

Great 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
Rain

Now That Spring Has Smiled Outdoors, These Goods Take on New Interest

Three Small Boys and a Brindle Dog All in Their Summer Clothes

were in sight yesterday romping and playing tag in the warm sunshine.

In the gladness of the first warmish sun all of us were strongly tempted to join the race with the boys and their dog.

What a difference the sun makes, especially when in this long Winter we have had it in scant measure!

How much the sun has to do in bringing on the blooming flowers, ripening the fruit, and sweetening the berries!

This orchard of a Store is beginning to blossom with the new Spring goods like the Jersey fields of apple trees.

[Signed]

John Wanamaker

March 11, 1920.



Paris Never Sent Us More Handsome Spangled Tunics and Robes

than the ones which came over on the Lafayette a few days ago. They are perfectly stunning creations, and there is just one of each. They were personally selected in Paris just a few weeks ago, and show the newest French fashions.

The tunics and blouses and robes are usually of fine black net, in such designs as will give the newest fashionable silhouette, and thickly studded with spangles, jet beads or bugles. Some are all black, some are in black and sapphire, some in black and sphinx, some in black and crystal. They range in price from \$30 to \$175.

Quite new are wide net panels, which may be used as scarfs, as draperies, or to form tunics. These too are on fine dark net, and have designs worked out in bugles, spangles, beads and embroidery in black or colors. They are \$50 to \$75.

They are among the handsomest importations we have ever had and it will give us pleasure to show them to you.

(Main Floor, Central)

Tomorrow Is Founder's Day in the March Anniversary Special Musical Program

- 9 o'clock—Anniversary Fanfare, followed by music by the organ and the J. W. C. I. Military Band; military exercises and singing by the boys and girls of the J. W. C. I., with salute to the Founder's Flag.
- 11 o'clock—Organ recital—favorite festival music.
- 12 o'clock—"Lead, Kindly Light." Brass quartette and organ. Chimes, on stroke of the hour.
- 2 o'clock—Hugh Walpole speaking in Egyptian Hall, followed by a musical program.
- 4:45 o'clock—Festival concert. Grand organ and J. W. C. I. Military Band

Great Organ Concert in the Evening

8:15 P. M.—Special Founder's Day Recital, on the Grand Organ, Mr. Charles M. Courboin and Brass Choir from the Philadelphia Orchestra. Admission to this concert will be by ticket.

New Easter Silks Are Coming Daily

The loveliest of colors, the most interesting and unusual of designs; in fact, they are more beautiful than any Easter silks we ever remember seeing.

But the quantities are small and there is wisdom in buying as soon as one finds them here because of the possibility that they may not be here later on.

(First Floor, Chestnut)

GREAT AUTHORS' WEEK IN EGYPTIAN HALL

Lecture Tomorrow at 2 P. M. by MR. HUGH WALPOLE

(Please note that because of an urgent evening engagement, for which he must catch a train, Mr. Walpole's lecture, originally scheduled for 2:30, has been advanced to 2 P. M.)

After the lecture the audience will be entertained by Madame Olganoff, contralto, and the double string orchestra under the direction of Robert Golden.

Great interest is manifest in the collection of rare MSS. which is a feature of Authors' Week. This priceless collection may be seen in Egyptian Hall at any time between 9 and 5 except during the lecture hour.

Untrimmed Millinery in All the Fashionable Shapes

So simple are many of the hats that it is comparatively easy for any woman at all quick with a needle to contrive a new Spring hat for herself. With a good shape, which needs but a band or a bow or a wreath of flowers, one's Spring hat is no trouble at all to achieve!

Small hats and large hats, Napoleon shapes, roll sailors, turn-up brims—you'll find them all here. They are in black, of course, and in purple, brown, blue, henna, rose and other shades, and go from \$4 to \$20.

And there are fine Milan straws, liseres, hems, porcupine straws and fancy braids from which to choose.

Banded sports hats and hats ready to wear are \$3 to \$9.

(Second Floor, Chestnut)

New Sheer Organdie and Attractive Gingham Frocks for Young Women

At \$29.50 is the most attractive little organdie frock, of shell pink or white, in a quite new and delightful style, with round neck and flat collar like a small bertha, which, like the tiered skirt, is finished with rows of gophered organdie. There is a broad organdie sash and a bunch of posies at the waist to give a bit of color.

New gingham dresses in clear pretty checks and plaids—two smart and unusual models are \$17.50 and \$22.50.

Dotted Swiss dresses in navy blue, pink and white, and black and white and a becoming style—\$27.50.

All are in 14 to 20 year sizes.

(Second Floor, Chestnut)

Women's New Capeskin Strap Wrist Gloves—\$6.50 a Pair

Nowadays the woman who wants a really smart pair of street gloves invariably chooses strap wrist gloves!

These are very new indeed, are of washable capeskins, of fine quality, soft and comfortable on the hand, and are in the newest colors—tan shades, brown, beaver and pearl white.

They are all pique sewn—\$6.50 a pair.

And another smart new strap wrist glove is a soft, velvety mocha in two shades of gray (light and dark), \$8.50.

(Main Floor, Central)

A Welcome Little Sale of Honfleur Toilet Articles

So many people, men as well as women, tell us that they are willing to wait a month or so if need be for these sales, for there are always so many good things in them when they do come.

Toilet water, violet, l'Empire and Boupuet d'Amour, 50c and 85c a bottle.

Talcum powder, violet and rose, 10c a box.

Face powder, l'Empire, violet and rose, 25c a box.

Skin cream and Youth and Beauty cream, 40c a jar.

Sachets, violet, rose and l'Empire, 35c each.

Bay rum, 60c, 95c and \$1.85 a bottle.

Violet ammonia, 20c and 35c a bottle.

Lilac and wistaria vegetal, 85c a bottle.

Eau de Cologne, 75c a bottle.

(West Aisle)

Boys' Easter Suits of Blue Serge in Handsome Choice

For boys who need blue serge suits for Easter church occasions or for any formal wear we have ready a full and very excellent assortment, all moderately priced, considering their good materials, superior cut, tailoring and finish.

Especially good at the price are the blue serge suits at \$16.50 and \$18.

Suits of as good and reliable a kind are very scarce at these prices. We have others at \$20, \$22.50, \$25, \$30 and \$35, with excellence in proportion.

We planned to have an exceptionally good collection of these suits for this Easter season, and our plans worked out very well.

All are Norfolk style suits, belted, some plain, others box pleated, all lined with alpaca.

In sizes for boys of 8 to 18 years.

(Second Floor, Central)

The Spring-Tide Sale of China and Glass Goes Briskly Ahead

For all reasonable requirements the Sale presents a practically unlimited choice of dinner sets—French, English and American—at considerable reductions from our regular prices. All our regular dinner sets are included in it, and they are the finest sets that come from the potteries, being standard sets in every respect, in size, shape, number and combination of pieces. At their normal prices they represent the highest regular standard of value. At the prices now marked on them they are extraordinary, all the more so in view of conditions in the market and at the pottery.

If you need a new dinner set for Easter or for any occasion in the not distant future these are the sets to choose from, and now is your opportunity. Cut glass of our own regular kind is offered in large and beautiful selection at reductions of 20 to 33-1/3 per cent from our regular prices.

Light cut and other lower-priced glassware is in ample choice at very attractive savings.

(Fourth Floor, Chestnut)

BEDSPREADS of Infinite Daintiness

The good Spring sunshine suggests newness, freshness and daintiness in the home.

Bedspreads are the embodiment of all three. They are daintiness itself. They are white as the driven snow; and because we bought them opportunely we can sell them at moderate prices.

Crinkled dimity spreads in three sizes: 63x90 inches, \$2.50; 72x90 inches, \$2.75; 80x90 inches, \$3 each.

Corded dimity spreads, 72x90 inches, \$3; 80x90 inches, \$3.50; 90x100 inches, \$4 each.

Crinkled dimity spreads with scalloped edges, cut-out corners and bolster pieces to match, can be had in sets for metal beds in sizes 72x99 inches at \$5 a set, 90x99 inches, at \$6 a set.

(Sixth Floor, Central)

GREEN CANDIES—Pleasant to See and Good to Eat

Both decorative and palatable are these sweets, all planned with a thought for the 17th of March.

Clear candy shamrocks, 60c a pound.

Green glaze mints, \$1.50 a pound.

Assorted green chips, curls and straws, 80c a pound.

Small cream potatoes, 80c a pound.

Large cream cocoon potatoes, 25c each.

Green snapping bonbons, 75c to \$3 a dozen.

Crisp green candies in jars, 35c each.

Place card favors, 20c each.

Potatoes for holding candies, 40c each.

Green paper caps, 10c each.

(Down Stairs Store, Chestnut)

SLIP Covers (Unfortunately) Can't Be Made in a Day

And the point of this statement is that everybody who is planning to have the furniture in its protective covering by the time warm weather arrives must start now to choose the material and place the order for its making.

The prettiest new flowered cretonnes are here from 50c to \$1.25 a yard.

Also linene, a really good substitute for linen, 75c a yard. This comes in indistinct stripes.

(Fifth Floor, Market)

EVERY DAY Waists

Crisp and white and a solid satisfaction to have handy when the Spring weather arrives.

Striped dimities, \$3.50.

Tucked batiste with liltice embroidery, \$3.85.

Organdie with tiny ruffles, \$3.85.

Pure linen with high-low collars, \$6.85.

(Third Floor, Central)



Men Put on Winter Clothes Through Necessity, but They Put on Spring Clothes With Joy

¶ The joy a man feels in putting on new Spring clothes should never make him forget to make sure of the kind he puts on.

¶ Our Men's Clothing Store is prepared with a fine selection of suits and overcoats of the kind that a man could buy with his eyes shut, feeling certain that he was getting all that his money can get him anywhere and more than that it can get him in many places. The value of an assertion depends upon what is back of it. The foregoing one is founded on fact.

¶ The record and standing of this Men's Clothing Store are such that the only clothing it can afford to identify itself with, in Spring, Summer, Autumn and Winter, is the finest that can be had anywhere for the price.

¶ We are satisfied that these Spring suits and overcoats are of that kind and we are not only willing, but eager, to show that our satisfaction is not based on false ground, but on the sure foundation of actual superiority in fabrics, fashion, tailorwork and finish. It is more important than ever that a man should be careful as to quality, and it all depends on the man.

¶ For Spring suits, \$40 to \$85.

¶ For Spring overcoats, \$45 to \$75.

(Third Floor, Market)

A Little Special Lot of Men's Golf Suits (In the London Shop)

They were made up here of fine imported wools—tweeds in herringbone weave and a handsome greenish mixture.

All have roomy, pleated Norfolk coats of a model that has proved one of the most satisfactory for golfing wear, and the majority have knickerbockers, though there are some suits with long trousers.

Price \$67.50.

Separate trousers, \$18.50.

(The Gallery, Chestnut)

Men's New Soft Hats of a Pleasing Style

Alpine shape, with graceful rolling brim, either bound or welted, and in a good weight for Spring.

Choose from olive, steel, dark green, brown and pearl.

Price \$7.

(Main Floor, Market)

The New Spring Styles in Men's Low Shoes

A fine-looking lot they are, with all sorts of toe shapes, from the narrow to the full, round toes, and all sorts of lasts from the extremely fashionable to the conservative. An unusually good selection of English lasts and a notably fine lot of brogues.

Leathers are tan calfskin in several shades, black calfskin, wax calfskin, cordovan, tan grain and soft black kidskin.

Prices \$9.50 to \$23.

(Main Floor, Market)

Old-Fashioned Ironware in the Housewares Sale

In spite of all inventions, there is still occasional use in every kitchen for a good, substantial, old-fashioned frying pan—there are some things that you never seem to get cooked just right without it.

In the Housewares Sale are many of these at substantial savings:

Frying pans, No. 7, 90c. Pot roast ovens, No. 8, \$2.85.

No. 9, \$1.25. No. 9, \$3.20.

No. 10, \$1.40. Waffle irons, No. 8, \$1.85.

Cake griddles, No. 8, 85c. No. 9, \$1.95.

(Fourth Floor, Market)

How Best to Select a Vacuum or Suction Cleaner

for the Spring housecleaning is a question perplexing to most housewives.

Our facilities for supplying the best cleaner suitable to your requirements are unique, due to the number of various types we have handled and the selected few we have chosen, of particular merit, for the special type of work required of a cleaner.

We have the kind best suited for your cleaning requirements and two experts here to show the many uses and the features of the various types.

The Superb, \$70	Hand vacuum cleaners,
The Superb, Jr., \$57.50	The Superb, Jr., \$7.50, \$13.50, \$20 and
The Bissel, \$125	\$30
The Royal, \$65	The Cadillac Special,
The Santo, \$125	\$50

MARCH SALE SPECIAL
The King Electric Vacuum Cleaner
Save \$5
Sale Price, \$38.50

(Fourth Floor, Central)

The Stole Is a Much-Liked Fur Fashion for Spring

When they are made of the lighter weight furs, the fashionable stoles are really most practical for Spring wear, for they afford just sufficient warmth without being bulky, and they are a smart finish to one's suit or costume.

Some of the new furs are quite broad, some are more medium width, some have pockets, and some have pointed, while others have rounded or square ends.

There is the lustrous, deep Hudson seal (dyed muskrat), the soft gray mole skin, the pretty natural gray squirrel, the much-liked Australian opossum, and the dark brown Kolinsky. They begin at \$175 and go on up to \$350.

(Second Floor, Chestnut)

The Polo Coat's the Coat for Spring—For Young Women

At least you'd think so, judging by the number of well-dressed young women who are asking us for them!

The polo coat is a jaunty, practical topcoat, usually belted and pocketed and rather severely tailored. You may have it in velour or burella cloth, or novelty weaves, or bolivia or fine camel's hair, and in all the fashionable brown and tan shades as well as other Spring colors.

\$43.50 to \$80—and 14 to 20 year sizes.

(Second Floor, Chestnut)

The Usual Spring Question About Women's Blue Serge Coats

It can be answered in the affirmative today, for these coats have arrived—serges and tricootines both.

In every case the material is a fine all-wool weave, and the coats are in black, dark blue and, in the higher-priced styles, tan and covert shades also.

Starting with a good-looking 3/4-length serge coat, belted through straps in the back, rather conservative in style, at \$57.50, prices rise not too quickly to a very lovely hand-embroidered coat at \$250. And, within this range of prices, there are a number suitable for mourning wear.

(First Floor, Central)

Women's Tricolette Dresses of Unusual Style

Novelty dresses, which means that very few of them are duplicates. Also it means that they have many delightful features—bands of rich-colored embroidery defining their square necks; fluted ruffles of ribbon outlining their panels; one embroidered with gold thread and another with self-embroidery in blocks; while still others have festoons of beads or are gathered in at the foot. The weaves include besides the usual tricolette the palette, a drawn-thread tricolette, and a novel matelasse.

Colors are various shades of brown, taupe, grays, Copen-



hagen and navy blues, rust-color and rose.

Prices are \$60 to \$150.

(First Floor, Central)

Women's Plain Practical Handkerchiefs, \$2.75 a Dozen

These are the ever-useful, perfectly plain hemstitched handkerchiefs. No woman regards her handkerchief box complete unless there's at least a dozen of these inside!

Snowy Irish linen, with narrow hem, hemstitched.

(West Aisle)

Parisienne Corsets

Some of the newest made from light Spring materials are these:

A pink silk tricot very lightly boned, soft and pliable. It is topleas, has dainty lace and ribbon trimming, and is priced at \$25.

A second is of really exquisite pink silk figured batiste, with very low bust, long skirt and double garters, \$38.

A pink elastic corset with satin in front has a long skirt and is popular as a hip confiner, being very easy and comfortable, \$18.

(Third Floor, Chestnut)

For the Warmer Days Soon to Come—New Coats and Hats for Children

Between \$12.75 and \$22.50 there is an unusually good assortment of little Spring coats—coats of sturdy tweed in Springlike mixtures, of soft wool velours, of dark blue serges and other spring fabrics in attractive colorings.

Usually the coats are simply made, in styles best suited to little girls and boys of two to six years, but there are coats suitable for play as well as coats for better wear in the collection. Some have linings throughout, too.

Straw hats to wear with the coats are in tailored styles and are most often trimmed with ribbon bands and bows and go from \$3 to \$6 each.

(Third Floor, Chestnut)

DAINTY "Dinner" Handbags Women Call Them

Because they are just large enough to hold a handkerchief, a little powder box and some change.

They are made of metal beads in the most delightful of bright colors, and when we say they were made by hand, in France, you will know they are artistic.

Prices \$18 and \$20.

(Main Floor, Chestnut)

ATTRACTIVE New Combs and Pins for the Coiffure

Some of the new combs are enchanting with their gleaming settings of rhinestones or imitation sapphires or emeralds. They are all in new designs and there are many unusual and attractive shapes. There are bowknots, too, and carved combs that are extremely effective in the hair. \$6.50 to \$34.

New barrettes, in small and larger sizes, are \$1.50 to \$8.50.

Fancy hair pins in many styles are \$1 to \$11.

(Jewelry Store, Chestnut and Thirteenth)

WOMEN'S Spring Pumps

Pumps of patent leather, dull black and tan, Russia leather. They all have low French heels, and the first two are \$12.50 a pair, while the tan pumps are \$13.