

Great Organ plays at 9, 11 and 4:50
Familiar Melody and Lenten Chimes at 11:55

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER Fair

Such Satisfaction in the Knowledge That You "Can Find It at Wanamaker's"

An Outspoken English Physician's Advice to a Lazy Rich Man

full of gout and ill humors, and with no appetite, when he consulted him, laying down a fee of five guineas upon the office table, was:

"You will get well if you will live on a shilling a day and earn it."

Getting out of a soft bed at 11 A. M., lounging and playing cards at a club until dinner, rusts away a fine mind, spoils a good disposition and turns what might be a useful citizen into a most unhappy man.

A friend of the writer once said of a man: "That man—yes, a clever fellow, but he is like a lobster, which, when left high and dry among the rocks at Narragansett, has not sense and energy enough to work his way back to the sea, but waits for the sea to come to him."

On this business farm we are training colts when young to make up our teams for coming days.

(Signed) *John Wanamaker*

April 5, 1919.

Trim, Comfortable Sports Suits—For Older Girls

This season's sports suit may be of roughish tweed that lends itself so admirably to this style suit—it may be of the shepherd's checks that are always so Springlike—or of the wool jersey which Fashion approves so highly now.

Many are in Norfolk style; others are in the jaunty belted style. All have the pockets, pleats, belts and buttons which the sports style requires.

Dark colors and mixtures—all the shades popular are included, as well as the checks, of course.

\$27.50 to \$38.50—14 to 20 year sizes.

(Second Floor, Chestnut)

The Spanish Comb With Its Lovely Carving

is high in favor again. Of imitation shell, the combs are in a fascinating array of new designs and styles.

Not all are the quite high combs which one mentally pictures whenever the Spanish comb is mentioned. Some are more broad, some not so high.

\$2.50 to \$21 each.

(Jewelry Store, Chestnut and Thirteenth)

Smart New Capeskin Gloves—All Washable

come in styles and colors that are particularly suited for wear with her new suits and frocks.

\$2.25 a pair for gray gloves with combination embroidery, and ivory and tan gloves with embroidery of the same colors.

\$2.50 a pair for brown gloves with combination embroidery, or tan or ivory with self-color spear point, and oyster-color gloves with black or self-embroidery.

(Main Floor, Central)

These Pretty Plush Scarfs Are a Good Easter Thought

Seeing that there is every likelihood of their being needed for that day.

And they have such a decorative effect that women require no excuse to wear them throughout the Summer whenever it is a bit chilly.

They are long and straight or the ends are slightly gathered to give a cape-like form.

Imitation kerami, mole and seal; prices from \$8.50 to \$20.

(Main Floor, Central)

Women's Smart Tan Oxfords—A Splendid \$8 Worth

Narrow toes, long foreparts, low military heels, stout soles—all the earmarks of high-priced shoes and in a rich dark tan calfskin.

We do not present these oxfords as an unusual bargain, but we do say that they are very much better looking and very much better made than most shoes at their price.

(First Floor, Market)

New Beautiful Plaid Skirts Special at \$15

This is because the fine all-wool plaids they are made of were simple pieces of cloth, but they are the new Fall plaids, bright in color, mostly, and very lovely.

Then the skirts themselves are made in the newest fashions, plain in front and gracefully tapering toward the feet.

Some are buttoned all the way down the back and others are slightly slit at one side but closed by buttons and buttonholes.

The plaids, for the main part, are quite large and some are striking black and white effects.

Nearly every belt and every pocket in each of the several styles is entirely new in shape.

(First Floor, Central)

Two New Spring Suits for Junior Girls

are of wool poplin in Copenhagen blue or clean black-and-white checks. Both styles are richly braided with black.

One style is in the pretty blouse effect, with the braiding below, the other is in straight box style, unbelted.

\$27.50 and \$32.50—15 and 17 year sizes.

(Second Floor, Chestnut)

Fresh New House-dresses

\$2.50 for a dress of blue and white or pink and white check gingham with white collar.

\$3.50 for a Billie Burke dress in plain colors or striped cotton.

\$3.85 for a pretty little dress of Roman striped tissue gingham with embroidered white lawn collar and vest in front.

\$4.50 for colored stripe cotton dress with white collar.

\$5 for a trim, good-looking dress of white sport cloth with two pockets and white pique collar.

(Third Floor, Central)



New Features in the Showing of EASTER FASHIONS Now Going On

A bouffant black sash in the back of an evening gown of crushed rose beads on net! The sash can be let down and worn as a train if desired.

Borders of white angora on a sports suit of heavy white habutai. This suit has a pleated skirt.

Fringe at least half a yard wide on the coat of a henna colored silk poplin.

Rows upon rows of tiny looped braid used as decoration on a navy and white pin-striped worsted.

The combination of navy crepe de chine with serge and crystal beads.

The outlining of the design in printed chiffon with beads.

White piped side fastening and white buttons on a navy dress about as severe as a bathing suit. This dress also has the new collar that fastens about the open neck like a dog-collar.

Flying panels on a gown of exquisitely printed chiffon—the panels opening over a foundation of lovely hand-embroidered batiste.

Black beads on a blouse of white crepe over a black satin slip; narrow beaded belts in front.

Long fronts to the dresses—as in a notable white and black example.

The straight crystal bugle decoration on a straight crepe gown of Lucille blue.

Fascinating and weighty tassels on many gowns.

(First Floor, Central)

SOME remarkably fine Philippine embroidered nightgowns have just come in to sell at \$3.50. They are every stitch hand-made, even to their 3-inch hems, and they have kimono sleeves.

(Third Floor, Central)

Colored Linen on Sheer Waists

A heavy trimming on a light material upsets all the laws of dress—but that is Fashion's prerogative. So we have white lawn waists with heavy borders of pink, blue or green linen on their collars and cuffs for \$2.25.

Other lawn waists are trimmed with lattice beading and tiny black ribbons, \$3.85.

A voile waist hand-embroidered and hand-drawn is \$5.50.

(Third Floor, Central)

Cotton Goods Remnants at Savings of One-Third

Every kind of Summer cottons needed for the making of women's and children's clothes, and there are plenty of lengths for suits for the small boy.

Buying in this way is so economical that most women don't mind the slight trouble of hunting for just the lengths they want.

(West Aisle)

Half-a-Score of New Books

"The New Era in American Poetry," by Louis Untermeyer. \$2.25. A study and criticism of present-day education.

"The Land and the Soldier," by Frederic C. Howe. \$1.35. Dr. Howe suggests the adoption of farm colonies after the Danish model.

"The White Eagle of Poland," by E. P. Benson. \$1.50. A lucid treatment of an impassioned controversy.

"Advertise!" by E. Sampson. \$1.50.

"The Man of Kerioth," by Robert Norwood. \$1.25. A lyric drama.

"American Travel and Hotel Directory for 1919," \$3.

(Main Floor, Thirteenth)

"The Child's Unconscious Mind," by Wilfrid Lay. Ph. D. \$2. A study and criticism of present-day education.

"The Land and the Soldier," by Frederic C. Howe. \$1.35. Dr. Howe suggests the adoption of farm colonies after the Danish model.

"The White Eagle of Poland," by E. P. Benson. \$1.50. A lucid treatment of an impassioned controversy.

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Fitted Luggage Adds to a Woman's Comfort

To have with her on a journey all her own toilet articles means a great deal to any woman.

These fitted traveling cases are splendidly equipped with white or tortoise-shell-finish fittings of practical size, and the cases themselves are of fine black auto or dull long-grain leather, silk lined.

Prices start at \$32.50 for a small case with moire silk lining and white fittings, and go to \$110 for a superbly fitted suit case with rich tan silk lining in a new effect and a whole battery of shell-finish fittings.

(Main Floor, Chestnut)

The New Spring Comfortables Are Here

Some cynical person might be inclined to say, "All right; now bring along the Spring."

But it is coming, and the people who are going to be most disappointed are the people who will be unprepared for it.

These comforts, or quilts, are in various coverings—silks, figured silk mulls, plain organdies, cambrics, satens and the finer kinds of silkolines.

All the desired colors are included and there is abundant choice of floral and figured patterns.

Some of these comforts are filled with cotton, some with wool containing a percentage of cotton; others are filled with sheets of pure wool. The prices are \$4.50 up to \$12, with a good selection at \$5, \$6, \$6.50, \$9 and \$10.

(Sixth Floor, Central)

BLouses with lacy frills may be seen in the French Room—the lovely feminine things which everybody prophesied would come in with tailored suits. Prices are \$22.50 to \$47.50. (Third Floor, Chestnut)

DON'T forget to choose Easter cards now to send to far-away friends. 3c to 50c each. (Cross aisle near Thirteenth Street)

BLACK Russia leather sports pumps with imitation wing tips, tiny leather bows and military leather-covered heels 1½ inches high, will be found in the Exclusive Little Boot Shop. Price \$11. (First Floor, Market)

Honfleur Specials Couldn't Be Timed Better

What with Easter coming on and many people expecting to go down to the shore and wanting these good inexpensive perfumes and toilet aids to take with them.

Toilet water—Violet and l'Empire—45c and 85c a bottle.

Extract—Violet, rose and l'Empire—35c and 60c.

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

Cleansing cream, skin cream and Youth and Beauty cream, 35c a jar each.

Hair tonic, \$1 a bottle.

Bay rum, 50c a bottle.

(West Aisle)

We Can Make 140 Hair Mattresses at Special Prices

We secured enough fine, clean hair at an advantage to make 140 mattresses at special prices. This hair is very resilient, sterilized and absolutely hygienic and the mattresses will be made in the most careful and reliable way and covered with the best cotton tickings.

We will make them in one or in two parts as desired, and in these sizes.

64x76 inches, \$30

42x76 inches, \$22.50

36x76 inches, \$18.75

30x76 inches, \$15

These are extraordinarily good for the money.

(Sixth Floor, Chestnut)



The Whole Bunny Family Is Here for Easter

—In the Candy Store

More bunnies than ever—big bunnies and little bunnies, fuzzy bunnies and chocolate bunnies and ever so many more.

Chocolate rabbits are 30c each.

Gray, white, pink and brown rabbits, \$1 to \$3.50.

For little boys there are ducks tied on cakes of chocolate, \$2 each, and little girls might like the bunnies tied on chocolate, also \$2.

Easter baskets, filled, 15c to \$18.

Chocolate cream decorated eggs, 10c to \$1.50 each.

Assorted cream eggs, colored, 10c each.

Jelly eggs, 40c a pound.

Cocoonut eggs, 25c a dozen.

Panorama eggs for the children, 25c to \$2.25 each.

Painted fern dishes, filled with chocolates, \$4 complete.

Baskets for the table, 40c each.

Flower-painted boxes for favors, 40c each.

Place cards with favors, 15c and 25c each.

(Down Stairs Store, Chestnut)

Women Need Spencers More Now Than in Winter

Not merely because we have just had a cold spell but because early Spring is a treacherous season.

With a knitted spencer or corset cover that gives warmth without bulk, a woman is well protected.

We have these garments in a variety of colors and with or without sleeves at \$1 to \$6. Some specials at \$1.50.

(First Floor, Market)

Men Are Wanting Better Suits—Meaning Wanamaker Suits

There is no one word in the English language, or probably in any other language, which expresses exactly the particular quality or characteristic that young men of this Spring season 1919 insist their suits must have, but there are suits which express it as no word could, and we have plenty of them at prices ranging from \$28 to \$50.

These are intended specially for young men of about 18 to 25 years, and they will satisfy the heart's desire of all such.

The demand for these suits is greater than we have ever known, but not greater than is justified by their merits.

For that matter, all our men's suits are in demand by men who understand and who put considerations of quality above everything else, knowing that the finer quality of a Wanamaker suit doesn't cost any more than the not-so-fine quality of some others. The number of these economically intelligent men seems to be very large this year and they are giving us to understand that the suits we have to show them are what they want.

Varieties are remarkably large. The suits are priced all the way from \$28 to \$65 and Spring overcoats from \$35 to \$50.

(Third Floor, Market)

Men's Initial Handkerchiefs \$6 a Dozen

In one corner of each spotless square there is a long, hand-embroidered French letter.

Men will like the good quality of the linen and the neat, narrow hems which finish the kerchiefs.

Neatly boxed—\$6 the dozen.

(Main Floor, Central)

Men's Redleaf House Gowns of Lightweight Woolens

These fine dressing gowns recently landed from the British boat.

They are chiefly in gray, with blue, black or red stripes, but some are in green-and-white checks.

Price \$35.

(Main Floor, Market)

WHOEVER makes snapshots has an interest in this. There is now on sale in the Camera Store a camera which folds; makes pictures 2 7/8 x 4 7/8 inches; uses an Eastman roll film, and costs only \$8.50. Similar cameras made since the war cost twice as much.

(Main Floor, Chestnut)

New Window Curtain Materials Are Uncommonly Pretty

Also there are several novelities most interesting to women who like the newest ideas.

For example, plain marquisette bordered in each edge with two stripes of either pink or blue. It just looks like a bedroom because it is so dainty and it washes, 55c a yard.

New openwork squares made of marquisette and scrim are really lovely for any windows in the house. 50c and 60c a yard.

Tape and hemstitched edge scrim, 35c to 60c a yard.

Plain marquisette, 25c to 70c a yard.

Rose or light green scrim with drawn work squares, 45c a yard.

(Fifth Floor, Market)

Good News for April! 300 Special Umbrellas—\$2 Each

You'll look far these days to find such good umbrellas as these for the price!

Cotton covers, firm and of good quality, sturdy frames and neat handles.

Men's umbrellas have wood handles, women's have wood handles, some with colored tops, and all with silk loop cords.

(Main Floor, Market)

200 Chairs, Rockers, Settees and Tables New in the Furniture Disposal at Half Price

All of them good, practical, inexpensive pieces, upholstered in variously patterned cretonnes.

The chairs and rockers begin at \$7.50 and go up to \$18.

Settees are priced at \$34 up to \$97.

There are console tables at \$27; nests of three tables a \$14.50; drop-leaf tables at \$16.

Most of the pieces are in fumed birch, but some are in mahogany or walnut.

All are well-constructed and marked at half the regular prices.

(Fifth Floor)



That "Grand Old Game" of Golf Again

This is the season when the robin appears, the buds burst (or freeze) and the cry of "Fore!" is heard in the land. True, some golfers have been playing all Winter, but most of them are just starting up again.

Men's Golfing Wear

Uncommonly smart suits in spirited browns, greens and grays. They are of homespun, chevots and tweeds and all have Norfolk coats of a type that allows perfect freedom. Some of the suits have either short or long trousers and others have knickerbockers only. Prices \$35 to \$47.50.

Separate coats, \$15 to \$30.

Separate knickerbockers, \$3.50 to \$10.

Golf caps, \$2.50 and \$3.50.

Golf shoes, \$3.50 to \$6.50.

Golf shoes, \$9 to \$13.50.

Golfing Equipment

Wooden clubs, \$4.50 to \$6.50.

Irons, \$4.

Golf balls, including Radio, Silver King, Championship, Blue Flash and Taplow, \$4.80 to \$15 a dozen.

Golf bags, \$1.50 to \$35.

Golf ball enamel, 25c and 50c.

(The Gallery, Chestnut)

Nothing Too Good for the Boys

The men who made our boys' Spring suits seem to have taken this for a motto.

You will probably think we are very enthusiastic about these suits and, as a matter of fact, we are—and what's more, we have reason to be.

We don't claim that they are marvels or that there is anything magical about them, but we do claim that as the result of our long experience and of a deliberate effort on our part, this selection as a whole is distinctly finer in modeling, in style features, in tailoring, trimmings and detail than any we have had or than any others we know of at the present time.