

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

# When Will the Prices of Dry Goods and Other Articles Come Down?

Who knows? We confess that we do not, though we are in touch constantly with the producers of merchandise on both sides of the sea.

Advices today from Europe inform us that the output of cotton goods is already contracted for at higher prices for next year, 1921.

In the United States everything seems to tend to higher prices. The continuing dissatisfaction with wage-earners who cannot pay their way with old wages, not trebled, but increased three times since war began, the walk-outs controlling travel, thereby increasing prices of transportation of supplies in various ways, by truckage, long distances, higher wages upon raw materials and the speculation in them before they reach the tailors or shoemakers—these facts and others are still adding to the cost of everything our customers need.

The facts before us today do not point to lower prices very soon.

It is also a fact easily substantiated

that seven-eighths of the merchandise we own, if sold out at

## APRIL, Known as the "Month of Brides," Is the Time to Consider WEDDING SILVER

Usually the bride, herself, decides the pattern and, of course, she will want everything to match.

The Jewelry Store will be found a most helpful place in which to make a selection, for there is such an extraordinary number of beautiful sterling silver period designs to choose from.

The entire tea or coffee service may be bought at once or the several pieces added as desired and the small silver to match by the dozen or half dozen, or better still, by the chest.

(Jewelry Store, Chestnut and 12th)

### Greatly Reduced Prices on All the Sportsangora Suits and Skirts for Young Women

There are suits, skirts-and-scarfs and separate skirts, and they are sports clothes which young women will find plenty of use for, as they will be comfortable for tennis, for golf, for motor-ing, for shore or country or mountain wear.

**The Suits Are \$45**  
and are of plain and striped sports-angora in dark colors combined with white, as well as lighter shades. The styles are good and the colors are attractive. Some suits are trimmed or partly made of Baronet satin. Some jackets are sleeveless; some skirts have generous sized scarfs which are virtually wraps.

**The Skirts Are \$20**  
and these are in sports styles and colors, usually medium and darker colors. All are in 14 to 20 year sizes.  
(Second Floor, Chestnut)

### FINE Cheviot Skirtings Arrive From Paris

And Paris was thinking of some very lovely skirts when she designed these materials.

Also she was thinking of the effect of pleats, for all these skirtings are made in stripes and they would look well in any of the fashionable forms of pleating. In beautiful color combinations of black with either blue or gray stripe, or blue with either gray or tan, 54 inches wide, \$7.50 a yard.

(First Floor, Chestnut)

### THE Newest French Garters

are fascinating affairs of silk and gay embroidery and frilly laces.

There is dark green, a rich purple or black ribbon, with a lining of brighter ribbon, and lines of gold running through the weave. Full-blown roses and rosettes and a decorative touch, and there is a lace frill on each side.  
\$4 a pair.

(Main Floor, Central)

### SHEER White Negligees of Cotton

The shorter negligees or breakfast coats are of white dotted Swiss at \$5, of white cross-bar dimity at \$6.75 and of checked voile—white with pink or blue—at \$6.85.

Longer styles are of pink or blue printed voile at \$13.75.

Of a novelty voile at \$15.50 and a cord-dotted voile at \$16.50. These last two are pink or blue with white.

(Third Floor, Central)

### WHITE Waists Uncom- monly Dainty

A shipment of batiste waists from a maker famous for his fine finish and fine tucking in-cludes—

A style with tucks and lattice heading at \$4.50.

A delightful affair with fine, firm scallops and pleated scalloped frills, \$6.75.

### LEATHER-TRIMMED Um- brellas Are the Newest Fashion

Their covers are of lustrous taffeta in black, green, a rich purple and dark blue. They have short, thick wood sticks, which terminate in thick ferrules at one end and in short pigskin-covered handles at the other. The handles are finished with wide leather straps to carry from the wrist.

And around the covers are bands of pigskin leather to match the handles.

\$20 and at Wanamaker's only.  
(Main Floor, Market)

### 100 Women's Jersey Suits at \$25

The Jersey in them is worsted jersey, which is at once light in weight and firm.

They are made and very well finished in various sports styles, and the colors are excel-lent—fawn, brown, heaver, new blue, navy, black and oxford.  
Price \$25.

(First Floor, Central)

### Those Little Animal Scarfs

women are wearing now may be of natural gray squirrel, of the pretty stone or Japanese marten, of dyed fitch, of kolinsky or mink—they are all in fashion!

The one-skin scarfs are just the right weight for this time of year, they look ex-tremely well with the new suits and there are prices enough to appeal to many purses.

The scarfs start at \$15 for kolinsky and go up to \$90 for mink.

(Second Floor, Chestnut)

### Capes Are Admired by All Women

Among the newest are good-looking dark blue and black serge capes starting as low as \$37.50. Another with buttons outlining the sides and a tan velour collar is \$45. There are two other styles at \$57.50 and \$67.50, the latter being accordion pleated, with plain front.

In velour, capes have a tendency toward lighter and more vivid colors. The prettiest models are \$47.50 and \$95.

(First Floor, Central)

### 36,000 Handkerchiefs— All Special

Fresh, spotless linen handkerchiefs—all at prices that are below the cost prices of today!

\$3.50 a dozen for women's one-corner hand-embroidered handkerchiefs, of sheer Irish linen.

\$2.50 a dozen for women's handker-chiefs with narrow hemstitched hems.

\$5.50 a dozen for women's sheer hem-stitched handkerchiefs and another style with tapes above the hems.

\$3.75 a dozen for boys' plain hem-stitched handkerchiefs.

\$4 a dozen for men's plain hem-stitched handkerchiefs.

(East and West Aisles)

### CHILDREN'S Hand-Made Clothes From the Philippines and at Special Prices

\$5 to \$6.75 for little white and colored voile and batiste dresses for children of 2 to 6 years. They are in different styles, are all hand made and most attractively embroidered.

\$3.25 to \$6 for infants' dresses and chil-dren's dresses in 6 month to 2 year sizes. These are beautifully made and embroidered.

\$2.50 to \$5 for little hand-made and hand-scalloped petticoats in 6 month to 2 year sizes.

(Third Floor, Chestnut)

### GOOD Traveling Bags of Government Stock

These bags are made of an unusually heavy black cowhide of the sort known as "prime" leather. It was bought from the government and made up into large, roomy traveling bags of the kind that men like.

They are 18 and 20 inch sizes.

Lined with plaid fabric, the prices are \$27.50 and \$28.50.

Leather lined, they are \$30 and \$32.50.

(Main Floor, Chestnut)

prices now marked, can only be replaced at such costs that cannot be sold at a profit, except at a still higher price, which will only add further concern to buyers. The merchant who distributes has to pay more in cash, buying at first hand.

Of course, there are changes of seasons that lead to lower prices for women's dresses that have not been salable or from changes of shapes, colors or fabrics.

Now and then there are overstocks that are closed out at lower prices under pressure at ends of seasons.

The Government taxes also continue to be very heavy and they are all laid on the cost of almost everything.

But under all these circumstances we also know this:

that this business is here to supply the public with reliable merchandise at the lowest prices possible in this high-strung condition of affairs.

## For Example, Please Notice the Following Announcements

### We offer until sold out

#### 8344 Pair Women's Low Shoes, \$4.50

The shoes are all new, fashionable models with proper toe shapes and are equal to quality and workmanship that we believe are selling elsewhere for much higher prices.

#### 2356 Pair Brown Leather Shoes at \$4.50

Two models, one a lace oxford and the other a pump. Each has imitation wing tips and military heels.

#### 3000 Pair of Dull Black Leather Shoes at \$4.50

Three models, a lace oxford, a plain pump with imitation wing tip and military heels, and the third a tongued pump with high leather Louis heels.

#### 988 Pair of Patent Leather Shoes at \$4.50

Two models, one a plain pump with low Louis heels, the other a tongued pump with a high Louis leather heel.

#### 1000 Pair White Duck Pumps at \$4.50

These are what are known as white tongued duck pumps, made with high covered Louis heels.

(First Floor, Market)

### \$100,000 Worth of Our Fine Furniture

This comes out of our fine regular stocks, and cannot be replaced at their prices. The lots are as follows—

#### 150 Bedroom Suits at \$250 to \$650

Mahogany, walnut, ivory and gray enamel furniture, represent-ing several standard period styles, notably Queen Anne and Louis XVI.

#### 50 Dining Room Suits at \$250 to \$800

A most attractive choice at very unusual reductions. The variety embraces

We will not indulge in explosive sales

nor make a noise for a little while and cause a ripple by Anniversary or Hullabaloo Sales.

This Store will continue a clear running stream each day and month, bringing before the public the best kind of merchandise we can obtain, and control, if possible, and let the people have it at the lowest profit possible to maintain our constantly increasing patronage.

We are fortunate enough to have many things now on sale that will have to be sold for higher prices when these on hand are sold out and the next shipments come in.

[Signed] *John Wanamaker*

April 14, 1920.

mahogany, walnut and oak and the styles are chiefly Queen Anne, Sheraton and Louis XIV.

#### 200 Odd Pieces of Oak Dining Room Furniture, \$45 to \$88

Extension tables, serving tables, china closets, buffets, all of excellent grade, substantially for service.

#### 750 Pieces of Reed Furniture, \$12 to \$90 Each

Armchairs, rockers, settees, tables, aquariums, ferneries, lamps, chaises longue and tea wagons in brown and ivory finish. The range is from a rocker at \$12 to a davenport at \$90.

### \$35,000 Worth Women's Hosiery

These are all excellent goods and cannot be replaced in our stocks at the prices. In some cases there are "seconds"—all such are plainly advertised and are plainly marked with yellow tags.

3000 pair—black and white full-fashioned lisle, firsts and seconds, 50c a pair.

2940 pair—black, white and colored, seamless silk and artificial silk mixed, first quality, at \$1.15 a pair.

6000 pair—black and white full-fashioned silk, seconds, at \$1.25 a pair.

6000 pair—black and white full-fashioned silk, firsts, at \$1.50 a pair.

480 pair—black and white full-fashioned silk, with embroidered clocks, firsts, at \$2 a pair.

1500 pair—black full-fashioned silk, with silk tops, firsts; black and white open-work, glove silk, in seconds, \$2.25 a pair.

360 pair—black gauze full-fashioned silk, with silk tops, seconds, at \$3 a pair.

1200 pair—black, open-work ankle, full-fashioned silk, in firsts, at \$3.75 a pair.

240 pair—black ribbed silk sports hose, seconds, at \$3.75 a pair.

360 pair—black open-work clocked, full-fashioned silk, in firsts, at \$3.75 a pair.

(West Aisle)

## The Down Stairs Store Offers Dresses, Suits, Coats and Skirts

### 867 Women's Dresses, \$7.50 to \$31.75

Very remarkable and not replaceable at their prices.

#### 181 Dresses at \$7.50

These are of navy blue taffeta trimmed with pleated frills or of navy blue serge in braided models.

#### 55 Dresses at \$9.50

Wool jersey and navy blue serge frocks in straight-line models, some em-broidered in silk.

#### 251 Dresses at \$11.25

Tailored tricotines, serges and many dresses of wool jersey are in this group. The jerseys are made with overblouses embroidered with colored silk.

#### 100 Dresses at \$13.25

Tricotines in Eton models are embroidered with tinsel thread or steel beads. Wool jersey is made in several ways, and there are some serge frocks with pleated skirts.

#### 200 Dresses at \$15

These are mostly Eton models in navy tricotine embroidered with con-tracting wool or silk or with tinsel thread. Wool jersey dresses are braided or made with overskirts.

#### 50 Dresses at \$18.75

A chemise model in wool jersey embroidered in silk and silver thread is to be had in navy, Copenhagen or mouse color. It has three-quarter sleeves.

#### 30 Party Frocks at \$18.75, \$29.75 and \$31.75

Pretty little affairs in young women's sizes are of net and of net-and-taf-feta or satin-and-tulle combinations. In maize, orchid, pink and turquoise blue.

### 375 Women's Suits, \$18.75 to \$69.50

#### 55 Suits at \$18.75

30 of these suits are of navy blue serge in simple-tailored styles. 25 are of sports suits of wool jersey in heather mixtures and plain colors.

#### 60 Jersey Suits at \$23.50

These are in navy blue or brown and are trimmed with roll collars and cuffs of contrasting jersey.

#### 62 Serge Suits at \$26.25

Good street suits in several models have jackets that are lined with flowered silk.

#### 68 Suits at \$28.25 and \$29.75

Of mannish serge and wool poplin, these suits are trimmed with silk braid and buttons. Several models for your choosing.

#### 25 Extra-Size Suits at \$43 to \$61.75

Of navy serge, gabardine, Poirer twill and tricotine, these suits are in styles becoming to women wearing sizes 44½ to 50. But few suits of a kind.

#### 105 Fine Suits at \$33.75 to \$69.50

Not many of any one kind, but all are handsome suits. They are of serge, Poirer twill and llama cloth and tricotine, beautifully made and lined.

#### 40 Box-Pleated Skirts at \$16.75

Of gabardine in a blue-tan-and-navy plaid and of plaid serge in brown, blue, tan or gray. There are also some black-and-white checked skirts, with leather belts.

### 307 Women's Spring Coats and Wraps

These are at prices not to be matched so far as we can ascertain.

#### 80 Sports Coats at \$11.25

These are of velour and silvertone-burella in plain-tailored styles or trim-med with brushed wool or Tuxedo collars of contrasting color.

#### 70 Coats and Capes at \$26.25

Here are silk-lined polo coats in tan and bright green; long suede velour and silvertone capes in tan, Pekin and navy; black and navy serge sports coats.

#### 38 Coats and Wraps at \$33.75

Silk-lined dolmans of goldtone are in Pekin and tan. Tan velour capes and sports coats are silk lined.

#### 44 Coats at \$36.25

These include silvertone sports coats in rose, tan, Pekin and brown; silk-lined polo coats, sports coats in checks and plaids and some extra-size coats of navy blue serge.

#### 51 Coats and Wraps at \$52

31 are camels' hair coats in the natural tan shades. 20 are fine capes and coats of tricotine, duvet de laine, tinseltone and gabardine—mostly one of a kind.

#### 24 Capes and Coats at \$73

Fine wraps of duvetyne, vel de cygne, bolivia, chameleon cord and tricotine, all beautifully lined with silk. Usually but one or two of a kind.