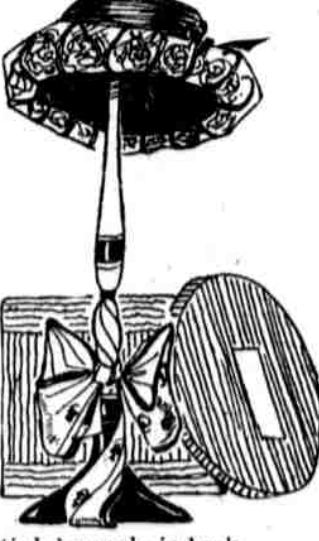
A new blue hat which turns off the face has its shiny straw interlaced with black and two black jet pins at just the right angles.

A wide-brimmed hat of black horse hair is quite lacy, has a scalloped brim, a wreath of velvet flowers and a knot of ribbon velvet tied demurely in back.

There are black hats and blue hats, hats in rose color and hats in brown shades, hats with ribbon-covered brims, hats with straight brims and drooping brims.

And they are all between \$10 and \$15.

(Second Floor, Chestnut)



England Sends to America Her Prettiest Openwork Voiles

They look as though the threads had been hand drawn to make the check and plaid patterns, and the colors are simply exquisite.

Quite as lovely in their own way are the "crystal" voiles which arrived in the same importation. They are woven with an artificial silk thread, which gives them almost the brilliancy of silk.

Many college girls who have already discovered these lovely cottons are buying them for their best afternoon and evening frocks. They are 36 inches wide and \$1.75, \$2 and \$2.25 a yard.

(First Floor, Chestnut)

French Beaded Handbags Special at \$13.75

Various styles, all new and recently received from Paris. Beautiful colors, mostly the softer shades more suitable for wear with Spring and Summer gowns.

A few frame bags, but mostly draw-string styles. Notable among the latter are some dainty wrist-handle bags in "shower" bead effects.

(West Alble)

A collection of thousands of pairs of stockings for everybody and thousands of pieces of underwear in Spring and Summer weights at one-third to one-half below regular.

This is another occasion where the Wanamaker tremendous buying power in the market comes to the benefit of the customer.

We repeat, as we said the other day, that there is no break in the market—as yet we can see no signs of it.

But for many years we have had vast dealings with great manufacturers and close and confidential relations.

By reason of the magnitude of these past privileges and the great future business that they expect of us we are in position to claim all over and miscellaneous lots in their stocks and thus collect all such for a reasonable special sale.

In this way comes about this first great Hosiery and Underwear Sale of the Spring.

It is an excellent opportunity from the customers' viewpoint, as it will enable thousands of families to stock up now with goods of the right weight for Spring and Summer wear and to get them at prices that are an actual third or half below regular.

Inspection of the list below will show that most of the goods are of first quality. A few items consist of "seconds," but all such goods are plainly marked with yellow tags so there can be no mistake.

The old-time Wanamaker reliable hosiery and underwear and the established value of Wanamaker savings will probably bring a large number of people at an early hour, and some of the best lots, large as they are, may be exhausted before the day is over—of which fact this is fair notice.



Women's Hosiery

At 65c a pair, full-fashioned black and white lisle thread, regular width. Some extra width in black cotton only. Also second quality, full-fashioned black lisle.

At \$1.50 a pair, black, white, cordovan and navy, genuine silk and artificial silk mixed, also two-tone color effects in fancy weave, artificial silk.

At \$1.75 a pair, black, full-fashioned silk with mercerized lisle tops and soles.

At \$2 a pair, black and white full-fashioned silk with mercerized lisle tops and soles.

At \$2.75 a pair, black and white, full-fashioned silk with embroidered cloaks.

At \$3 a pair, black, full-fashioned silk, with silk tops.

Women's Underwear

At 25c each, fancy, trimmed, ribbed, cotton vests.

At 35c each, 3 for \$1, ribbed, low-neck, bodice beading and tailored cotton vests.

At 65c each, ribbed cotton union suits, low neck, knee length, tailored and ribboned tops.

At 75c each, lisle thread, new shape union suits with lace legs.

At \$1.75 a pair, black, full-fashioned silk, fancy tops, "firsts"; and full-fashioned, mercerized lisle, in black, white, tan and cadet, "seconds."

At 35c a pair, 3 pair for \$1, ribbed, black, white and cordovan, cotton stockings, "seconds."

(West Alble)

Men's Underwear

At 75c each, nainsook coat shirts and knee drawers.

At \$1 each, madras athletic, sleeveless, knee-length union suits.

At \$1.25 each, nainsook, sleeveless, knee-length, athletic union suits.

At \$1.50 each, nainsook, soie-sette, madras and longcloth, sleeveless, athletic union suits.

At \$1.75 each, ribbed, cotton union suits, short sleeves, ankle length.

At 25c a pair, black, cordovan and unbleached cotton hose.

At 50c a pair, full-fashioned, mercerized lisle half hose in tan, champagne and grays.

At 65c a pair, black silk hose, "seconds."

THE Newest Sun- and Rain Umbrellas Are Leather Trimmed

So short they'll swing from the wrist and be carried most comfortably, these newest umbrellas are in that fashionable length which women like so well.

They have covers of lustrous taffeta in black, in a rich purple, in dark blue or a rich green. They have thick wood sticks which end in malacca ferrules—short and blunt. The handles, too, are short and covered with pigskin, with pigskin loops for carrying. A broad band of the same pigskin leather forms a striking border on the cover. Amber tips add just the final touch of color.

Brand-new—to be found exclusively at Wanamaker's in Philadelphia—and \$20.

(Main Floor, Market)

1200 Pair Women's Fine French Gloves, Special at \$2.50 and \$3.75 a Pair

\$2.50 a pair for white gloves in a smart style, with three pearl buttons for fastening, overseam sewn and finished with a narrow welt of color to match the embroidery—some are embroidered with black, others with white, purple, tan, green or French blue.

\$3.75 a pair for five-button length tab wrist gloves, with a contrasting colored gore. There is white with black and gray with white. They are all pique sewn.

Brand new, too, every pair—and of soft, pliable skins of unusually fine texture.

(West Alble)

Specially Good Values in Charming New Spring Clothes for Young Women

Just 75 Blue Serge Suits at \$38.50

are kinds that would sell usually for about half as much again. They are of excellent grade, dark blue serge, are well tailored and smart. They are in the popular Eton style, with little short jackets, in plain-tailored styles, and more fanciful models. All are silk lined. 14 to 20 year sizes.

New Spring Capes Are \$25

and are of accordion-pleated, dark-blue serge in an attractive model, with silk or cloth collars. And capes are more popular than ever! 14 to 20 year sizes.

A Group of New Topcoats Are \$38.50 Each

but are remarkably good values for this price. They are in polo and sports models, are of light and dark woollens, some lined throughout with silk. These are just the coats girls and young women are asking for to wear now. 14 to 20 year sizes.

New Spring Frocks—Silk or Cloth—\$32.50

These are of blue serge, of crepe Georgette or taffeta or of tricotine, in attractive one-piece styles and many new models. Some are beaded, some braided, some embroidered—there is a good variety from which to choose. And these, too, are better dresses than \$32.50 usually buys. 14 to 20 year sizes.

(Second Floor, Chestnut)

NEW Silver Jewelry Set With Rhinestones

New bar pins in many designs, \$1.75 to \$20.

Brooches, \$5 to \$23.

Horseshoe brooches, \$2.50 to \$18.

Bracelets, \$3 to \$27.

Rings, \$2.50 to \$10.

They are all of sterling silver, of course, and occasionally imitation sapphires or pearls are used with the rhinestones.

(Jewelry Store, Chestnut and Thirteenth)

THE Newest Veiling

It is very pretty woven mesh veiling, which shows a square in the pattern. It may be that the mesh is flat, diamond-shaped or hexagon, but there is almost always a woven square which is often arranged in a design and there is such variety that every woman finds these veilings becoming.

All the best shades—black, navy, taupe and brown, 85c to \$1.50 a yard.

(Main Floor, Central)

WHITE Tub Silk Petticoats

Nothing is more satisfactory than these heavy silks with their double paneled fronts and backs. One is scalloped round the foot and is \$6.85, and the other has a ruffle with embroidery dots and hemstitching, and is \$7.50.

(Third Floor, Central)

CRINKLY Crepe Petticoats

The sort of crepe which is a solid comfort to travelers, because it washes beautifully and needs no ironing.

Short petticoats with hemstitching, \$1.50.

Long petticoats with good firm scallops, \$2.50.

Long petticoats with linings and hemstitched ruffles, \$3.

(Third Floor, Central)

WALTHAM Watches Were Among the First Made in America

In those days even they were good, dependable timepieces, but they have been wonderfully improved since then.

Now Waltham watches are known all over the world for absolute reliability and service. They are not expensive for watches of such a high character.

We are glad to be able to announce that we have a larger and finer collection of Waltham watches for both men and women than for several years past.

For men—in 14 kt. gold cases, \$38 to \$200. In 18 kt. gold cases, \$325. Railroad watches, gold and gold-filled cases, \$52 to \$110. Wrist watches, gold and silver cases, on leather or khaki straps, \$35 to \$107.

For women—in 14-kt. gold cases on ribbon bracelets, \$215 to \$233 and in platinum cases, set with diamonds and on black ribbon bracelets, \$535 to \$1115.

(Jewelry Store, Chestnut and Thirteenth)

The Official Automobile Blue Book for 1920 Is Now Ready Price \$3

(Main Floor, Thirteenth)

IRON Lamps for Table and Floor

For some reason or other they are having a tremendous vogue—perhaps because they harmonize with almost any color scheme.

In some instances the iron is just iron; in others it shows rusty, polychrome and vellum finishes. Prices are \$30 to \$100.

Shades, of course, are extra.

(Fourth Floor, Central)



Men's London Topcoats Are Here for Spring

The Men's London Shop has just received its first shipment of Spring topcoats from Kenneth Durward, London. These coats are long overdue, but owing to the backward season they are in good time after all.

Our London coats have always been noted for one thing in particular—style. The men who bought them considered this feature first.

But this season these British coats are noteworthy for another thing—moderate price. In the face of the decided price advances in all American clothing, we are glad to announce that we can sell these London overcoats for \$62.50 each, which is only \$5 more than they were last year.

The models are the same as formerly, single-breasted Aintrees and Conduits and double-breasted Conduits and Taglines. There are no better styles. The Aintrees and the Taglines have straight shoulders and the Conduits have raglan shoulders. All have welted seams and practically no lining, so they maintain their shape. Some have belts all around and others half belts.

Fabrics are tweeds, Shetlands, homespuns, chevots, Elysian cloths and a new material with a mixture of alpaca in it which gives a delightful fishy effect.

Colors and designs are too many to enumerate, but we can say in general that there are plain colors, diagonals and overplains, in browns, greens and grays.

Remarkable coats for \$62.50.

(The Gallery, Chestnut)

In This Men's Clothing Store Quality Is and Always Has Been a Working Principle—Never a Mere Idea

From the day on which it was first opened until now, the Wanamaker Men's Clothing Store has always tried to make men look for clothing of quality and stick to the ideal of quality, and it has never yet failed to provide them with ready-to-wear clothing of the finest quality in ample variety at the lowest bona-fide prices.

The thing that particularly matters just now is that the man who reads this is absolutely certain of finding the finest quality of clothing at Wanamaker's today as was his father or his grandfather, and that is as certain as he needs to be. When we refer to quality in men's clothing, we mean every characteristic, every fact, condition and peculiarity of the materials, modeling, workmanship, trimmings, details, finish and general excellence of style.

For suits that are unsurpassed in the United States in each and every one of these particulars our prices are as low as they could safely be—\$45 to \$75; and we have a fine collection of men's light-weight overcoats at the same figures.

(Third Floor, Market)

CANDLESTICKS and Lamps of Imitation Ivory

They are all in white, and are in styles that will go well with bureau and dressing table sets.

White candlesticks are \$1.50 and \$2.50.

Candlesticks decorated in pink or blue are \$2 and \$2.75.

White oil lamps are \$2.35.

Oil lamps decorated with pink or blue are \$2, \$2.65 and \$3.75.

(Main Floor, Chestnut)

WEEK-END Chocolates, 80c a Pound

We call them that because the package is such a compact and dainty one for anybody who wants to tuck a candy box under his arm on his way home Saturday, or wants a box to put into a week-end bag. The chocolates are very fresh and there is a delicious assortment—nuts, creams, fruits and jellies, covered with rich, sweet chocolate. 80c.

(Down Stairs Store, Chestnut)

TIMELY Books

about gardening, bird study, wild flowers, and so on, have been collected on one table in the Book Store and are easy of access to the shopper bound for the country.

(Main Floor, Thirteenth)

TWO Exceptional Bicycles at \$40

are the Coaster and the America. You will find it hard to equal either at this price.

Both attractively finished and fully equipped with heavy road tires, front and rear mud guards, coaster brake, tool bag and tools.

Men's models, 20 and 22 inch frames.

A few juvenile models at \$35.

(The Gallery, Juniper)

Men's Good \$3 Spring Shirts With Collars to Match

The designs are similar to those in custom shirtings—in fact, we had them copied from such goods, and reproduced in a printed pongee finish fabric that wears splendidly and is not expensive.

Hairline, pin and cluster stripes; small checks and spots—a fine range of patterns.

All the shirts are the soft cuff, plain neglige style and each has a separate collar to match, either soft or starched, as you prefer.

Excellent shirts for \$3.

Men's Redleaf London Tweed Hats and Caps for Spring

Just unboxed, and if there is any man in Philadelphia who thinks all tweed hats look alike let him come in and compare these with any other tweed hats and caps he ever saw.

Clean and spirited in color, crisp and fresh in texture and jaunty in shape, these are as handsome a lot of headwear for their kind as ever crossed the ocean—either way.

Men's tweed hats, \$7.

Men's tweed caps, \$3.50 and \$4.

Boys' tweed caps, \$3 and \$3.50.

Good \$1 Neckties Including Foulards

The foulards are all in the pleasing new patterns for Spring of 1920 and are unusually good ties for the money.

So are all of them, for the matter of that, and the majority are all-silk, not cotton mixed for extra weight.

(Main Floor, Market)

Shoes for Children Girls and Boys

Children's unlined Trot-moc lace shoes, with welt soles.

Sizes 8 1/2 to 11, price \$3.75.

Sizes 11 1/2 to 2, price \$4.25.

Patent leather ankle-ties.

Sizes 8 1/2 to 10 1/2, prices \$4 and \$4.25.

Sizes 11 to 2, prices \$5.75 and \$8.

Girls' patent leather pumps.

Sizes 2 1/2 to 7, prices \$6.00, \$7.50 and \$9.50.

Black Russia calf pumps.

Sizes 2 1/2 to 7, prices \$7.50 and \$9.50.

Boys' tan calfskin blucher oxfords.

Sizes 2 1/2 to 6, price \$8.25.

Black Russia leather oxfords.

Sizes 2 1/2 to 6, price \$7.

(First Floor, Market)

In Boys' Suits the Ranks Are Filled

and the choice is fine and the qualities unquestionable and the styles excellent and the prices as low as enables us to say all these things about these suits and to back them up with the goods when we are put to the test.

If you want your boy to wear a suit of quality you will certainly want to see the suits that we have to show you.

They are in a full selection of fancy mixed woollens as well as in blue serges, all in the Norfolk style, priced at \$16.50 to \$38, in sizes for boys of 8 to 18 years.

(Second Floor, Central)