

Great Organ plays at 9, 11 and 4:50
Familiar Melody and Lenten Chimes at 11:30

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

Putting Our Best Foot Forward in Fashions and Home Furnishings

To Meet Partial Truths With More Truth

in a fair and broad spirit is the daily endeavor of this page.

The best type of merchant is he who builds without prejudices and meannesses of any kind, and with a desire to uphold and show good will to all who are doing likewise.

So did this Store begin and so has it continued to prosper and enlarge.

[Signed] *John Wanamaker*

April 8, 1919.

Every Woman's Going to Have a New Gown for Easter and Nearly Every Woman Will Want That Gown to Be a Silk One

Now is the time to get the silk—right away.

This is the Store where will be found by all the loveliest pieces of silk and also the greatest variety.

The display at this moment is particularly fine and good and we suggest that every woman who is going to have a new silk gown make her purchase now, for those who wait until later will find the dressmakers busily engaged and may find also many of the loveliest silks that are here today have been taken away. Here are some particularly good things in the Easter assortment:

<i>Pussy willow taffetas.</i>	<i>Glaze taffetas.</i>	<i>Crepes de chine.</i>
<i>Foulards.</i>	<i>Satins.</i>	<i>Georgette crepes.</i>
<i>Sports silks.</i>	<i>White wash satines.</i>	<i>From \$1.65 to \$7.50 a yard.</i>
<i>Plain taffetas.</i>	(First Floor, Chestnut)	

A Special Showing of New French and American Mourning Millinery

The Gray Salons wish to present new models from foremost Paris modistes, as well as new creations from our own ateliers. There are—

New toques and bonnets.
New hats for dress occasions.
Handsome new mourning veils.
The millinery is of straw-and-crepe, of all-crepe, of grenadine-and-straw and silk-and-straw.

The styles are distinctive, the models very new, and the whole collection of particular interest to women who wear black.

Tricotine and Serge Capes Are the Most Popular

And in colors the favorites are dark blue and black. Consequently there are the greatest number of styles in the capes of these two materials and these two colors.

Some are really truly capes, but, to emphasize their newness, they have short, round yokes or long waist-length yokes; some have braid trimming; some are reversible, being serge on one side and silk poplin of a lighter color on the other.

Then there are capes with front parts like coats. They are very smart indeed. Plain silks and foulards are used as linings, and many of these capes have long scarf ends in the front.

Prices go from \$50 to \$97.50.

(First Floor, Central)



Almost Every Day Brings New and Charming Silk Frocks for Young Women

Among the new things we'd like you to see tomorrow are some very Spring-like foulards in black-and-white and blue-and-white flowered effects, some smart new coat dresses of silk tricolette in a lovely sand shade, some printed crepe Georgette that any girl would enjoy possessing, and some crisp and shimmering little taffeta frocks that have just the right number of frills to make them so charming.

All the colors of the fashionable rainbow are here—the styles are those you will like to wear, and the prices are \$32.50 to \$65.

14 to 20 year sizes.

(Second Floor, Chestnut)

Plaid Taffeta Skirts Special at \$9.75

Light colors, such as every woman wants to wear when the thermometer climbs skyward, and the combination is lovely. There is just the one model, it is box-pleated all around, with a button-trimmed girdle and pockets ending in frills of the silk.

These skirts are precisely the kind that most women find look well with every sort of blouse.

(East Aisle)

Three Easter Glove Specials for Women

Gloves to wear with new suits and frocks—all in new styles and all quite specially priced—

\$2 a pair for fine French kid gloves in white, with white or black embroidery, 2 clasps. And you save a dollar on every pair.

\$1.65 a pair for washable cape-skin gloves in tan or champagne with combination embroidery. 1 clasp.

75¢ a pair for tricot silk gloves in black or white with self or contrasting stitching, pongee or gray.

(West Aisle)

Lacy and Beautiful Is the New Rhinestone-Set Jewelry

Not only are the rhinestones perfect and of first quality, but they are set in sterling silver and worked out in the most enchanting designs.

Rhinestone-set lockets are the newest fashion in this jewelry, and they are in square and round shapes and novel designs, beautifully set. \$30, \$33 and \$36 each.

New sterling silver sautoirs, with rhinestone set pendants, \$7.50 to \$16.

Flexible silver sautoirs are also among the handsomest new ornaments, \$20.

Bar pins of much beauty, sometimes set with imitation sapphires or pearls as well as rhinestones, \$5 to \$24.

Dinner rings in new designs, \$6.50 to \$16.

Earrings—and these are quite interesting and different, \$7.50 to \$13.50.

Pendant necklaces, of silver, set with rhinestones, \$5.50 to \$14.

(Jewelry Store, Chestnut and Thirteenth)



A LIBRARY table which is uncommon in every way, even in point of size, may be seen just now in The Little House. It is Louis XVI in style and in it various woods are used with great skill—tulip wood, satin wood, rosewood, ebony. Its beauty of proportion is equal to its refinement, and the price is \$775.

(Fifth Floor, Chestnut)

Next Door to Sterling Silver Is Electro Silver Plate

Some people don't want the outlay incidental to sterling silver and others prefer this kind for Summer use.

But whatever the cause, we are selling a great deal of silver-plated ware just now. The patterns are everything that one could wish and of course the wearing qualities are excellent.

Vegetable dishes with tops that make another dish, \$13 to \$25.

Meat platters, \$12.50 to \$42.

Small meat platters, \$7.50 to \$12.50.

Baking dishes, \$9 to \$22.

Bread trays, \$2.75 to \$11.25.

(Jewelry Store, Chestnut and Thirteenth)

At last the Camera Store has succeeded in obtaining a very good stock of the high-grade anastigmat lenses required for the famous Graflex Cameras, and the Graflex cameras are on sale for \$105 upward.

Almost everything else that a photographer needs will be found in this Store.

(Main Floor, Chestnut)

Easter Is Sure to Bring Forth Vests

If any woman has a curiosity to know what kind, so that she may buy one before-hand, we would suggest some of these new arrivals.

Silk tricolette vests, which fit so snugly and are so pretty. Some have satin and other tricolette collars or there are no collars at all. In dark blue, Copenhagen or tan, \$6.50.

Brocade vests in lovely silver and gold effects, \$8, \$10 and \$13.50.

(Main Floor, Central)

Such Beautiful Filet Laces Surely Never Were So Inexpensive

Most women, considering what an asset, real laces always are for future use, feel that such an opportunity is too unusual to let pass.

In this sale of recently imported hand-made filet lace, the prices are very low indeed, because we are ourselves the importers and the landing cost has been kept at the smallest point.

The assortment is large and contains all widths of edgings and insertions from 1/2 inch to 7 inches. Prices are 40¢ to \$4.85 a yard.

(West Aisle)

2000 Yards Mohair Skirting Special, 58¢ a Yard

In light and medium colors, suitable for warm weather, such as tan, blue, gray, brown and so on. Also there are some plain colors. All are 32 inches wide.

They are very pretty and practical for separate skirts and dresses for shopping or business use. The price is a little over half what these mohairs usually sell for.

(West Aisle)

A Boy Soon "Shows Up" an Inferior Hat

For the hard usage they get boys' hats must be made with special care if they are to give good service. That is the only kind we have, and they are fine looking into the bargain.

Bulldog hats, \$2, \$2.50 and \$3.

Creased crown hats, \$3 and \$4.

Homespun caps, \$1.50 and \$2.

Imported caps, from London, \$2, \$2.50 and \$3.

(Main Floor, Market)

Floor Lamps and Shades—Special

50 mahogany floor lamps, two-light, are uncommonly good at \$10.

50 substantial silk shades, in several colors and mostly fancy shapes, some fringed and some otherwise ornamented, also uncommonly good at \$17.50.

(Fourth Floor, Central)

150 SMALL mahogany lamps with shades, some of the latter fringed, are special at \$3 and \$3.50.

(East Aisle)

An Exceptional Lot of Napkins at \$9.75 a Dozen

A very interesting new purchase, but not very large—just 75 dozen.

Of pure flax, full-bleached and full of substantial wearing quality. Irish goods, size 22x22 inches, in handsome patterns and marked at an exceptional price, \$9.75 a dozen.

(First Floor, Chestnut)

100 Dozen Turkish Towels 40¢ Each Special

Heavy, absorbent bath towels, well made and in two good sizes, 20x40 and 25x42 inches, some plain white, some with blue borders.

A favorable purchase, selling at an exceptional price—40¢ each.

(First Floor, Chestnut)

Linen-Finished Suits Special 38¢ a Yard

As much as thirty shades, and such good ones as tan, dark and light blue, green, pink, black and so on.

It is washable and it is used for the same purpose as a linen suiting by people who do not want to pay the price of linen.

Because of its sturdy quality it tailors well for suits, skirts, street dresses and children's clothes. The width is 34 to 36 inches.

(First Floor, Chestnut)

Living Room Suits in Wicker Abound in the Summer Furniture Display

We show a variety of these attractive suits at prices ranging from \$81 to \$261, each suit consisting of three pieces.

The living-room in Summer should be free of everything suggesting heaviness and heat. These wicker suits are the answer.

\$100 for a brown finished suit comprising 40-inch settee, arm chair and arm rocker.

\$107.50 for a brown finished suit comprising 6-ft. settee and two arm chairs.

\$108 for a light brown finished suit comprising 6-ft. settee, arm chair and arm rocker.

\$113.50 for an ivory finished suit comprising 5-ft. settee, arm chair and arm rocker.

\$131 for a brown finished suit comprising 40-inch settee, arm chair and arm rocker.

WHITE enameled baby walkers are painted with bunnies in honor of Easter. Also they have trays in front of them with colored beads. Price \$7. (Seventh Floor, Market)

SOME of the most taking toy bedroom sets imaginable are cretonne covered and have bunnies and chicks reposing on their pillows or mounted on their footboards. \$2.25 a set. (Seventh Floor, Market)

HERE are the beloveds of Childhood—Peter Rabbit, Frisky Tim, Puss-in-Boots, Red Ridinghood and the most splendid Frog that Would a-Whooing Go, all made up so softly and so utterly without angles that babies can take them to bed and hug them just as hard as they please. Prices \$1.75 to \$4.50 in the Toy Store. (Seventh Floor, Market)

IT isn't too soon to think about an electric portable sewing machine to take away for the summer. (Fourth Floor, Market)

NINE kinds of electric washers ought to make choice easy. Prices \$75 to \$150, in the House Furnishings Store. (Fourth Floor, Central)

THE Ajax Plural or two-way plug simplifies electric matters. Price \$1. (Fourth Floor, Central)

MEMO for the intending traveler—heating pads at \$9; curling irons at \$7.75; immersion electric heaters at \$5.25 and flat-irons at \$6 are all comforts to have along where there is electricity. (Fourth Floor, Central)

NOW is the time to plant bulbs. Large-flowering cannas—white, red and yellow—are 10¢ each or \$1 a dozen. Mammoth gladiolus bulbs the same. (Fourth Floor, Central)

DALLIA clumps are 15¢ each or two for 25¢. Single and double varieties. Lots of colors. Vegetable seeds and onion sets may be bought here also in packages or in bulk. (Fourth Floor, Central)

NEW earthen ware just received from England is in blue, yellow, green, pink and black, each with black-and-white decoration of an old English type. Prices from \$1 for a tiny flower pot to \$7.50 for a big flower holder. (Fourth Floor, Chestnut)

Now Is the Good Time of Outfitting the Men for Easter

The man who doesn't know how many shopping days there are between now and Easter needs to wake up.

The man who doesn't care has no interest in himself, or in life.

Men on the alert are finding us ready.

They can see that this is the Store for any man who wants to feel certain about his new clothes—about the fit of them, the fashion of them, the quality of them, and the actual value they carry for the money they cost.

Men on the alert against "cottony" fabrics, camouflage in the tailoring, misshapen lines and slovenly detail make it a practice to come to a store where there is no danger of finding clothing of which these are characteristics.

They mostly come here; and it is wonderful the way they are coming this season, or rather it would be wonderful if there weren't such good reasons for it in the new Spring suits and overcoats that they are finding here.

Suits, \$28 to \$65. Spring overcoats, \$35 to \$50.

(Third Floor, Market)

Cordovan Oxfords for Men of Fashion

These shoes are of a rich, dark shade of mahogany and are made on smart, narrow-toe English last.

Soundly made, too, with all the points of more expensive footwear.

Price \$9.50 a pair.

(Main Floor, Market)

Beluchistan and Hamadan Rugs \$25 to \$35

Recently unbaled and very welcome.

In rich warm colors, red, old rose, tan, blue and ivory tints. Popular sizes, roughly 2x3 to 3x5 feet.

Excellent pieces for the money, considering market conditions.

(West Aisle)

Lovely Cut and Engraved Crystal for Easter-Time and Wedding Time

Within the last few days we received a new consignment of the richest crystal made, some of it regular rock crystal and also a wonderful assortment of cut and engraved pieces.

There is a particularly fine choice of uncommon and exquisite cuttings, and with Eastertide so near and the wedding season in the offing, these beautiful pieces have a special interest for gift-seekers, especially as their prices are remarkably low.

Berry dishes, \$3.50 to \$20 each.

Salad bowls, \$10 to \$37.50 each.

Handled sandwich dishes, \$6.75, \$7.25, \$10, \$12.75 each.

Sandwich plates, \$12, \$13.50, \$16.50, \$18 up to \$25 each.

Ice cream platters, \$13.50, \$18, \$22.50, \$25, \$30 each.

Comports, \$6, \$9, \$11.50, \$12 up to \$30 each.

Water jugs, \$7.50 up to \$20 each.

Celery trays, \$6, \$7, \$7.50 up to \$13.50 each.

Ice tubs, \$6.50, \$10, \$12 each.

Bon Bon dishes, \$1.75, \$2, \$3, \$3.50, \$4 up to \$6.50 each.

Candy jars, \$4.75, \$6.50, \$7.50, \$12, \$13.50, \$18 each.

Sweet pea vases, \$3, \$5, \$5.50 up to \$13.50 each.

Flower baskets, \$6.50, \$9, \$12, \$15 up to \$26.50 each.

Flower vases, \$4.50, \$5, \$6, \$8.50, \$10, \$12 up to \$75 each.

Lemonade bowls, \$30, \$35, \$42.50 up to \$85 each.

(Fourth Floor, Chestnut)

Spring Time Is Travel Time and Wanamaker's Is the Trunk Store

Whether you make a 10-day trip to Atlantic City, or a 10-month trip around the world, your trunk is going to have charge of the trip and it largely depends upon what kind of a trunk you have whether your trip is a success or a failure.

In most stores—even large stores—you can get only a narrow and restricted selection among trunks.

In Wanamaker's you can find every day the greatest variety in dress trunks, steamer trunks, wardrobe trunks, hat trunks, men's trunks, women's trunks of all descriptions.

Powerfully built dress trunks, canvas covered, fiber bound, two leather straps, cloth lined, deep-divided top tray and lower dress tray, three sizes—\$21, \$23 and \$25.

Steamer trunks of similar description, three sizes, \$20, \$22 and \$24.

Wardrobe trunks for men or women, splendidly made and most conveniently arranged, \$37.50 to \$175.

The Wanamaker special wardrobe trunk at \$37.50. This is a particularly good and convenient wardrobe trunk, made specially to our order and not to be found elsewhere. Made of basswood with cushioned top over wardrobe section, covered with dark green fiber and bound with black fiber. Lined with green cloth.

Corded dimity spreads—a thin pique cord—one grade in three sizes—72x90 at \$3; 80x90 at \$3.50; 90x100 at \$4 each.

Spreads of the same type, but in a better grade and suitable for the putting on monograms are in sizes 72x90 at \$4.50 and 90x100 at \$6 each.

Satin-striped dimity spreads, 90x99, very pretty and moderately priced at \$5 each.

The first pink-striped dimity spreads we have had in a long time are here in size 62x90 and priced at \$3 each.

Blue-striped dimity spreads also, 72x90, at \$3.50 each; while we have some with cut corners and scalloped edges and with bolster piece to match, 72x99, at \$6 a set.

(Sixth Floor, Central)

Here Are the Light-weight Bedspreads in All Their Daintiness

Corded dimity spreads—a thin pique cord—one grade in three sizes—72x90 at \$3; 80x90 at \$3.50; 90x100 at \$4 each.

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(Sixth Floor, Central)

New Ruffled Muslin Curtains Made to Our Order

There was no other way to get these popular curtains in sufficient quantity or in such good muslins as people want, for these curtains have become quite scarce.

No need to tell any woman how dainty and attractive they are for Summer homes.

In plain muslin, ruffled, \$1.75, \$2, \$2.50 and \$3 a pair.

In dotted muslin, ruffled, \$2, \$2.25 and \$3.25 a pair.

(Fifth Floor, Market)

\$160 for a light and dark blue finished suit comprising 6-ft. settee, arm chair and arm rocker.

\$142 for an old ivory finished suit comprising 4-ft. settee, arm chair and arm rocker.

\$153.50 for a gray and blue finished suit comprising 6-ft. settee, arm chair and arm rocker.

\$173 for a light and dark green finished suit comprising 6-ft. settee and two arm chairs.

\$251 for a tan and green finished suit comprising 6-ft. settee and two arm chairs.

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