

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

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER  
Unsettled

# A Convenient Store, a Comfortable Store, a Safe Store in Every Way

## There Is the Old Saying That "the Onlookers

see more than the players." Applying this old proverb to this business, always branching out in every direction, naturally we need the help of "the onlookers."

We shall be glad to have the best thoughts of our patrons and friends to improve the plans and methods of the Store and will take suggestions not as complaints, but as evidences of good will and co-operation.

[Signed] *J. H. Wanamaker*

April 9, 1919.

## Bead Necklaces to Harmonize With All the Easter Frocks

And that means quite a variety, as you may imagine! But there are all the fashionable colors and shapes and sizes of beads in the Jewelry Store, and you may find something of the same color, something to add a distinctive touch, something to contrast or to blend with your new frock in the varied assortment that's here.

Plenty of reds, blues, greens and ever so many more. Some are on silken cords, and some new necklaces have metal beads, too, and are finished with silken tassels. 50c to \$19.

(Jewelry Store, Chestnut and Thirteenth)

## The Time, the Place and the Easter Silks

Less than two weeks to Easter, so the silks for dresses, suits, skirts, waists and so forth must be bought very soon if such garments are to be worn on Easter Sunday.

And the indications are that silks are increasing rather than decreasing in price, so that even the silks for Summer wear can be more economically bought now.

The Silk Store is filled to overflowing with all the beautiful new fashion silks, including novelty sports silks, with every-day staple silks, a great variety of fine black silks, and wash silks of every kind and description.

After making many comparisons, we feel sure there is not a worthy silk missing in the entire collection and certainly the prices, quality for quality, cannot be equaled elsewhere, 85c to \$7.50 a yard.

(First Floor, Chestnut)

## Pink Rubber Corsets Once More Are Here

During war time, when rubber was so scarce and high in price, the corset makers stopped making these rubber corsets, much to many women's regret.

They are the most comfortable of corsets because they are the most flexible and lightly boned. And they have the advantage of fitting into every line and curve of the figure, and offering adequate support.

Women buy them for every-day wear, for gardening, dancing, sports and bathing.

Three models—at \$11, \$18 and an all-silk rubber one at \$30. The two latter models are the slip-over variety and have no bones, only satin strips.

(Third Floor, Chestnut)

## What Better Choice of White Shoes Could a Woman Want?

Customers are surprised at the variety here. They say white shoes are none too plentiful elsewhere.

At \$4.50, white canvas high lace shoes with rubber soles and wedge heels.

At \$5.25, white canvas oxfords with white rubber soles and wedge heels.

At \$5.50, white canvas oxfords with low or Cuban leather heels, white canvas pumps with low or Louis heels and white canvas high lace shoes with low leather heels.

At \$6, white canvas blucher oxfords with Cuban heels, white canvas high lace shoes with Cuban heels, white buckskin high lace shoes with rubber

soles and wedge heels and white calfskin strap slippers with Louis heels.

At \$6.50, white canvas pumps with Louis heels.

At \$8, white canvas oxfords with white leather soles and military heels, white canvas blucher oxfords with white leather soles and Cuban heels.

At \$8.50, white canvas pumps with white leather soles and low or Cuban heels.

At \$9, white buckskin oxfords with white leather soles and low heels, white buckskin high lace shoes with rubber

high shoes with rubber soles and wedge heels and white canvas pumps with Louis heels.

At \$10, white buckskin high lace shoes with white leather soles and military heels and white calfskin pumps with Louis heels.

At \$11, white buckskin oxfords or pumps with white leather soles and low heels and white buckskin high button shoes with Louis heels.

And a great many styles of sports shoes at various prices not mentioned.

(First Floor, Market)

## A Stands for April and April Means Awnings

It is the time to give the order to have the measurements taken and the awnings made so that they will be ready when needed.

Besides which, most people like to choose the awning material when the assortment is at its best, and that is right now.

We will make the awnings in our own good, thorough fashion and keep them until you want them put-up.

A phone call or postal is all that is necessary.

(Fifth Floor, Market)

## New White and Colored Coats— for Little Children

For the very little toddlers of one and two years there are white corduroy coats, and as these are washable, they are very practical for youngsters' wear. Some are plainly tailored, some have yokes and some are smocked, and prices go from \$4.75 to \$9.50.

Other little spring coats for children of one and two years are of taffetas in white, pink or blue, of crepes de chine, of serge and crepe cloth, in many styles, \$4.75 to \$30.

New Spring coats for older children—2 to 6 years—coats of blue serge, of English tweeds, of silks in Spring colors, and of other novelty materials, are in tailored or more fancy styles, as well as regulation styles, and are \$6.50 to \$30 each.

Mohair capes, in French blue, light weight and practical because they shed the dust, \$8.50; broadcloth capes in pastel shades, \$18.50. These are in 2 to 6 year sizes.

(Third Floor, Chestnut)

## Dress Trimming Remnants

All the fashionable colors are included, and in addition to garnitures, ornaments and bands, there are some tassels and pendants.

(West Alley)



**Fetching Afternoon Frocks for Women—Prices \$18.75 to \$38.50**

Hundreds of them have been coming in during the last few days—fresh, pretty little frocks in so many different styles that it seems as if almost anybody could be suited. There are crepes de chine; and plaid silks and taffetas, alone or combined with Georgette; satins, alone or combined; prettily figured foulards and beaded crepes.

Besides the familiar tunic styles there are apron fronts and backs, pointed overskirts, draped effects, straight effects, tiny pleatings, tiny buttons and no end of other features. Also the range of colors is as great as the range of styles. Prices \$18.75 to \$38.50.

(First Floor, Central)

## A Fine New Shipment of \$16.50 to \$50 Capes for Women

Proving beyond all question that the fashionable cape is within the reach of almost any woman who wants one, and almost every woman does want a cape these days.

In all there is a choice of seven different styles of capes between these two prices. They are all either of serge or poplin, and the

majority are dark blue or black, with a few in deer shades.

Some are just plain capes, but mostly there is a loose sleeve or suggestion of wrap about them. The linings are of plain or fancy silk and they add much to the attractiveness of these pretty capes. Braid or rows of buttons are the only trimmings.

(First Floor, Central)

## Easter Frocks and Coats for Miss Six-to-Fourteen Years Old

**New Coats** to wear over the pretty frocks are rather simply made this year, and usually of serge, of roughish tweeds, shepherd checks in clear black and white or of wool poplins. Sometimes they are wholly lined, sometimes half lined. Collars in light colors (that are detachable and washable) brighten some, others have ties, and most all have pockets. \$7 to \$20, and light and dark colors.

**New Silk Dresses** are of taffeta or crepes de chine and are in dark or Copenhagen blue, or the pretty reseda green. Hand embroidery, smocking, tucks and ribbon velvet make

them more attractive, and the prices go from \$17.50 to \$25.

**Wash Dresses** are in white or colors and are as pretty as posies. The colored frocks are of sturdy ginghams, of cool linens, of cotton crepes, chambrays and voiles, and are in more styles than you can imagine. Smocking, hand embroidery and laces trim them, and they are in excellent styles for girls of these ages. \$3.75 to \$20.

White dresses in tailored or other styles are of voiles, batistes and dotted Swisses and are dear little dresses that mothers will approve. \$7.50 to \$25.

(Second Floor, Chestnut)

## An All-Wool Dress Serge Special at \$1.25 a Yard

Not only in navy blue, of which there is plenty, but also in tan, gray, green, brown and black.

One thing that makes it very desirable for dresses is its soft finish and light weight.

It is 40 inches wide and a more than usually good investment for women who can use this kind of serge.

(First Floor, Chestnut)

## Short Petticoats

Particularly good ones, ready the moment they're wanted.

They are all finely tucked and one style has a little lace-edged frill; the others have small-patterned, good embroideries. Prices \$1.65 to \$2.50.

(Third Floor, Central)

## 12,000 Yards Printed Voile Special, 18c a Yard

Such a pretty voile as this has not been as low in price for a long time, and it comes just in season for women who need material for Summer morning frocks!

Dozens of styles, light and dark colors and with large and small designs, some being flowers and others figures.

(West Alley)

## Three New Books

"The Day of Glory," by Dorothy Canfield, continues the story of "Home Fires in France." The author had unusual opportunities to see the work of Americans in France. \$1.

"The Rising of the Tide," by Ida M. Tarbell. This is the first long novel by this author, and promises to be as popular as her other contributions to literature. \$1.50.

"The Man Who Couldn't Sleep," by Arthur Stringer. Ten thrilling adventures of civilization. \$1.75.

(Main Floor, Thirteenth)

## Lilies and Daffodils Bloom on Easter Cards

Every year it seems as if the designs were the prettiest ever and this year they surely are.

Beautiful hand-painted cards, quite different from anything here before, 50c to \$2.50 each.

Die-stamped cards, with Easter lilies and other flowers, chickens and so on, \$1 to \$2.75 a dozen.

Plain Easter cards with mottoes and no designs, 50c to 75c a dozen.

There is still time to have one's name engraved on cards for Easter.

(Main Floor, Chestnut)

## The Trees Are Budding and the Grass Is Green and the Summer Furniture Display Is Delightful

ON THE Seventh Floor (Central) you'll find it outspread in attractive array, and the very sight of it seems to bring Summer-time nearer, with birds and flowers and pleasant lengthening afternoons spent on the porch.

Here are the rockers, arm-chairs, settees, davenport, lounges, tables, even swings, arbors and rustic doorways—all picturesque and practical.

The floor samples number by actual count more than 1200 different pieces, in almost endless variety of styles—made of reed, wil-

low, fiber, rattan, hickory and wood.

The latter refers to the new white garden pieces of matured cypress, that everybody is talking of, for owing to their size, their novelty and their beauty, they appear to be the most striking feature of this whole striking display.

It is a charming and diversified collection, including garden chairs, tables, benches, settees, hooded seats, arbors, gateways—mostly painted white and all very attractive.

If you think of garden furniture as necessarily clumsy, angular and only

(Seventh Floor, Central)

half comfortable, come and see these beautiful pieces, of an almost classic simplicity, all of them reproductions of the types of furniture which ornament the glorious green levels and slopes of the fine pleasure gardens of Europe.

The cypress of which the furniture is made possesses a self-preserving property and is finished with no less than three coats of paint. Prices from \$16 for a table to \$123 for a double-seated hood. The collection of wicker furniture is wonderful in its scope and diversity. Here is where cretonne upholstery reveals itself in

all its charm and daintiness.

This is a class of furniture which pays a double debt of usefulness. It is pre-eminently the living-room furniture for hot weather; and it is porch furniture of the finest type. This collection is particularly rich in three-piece living-room suits, starting from \$81.

All the other favorite kinds of summer furniture are here—hardy hickory, maple pieces so practical and inexpensive and in different finishes; also fiber, rush and crex pieces, making up a display which we believe is large and meritorious beyond comparison.

## Mr. Man-in-Search-of-New-Clothes a Word to You

Every store of men's clothing should be able to give at least one basic reason why it expects men to deal with it—although some might find it difficult.

The basic reason why we expect men to come here for their clothes is because we have made it impossible beforehand for them to get less than the largest measure of actual value that it is possible to give them for their money.

This is a men's clothing store with such a rooted objection to things it isn't sure of that it will have nothing to do with them. The bedrock of the whole thing is reliability, and we have reason to believe that reliability as yet is far from going out of fashion. During this time of Easter outfitting it is counting for a great deal.

It will count for a great deal as long as the world lasts. It is a long time since this men's clothing store became the first store of its kind in reliabilities and in fashion.

The service we are giving these Easter outfitting days shows how we hold our leadership.

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

(Third Floor, Market)

## Men's Sturdy Hats of British Tweeds

The tweeds are British, but the hats are American—made up here of fabrics we imported.

Handsome hats in grays, greens and browns and oh, how they will wear!

Price \$5.

(Main Floor, Market)

## Good-Looking Handkerchiefs for Men 75c Apiece—

have tapes above the narrow hems and are kinds that men will like for dress or general use. There are six styles of tapes, and a man may have the hemstitched hem, or little roll hem, just as he likes.

Fresh and snowy—and Irish.

(Main Floor, Central)

## Men's London Topcoats for Easter

(In the London Shop)

A new shipment of those smart, loose-hanging coats that Kenneth Durward can make so inimitably.

Of Shetland, Harris tweeds, homespuns and covert cloths in Lovat greens, browns, tans and grays.

You won't see any others just like them.

Price \$47.50.

(The Gallery, Chestnut)

## Men's Silk House Gowns for Warmer Evenings

Plainly made, with good lines.

Blue or lavender stripes of various kinds on white grounds, and collar, cuffs and girdle in solid color.

Price \$25.

(Main Floor, Market)

## Fine Wallets for Men

Answering the question of the woman who is looking for an Easter gift for a man.

Three-folds, hip books and letter cases of beautiful black seal, lined with the same leather or with tan or gray calfskin.

Prices \$8.50 to \$13.50.

(Main Floor, Chestnut)

## The Wonderful Easter Line-up of Boys' Suits

Varieties, which mean choice of colors, patterns, fabrics, styles, are wonderful in their scope.

As for quality—that is the distinguishing mark of Wanamaker boys' clothing, but this year it seems so much more pronounced. It is noticeable all through the tailoring, even in the lowest-priced suits; and in the

higher-priced ones it reaches a standard never before seen in boys' clothing.

It is noticeable in the modeling, in the trimmings and finish and detail of each garment.

The prices could not be lower unless the suits were less fine and we wouldn't stand for that—\$15, \$16.50, \$18 and up to \$38, in sizes for boys of 8 to 18 years.

(Second 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. In 9x12 ft. size it is \$25.

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.  
6x9 ft., \$10.50 and \$21.

### Hit-and-Miss and Colonial Effects

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

(Seventh Floor, Chestnut)

## Ever See a Pink Bunny?

There are plenty of them in the Candy Store! Also gray, white and brown bunnies—\$1 to \$3.50.

Chocolate bunnies, 30c each.

(Down Stairs Store, Chestnut)

## This Is House Cleaning Time, and House Cleaning Time Used to Be a Terrible Time

But now it is made easy and pleasant and a cheerful sort of a job with the various new utensils that have been provided by clever men who have found out ways to spare the busy housewife's strength and temper.

- Father dusters.
- Brooms.
- Chamois.
- Disinfectants.
- Silver polishes.
- Metal polishes.
- Cleaning cloths.
- Scrubbing brushes.
- Soaps.
- Paints—for inside and outside of the house, for screens and for porch furniture.
- Tarine bags, 75c, \$1, \$1.25, \$1.50.
- Tar flakes, 15c pound.
- Tar balls, 18c pound.
- Red cedar compound, 15c a box.
- Naphthaline and cedar, 35c pound.
- Naphthaline and lavender, 35c pound.
- Quaker corrugated moth-proof paper chests, each big

- enough for six suits of clothes, \$1.50.
- Red cedar chests—Each complete with castors, lock and key.
- 34x19—\$15.
- 39x19—\$19.
- 46x17—\$24.50.
- 48x20—\$25.
- 46x22—\$33.50.
- 54x24—\$36.50.
- Red cedar shavings, 35c pound.

