With Fickle April Over, Real Spring Will Create New Needs

We Have Known Ladies and Gentlemen

who seemed more careful of a dog or a horse than they were of the comfort of a servant.

There are men who would not permit the breaking up of a bird's nest, but who forget poor relations in dire poverty.

It is hard to understand in these times the expression of sympathy for dumb animals and the utter indifference to human beings whose hearts are slowly breaking to pieces from neglect by old friends or estrangements of families.

These days of pinching poverty are all "specials" to get bargains of happiness from kindly service to worthy sufferers.

April 29, 1920.



Certain Lovely Afternoon Coats That Are \$75

They have chosen for their materials the softest, finest all-wool labrics, such as velour, duvet de laine and bolivia in the most approved olors and they are all lined throughout with either plain or fancy silk.

The majority of the styles are coats, but one very lovely model is a olman which falls in graceful folds. Such coats are excellent investnents now, for they are light enough in weight to be useful on cool Summer days and they will be ready for Fall.

A few have had their prices lowered, to \$75. They were formerly more expensive garments. (Third Floor, Central)

75 Women's Georgette Gowns for Afternoon at \$75 and \$95

Early in the seaso women were paying \$25 more for such things and these are as fresh and pretty as their earlier duplicates. They are the most-askedfor browns, navies and black, are more or less richly beaded, and are in a great many different styles from the tunic to the straight chemise. Some are combined with satin and some with charmouse, their transparent sleeves are sometimes long and sometimes in three-quarters, and they are altogether exceedingly desirable gowns and exceedingly

practical. All sizes in the lot.

(First Floor, Central)

The Popularity of the Louis-Heel Oxford

Some women cannot comfortably wear pumps, yet they want somethat daintier low shoes than the average oxford. The Louis heel oxford neets their requirements to a "T." It has the solidity of an oxford, while its plain, shapely toes and high, graceful heels add a touch of

Patent leather with high Louis heels, \$8 and \$9.50; with low Louis

Dove gray buckskin with high Louis heels, \$12. Bronze kidskin with high Louis heels, \$7.50. (First Floor, Market)

Letitia Corsets— A New Group

Corsets of soft pink tricot, top

less, with two bands of elastic,

Model of pink broche, topless,

with elastic all round the top, and

Two models for larger women-

one of white coutil cut low and full,

with long and heavily boned skirt;

and the other of pink coutil with

ow top and elastic inserts. Either

Other Letitias are \$6 to \$16, and

orning hours, incidentally, are

we will fit any of them if desired.

(Third Floor, Chestnut)

Women's Voile

Smocks

Two styles finished with embroid-

made of dettail cotton, one being

(Third Floor, Central)

of dotted voile and one of The first is \$5 and the sec-

Price \$13.50.

trong boning, \$15.

est for fittings.

Frock or her new suit, are these, all of which are of soft, fine kidskins, in new spring styles. At \$3.50 are 2 clasp, overseam

sewn kid gloves in black, black with white stitching, white, white with black stitching, tan, brown and mode color.

Fine Kid Gloves to Go

With Her Spring

At \$3.75 are pique sewn gloves, with two clasps, and in black, black with white embroidery, white, white with black, gray and tan

(Main Floor, Central)

New Paris Věilings 85c to \$1.75 a Yard They are really a "find" for the

smartest veiling from the other Such pretty, becoming designs,

woman who wants the newest and

too! Hexagon woven meshes, quite open, with curious oblongs and both hexagen and filet meshes with chenille dots arranged in novel One has straight line to make the squares with dots in each

In colors there are black, brown, taupe and navy. (Main Floor, Central)

Novel Slip-ons of Ratine

Charming new things in delightful colors orange, rose, tan, jade green and Copenhagen. One style is relieved with contrasting pipings and sells at \$10.85; the other is heavily embroidered in white and sells at \$18.75. Both have belts, and both will be much liked by women for country costumes. (Third Floor, Central)

Prices Have Been Lowered on Colored **Dresses for Little** Girls

Now \$1.75 to \$5 these are dresses which have been a fourth to a third more in price, so that mothers with an eye to economy will find them well worth seeing.

There are ginghams, chambrays and voiles-dresses in pretty colors and quite as pretty styles. Some have white collars and cuffs, some smocked.

And what with Summer coming on and plenty of just such dresses in request, we don't believe they'll here very long at these

2 to 6 year sizes. . (Third Floor, Chestnut)

What Gay, Pretty Handkerchiefs 35c Will Buy

a woman may discover tomorrow in the Handkerchief Shop, where

lot.

They are all Irish, are all of pure linen, sheer of weave, and are all in pretty colors and attractive pat-

Plenty of the popular browns and tans, greens and blues and rose colors.

(Main Floor, Central)

Fetching New Suits and Attractive Coats—All for Junior Girls

Fine Wool Plaid Skirts

Pleated Styles, \$28.75

"Specials" of the best and most unusual kind, for they are easily

Black-and-white checks and dark blue serges make the new Spring suits, all of which were planned most carefully and par-ticularly for those "between" girls who wear 15 and 17 year sizes. The blue serge suits are in simple, well-tailored models, and in the new short Eton effects -all good looking, and all quite The checked suits are rather tailorish.

Prices begin at \$45 and go to

New Spring and Summer topcoats for girls are of many fabrics and in different stylespolo coats, sports coats and coats for dress occasions. There are the soft, pretty tan wools in polo style, there are Bolivias and silvertones, there are dark blue serges and clear black-and-white checks. These are in 15 and 17 year sizes.

With these coats are coats for to 14 year sizes. They are in ally lined throughout. light and dark colors, are in many attractive styles, and are | go to \$62.50.



younger girls-girls who wear 6 | well cut, well tailored, and usu-

Most people are choosing either one of two materials - striped linenes in natural color, 75c and \$1.75 a yard.

tonnes and chintzes from 50c to \$2.25 a yard. We will be glad to give estimates

of the cost in making covers for furniture on receipt of a postal card or telephone call.

NEARLY always the first wedding gift to be chosen is

The Silver Tea Service

The smaller silver follows the same pattern and is

In preparation for the many weddings in the near future, the Jewelry Store is at this time showing a remarkably large number of fine period patterns in sterling silver.

They are priced from \$296 to \$2200 for a five-piece set. This does not include the kettle, urn or tray to

Louis*XIV Louis XVI Georgian Harewood.

Vitruvian Pompeian Washington Daniel Marot (Jewelry Store, Chestnut and Thirteenth)

Lansdowne

Silver-Plated Tableware at About Half Price

We have a few hundred pieces of good, silver-plated tableware that are especially suitable for cottage and seashore use, to be cleared away at about half prices.

Table spoons, \$5 a dozen. Dessert spoons, \$5 a dozen.

Knives, \$3.50 a dozen. (Jewelry Store, Chestnut)

Speaking to the Man Who Must Have a New Spring Suit

The man who needs a new suit of clothes and who wants the best that can be had will have only himself to blame if he takes anything less than the best for his money.

The sole purpose of the Wanamaker Men's Clothing Store is to insure that the man whom nothing but the best ready-to-wear clothing can satisfy will always have a stock of it to call upon.

Of necessity, we hold to the highest standard because we could never afford a lower one.

The spring suits in which it is exemplified are here in ample showing. No man who needs a new suit can well afford to buy without seeing them. For the certainty of being always able to get the finest ready-to-wear clothing in this store a man has to pay nothing extra. Our prices for suits are \$45 to \$80, and they couldn't be lower for suits of our kind.

(Third Floor, Market)

To Have a Youthful, Beautiful Skin

A little thought, carefulness in the matter of toilet preparations, and a little time each day will do

Perfect cleanliness is, of course, the first requisite. Soap and water alone will do much-but not all. A soft, fine cream is a necessity. Queen Mary Clearfsing Cream, used at the end of the day, after a tiresome journey or a motor trip, will remove every trace of dirt and keep the skin soft and fair. 65c for a generous sized jar.

After the Cleansing Cream, Madame should use a good massage cream-like Queen Mary Skin Cream. It is just the cream to use before going to bed, to eradicate those tell-tale wrinkles and to keep the skin youthful and firm, 65c and \$1.20.

If she is going out and wishes a cream, to use before applying powder, then Youth and Beauty Cream is the one. It is greaseless and is an excellent finishing cream. 65c and \$1.25.

If the skin needs whitening, and after wintry winds it is apt to need special care, we'd suggest Cucumber Cream, 50c.

And for the final perfect touch. there is Princess May Bouquet Powder, in the tint best suited to your complexion, 65c.

(Main Floor, Chestnut)

Side Pleats, Box Pleats. Knife Pleats -You'll Find Them All on New Skirts for Young Women

Pleats seem to be one of the requirements of the fashionable Spring skirts for young women. At least so you'd think after looking at the racks of smart, new separate skirts that take up one corner of the Young Women's Salons.

A good looking little Panama skirt in dark blue, accordionpleated, is \$8.50; pleated serge skirts are \$10; a smart box pleated skirt of plaid velour is \$17.50and these are just a few.

There are serges, plain, plaid and checked velours, there are light and dark colors, there are sports skirts and skirts for general wear-but they're alike in being attractive.

\$8.50 to \$32.50-and 33 to 38 inch lengths, and 23 to 28 inch waist bands.

(Second Floor, Chestnut)

These Pretty Skirting Plaids at \$1 and \$1.25 a Yard

classic air which certain types of We can scarcely get enough to flower boxes, benches, bird-baths and cognate things impart to a satisfy all who want them. They are all cotton, but have the lawn or garden. Th exhibition of these attractive finish, colors and designs of the objects in the China Store has

most expensive all-wool plaids and much interest and delight. they may be pleated in any style. Being lighter in weight than allcrushed marble and white cement, the gray of crushed granite and wool, they are particularly nice for gray cement. Summer skirts. Blue-and-white, Flower pots in various sizes and shapes, \$2.25 to \$16. black-and-white and tan-and-blue combinations. All are one yard

(First Floor, Chestnut)

Slip Cover Making Has Started Right Merrily

Or some of the many lovely cre-

(Fifth Floor, Market)

The Sale of

will be held at its accustomed time at Wanamaker's, despite the high cost of cotton and all the other obstacles that might have been expected to prevent. It will start

Next Saturday—May 1

Matters

Electric

toast, fry, stew, and even bake

griddle-cakes, \$13.50.

cord and plug, \$6.50.

to attach, \$18.50.

\$2.25 to \$6.75.

applicators, \$5.

special at \$4.50.

Electric grills which broil

Ready toaster electric stoves

Flashlights at \$1 to \$7.50. We

Electric irons, complete with

Western Electric fans,

Sewing machine motors, ready

Candlestick and vase adapters

Star vibrators, with three

Other outfits may be had a

(Fourth Floor, Central)

An Extra Bit of

Beauty for the

Garden and Lawn

people began to appreciate the touch of gracefulness and the

It is a long time since cultivated

The white pieces are made of

Flower boxes, oblong, \$4.50 to

Sun dial pedestals, \$12.50 to \$30.

Gazing globe pedestals, \$12.50

Bird baths on pedestals, \$16 to

Bird baths without pedestals,

(Fourth Floor, Central)

WOMEN'S bloomers of

and cotton and usually pink,

may be found in the Store of

Women's Undermuslins. The

silks are \$4.75 to \$9.50 and

(Third Floor, Central)

the cottons \$1.65 to \$2.25.

many styles, both silk

\$2.50 to \$10.

Benches, \$18 to \$45.

prices running up to \$28.50.

nches in diameter, \$6.25.

get in fresh batteries daily.

broil, fry and toast,

and the savings in it will be real and worth while.

Camp Blankets Ready and at Last Year's Prices

Five excellent grades, made expressly for camping, canceing and general outdoor use. All marked at last year's prices which means 20 per cent less than the regular values today.

At \$12 each there is a choice in four different colors olive drab. sanitary gray and brown. Three kinds at this price are of all-wool and a fourth is all-wool filled and warped with cotton. All are in size 66x84 inches.

At \$7.50 each we have all-wool filled, cotton warped camp blankets in dark blue, in size 58x78 and these also are at 20 per cent less than the prevailing value.

(Sixth Floor, Central)

Just 475 Suits of Men's Pajamas That We Can Sell at \$3.50 (A Reduction)

The man who likes soft and kindly night garments chooses

mercerized cotton of a fine weave. He usually has to pay \$5 These, however, are to be had for \$3.50 a suit while they

last-reduced out of our own stock.

And they are fine, and soft, and kindly, made of the smoothest mercerized cotton, fashioned full and roomy over the Wanamaker specifications, and finely finished off with silk frogs and full-sized pearl buttons. They come in white, cream and tan, and the man who

plans to be comfortable Summer nights will choose right away.

(Main Floor, Market)

Books Fresh From the Presses

"Wanted: a Husband," by Samuel Hopkins Adams, \$1.75. The story of a girl who transforms herself from a drab and hopeless little thing to a creature radiating vitality and charm. "The Real Diary of the Worst Farmer," by Judge Henry A.

Shute, \$1.25. A consummate bit of barnyard fun, which will easily take its place beside "The Real Diary of a Real Boy." "His Friend and His Wife," by Cosmo Hamilton, author of

"Scandal." \$1.75. "The Red Lady." by Katharine Newlin Burt, \$1.75. A mystery

(Main Floor, Thirteenth)

Good Cowhide Suit Cases Remarkable for \$13.75

They are good-looking cases and no one would ever think they could be bought for such a low price. Sizes 24 and 26 inches, or standard and extra large

Automobile Tires at Lowered

You can save from 10 to 20 per cent on either cord or fabric tires, guaranteed full mileage, if you can use any of the following sizes:

34x4, 36x41g, 35x5, 37x5, 37x51g or 38x51g. Also some special red inner tubes, fully guaranteed, in sizes 30x8, 30x314, 32x314, 34x4, 34x414 and 35x5. Prices \$2.82 to \$7.40. Lenses for lamps of all sizes, \$2 a pair.

Cushion covers, \$1.75 to \$5.

Boys' Suits of Bona Fide Merit

These are the only suits that this Boys' Clothing Store can afford

We have them now in good selection-Norfolk models for boys of 8 to 18 years at \$20 to \$38. In these there is a most attractive choice of shades, patterns and fabrics, including many crash, cheviot and worsted

materials in cool weights and weaves for the warmer weather. Every suit is modeled and tailored with the extra care which means lasting good looks and good, long service.

A Lady Told Us the Other Day

that the truest friend she had in the world was her washing mak. She said she had worried herself nearly to death all through the Winter over the subject of the household washing because it was almost impossible to get anyone to do it. Finally she came to Wanamaker's and got an

Electric Washing Machine

"And now," said she, "I can do it myself in the morning and have it all out of the way before luncheon. That washing machine is the best friend I have in the world."

We should say to our customers that we have been investigating the matter of washing machines for a good many years and we have always had first pick of the market. There are a great many unreliable washing machines that would be very glad to get into this store, but we have carefully kept them out as we do not wish to sell any washing machine that we don't thoroughly believe in. The electric washing machines that we do believe in and recommend are:

The Easy Vacuum Electric Washer at \$165. This is a type that is a great favorite and it has proved itself good and efficient. We have sold a large number and customers express themselves as satisfied. The A B C Electric Washer, \$150. This is a cabinet type washer with an oscilla-

tion barrel. It is a splendid machine and with reasonable use gives satisfactory service

The A B C Super Electric Full Enclosed Type, \$155.

The A B C Super Electric in Copper, \$175. The A B C Alco Electric, \$110. This is the well-known wood type electric washer, that is preferred by a great many people. It is an excellent machine and does the work silently, smoothly and thoroughly.

All the above washing machines are equipped with wringers operated by electric Convenient terms-where it is desired we will sell washing machines on the sys-

tem of deferred payment, convenient to the customer,

among the most beautiful skirts we have at the present time in our cases and this is a considerable saving over the regular price. Only fifty in all, but each one has been chosen for its lovely combination of colors and styles of pleating. The materials are fine all-wool velours-soft blues, browns and greens predominating.

Remnants About a Third Less prons, petticoats and so on.

White Goods

Many would do nicely for hildren's Summer clothes, others re enough for women's waists, Both plain and fancy weaves and as a rule, with perhaps a few ptions, they are fresh and in

hort skirts, low tops, few bones nd airy looking net trimmings.