

Great Organ plays at 9, 11 and 4:50 Familiar Melody and Lenten Chimes at 11:35

WANAMAKER'S Store Opens 9 A. M.

WANAMAKER'S Store Closes 5 P. M.

WANAMAKER'S WEATHER Unsettled

Easter Fashions Are Paramount in the News for Tomorrow

Men Must Try Not to Become Bees

and be stung by themselves as well as by others, as bees do sometimes when they quarrel.

Impatience is often the cause of it!

Have you ever noticed how awkward one becomes in his impatience while searching for a paper, book or whatnot that has been mislaid?

A man owning a horse that stumbled would soon part with it, lest he might be injured.

Impatience is a stumbling horse and liable to injure us whenever we ride or drive it.

The conveniences, roominess and simple, straightforward ways of this Store are preventives of impatience.

[Signed] *John Wanamaker*

April 4, 1919.

Lovely New Spring Wraps Have Chosen Velour

That being the softest and one of the most graceful of materials for coats in the dolman style.

Both the plain and the silver-tone velour is used, it is hard to tell which is the prettier, and the colors are such as all women want—deer and tan shades, taupe, henna and Chinese blue.

They are equally suitable for afternoons or informal evening wraps, one of the many advantages that velour has.

Prices, \$47.50 and \$57.50.

(First Floor, Central)

Hundreds of Moderately Priced Suits and Dresses for Women

which have been arriving for the past ten days—some of them specially priced, all of them as good for the money as careful buying can make them.

At \$15—Serge dresses, mostly in navy and black. A substantial saving on each dress.

At \$18.75—Georgette and taffeta frocks in navy, taupe, new blue and gray.

At \$25—Another shipment of those specially priced jersey dresses. Very many styles; colors green, henna, gray, beaver, taupe, navy.

At \$25 to \$38.50—500 suits of (First Floor, Central)

RADIANT NEW HATS IN THE MILLINERY SALONS

Hundreds of New \$10 to \$15 Hats

Flower and fruit trimmed hats—hats with posies of the wayside and the field and the garland.

New broad-brimmed hats—the new puffed-ribbon straw, in garden shapes.

New bright-colored hats—reds and purples and greens and blues and browns—gayer than ever!

Ever so many small hats—hats for tailored wear, hats in new and different shapes, trimmed with quills and feathers and flowers.

New transparent hats for dress wear—new horsehair hats; some with flowers under tulle brims.

And Lovely New Hats for Girls—\$3.50 to \$15

Wide flower-trimmed hats in bright and dark colors—hats with ribbons and quills.

Hats for dress and school wear in charming styles.

All the New Untrimmed Hats—

that women want this year; large and small and medium size hats in one and two color effects, in rough and smooth straws, hair and braid. \$3.50 to \$15. And they require very little trimming!

(Second Floor, Chestnut)



Flowers to Trim the Hats

include all the blossoms of the field and garden, in all the fashionable colors—25c to \$7.

It's a Great Year for Sailors—

and sports hats of all kinds. And all kinds are here! Smooth and rough straws and every imaginable color. \$5 to \$18.

Feathers to Trim the Hats

include burnt ostrich, coque and feather novelties of many descriptions, 75c to \$5.

(Third Floor, Central)

New Books

"The American's Creed and Its Meaning," by Matthew Page Andrews. 75c. No other book contains in such compact form so clear a statement of the national ideals and principles for which we stand.

"Blood and Sand," by Vicente Blasco Ibanez. \$1.90. This was the first of Ibanez's novels to bring him world-wide recognition. It deals with the cherished atrocity of Spain—the bullring.

"Ma Pettengill," by Harry Leon Wilson. \$1.50. A collection of short stories with "The Mixer" for central character.

"Nomads of the North," by James Oliver Curwood. \$1.50. A tale of the comradeship of a young pup and a young bear. (Main Floor, Thirteenth)

A Beautiful New Lot of Hamadan Rugs \$29 and \$33.50

The first shipment of Oriental rugs of any importance to arrive from the East within the past twelve months came in lately and these were part of it.

They are lovely pieces in a scarce and most desirable size—roughly, 4x2.6 ft. The colors are particularly good and rich-looking, the prevailing shades being old rose, green, blue and ceru, in a myriad of combinations, and the patterns are all-over effects.

For rugs of such good quality and rarity the prices are most moderate—\$29 and \$33.50.

News of their arrival will be welcomed by many people who have been waiting for just such pieces.

(Seventh Floor, Central)

Mocha Spells Glove Smartness—for Women—

And these new mochas are beautiful! Their velvety texture and soft, pretty colors make them a delight to the touch and the eye as well.

\$3.25 a pair for one-clasp or one-button mochas in beaver, light or dark gray and a new castor shade with various embroideries or stitchings on the back.

\$4.25 a pair for strap-wrist gray mochas, outseam sewn.

\$5.25 a pair for longer strap-wrist gloves—they're really six-button length—in beaver, castor, light tan or light gray. These are exceedingly good looking.

(Main Floor, Central)

Earrings of a New, Lovely Blue

are imitations of lapis lazuli, but much lighter in hue than that much-liked stone.

The earrings are close fitting, in different sizes—50c and \$1 a pair.

(Jewelry Store, Chestnut and Thirteenth)



Tomorrow Men Will Begin in Real Earnest to Buy Their New Easter Clothes

(If any man wants to know why, let him look at the calendar and note the number of Saturdays between now and Easter Sunday.)

Perhaps you will expect us to praise the new suits and overcoats which we are ready to show you, but we are not going to, because we have no need to.

It is a poor store that isn't willing to let customers form their own judgments. We do not wish to pre-judge our own goods. We are not only willing that the men should judge these new suits for themselves—we are very anxious that they should do it.

Not all the talk in the world can prevent quality from showing itself in a man's clothes if it is there already or put quality into them if it is not. We always try to have men's clothing that has the quality already in it.

This season, above all others since this business was first begun, we have a feeling that men's clothes should be exceptionally good, especially the younger men's suits. What we feel is that the men getting out of khaki and into what the English call "civies" should have the finest kind of "civies" to get into.

The prices—\$28 to \$65 for the entire suit stock.

The younger men's suits being \$28 to \$50.

Spring overcoats, \$35 to \$50.

(Third Floor, Market)

Every Man's Old Hat That Survived the Big Wind

should go into the discard this week or next. A great many of them will be retired from service tomorrow and fine new soft hats and derbies from Wanamaker's will replace them.

This season's styles seem particularly fortunate in winning favor, and early as it is, most of these new models have been re-enforced by anywhere from two to six shipments.

Prices \$4, \$5 and \$6.

(Main Floor, Market)

Men's Handkerchiefs Remarkable for \$2.75 a Dozen

We know what they cost in the market today—and that's why we say they are remarkable for the price.

Perfectly plain, with narrow hemstitched hems—and of pure Irish flax of a dependable quality. Sold by the dozen only.

(West Aisle)

Fresh Lot of Men's Fine Woven Madras Shirts

There is no more satisfactory fabric for men's shirts than good woven madras, and this is an exceptional quality for the price.

All plain negligee style with soft cuffs and in striped designs of great diversity.

Price \$2.50.

More \$1 Ties of Imported Foulard

These beautiful, summery four-in-hands were made in this country of silk we imported. You seldom find such ties for \$1 now.

(Main Floor, Market)

Men's Silk Half Hose "Seconds" for 60c

Full fashioned silk socks in black, white and colors. If they were first grade they would be 25c more.

(West Aisle)

A Splendid Showing of New and Fashionable Spring Clothes for Girls and Young Women—Ready at Once

Almost hourly during the past week they've been arriving, and so by now we have a wonderful assortment to show you. The fashions are bright and new, the clothes smart, and there are suits and frocks and wraps for all occasions and needs. And the prices are surprisingly moderate for such pretty things!

Suits Were Seldom More Fetching

\$27.50 to \$65 is the way prices go. And all sorts of suits are here—well-tailored tweeds for country wear, jaunty sports suits of jersey, shepherd checks in Norfolk styles, and serges and poplins and tricoots in dark blue, cocoa brown and other new colors and no end of new styles. Coats in this last group are longer, belts are narrow and tie, quite frequently jackets are bloused. You'll note the good tailoring, unusual models and the silk linings.

Such Pretty Silk Dresses Are Here at \$28.50 to \$43.50

that she's an unusual girl who cannot find one to please her. Shimmering taffetas, gay figured and dotted foulards, soft crepes and crepes de chine—in light colors and dark, many styles—a delightful collection.

New Serge Frocks \$17.50 and \$22.50—

are two brand-new models in dark blue or black. Simple, effective dresses for immediate wear.

The Cape's the Thing This Spring—

and if it isn't a cape it is a dolman—at least that is the way the wrap fashions go.

\$27.50 to \$73.50 for new capes and dolmans of velours, silver-tone, poplin and serge in dark colors or light, with muffler collars or plain collars, silk linings and some jacket effects.

\$73.50 for a brand-new cape in a shoulder length—considerably shorter than the others, but very smart.

All these garments in 14 to 20 year sizes.

Capes and Dresses for Girls

\$13.75 to \$45 for new spring capes for girls of 6 to 14 years include serges, silver-tones and checked materials in the new colors and the correct styles.

(Second Floor, Chestnut)

\$17.75 to \$23.50 for taffeta dresses in light and dark colors—and styles appropriate for girls who wear 6 to 14 year sizes.

\$7.75 to \$23.75 for some new and delightful gingham, cotton crepe and cotton voile dresses in light colors. 6 to 14 year sizes.



"Slimpsy" Petticoats

are the sort which everybody is buying for Easter, for the very good reason that they don't crumple up inside the fashionable narrow skirt.

One of the very best of these "slimpsy" petticoats is of silk jersey; in navy, emerald, rose, taupe, purple, black and other colors; price \$5.

But there are scores of other petticoats, including some a trifle fuller—all taffeta, all-jersey, all-messaline, or jersey with one of these materials for flounces—at \$3.85 to \$18.

(Third Floor, Central)

Anderson Gingham Are by All Odds the Favorites

For fineness of weave, clearness and beauty of color and the variety of patterns, these Scotch gingham from David and John Anderson lead all others. And they wear and wash to everybody's satisfaction.

This year the assortment is particularly fine—plain colors to use in combination, large and medium size plaids, small checks and medium checks, narrow and wide stripes and every possible variation of color. All are \$1.25 a yard.

(First Floor, Chestnut)

Fashions Are Completely Fascinating in Children's Spring Coats

Picture a small loose coat with wide sleeves like a dolman, made of blue serge, lined with red silk and a touch of red on the buttons and pockets. It is marvelously pretty and is \$25.

Capes there are in plenty, in blue serge, mostly having red linings and red on the collars. They are \$7.50 to \$20.

Coats are in so many different styles and so many materials that every mother, and (for that matter) every child must surely be satisfied. Beautifully tailored little garments in blue serge, tweed, black-and-white checks and silk from \$10 to \$24.50.

All these are for children from 2 to 6 years, and the hats to go with the coats are here also. Pretty straw hats, panamas and leghorns, gay with ribbons and flowers, \$1.75 to \$16.

Lingerie hats, including pique, \$1.25 to \$19.

(Third Floor, Chestnut)

Two Good Specials For Easter Travelers

Women's Traveling Bags at \$10.75

Of black cobra grained coltskin, silk-lined, light in weight and 16 inches long. Roomy bags and suitable for overnight or week-end trips.

Silk Handbags at \$4.25

Of black and navy silk, silk lined, with fancy colored celluloid frames and tassels. Good size and shape.

(East Aisle)

Pretty Trinkets at Modest Prices

Use them for little Easter gifts—to yourself or somebody else!

Bead necklaces, in many colors, 50c to \$1.25.

Powder boxes, 25c, 50c and \$1.

Jeweled bar pins, 25c to \$2 each.

Collar pins, 25c a pair.

Hat pins, 25c and 50c pair.

Bracelets, 25c to \$1.

Ribbon sashpins, 50c.

(West Aisle)

Women's Handkerchiefs 75c for Six

They couldn't be bought wholesale for that! Snowy squares of sturdy Irish linen, with hemstitched hems.

(West Aisle)

Women's Silk Stockings, "Seconds," for \$1.25

Black, white and colored full fashioned thread silk.

If they were first-grade goods they would be much higher in price.

(West Aisle)

The Children's Shoe Store Will Be Ready Tomorrow

with the correct high and low Spring shoes for infants, children, girls and young women.

Shoes of—

White buckskin
Tan Russia leather
Black Russia calfskin

Besides Ankle Ties of—

White canvas
Tan Russia leather
Black patent leather

(First Floor, Market)

The Best Low-Priced Waist Is the Simplest

And one of the best styles we have seen this Spring for as little as \$2.75 is an absolutely simple tucked voile, with a flat, pretty oval neck, hemstitching and shoulder fastening.

However, others at \$3.75 and \$3.85 have the laces and embroideries which some women like even better.

(Third Floor, Central)

Some Women Look Best in a Dotted Veil

And such women will be glad to hear that the pretty chenille dotted veils are once more high in favor.

The newest ones are on hexagon, flat and hair-line meshes and the dots may be any size from the largest to the smallest.

In black, brown, navy or taupe, 85c to \$2 a yard.

(Main Floor, Central)

Have You Seen the New Rainbow Rag Rug?

It is a charming thing in a very riot of summery colors, and you at once visualize it in a Summer cottage.

This is only one of a host of rag rugs that are distinctly different from the usual run. There are almost as many grades of rag rugs as there are makers of them, and the finer makes, which we show, are as different from the others as silk is from cotton.

Plain Centers With Fancy Borders

9x12 ft., \$25 and \$38.
7.6x10.6 ft., \$13.50, \$14.50 and \$20.
6.5x9 ft., \$10.50 and \$21.

Hit-and-Miss and Colonial Effects

9x12 ft., \$15, \$17.50 and \$18.50.
8x10 ft., \$13.50.
7.6x10.6 ft., \$12 and \$13.50.
6.5x9 ft., \$9, \$11 and \$12.50.
12x15 ft., \$27.50.

(Seventh Floor, Chestnut)

O-oh—Scenery Eggs!

That's what all the youngsters say when they see the panorama eggs—25c to \$2.25 each. Chocolate eggs—10c to \$1.50 each.

(Down Stairs Store, Chestnut)

Chocolate-Covered Marshmallows—

Puffy balls of vanilla marshmallow, dipped in rich, sweet chocolate.

Fresh every day, and 50c a pound.

(Down Stairs Store, Chestnut)

Easter Shoes—

Fine and Fashionable for Women, Smart and Sturdy for Men

Tomorrow will be a great day for the buying of Easter footwear by both men and women. We are ready with the goods and ready with the service.

Everybody will want new shoes for Easter, and most people will get them a little in advance of that time in order to wear them a few times first and take the newness out of them.

Oxfords and pumps for women and oxfords for men are in great and satisfying variety here. All styles, from the extremely fashionable to the conservative, and all good leathers. Selection is good in women's white low shoes.

Men's shoes, \$5.50 to \$14.

Women's shoes, \$6 to \$11.

(Men's, Main Floor; Women's, First Floor, Market)