

|                                                        |                    |                  |                    |                   |                    |                           |
|--------------------------------------------------------|--------------------|------------------|--------------------|-------------------|--------------------|---------------------------|
| Organ plays at 9, 11, 11:55 and 4:50<br>Chimes at noon | <b>WANAMAKER'S</b> | Store Opens at 9 | <b>WANAMAKER'S</b> | Store Closes at 5 | <b>WANAMAKER'S</b> | <b>WEATHER</b><br>Showers |
|--------------------------------------------------------|--------------------|------------------|--------------------|-------------------|--------------------|---------------------------|

# Good News for the Thousands That Do Their Shopping Saturday

## One of the Guests at a Country Hotel

went off alone for a walk over the mountains, and, not knowing that the woodchoppers' Winter roadways of sledding logs were partly obliterated by the Spring and Summer overgrowth of weeds, bushes and wild flowers, the stranger man soon found himself hopelessly lost and could only wander, no doubt often in a circle, until toward sunset by a long detour he descended the mountain into a valley miles and miles from his domicile.

Running through the valley was a little brook of brown water.

By backing off from the little creek to get a good start and a quick jump, he would have landed upon the other side of the creek, where the road was visible that led homeward.

But the man declined the certainty of being on the home side of the creek which offered itself to him, and he kept along in the tangled, pathless, weed-filled meadows, and when a mile and more farther down stream, had to wade up to his knees to get over to the road nearby.

Such is life in regular business or speculations. We are easily drifted from the narrow, safe paths, and sometimes get submerged in difficulties that we could have avoided and so have saved more than our ruined shoes and spoiled clothes from wading out of an ever-deepening little river.

This store takes few risks in merchandise.

[Signed] *John Wanamaker*

April 16, 1920.

## Serge Capes Most Gay and Bewitchingly Pretty

Such quantities of new features are the short overcape edged with deep black silk fringe as an addition to a cape of the usual length. In men's wear serge, either navy blue or black, \$65.

And also in the same good serge there are to be found capes with rows of buttons outlining the sides, tan, velvet collars, accordion pleating with the front part, where the arm openings are, plain.

And, in price, a woman can pay as little as \$37.50 if she is so minded, or \$45, \$57.50 or \$67.50. There are excellent models at each figure.



(First Floor, Central)

## 200 Women's Afternoon Dresses at the Special Price of \$38.50

A score or so of styles, carried out in satin, tricotine, tricotee, crepe de chine and Georgette crepe. They are good, practical dresses, usually long sleeved. The colors include navy, taupe, gray, browns, black and a few brighter hues; and there are sizes for everybody in the lot.

(First Floor, Central)

## New Sports Suits and Fluttering Capes Street Dresses and Top Coats to Wear Over Them—All for Young Women

Hundreds of Fresh, New Garments, All Attractively Priced

A Sale of New Sports Suits, \$25

Smart, well-made wool jersey and sturdy tweed suits in good Spring colors and mixtures. Plenty of browns, greens, tans and grays, attractive styles, well made. Ordinarily they'd be about a third more.

Pretty New Taffeta Frocks, \$26.50

These are of navy and black taf-

feta in new Spring styles, and suitable for street and afternoon wear. You save several dollars on each dress.

New Cloth Dresses, \$45

are of firm, good quality blue serge in two styles—one with pleated skirt and short jacket-like bodice, with Georgette vest and pirate sash; the other has embroidered bodice and short sleeves with an accordion-pleated skirt. They are extremely good-looking little dresses.

(Second Floor, Chestnut)

## Spring Gloves in a Little Sale

Long white glace gloves, \$4.65 and \$5.65 a pair, are of fine French skins, beautifully made, and in 12 and 16 button lengths.

Short kid gloves, \$2.50 a pair, are fine French overseam kid gloves in white, with fancy stitching in blue, green, black or tan. 2 clasps.

Slip-on suede gloves, \$2.50 a pair, are overseam sewn and come in gray and heavier shades.

Short suede gloves, \$1.85 a pair, are in gray, beaver or mode and are half-pique sewn. 1 clasp.

Short silk gloves, 85c a pair, are in white or black, with self contrasting embroidery. 2 clasps.

(Main Floor, Central)

## Plenty of New and Attractive Spring Coats and Dresses for Girls

Girls' topcoats, \$18.75 to \$62.50, are of polo cloth, of serge, of velours, checks, tweeds and covert cloth in many colors and even more styles. 6 to 17 year sizes.

Suits for junior girls are \$35 to \$80 and include models of tricotine, tweed, serge and jersey cloth in Spring colors and styles. 15 and 17 year sizes.

Cotton frocks for girls, \$12.75 to \$30, are of dimity, organdie and voile in white and colors, and are charmingly made. Some are hand embroidered, some are entirely hand made. 6 to 14 year sizes.

Other tub frocks, \$3.75 to \$32.50, are of chambrays, of ginghams, of linens and other cottons in white and colors. 6 to 17 year sizes.

(Second Floor, Chestnut)

## A Few Peculiarities of Our Men's Clothing Service That Mean a Whole Lot

No manufacturer can tell us just how good our men's clothing needs to be. We believe in having things as good as they should be, not merely as good as they need be.

We have our own standard of men's clothing quality and there is none higher anywhere.

All our men's suits come up to it; all of them are of one brand, and that is our own.

We will never be satisfied to put our name on a suit that is inferior to any other suit offered at the

same price in any other place. Why should we?

There is nothing to prevent us from giving a man the fullest measure of value and satisfaction in a suit of clothes—it is a thing we can easily do, and without the slightest doubt we are doing it.

Standard styles, young men's styles with vim and piquancy, sports models—anything you desire without overstepping the line of good taste and self-respect.

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

## Charming Spring and Summer Hats for Girls \$2.50 to \$15

There are sports hats of many kinds, wide brimmed and floppy brimmed, smaller hats, hats of many straws in bright and dark colors.

All sorts of pretty hats for dress occasions—fine Milans and hems, lace and flower and ribbon trimmed. These are in the fashionable shapes, in light and dark colors, and there are scarcely two alike.

Ready-to-wear hats, too—these of smooth and rough straws, in black, white and many colors, and comfortable, becoming hats for girls of many types. They are all planned for girls of six years and over—on up to the girl in her teens.

(Second Floor, Chestnut)

## China Makes a Silk That Wears Best of Any

Genuine Chinese Shantung pongee of the heavier, finer grade, at \$3 a yard, has never been equaled for its toughness and its ability to stand any amount of hard wear and many tubbings.

That means everything to a man or woman who wants a silk for sports clothes, riding breeches, golf costumes, motor coats, outing shirts and especially business suits.

This \$3 Chinese Shantung has been and still is selling in such quantities and is so much liked that we have found it better, especially in the present condition of the Chinese market, to import only this particular grade.

(First Floor, Chestnut)

## SOME very good little washable satin bloomers have come into the Store of Undermuslins. They are pink, are gathered below the knees and are only \$5 a pair.

(Third Floor, Central)

## New Books

"Tutt and Mr. Tutt," by Arthur Train, \$1.75. An engrossing tale of the adventures and experiences of a quaint pair of New York lawyers who have a leaning towards criminal cases.

"Sheepskins and Grey Russet," by E. Temple Thurston, \$2.50. A whimsical, delightful volume about country life.

(Main Floor, Thirteenth)

## New Shipment of Dainty Vanity Handbags

These smart little bags, with their pretty vanity fittings, are much in demand, and it is no easy matter to keep up with the requests for them.

The new lot includes bags of auto leather, morocco and pin seal, and there are black and colors among them.

Prices \$5 to \$10.  
(Main Floor, Chestnut)

## New Voile Waists

Three styles of all-white—one with a little hand embroidery at \$5.50; one of imported voile with hand-embroidered dots, at \$8.50, and one with embroidery and drawn work of the hand-done persuasion, \$13.50.

The fourth is in white and pink with lots of ruffles and Valenciennes. This also is \$13.50.  
(Third Floor, Central)

## Mighty Good Choosing in This Disposal of Linen Handkerchiefs

Men's handkerchiefs, \$4 a dozen—plain hemstitched.

Women's handkerchiefs, \$2.50 a dozen—sheer and heavy-weight linen, plain hemstitched.

Women's handkerchiefs, \$3.50 a dozen—of sheer Irish linen with hand-embroidered designs in one corner.

Women's handkerchiefs, \$5.50 a dozen—two styles, beautifully sheer, one with tapes above the hems.

Boys' handkerchiefs, \$3.75 a dozen—plain hemstitched.  
(West Alais)

## New White Coats for Babies and Little Children, \$6.75 to \$22

For the wee babies there are little capes and new coats, some silk lined. Some are hand-embroidered, and they are all in styles and weights suitable for Spring and Summer. \$8.50 to \$12.

For little children who wear 1 and 2 year sizes we have some new white corduroy coats at \$6.75 and \$8 that are especially good for this price. And they are washable, of course.

Other new white coats of crepe, cashmere or white serge, in good styles and well made, are \$5 to \$26.50—and in 1 and 2 year sizes.  
(Third Floor, Chestnut)

## Talcum Powder for Summer

Queen Mary Superior talcum powder, eight popular odors, 15c, 25c and 50c a box.

(Main Floor, Chestnut)

## 300 Women's Umbrellas at \$2—"Seconds"

They are called "seconds" because the black cotton of the covers is a bit thicker than it should be, not because of any holes or imperfections affecting the durability. They have 8-rib paragon frames and carved or plain mission handles with loops.

A few in the lot are intended for men and have the favorite hook handles.  
(Main Floor, Market)

# THE PEOPLE ARE SHOWING THEIR APPRECIATION OF THE NEW GOODS AT LOW PRICES

THIS unusual movement has resulted in such low prices on certain stocks as may not be seen again in a long time.

In every instance the selling price of goods advertised in this movement is distinctly lower than the goods can now be replaced to sell for.

Tomorrow will bring important new lots. In the Down Stairs Store there will be 10,680 pair of children's shoes and strap pumps put on sale at \$1.60 to \$2.90 a pair.

In the Upstairs and the Down Stairs Stores there will be a double selling of women's and children's stockings and men's half-hose and underwear.

There will also be a continuation of the movements of furniture, housewares, men's silk shirts and neckties and women's shoes.

## Exceptional Furniture Opportunities

Complete suits of bedroom and dining-room furniture in handsome choice, all taken directly from our own stocks and marked at prices that cannot be duplicated in the near future.

**Bedroom Suits at \$178 to \$650**  
Mahogany, walnut, ivory and gray enamel furniture in several standard period styles, notably Queen Anne and Louis XVI.

**Dining-Room Suits at \$260 to \$850**  
Mahogany, walnut and oak, and the styles are chiefly Queen Anne, Sheraton and Louis XIV.

**Odd Pieces of Oak Dining-Room Furniture, \$45 to \$90**  
Extension tables, serving tables, china closets, buffets, all of excellent grade, substantially built for service.

**Fiber Furniture, \$10 to \$57**  
Armchairs, rockers, settees, tables, aquariums, ferneries, lamps, chaises longues and tea wagons in brown and ivory finish. The range is from a chair at \$10 to a davenport at \$57.  
(Sixth Floor)

**250 Pieces of Office Furniture at Lower Prices**  
Revolving chairs, mahogany-finished birch, from \$17.50 to \$25. Armchairs of quartered oak and mahogany-finished birch, \$19 to \$25 each.

Typewriter desks of quartered oak, single pedestal, \$44; imitation mahogany, \$45.  
Stenographers' chairs in oak or mahogany, \$16.  
Office tables of oak, some all straight oak, some quartered oak tops, some all quartered oak, from a 4-foot table at \$12 to a 6-foot table at \$44.  
(Third Floor, Market)

## White Kitchen Furniture and Household Utilities

**White Enamel Kitchen Cabinets, \$60, \$66.75 and \$72.75**  
These are some of the most delightful labor-saving, sanitary kitchen cabinets made, and it will be many a day, if ever, before they can be presented again at prices anywhere near so low.

**White Enamel Kitchen Tables, \$9.50, \$12 and \$13.50**  
These are in two sizes, 22x34 and 26x42 inches. Two styles, equipped with one drawer and one style with two drawers. They are sanitary, durable and wonderfully convenient. We feel sure that they will not be found elsewhere at prices anywhere near so low.

**White Kitchen Chairs at \$3.15 and \$7.50**  
One style is in white enamel hardwood, round backed, and the other is square backed. They are very fine goods, unmatched at the price.

**Solid Steel Folding Tables at \$2.50**  
These are good, strong, serviceable, small tables for kitchen use, ice coolers, bathrooms, hospital or camp use, and can be carried in an automobile. Choice of white enamel or maroon finish.

**Bissell Carpet Sweepers at \$1.50**  
These are the famous ball-bearing carpet sweepers, most popular in the market. Every one has a guaranteed bristle brush. You will not find them elsewhere at anywhere near the price.  
(Fourth Floor, Market)

## Hosiery and Underwear at Very Low Prices

**Women's Hosiery**  
At \$1.50. 3600 pair women's black and white, full-fashioned silk, first quality.

**Children's Hosiery**  
At 35c. 3 pair for \$1. 900 pair ribbed black, white and cordovan mercerized hose, "seconds."  
At 35c. 3 pair for \$1. Ribbed, white cashmere and silk-and-cashmere hose for infants, "seconds."  
(West Alais)

**Men's Half Hose**  
At 25c a pair. 3600 pair, black seamless mercerized and black cotton with unbleached feet, "seconds."  
At 50c a pair. 900 pair, black seamless silk. "Seconds."

**Men's Underwear**  
At \$1 each. 360 nainsook athletic union suits.  
At \$1.25 each. 600 ribbed cotton union suits.  
At \$1.75 each. 500 madras athletic union suits.  
(Main Floor, Market)

## Women's Good-Style Low Shoes at \$6.50

This is an addition to the extraordinary movement in women's fine Summer shoes.

They are pumps in patent leather and soft, dull calfskin, with leather-covered Louis heels. They are fine shoes of the most fashionable patterns.  
(First Floor, Market)

## Women's Low Shoes at \$4.50

This is the assortment that started out with nearly 9000 pair two days ago, and the extraordinary demand has reduced the quantity until sizes are somewhat broken, but there is still good selection among the dull black and shiny leather pumps, as well as among the white duck pumps.  
(First Floor, Market)

## Men's Fine Silk Shirts, \$6 to \$11

Please bear in mind that these are not ordinary silk shirts, but exceptionally fine ones, both as regards the quality of the fabric and the beauty of the designs. They are in striped patterns in a great variety of colors.

Not one could be replaced to sell at the present price.  
(Main Floor, Market)

## Men's Beautiful Neckties to Sell at \$1.50

Six lots at this price, four lots being made of the rich, Spitalfields London silks, which we import for that purpose. Men of fashion know these Spitalfields silk ties and know what their usual price is.  
(Main Floor, Market)

# In the Down Stairs Store 10,680 Pair of Children's Shoes and Strap Pumps at \$1.60 to \$2.90 a Pair

(Fittings for Children of 1 to 12 Years)

**At \$1.60 a Pair (Sizes 1 to 5)**  
Mary Jane pumps of patent leather.  
One and two-strap slippers and Roman sandals of patent leather or of white leather much like buckskin.

Patent leather barefoot sandals.  
(All of these have turned soles.)  
**\*At \$1.85 a Pair (Sizes 3 to 8)**  
These are the same styles, but in larger sizes, and all have wedge heels.  
(Chestnut)

## Hosiery and Underwear

**Women's Hosiery**  
At 18c. 3 pair for 50c. 3600 pair, black cotton, "seconds."  
At 75c a pair. 960 pair, black silk, "seconds."  
At \$1.25 a pair. 2400 pair, fashioned black silk, plain. Seamless black silk with clocks, "seconds."  
(Central)

**Men's Half Hose**  
At 18c. 3 pair for 50c. 6000 pair, black and colored cotton and black cotton with unbleached feet, "seconds."  
At 25c. 3600 pair, black and colored mercerized, and black cotton with unbleached feet, "seconds."  
(Gallery, Market Street)

**Children's Hosiery**  
At 15c a pair. 2400 pair, fancy tops, mercerized socks, "seconds."  
At 18c a pair, 3 pair for 50c. 3600 pair, fashioned mercerized socks, in white, "seconds."  
At 25c a pair. Ribbed black, white and cordovan cotton stockings, "seconds."

**Men's Underwear**  
At 50c each. 600 nainsook athletic shirts and knee drawers.  
At 75c each. 300 madras and nainsook athletic union suits.