

J. W. C. I. Band at 9  
Grand Organ at 11 and 4.50  
Familiar Melody at 11:55  
Lenten Chimes at 12

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER  
Rain

# Setting a New and Higher Standard for Storekeeping

## Nothing Tells So Quickly What We Are Ourselves

as what we say of others. We may have to criticise, but there are two ways to do it without appointing ourselves to the Supreme Court Bench, or assuming that all the facts are known to us.

Life is too short to be mean and take credits that do not belong to us or be jealous of others. Of all things an envious neighbor is the worst kind one can have to live with. Of course, all are liable to make mistakes, but honorable people compass them and correct them when such appear.

"Be just and fear not," said the father to his big son as he went off down the front steps with his little traveling bag to seek his fortune.

Mercantile life would no longer be considered outside of the range of young men leaving college and locating themselves for a career if the small tricks of trade and deceptive practices could be wiped out.

The reason we have a much superior class of people in our business is that we have been for more than 28 years every day in our schools educating and educating them from boyhood and girlhood.

Why should we be going over these things giving our secrets away for nothing, if not for the benefit of the profession of a merchant, which we want to leave with better standards than it had when we threw a hat into the ring?

[Signed] *J. W. C. I.*

April 5, 1919.

## A Sale of \$10,000 Worth of Real Filet Laces

Priced From 40c to \$4.85 a Yard

One of the largest and finest importations of these laces that we have ever brought to this country, and partly because of the size of the purchase, the landing cost is less and the savings are consequently greater.

In view of the great demand for real filet laces just now, and the usually high prices they bring, we consider this importation of remarkable interest.

Also there are many of the wider widths—in both edgings and insertions—that are so much in request for Summer gowns and lingerie. The patterns are fine and beautiful and there is everything from a 1/2-inch picot edge to a 7-inch edging.

(West Aisle)

## The Men Coming Back Have Learned to Value Time

We recommend either the Waltham, Elgin or Howard watches—all of them good dependable time pieces and there is a wide range in price.

Open face 14 kt. gold case watches, 15 jewels, \$33 to \$175. Gold hunting case watches, 15 and 17 jewels, \$46 to \$175.

(Jewelry Store, Chestnut and Thirteenth)

Gold-filled watches, open face, 7 to 17 jewels, \$16 to \$34. Alarm watches, gun metal cases, \$18 and \$20.

Repeaters, gun metal case, \$35. Wrist watches for military or sports wear, sterling silver case, leather or khaki strap, \$26 and \$32.

(Jewelry Store, Chestnut and Thirteenth)

## The Crispest Cobwebs of Collars

have just come into the Little Salon of Mourning Apparel—collars and cuffs of organdie about as sheer as hoar-frost and as exquisitely wrought. They have drawn work, tiny touches of embroidery and minute laces. Prices \$10.75 and \$12.50 the set.

(Third Floor, Central)

## Mochas and Suedes for Fine Spring Handbags

Because of their velvety texture and the softness of their colorings, these leathers are particularly adapted to handbags for Spring and Summer. They are in delicate shades of gray, tan and brown.

Among the many shapes are some that are distinctly new, notably the wide, shallow bags and those with wide bottoms and tapering tops. Some have covered frames, others have tortoise shell finish frames. Linings are plain or gayly striped silks. Prices \$5 to \$25.

(Main Floor, Chestnut)

## Dark Blue Kid Pumps

They are in the Exclusive Little Boot Shop and have pointed tongues, turned soles, 2-inch Louis heels and long slender lines generally. Price \$15.

(First Floor, Market)

## Dress Hats and Hats for More Formal Wear Handsome New All Black Hats

The Gray Salons will present Monday a distinctive collection of new all-black hats—fine straws in unusual shapes, trimmed with the fashionable

burnt goose, ostrich or glycerine ostrich. They are unusual creations from our own workrooms. \$20 to \$60.

(Second Floor, Chestnut)

## Some Fine New Capes for Young Women

are among the newcomers in the Young Women's Salons.

Some are of sturdy wool poplin, quite a few of the fashionable silvertone or plain velour, and others are of serges or twills.

They have many new features as to jacket fronts and belts, novel collars, muffler collars that are fringe trimmed, and most all are lined with gay flowered or striped silks. \$30 to \$50.

14 to 20 year sizes.

(Second Floor, Chestnut)

## New Parisienne Corsets for Spring

Topless models of coutil and fancy broche, in pink, with elastic insert at the waist line. \$8.50 and \$10.50.

A girdle top style is of plain pink batiste, and is designed for average figures. \$10.50.

A pretty model of dotted pink material has a low top and a free hip and is light and comfortable for summer. \$12.50.

Other Parisiennes of the finest broches and silk batistes are \$12.50 to \$35.

Silk tricot Parisiennes, \$21 and \$28.

Cotton tricot materials, lightly boned with low tops, \$10.50.

(Third Floor, Chestnut)

## 4000 Yards Printed Voile, Special at 38c a Yard

An entirely new shipment of a quality that has been selling for a good one-third more.

The patterns, however, are different from any we have had and they are as unusual as they are pretty. Both light and dark effects, with either small or large figures, suitable for all kinds of warm weather dresses. The width is 38 inches.

(West Aisle)

## 300 Silk Umbrellas for Women—\$4 Each

Not only black, but all the fashionable colors are included—a new brown, red shades, blues, greens and purples.

Plain and carved mission handles, some with colored bakelite tops. All with silk loop cords for carrying.

(Main Floor, Market)

## 15,000 Handkerchiefs for Everybody

Great cases are just over from Ireland—and when unpacked this is what we found—

**Men's Handkerchiefs, \$5.75 a Dozen**

Sturdy flax of uncommonly good quality—with narrow hem-stitched hems. Sold by the dozen or half dozen only.

**Women's Tape Handkerchiefs, \$2.50 a Dozen**

Sheer, snowy and wonderfully good for the price. Sold by the dozen or half dozen.

**Men's Colored Handkerchiefs, 50c Each**

Colors and designs men will like—and eight styles from which to choose.

(West Aisle)

## New \$25 Snakeskin Skirts in Beautiful Fancy Weaves

They are even prettier than the plain snakeskin skirts and that is saying a great deal.

Some are in blocks, some in diamonds and others broken plaids, all of the same color, but as each skirt (except the white) is woven in two tones, the effect is scintillating.

There are several styles—each one lovely—and in blue-and-gold, orchid pink, tangerine, Belgian blue, corn color or white.

This is the last shipment of these skirts for some time. We took every one the manufacturer could give us.

(First Floor, Central)

## On Monday We Shall Have Ready the Beautiful Summer Furniture Display

The world will be all right so long as people don't lose hold of the impulse to live in the open. If we could help it, every house would have, besides a porch, a spacious lawn with some trees on it and flowers.

For homes already so endowed Monday will be an interesting day, for Monday we open our Summer furniture display on the Seventh Floor, where you will see all the best and most appropriate types of porch, lawn, garden and Summer living-furniture that we have been able to find.

By actual count, we have over 1200 pieces on exhibition, including wicker, reed, rattan, fiber, and crex pieces in a diversity of colors and color combinations and in cretonne and tapestry upholsterings, presenting a variety of more than 75 different patterns.

This year there is a remarkably fine collection of lawn and garden pieces, in white, chiefly, reproductions of the types used in the stately gardens of Europe. These are made from a particularly fine kind of cypress, a self-preserving wood, some of it believed to be from 100 to 200 years old, which means real maturity. In its construction you will notice that all the joints are mortised and tenoned. No less than four coats of paint have been used on it—paints made to last for three to five years.

Not the least attractive feature of this furniture is the uniform excellence of the designs, practically all of which are reproductions of the architecturally true types that have become standard in Europe.

In this collection there are chairs, tables, benches, gateways, hooded seats, swings, arbors and houses in several sizes at prices going from \$16 for a table to \$123 for an arbor with two seats.

(Seventh Floor, Central)

## The Beautiful Garden and Lawn Furnishings Are Ready in the China Store Also

These are the things which give the natural beauty of a garden or lawn something of the charm of art, and certainly something of elegance.

The selection of pieces is large and very interesting. There are two kinds to select—one kind in white, being made of crushed marble and white cement; the other in gray and made of crushed granite and gray cement. All are guaranteed weather-proof.

In design and decorative detail they conform to the good ornamental standards of Italian marble pieces, but the prices, of course, are much lower. One of the best things about this collection is that it holds pieces not only for the rural mansion with its fine grounds, but for any modest little home that can find use for

(Fourth Floor, Chestnut)



Hickory pieces are in ample show, many in new designs and priced at \$4 for an armchair to \$15 for a settee. There is plenty of porch furniture of maple, in natural and green enamel, with cane seats; also some with stained green oak frames, seats and with backs of rattan, priced from \$2.25 to \$12 a piece. And there is a whole world of wicker!

flower-box or a bird bath or some such piece which will impart a touch of beauty and novelty to its surroundings.

Flower boxes, assorted sizes and shapes, \$5, \$6, \$7.50 and up to \$20.

Flower boxes, oblong shape, \$10, \$12, \$12.50, \$15 and up to \$35. Flower boxes on supports, \$30, \$40, \$55, \$60. Benches, \$22.50, \$24.50, \$25, \$27.50 and up to \$45. Bird baths on pedestals, \$15, \$22.50, \$25, \$27.50 and \$30. Bird baths without pedestals, \$4.50, \$6, \$7.50, \$10 and \$15. Sun dial pedestals, \$12, \$12.50, \$15, and up to \$30. Sun dials for pedestals, \$5, \$7.50, \$9, \$12, and up to \$40. Gazing globe pedestals, \$12, \$12.50, \$20, up to \$35. Gazing globes for pedestals, \$7.50, \$8.50, \$13.50 and \$25.

(Fourth Floor, Chestnut)

## Fine New Wilton Rugs at a Fourth Less

A fresh, clean shipment just brought in to replace those which have been sold. Wilton rugs of this quality soon go out at these prices:

|                    |                    |
|--------------------|--------------------|
| 9x12 ft., \$87.50  | 9x9 ft., \$82.50   |
| 8.3x10.6 ft., \$85 | 10.6x12 ft., \$137 |
| 6x9 ft., \$61.50   | 4.6x7.6 ft., \$36  |

36x63 in., \$15.

(Seventh Floor, Chestnut)

## Beluchistan Rugs— A Handsome New Lot at \$27.50 to \$45

These are one of the good lots that came in the first notable shipment of Oriental rugs to arrive from the East in almost a year. They come in sizes that are very desirable but by no means plentiful—5x2.6 to 3 ft., approximately. The colors are typical Beluchistan shades—rich dark reds, blues, ivories and some pronounced ecru effects.

The selection is remarkably good—the best in a long time—and the prices very moderate—\$27.50, \$35 and \$45.

(Seventh Floor, Central)

## Decorated Metal Ware

such as door-stops, door-knockers, candy boxes and scrap baskets, has just been received in the Art Needlework Store.

Lots of other artistic novelties besides these and all suitable for Easter gifts will be found there.

(Second Floor, Central)

## Music—the Fourth

"Music is our fourth great material want. First, food; then raiment; then shelter; then music."  
—Bovee.

All ages have realized it. Every age has had its musical instruments and its improvements on those that have gone before. The long step from savagery to civilization is the step from the tom-tom to the piano and player-piano.

## The Player-Piano Brings Music to Every Home

No need to have a musician in the family to enjoy a player-piano. From the minute it arrives it is at your service, ready to play any music your mood may suggest.

But to be a good player-piano it must first be a good piano. There are a great many player-pianos on the market, but only a few that are really worth while. Among these few are the

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|--------------------------------------|---|
| Chickering<br>Schomacker<br>Lindeman | Knabe<br>Haines Bros.<br>Marshall and Wendell<br>J. C. Campbell |
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Prices range from \$550 to \$3250, with so many grades between that everyone can find a suitable instrument at a satisfactory price. Moreover, any instrument can be bought on convenient terms, if desired.

(Egyptian Hall, Second Floor)

## A New Easter Fashion Is the Handsome Satin Wrap

Like and yet not like a coat, for it has a loose coat-like form but no defined sleeves, sometimes only a slit for the arm. It is the loveliest and most graceful wrap that can be imagined, and it is worn over afternoon and evening gowns during warm weather.

In some cases the satin is plain—dark brown for example, embroidered in heavy chenille thread with gathered cape collar ending in a tassel and two scarf ends, with tassels in front.

Or it may be brocaded satin and have a collar of gray squirrel or molskin.

The linings are of pussy-willow taffeta, of Georgette or some other soft silk and they harmonize perfectly with the color of the coat.

Such wraps as these are from \$97.50 to \$250.

(First Floor, Central)

## 2000 Specially Priced Spring Waists

1000 silk waists at \$3.85 to \$5. Georgette crepe and crepe de chine, plainly tailored, beaded and embroidered. 600 cotton waists at \$1.25. Voiles mostly; samples and surplus lots; tailored and trimmed; some with a little color. 400 cotton waists at \$1. White and flesh-colored voile; some styles with colored collars.

(East and West Aisles)

## Women's Tricolette Novelty Gowns—\$45 to \$70

Charming affairs showing such new features as—Embroidered apron fronts. Russian blouses with heavily embroidered peplums. Embroidered short slip-ons over skirts with the extension feature.

Flying button-trimmed panels. Richly embroidered girdles on straight gowns otherwise perfectly simple.

The fresh begonia red among other colors such as golden beige and lead color and pure silver gray. Postillon backs to certain loose slip-on effects. Slip-ons with rounded apron fronts and backs.

Prices \$45 to \$70.

(First Floor, Central)

## Smart New Blue Serge Suits for Young Women

These three new models are so attractive we're sure many girls and young women will find them most becoming indeed, as well as very practical Spring suits.

At \$32.50 is a fetching little suit with pongee vest, narrow belt at the waist and buttons for trimming.

At \$37.50 another suit with tricolette vest and many rows of shining silk braid for trimming. This, too, has a narrow belt.

At \$40 an uncommonly good-looking suit, belted but without a vest and with many tiny black buttons in just the right places to be effective.

All are carefully tailored and finished and silk lined. Other new blue serge suits \$43.50 to \$55. 14 to 20 year sizes.

(Second Floor, Chestnut)