

Band plays at 9: organ at 11, 11:55 and 4:50 Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Showers

Always Much That Is New and Good Opportunities to Save

Every Night the Spiders Spin Their Fine Webs

on the second-story railings of the bridge going over from the hotel to the springs, and the little creeping bugs and flying flies were sure to be entangled among the silver threads that looked so harmless, as was evident as we watched the small feet of the little creatures that were caught, and their efforts to extricate themselves; and invariably found it easier to get farther in than to get out. To get into that web was certain ruin.

So it is with many of the business traps of speculation, promotion schemes and gambling tables that are set in many blocks of the city, where young men, by staking their little savings, are sure to lose when the fatal ball rolls them out.

Somehow, the loser becomes spellbound until he is penniless.

The venture of a ten-cent piece on Satan's table leads on to the last fatal plunge that takes from him his watch and chain, the gift of his dear mother to her boy.

If we never plunge into a gambler's den, we cannot drown in its hidden streams.

[Signed]

John Wanamaker

April 12, 1920.

Women's Dresses at \$35—A Late-Season Price

Six styles of practical everyday and afternoon dresses—Troticote dresses—one-piece—with rather severe braiding. Navy serges with red and gold embroidery. Crepes de chine in navy and black, with the loop fringe trimming. Tunic dresses of foulard and Georgette. Taffetas with narrow self-pleatings and white frills at their necks. These are in navy, brown and black. Tricotines, chemise style, with short sleeves. These are in navy.

(First Floor, Central)

New Semi-Made Robes Make Delightful Summer Suits

The material is a cotton suiting embroidered in soutache braid, and with very little trouble a woman can have a good-looking cool suit that will look well wherever she chooses to wear it!

The coat is put together and only needs the seams finished, but the skirt requires a band and the back fastening. In all, there are three styles—two of them have hip-length coats and the other is a short Eton jacket with three-quarter sleeves. They come in both colors and white or white braided in colors.

Prices from \$24.75 to \$36.

(Main Floor, Central)

Untrimmed Hats Offer Many Opportunities to Home Milliners

One thing about present fashions is their simplicity—and it is really not difficult, if one is at all deft with a needle, to contrive a smart Spring hat from one of the new shapes and a bit of ribbon or flowers.

In the Untrimmed Millinery section there are all the fashionable shapes, hats large and small, in black and all the popular colors. There are rough and smooth straws, and all the desirable weaves from the rough weaves to fine Milans.

\$3.50 to \$10—and flowers and feathers with which to trim them are quite near by.

(Second Floor, Chestnut)

A FEW OF THE GOOD L. R. CORSETS

A coutil model for short, full figures has a low bust, moderately long skirt and heavy boning. Price \$6.50.

A pink coutil for average and plump women is strongly boned and has low bust and long hips, with a broad clasp. Elastic in the back. Sizes 22 to 36 inches, price \$5.

A batiste girle top with long skirts, good boning over hips and elastic section in the back. Sizes 20 to 36 inches. Price \$4.50.

Topless model of pink or white batiste, long skirt. Sizes 20 to 28 inches, price \$5.

(Third Floor, Chestnut)

GOOD AND USEFUL TOILET ARTICLES, ALL ATTRACTIVELY PRICED

Hair brushes are 50c to \$3.50. Cloth brushes, 50c and \$1. Tooth brushes 20c each, six for \$1.10.

Bath sprays, 85c each. Metal hot-water bottles, \$1.25. Rubber hot-water bottles, \$1.15. Benzoin, glycerine and rose water, 25c a bottle. Rose and almond cream, 27c. Cocoa butter cream, 30c. Shampoo, 15c. Chalk and orris root, 25c. Toilet soap, 10c a cake, \$1.10 a dozen—witch hazel, violet, and peroxide.

(West Alais)



Only Paris Could Think of Such Veils

Just out of their over-seas wrappings and as original and French looking as they can be. Of course it goes without saying that they are fascinatingly pretty.

Some are square, some round—they have wonderful hand-run silk borders and in certain cases medallions with colored chenille dots. These are intended to be worn thrown over the hat.

Or, if you choose, there is a newer style, with the design arranged to show on the turned-up hat brim. Over the face is a plain mesh. In black, brown, navy or castor, \$4 to \$15.

(Main Floor, Central)

A PRETTY BEAD NECKLACE ADDS A DASH OF COLOR

to her whole costume—for that is one of the Spring fads.

There are attractive bead necklaces of many kinds—some of beads chiefly, some combined with the soft French gray metal. And the beads are large and small and finished with pendants or ornaments, usually.

There are four shades of red beads, there are imitation sapphires and topaz, there are imitation amethysts—it is simply a matter of choice.

\$2.50 to \$15.

(Jewelry Store, Chestnut and Thirteenth)

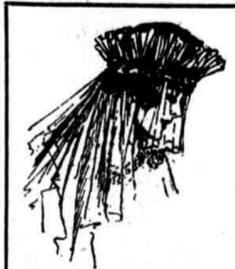
FRESH FROM PARIS—HAND-MADE BLOUSES FOR \$9.75

Two styles of batiste, both most daintily hand-made and hand-tucked, and both with long collars and panel fronts.

One has the finest of fine self-pleatings and one has cordings and feeding frills; either is wonderful for \$9.75.

Find them in the French Room.

(Third Floor, Chestnut)



Exquisite Handkerchiefs of Real Lace for the April Bride to Carry

So beautiful are they one might fittingly choose them for wedding gifts!

Some are almost wholly of lace, like the fine and delicate Brussels Point, others have sheerest linen centers with lace edges or borders.

There is just one handkerchief of a kind, each perfect in its way. And one may have Brussels Point, thread lace, or the dainty Valenciennes.

\$6 to \$150 each.

(Main Floor, Central)

LINGERIE WAISTS VOILE AND BATISTE

\$7.50 buys a voile with hem-stitched tucks and narrow lace edging.

\$12.50 buys a batiste with hand-drawn collar and clusters of very fine tucks.

\$15, another voile with pleated lace-trimmed collar.

\$15.75, a voile with drawn-work, hand-embroidery and real filet.

\$16.75, a voile with tucks, hand embroidery and real filet.

(Third Floor, Central)

MANY ARE THE REQUESTS FOR CREAM WOOLEN FABRICS

In the lighter-weight weaves they are used a great deal for accordion-pleated skirts and dresses and those of heavier weight for sports skirts for the shore or mountains.

Serges, \$2.50 to \$6.50 a yard.

Poplins, \$3.25 a yard.

Jersey cloth, \$5 a yard.

Bedford cord (imported), \$6 a yard.

Gabardine, \$6 a yard.

Chevots, many new weaves, \$9 and \$10 a yard.

(First Floor, Chestnut)

OF SILK PETTICOATS AGAIN

For \$5 you can get a taffeta, a natural pongee or a white wash silk with front panel.

For \$7.50 a taffeta, a messaline or a jersey.

For \$9, an excellent taffeta.

For \$12, a pink or white jersey, a pink or white satin; or a gay, rich pompadour.

(Third Floor, Central)

WHITE SPORTS SATIN, \$4 A YARD

The brilliant high-luster satin that makes such beautiful skirts and, for a plain skirt, two and a half yards is enough.

It is a very good quality, 36 inches wide and, at \$4 a yard, it is a remarkable value.

(Third Floor, Chestnut)



Mole Combined With Other Furs Is a Spring Fur Fashion

The glistening gray moleskin with soft and snowy ermine, mole and fluffy blue fox, mole and gray squirrel, mole and Australian opossum—these are some of the new combinations you will see in these new and charming fur pieces for Spring.

There is a moleskin fur bow in the back, bands of white ermine and ends of moleskin in a new neckpiece which is extremely smart. It is \$285.

Quite a generous-sized stole has the broad collar of lovely blue fox and the long ends of moleskin. This is \$300.

Gray moleskin and gray squirrel are an effective combination in a neckpiece with fringe and silk pendants that is \$150.

And a little throw tie that will look very well on a Spring suit is of mole and ermine and is \$125.

You'd not think of Australian opossum and mole together—but you should see them in a new neckpiece that is \$245—the effect is unusually good.

(Second Floor, Chestnut)

Cotton Voile and Other Gay and Summery Frocks for Young Women

You will see at a glance that the cotton voiles were all copied from silk and crepe georgette patterns (very good imitations they are, too!) and they look, in consequence, more expensive than they are.

There are all sorts of pretty flowered effects in blue and rose and brown and white combinations, and there are several charming styles. Some have ruffled skirts, some are puffed and flared over the hips, some have short sleeves, some have little white guimpes—but all are pretty!

\$17.50 to \$25.

A new frock of tissue gingham is crisp and cool and attractive and has a snowy, bib-like collar of sheer white organdie and a panel of tucked organdie down the front. The gingham is in striped effects with white grounds. \$15.

All are in 14 to 20 year sizes.

(Second Floor, Chestnut)

Introducing a New Silk for Bathing Suits

We have every reason to believe that it is exclusively at Wanamaker's as yet.

It is a soft, fine white taffeta with black stripes, wide or narrow as you prefer, and it is thoroughly washable. It will also stand pleating and it is most effective for pleated skirts and for bathing suits or bathing caps trimmed with black silk.

Many women will also like this silk for Summer dresses, blouses and skirts, 36 inches wide and \$3.50 a yard.

(First Floor, Chestnut)

A Timely Little Sale of Women's Smart Long White Glace Gloves

Nothing could be more opportune!

These are gloves of beautiful quality, soft, fine, pliable skins, fresh and new, and the very gloves women are asking for to wear with the new and fashionable short-sleeved gowns.

12-button length gloves are \$4.65—and you save \$2.50 on each pair.

16-button length gloves are \$5.65—and you save \$3 on these.

They come direct to Wanamaker's from Paris, are genuine French glace gloves, one of the best glove values we've had this Spring!

(West Alais)

Colored Camel's Hair Coats Register a New Fashion

Until lately there was only the natural tan color, but now one may have chow (a reddish brown), carrot, silver, fawn or taupe.

Five new styles of these very popular coats have just arrived and they are all the real camel's hair. They are all so pretty there is scarcely anything to choose between them and there are all lengths, from a short sports model to two which are almost full length.

Prices range from \$115 to \$150.

(First Floor, Central)

Just the Furniture for the Modern Nursery

is the kind you will find in the Children's Store. It is all in white, is easy to keep clean, is dainty and practical, and is designed for the comfort and convenience of the baby and his nurse.

Bassinets are \$18.50 to \$50.

Costumers are \$4.50.

Clothes racks are \$5.

Bath tubs \$10.50 to \$12.50.

Nursery boxes \$12.50 and \$14.

Screens, covered with nursery cretonnes, \$16.50.

Chests of drawers—some with wardrobe on the side—are \$48 to \$125.

Baby pens are \$9 to \$14.

(Third Floor, Chestnut)

REAL SWISS UNDERWEAR FOR CHILDREN

One of the scarcest kinds of underwear in America, but we have just received a shipment. From all accounts it is the only lot received in this country this year.

Light-weight wool and cotton bands, \$1 to \$2.35.

Light-weight silk and wool bands, \$1.35 to \$3.25.

Heavy-weight shaped all-wool bands, \$1.80 to \$2.95.

Heavy-weight shaped silk and wool bands, \$2 to \$3.55.

All the above prices are rated according to size, which ranges from three months to ten years.

Wool and cotton shirts, light weight, with long or short sleeves, \$1.55 to \$2.75.

Silk and wool shirts of the same kind, \$2.10 to \$5.

(First Floor, Market)

The Quality of Wanamaker Men's Suits

was never more dependable than it is now, when there is so much doubt about the quality of so many other suits on the market.

More than any other men's clothing store in America this Store has stood for quality, first, last and always.

The man who comes here for his Spring suit will find that we have stuck to our guns.

Wanamaker quality Spring suits and overcoats are priced at \$45 to \$75.

(Third Floor, Market)

ONE OF THE BEST TRAVELING BAGS FOR THE MONEY

that can be found in all Philadelphia is this black long-grain cow-hide bag of ours. It is good, stout leather and a roomy shape and has the advantage of being light in weight for its size.

16 and 18 inch sizes, for men and women.

Prices \$15 and \$16.

(Main Floor, Chestnut)

WE still have a few of those little French mirrors for only \$5—framed in antique and polychrome, and with colored pictures in their tops.

(Fifth Floor, Market)

A NEW CAMEE CARMEL

is the most delectable morsel! It has a layer of delicious vanilla caramel on either side and a filling of cream cocoanut—fresh grated cocoanut and cream.

Perfectly delicious—and the price is \$1 a pound.

Other caramels in many toothsome flavors are \$1 a pound.

(Main Floor, Chestnut)

INCENSE burners of ever so many different kinds are here in the Oriental Store—from tiny pottery Fujiyamas to metal Bud-dhas and pieces of modern cloisonne. Prices are 65c to \$10.

(Fourth Floor, Chestnut)

CRETONNE-COVERED PILLOWS AND OTHER SUMMERY THINGS

Pillows of the comfortable round flat shape that fit into the small of one's back. They will certainly add much to the attractiveness of the porch or Summer living room, \$2.25 to \$7.50.

Others, shaped for chair seats and stuffed with hair, \$1.25 and \$1.50.

Cretonne table covers, edged with guimpe, \$1.75 to \$7.50.

Cretonne pillow slips, \$1.75 to \$3.50.

Cretonne scarfs, \$1.75 to \$5.50.

(Fifth Floor, Market)

Men's French Terry Bath Robes—the First for Years

These fine robes, that resemble nothing so much as huge Turkish towels, have been very scarce for a long time. We were fortunate to get this lot even now.

Plain tan with colored borders or tan ground with blue, red or lavender stripes, \$15.

White ground with blue, black or red stripes, \$12.

A Fine New Brogue Oxford for Men

It is of dark tan calfskin and is made on a wide-toe, wide-heel last. Has full wing tip and much perforation and is the sort of shoe that will interest young men in particular.

The price is \$13 a pair, and as shoe prices go today it is very moderate for footwear of such good style.

(Main Floor, Market)

1000 Yards of Irish Double Damask at \$4 a Yard

Cream, or part bleached. It washes a pure white. The purchase was arranged for more than two years ago with the best makers of cream damask in Ireland, a Belfast firm, celebrated for just such goods. The fabric is of clean, flax yarn, free from dressing and in a soft, mellow finish.

On sale newly tomorrow, at a price that represents a very substantial saving from prevailing values. In fact, no goods of the kind can now be secured for selling at less than 50 per cent more than these goods are marked.

They are 70 inches wide and \$4 a yard.

Six handsome striped and floral patterns to choose from.

(First Floor, Chestnut)

Opening the Summer Rug Season With a Sale

is an unusual proceeding, but none the less welcome to the many people who are looking for summer rugs just about now.

We have some hundreds of these floor coverings which we bought to such advantage that we can sell them at 25 per cent below the market.

Hit-and-Miss Rag Rugs With Band Borders

9x12 ft., \$14.50.	3x6 ft., \$3.35.
8x10 ft., \$13.50.	30x60 in., \$2.25.
6x9 ft., \$9.25.	27x24 in., \$1.85.
4x7 ft., \$4.75.	24x48 in., \$1.60.

Japanese Braided Rugs Oval and Round

9x12 ft., \$59.50.	30x60 in., \$6.75.
6x9 ft., \$29.50.	24x48 in., \$4.25.
4.6x7.6 ft., \$18.	36x36 in., \$4.50.
36x63 in., \$8.50.	30x30 in., \$3.50.

Woolen Fiber Rugs

9x12 ft., \$23.50.

(Seventh Floor, Chestnut)

THE Wallace Nutting pictures, hand colored, are selling right and left for wedding gifts. We have them unframed and framed—the latter in antique gilt and mahogany and priced at 85c to \$50.

(Fifth Floor, Market)

Dining Room Suits of Excellent and Desirable Grade Reduced 15 to 33 1/3 Per Cent

The collection consists mostly of one and two suits of a kind, which we have lowered in price to keep our assortments well balanced.

Queen Anne, William and Mary, Sheraton, Chippendale and Adam periods are represented, some in oak, some in mahogany and some in walnut.

All are suits of good grade, desirable and homeworthy in character and appearance.

Prices for 10-piece suits from \$450 to \$750.

Some three-piece sets as low as \$290.

\$410 for a 10-piece mahogany suit. The chairs have black leather seats and paneled backs.

\$540 for a 10-piece mahogany Adam suit. Chairs have blue hair cloth seats and paneled backs.

\$685 for a 10-piece mahogany Chippendale suit. The chairs have blue hair cloth seats and paneled backs.

\$700 for a 10-piece suit in mahogany, Chippendale design. The chairs have blue hair cloth seats and paneled backs.

\$850 for a 10-piece mahogany suit, Louis XVI design. Chairs have hair cloth seats and paneled backs.

\$650 for a 10-piece oak suit. Chairs have blue leather seats and paneled backs.