

Organ plays at 9, 11, 11.55 and 4.50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

The Week Before Easter Is Always a Gala Time in the Store

Izaak Walton, Our Father-Fisherman and Brother, Once Said

"If thou be a severe, sour-complexioned man, then I here disallow thee to be a competent judge."

Close by a favorite sitting place up-country, where a clear crystal stream ripples at one's feet, is a fine old tree that in some fierce wind, years ago, when it was little, must have been twisted out of shape and place by the hurricane and made to grow crooked all its life.

A well-known Philadelphia man is still remembered for his inability to be other than sour, cross and ill natured all his life in looks, speech and manners.

It was his father's fault (so it was said) for not starting his boy to grow sweet and straight. The pity of it that a little lad or a young miss should be neglected by parents or teachers and allowed to grow up to be like a snapping dog or a spiteful spitfire of a lady!

Not if we know it can there be in any successful store growly, sour, sharp-spoken clerks, growing crooked from want of self-control and hurting the business that they are employed to represent.

The Winter is past—let us keep the Springtime all through our lives!

[Signed] *John Wanamaker*

March 30, 1920.

The Chamber of Commerce of Philadelphia

very properly undertook to arrange with the business people the hours for Daylight Saving.

Its representative informed us that they had positive assurance that the large stores would open at 8 and close at 4. It proves that this was an error, and that no definite agreement has been made.

We have been perfectly willing to unite with all the business establishments, so that all could have an equal chance, but this is not an easy thing to do.

For the present we will resume the 9 o'clock hour for opening and close at 5.

Full notice will be given of any change of hours a day or two in advance.

For the entire season we have been closing half an hour earlier than most of the stores, in recognition of the valuable work of our people, who thereby have a little more time for daylight enjoyment.

[Signed] *John Wanamaker*

March 30, 1920.

FOUR imported dresses from Chanel and Roland, Paris, are full of fashion interest. A thin black chiffon embroidered with old blue; a white pique with black velvet girdle, sleeves and waist; a black Chantilly lace heavy with red and gold embroidery and a white net with pink petals forming a one-sided effect. They may be seen in the Fashion Salons. (First Floor, Central)

HALF a Dozen New Books—All Important

"The Great Adventure of Panama," by Philippe Bunau-Varilla, indicates the relation of Panama to the world war, \$1.75.

"Is America Worth Saving?" by Nicholas Murray Butler. A book of addresses on National problems and party policies, \$2.

"Memories and Records," by Lord Fisher, Admiral of the Fleet. No labored autobiography, but a rapid record of a notable career and a version of the Great War by a roaring British tar. Two vols. \$8.

"The Eastern Question and Its Solution," by Morris Jastrow, Jr. The book of the hour on one of the most absorbing of the Allies' problems, \$1.50.

"Cardinal Mercier's Own Story." A record of the greatest dust between spiritual power and brute force that the world has ever witnessed, \$4.

"Soldiers All." Portraits and sketches of the men of the A. E. F. by Joseph Cummings Chase, whose paintings will remain a part of the permanent record of our great adventure, \$7.50. (Main Floor, Thirteenth)

STERLING Silver Easter Gifts for Girls

The new pear-shaped mesh bags are very fashionable this Spring. Either a woven bracelet or a chain handle, \$22 to \$73.

Vanity cases in pear shape with engine turned stripes are also new and unusually good-looking, \$31 and \$37. Or there is a cushion shape at \$22.

Cake powder boxes of sterling silver with enamel in almost any color, \$4.75 to \$12. (Jewelry Store, Chestnut and Thirteenth)

LOVELY EASTER PLANTS AND FLOWERS

Easter lilies—splendid glossy-leaved plants with fragrant blossoms.

Azaleas—rose and white varieties from Ghent, and the hardy Japanese sorts which you plant out of doors when they have finished blooming.

Hydrangeas—pink, white, lavender, pure blue.

Cinerarias in the most splendid variety—rose colors, purples, reds, pinks, delicate pale shades and white—each pot of flowers giving a rich mass of bloom.

Roses from the aristocratic teas to the jolly little Dorothy Perkins. Many of the finest show-pieces are trained roses.

New white double daisies—the Craigii, in addition to the more familiar Marguerites.

Yellow genistas.

Creamy white spiraeas.

Geraniums and bulbs.

Prices run from 50c for a geranium to \$40 for an azalea.

Please note that flowers will not be sent C. O. D. nor are they returnable.

(East Aisle, Main Floor, and Fourth Floor, Central)



Pink and white primroses. Gardenias rich with waxy blossoms.

This Is One Men's Clothing Store With the Goods and the Service That Men Are Looking For

For the man who wants to have new clothes to wear at Easter the time is running short, but the shorter it runs the more important it becomes for him to depend upon the Store that is fit to give the service. We have seen to it that our men's clothing service cannot fail the men who depend upon it.

It cannot fail them in quantities, in qualities, in values or in satisfaction.

We have the suits to match against any in the country at their prices—\$45 to \$75. This is, above all, the time for a man to make sure of having a light-weight overcoat. Comfort and prudence demand it, to say nothing of fashion.

A winter overcoat is a burden. To go without an overcoat is risky. We have the largest and best selected stock of Spring-weight overcoats in our history. We are hard critics, of our own goods, we are fully convinced that there is no better collection of men's light-weight overcoats in America than these at \$45 to \$75. (Third Floor, Market)

Tomorrow Will Be a \$38.50 Day in the Women's Fashion Salons

Printed Georgette and tricolette dresses at \$38.50. Jersey suits at \$38.50.

The Georgette dresses are in many different color effects, all rich; they have kimono sleeves, skirts held in at the foot, after the manner of so many of Callot's creations this season, and taffeta girdles.

The tricolette dresses are in black and navy, some with short and some with three-quarter sleeves and all a good deal embroidered.

The jersey suits are coming in by scores daily—good sports styles in the new lighter colors, such as drabs, tans, grays and bluebird blues; and the darker ones, such as brown and green heather mixtures and oxfords. It isn't necessary to say that the suit for hard general wear this season is pre-eminently the jersey suit, for this is something every woman knows already.

Prices of dresses and suits alike, \$38.50. (First Floor, Central)

DRESS Trimmings All Beaded and Lovely—and All From Paris

Handsome things they are, and just right to add the finishing touches to a pretty Spring gown or blouse.

There are—
—new beaded ornaments and garnitures,
—new net bands, much beaded
—new bead fringes.

Some are of jet and some are of crystal, but mostly they are of colored beads in charming combinations. The designs are new and most interesting, and there are some stunning effects.

They have but recently arrived from Paris. (Main Floor, Central)

NOVEL Corset Waists for the Slender

One little short model with no top and practically no bones is \$2. One with longer skirt and elastic at each side, \$2.

A topless, with elastic round the waist, something like a hip confiner, is \$2.50.

A buttoned waist for extremely slender figures is \$2.

A surgical belt laced at each side and having elastic on the hips is \$2.50. (Third Floor, Chestnut)

WOMEN'S Mercerized Sports Coats for \$6

Tuxedo model in vertical stripe weave and with belt that crosses in front and buttons on the side. Dark brown, white, turquoise blue, green, shell pink and rose. (First Floor, Market)

We Are Selling Fur Coats to Women Now to Wear Next Winter

Scarcely a day passes that we do not sell fur coats to women who put them in storage immediately, to be kept till next winter. And the reason is very obvious—the coats are such good, conservative styles, of such fine skins and at such reasonable prices it is simply a matter of foresight and the saving of many dollars.

There are coats of Hudson seal (died muskrat), of near-seal (died mink), of natural gray squirrel, of nutria, mole, leopard, and of these furs sometimes trimmed with other furs.

The prices are so interesting that any woman who has in mind a coat for next winter will find it well worth her while to come in to see them. (Second Floor, Chestnut)

ACCORDION Pleated Skirts Special at \$15

Either navy blue or black all-wool serge of excellent quality, made full enough to hang well and beautifully tailored.

The narrow belt is hand turned and the large buttonhole is self-piped. Altogether, these skirts are remarkable values. Sizes up to 32 waist band. (First Floor, Central)

It's Easy to Be Your Own Milliner

With these untrimmed hats, which are in smart shapes, good styles and the fashionable colors and need but little trimming.

Women will find small and larger shapes, wide brimmed hats, hats which turn off the face, hats that pull down well on the head and other shapes. They are in black and all the desirable colors of the season. And as for straws, one may choose from plenty of weaves—from fine Milans to the rough porcupine straw.

Prices for hats begin at \$3.50 and go to \$10.

Nearly as gay flowers and pretty wreaths, feather novelties and other ornaments—most of which even a woman with very little experience would have no trouble to adjust. 50c to \$5. (Second Floor, Chestnut)

EASTER Fashions in Neckwear Run Towards Colors

If you would know how pretty and dainty such neckwear can be, you must see some new colored organdie vests, for example. They are pleated, reaching well below the belt and come in the most delicate tints of green, lavender and apricot with the collar to match, \$3.

Or some new round frilled collars of Copenhagen, flesh or lavender organdie. They meet in front and have a black ribbon tie, \$3.50.

Also there are fascinating colored organdie or dotted Swiss collar and cuff sets at \$1.50 and \$2.50. And vests and collars where white organdie is combined with a color, \$2.50.

Any or all of these are good suggestions for Easter gifts. (Main Floor, Central)

New White Dresses for Girls

Some of the dresses are of crisp and transparent organdie, some are of sheer white voile, some are of dotted Swiss and others are of lawn and batiste, but they are alike in being new and fresh and pretty as can be. They are all in girlish, dainty styles, and prices go from \$13.50 to \$50. There are 6 to 17 year sizes.

New regulation dresses in white or blue, well made and attractive, are \$5.50 to \$11—and 6 to 17 year sizes. (Second Floor, Chestnut)



Knife-Pleated Skirts and Jaunty Little Coats on These New Blue Suits for Young Women

A most effective combination! The skirts are very straight, very full, very closely pleated and very good looking. The jackets are straight and short and very smart.

There are three brand-new models—just out of their wrappings. Two have perfectly straight coats, with lustrous embroidery by way of trimming, and long open fronts; the third little jacket is belted and button trimmed.

All the suits are of fine French serge in dark blue, all are well cut and have an air of distinction. They are lined with gay and pretty silks.

\$60 to \$65—and 14 to 20 year sizes. (Second Floor, Chestnut)

Youthful and Pretty Are Women's New Short Sports Coats

The color is the soft natural tan which looks so well with any skirt you choose to wear it with.

One model is made of polo cloth, hip length with Raglan shoulder, inverted pleat down the back and a narrow strap belt. It is half lined with fancy silk and is a popular price, \$47.50.

The other style is a real camel's hair, wonderfully soft to the touch. It is hip length, with a set-in sleeve, narrow belt and is entirely silk lined. \$57.50. (First Floor, Central)

SILK Petticoats

Jersey top petticoats with silk flounces, \$6.50 to \$15. Tub silks, lined in front, white only, \$5 to \$6.85.

Satin, pink and white, \$7.50. Messalines, \$6.85 to \$25. Taffetas, \$7.50 to \$14. Pompadour silks, \$12. (Third Floor, Central)

THE Best Cotton Shirting Is Imported Madras

A brand-new shipment brings the prettiest light colored stripes, such as men and women prefer for tailored shirts and shirt-waists. The weave is in a same casea plain, in others it has a little jacquard figure. 32 inches wide and \$1.25 and \$1.60 a yard. (First Floor, Chestnut)



Women's Lovely Smock Suits and New Scarf Sweaters (In the London Shop)

The smock suits are extremely graceful garments, with their long, loose lines. Some are of jersey cloth, ornamented with silk braid in contrasting color. These are \$110. Others are of colored silk with flet trimming, or white silk with black embroidery. These are \$150 and \$185.

Separate silk smocks trimmed with contrasting color braid are \$85.

French white flannel sports suits trimmed with black or navy silk braid, \$150.

The scarf sweaters are so named because a wide scarf in

a two-color design goes around the neck and falls down both sides. They are in thread silk and in charming color combinations. The price is \$100.

Other silk sweaters, \$40 to \$100, and silk slip-ons, \$40 to \$70.

French silk stockings for evening wear, very fine and sheer and mostly embroidered, \$12 to \$20 a pair.

English sports silk stockings in colors, \$12.50 a pair; domestic, \$8 and \$9.

You will find all these things in the Little Hosiery and Sweater Shop, where so many of the beautiful garments are.

(The Gallery, Chestnut)

Precious Jade and Other Ornaments

are in the Oriental Store and make some of the most exquisite Easter remembrances.

Jade ornaments are priced from \$7.50 each for pieces suitable for cuff-links to \$225 for a necklace.

Ornaments of carnelian, amethyst, clouded and clear amber, coral, agate and rock crystal are from \$5.50 for a clear amethyst ball to \$50 for a coral necklace. (Fourth Floor, Chestnut)

WOMEN'S Black Sport Oxfords

Of black Russia leather, with medium toes, wing tips, perforations and military heels, price \$17 in the Exclusive Little Boot Shop. (First Floor, Market)

TRICOLETTE Over-Blouses for Women

The most charming of all blouses, being vivid and delightful in color—the tans, deep sea and other blues, greens and grays are as lovely as if they were out of a flower garden—and interesting in cut. Here is a style with heavy metal braid; another is softened by having its embroidery in wool; another is bordered with a heavy, multi-colored braid. Some of the prettiest over-blouses are the quietest—a self-striped navy tricolette, for instance, which ties on the hips—the ties ending with balls.

Prices \$15 to \$28.50. (Third Floor, Central)

THE Sooner the Boys' Easter Clothes Are Chosen the Better

It means so much to a boy to have new clothes for Easter that only the best suit or overcoat to be had is good enough for him.

We doubt if our boys' suits and overcoats are equaled for the money. We are certain they are not excelled.

Suits for boys of 8 to 18 years at \$16.50 to \$38; overcoats for boys of 11 to 18 years at \$35 to \$38; overcoats for boys of 3 to 10 years—an exceptionally fine collection—at \$18, \$22.50, \$30, \$32 and \$33. (Second Floor, Central)

CHILDREN'S Easter Shoes in Plenty

White buckskin, buttoned shoes: Sizes 5 to 8, price \$6.50. Sizes 8½ to 10, price \$10. Sizes 11 to 2, price \$12.

White canvas, buttoned shoes: Sizes 8½ to 10½, price \$3.25. Sizes 11 to 2, price \$4. Sizes 2½ to 6, price \$4.50. (First Floor, Market)

Every Man Wants New Shirts and Ties

in order to make as good an appearance on Easter Day as his neighbor—or his rival.

Here is the most complete collection of good shirts in town, starting at \$2.50 for a madras shirt and going to \$15 for a superb silk shirt. Soft cuff styles, pleated and plain ties.

New Spring neckties at \$1 to \$5, the finer ties being of imported silks. (Main Floor, Market)

Men's Practical Handkerchiefs \$4.25 a Dozen

They are of sturdy Irish flax, are snowy and new and are of a weave that promises good service.

Made in that perfectly plain hemstitched style which the average man prefers to all others. (West Aisle)

Men's Smart Brogue Oxfords Remarkable for \$13

These shoes are made of a heavy grain leather in a rich shade of mahogany.

They have all the characteristics of much higher priced brogues—long wing tips, much perforation and saw-tooth pinking, heavy double soles to the heels, which have stitched heel seats, and natural finished edges.

A style that will have particular interest for young men. (Main Floor, Market)

Good Traveling Bags for as Little as \$7.50

Sturdy black cowhide bags, fabric lined, in the most popular size, 18-inch.

Good black leather suit cases with straps all around, and brown leather cases without straps, both in 24 and 26 inch sizes, for \$11.50 and \$12.50.

Lowest price luggage of the class that we know of. (Main Floor, Chestnut)

Until Tomorrow Night Hardwater Soap Is \$1 a Dozen Cakes

but after that the price goes back to the usual price—20c a cake. And it's a good soap at the higher price, too! During March this good soap is sold at a low price, and it is such a good soap you'll readily understand why we sell thousands of cakes every day.

Hardwater Soap is absolutely pure. It will lather freely in hard or soft water. The cake is of generous size, and it is scented with fragrant violet, a refreshing verberna, almond or is unscented if you wish.

Most people allow a dozen cakes a year for each member of the family. And it's certainly economy to buy (as thousands of families do) just last year around.

If you can't come down to the store tomorrow, just phone us your order or send a postal card; we'll send you whatever you want. (East and West Aisles and Down Stairs Store)

We Bought 3000 Pounds of Good, Clean Mattress Hair

It comes to us at an advantageous price, so that we can now make 40-pound mattresses from it at \$36 each, which means a considerable reduction from our regular standard rate. These we make in one or two parts as desired, covering them in the best grades of ticking.

We are also making 2½-pound pillows, size 20x30 inches, from clean, gray goose feathers at the special price of \$3.50 each. And we have a number of bedsprings of excellent standard makes which we have reduced in price.

One, the Bellevue boxspring, is now reduced to \$35 for the double-bed size and \$33 in the single-bed size.

The others are springs of a very widely known make, and we have marked them \$10 and \$12 each, which means a saving of about one-fourth. These are in regular standard sizes, single and double. (Sixth Floor, Chestnut)

Tomorrow Is the Last Day of the China and Glassware Sale

Whoever wants to buy dinnerware or glassware at less than regular prices will need to do so tomorrow.

All the wares in this Sale will go to higher prices after closing hour tomorrow evening.

Tomorrow you may choose any dinner set in our stock at a good saving. You can also choose from a large collection of fine cut glass at economies of 20 to 33, 1-3 per cent. After tomorrow you cannot do this, nor for a good while afterwards. (Fourth Floor, Chestnut)