

Great Organ plays at 9, 11 and 4:50 Familiar Melody and Lutes Chimes at 11:30	WANAMAKER'S	Store Opens 9 A. M.	WANAMAKER'S	Store Closes 5 P. M.	WANAMAKER'S	WEATHER Fair
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A Store With Fixed Principles but Never Resting on Its Laurels

The Old Habit of Noting Your Own Transient Thoughts

as well as the opinions of others that float in and out of the mind easily in casual conversations and readings is referred to here as a matter not only of real interest, but often of great value.

"What we call 'Discovery,'" said a great writer, "is the serious exercise and activity in reaching out for truth." This we can do by observation, listening attentively to conversations, remembering what we read and hear, and encouraging a feeling for that which is true and good.

To actually feel something in our hearts is much more than to merely think of it.

So we shall find "the more excellent way" for ourselves and be enabled to live our own lives better and help others.

If this Store is a well-built steam engine and keeps on its solid tracks, it will pull others along to the same goal ahead of it.

[Signed] *Joe Wanamaker*

April 10, 1919.

Women's Fine Bolivia Wraps—\$65 to \$225

Rich, plain wraps, whose beauty is in their quality and color and their fascinating printed linings. Very few have any trimming except a tricolette collar or something of that sort; in a few instances there are richly decorative waistcoats. Colors are the soft brown shades such as deer, navy blue, many grays, henna and black.

Prices are \$65 to \$225.

(First Floor, Central)

Green Gold Mesh Bags and Novelties for Easter

Pretty enough to go with the new Easter suits and frocks are the dainty new mesh bags, all gold plated and uncommonly effective. The mesh bags come in the new shapes and sizes and styles and have those fine meshes women like so well and the narrow frames that are the fashion now. \$17.50, \$23 to \$43.50 is the way their prices go.

Green gold purses to carry with the bags are also gold plated and are \$6 to \$12.75.

New powder boxes, in green-gold finish, \$1 to \$8.

And new vanity cases in the same finish are \$5 each.

(Jewelry Store, Chestnut and Thirteenth)

Brand New Jersey Sport Suits for Young Women

—Specially Priced at \$32.50 and \$35

Not only are they of all-wool jersey, but it is a non-crushable quality, so that the suits will be particularly serviceable and look well despite hard wear.

The colors are so attractive, too—deep blue and Pekin blue, heather mixtures, brown, oxford, sapphire, lapin, green and black. They are very well cut and tailored and are of exceptional quality for the price.

\$32.50 for a good-style suit with an inverted pleat in the back; \$35 for another style with a box pleat down the back.

And both styles have the requisite belts, pockets and buttons for smartness.

14 to 20 year sizes.

(Second Floor, Chestnut)

The London Sports Shop for Women

is making sports costumes to order for

Yachting Golfing Tennis Aviation	Riding Motoring Polo-playing and all other out-of-doors sports.
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The materials used are famous British suitings exclusive with this house—among them the Killiecrankie, Ailsa Homespun, Harris and Highland Cottage tweeds.

(The Gallery, Chestnut)

Hand Embroidered and Other Robes at Special Prices

All the hand-embroidered robes are imported, and at their present prices—\$28.75, \$33.50 and up to \$37.50—you will find it difficult to get such qualities and such work for such moderate sums.

They are all in white and of net or batiste, with the pretty hand-work in white, too.

At \$9.75 to \$13.75 are ruffled organdie robes, also embroidered. These are in all-white or white embroidered in colors.

(West Aisle)

Children's French Dresses Now Reduced to \$5 to \$25

are certainly unusual at these prices. They are not quite so fresh as they were originally and some need a pressing, others a tubbing. But prices are a third to a half below regular.

They are the little fine hand-made and hand-embroidered dresses we selected in Paris, and they are in charming styles for little girls of 2 to 6 years.

Quite a number are trimmed with real Irish or Valenciennes laces in addition to the hand embroidery.

(Third Floor, Chestnut)

Just 461 Lace-Trimmed Pillow Slips at 75c Apiece

It's just a little lot from the maker, and the slips are all fresh and dainty and new.

Some are chiefly of imitation filet lace, some of other laces and embroidery, and some of novelty white stuffs and lace.

(East Aisle)

A NEW Kind of Overnight Bag for Women

It is the shape that is different, being rather wide and square-cut at the bottom and tapering sharply toward the top from about the center. All hand-sewed, too.

Made of shiny or dull black leather and daintily silk lined. Sizes 14, 15 and 16 inches. Prices \$30, \$32.50 and \$35.

(Main Floor, Chestnut)

PEOPLE who are interested in the development in this country of the old and precious art of tapestry weaving will like to know that The Little House has on exhibition at this moment one of these modern tapestries. It is a careful reproduction of part of a priceless tapestry—"The Garden of Roses"—which hangs in the Metropolitan Museum in New York; and this copy was so successful it was exhibited beside the original. In color and decorative quality nothing could be more charming.

The price is \$2000.

(Fifth Floor, Chestnut)

COLORED Handkerchiefs

Irish colored handkerchiefs include no end of pretty colors and patterns, and start at 25c each for the women's and 50c for the men's handkerchiefs.

French colored handkerchiefs in styles and colors to please fastidious women and men, and begin at \$1 each.

(Main Floor, Central)

The World Is Sick of Duplicity

—or at Least It Ought to Be

As far back as there are any records of things there were people who tried to make the false and the counterfeit pass for the true and the genuine; and it has never worked and it never can work for any length of time.

It shouldn't be allowed to work one hour, because while it does work it means that somebody is being cheated.

It is an age of great things, but as yet we don't believe anybody can make "men's \$30 suits" from a coarse cotton rag faced with the floor-sweepings of a wool mill.

Yet suits of that kind are being sold here in Philadelphia as "bargains" for \$15, \$18 and thereabouts, which means 50 per cent more than they can by any stretch of imagination be considered worth to any man foolish enough to buy them.

Unfortunately this is not an imaginary condition, but a real one, the concrete evidence of which we have seen with our own eyes and the facts of which we have fully tested.

And it is only one case of the kind.

We have seen "fine Spring and Summer suits worth \$30," the fabric in which was a piece of cotton as coarse as an onion bag and with the dyes looking as if they were applied with a shoe-brush.

It is not our habit to raise a "hue and cry." We have established our men's clothing business—the standard of the country—on a solid bedrock of reliability; and we have attained to a position in which we have no need to raise a scare.

But there is such a thing as an ethical sense; and there is such a thing as common honesty; and there is such a thing as the duty a store with an ethical sense, to say nothing of a sense of common honesty, owes to the public, and that is to put them on their guard against methods and practices that lower the mercantile profession.

This year, as in former years, we are ready with new Spring suits and overcoats, all pure wool and as fine as it is humanly possible to have them at the prices.

Suits at \$28 to \$65.
Overcoats at \$35 to \$50.

(Third Floor, Market)

THE NEWNESS, THE FRESHNESS, THE BEAUTY OF THIS SUMMER FURNITURE DISPLAY ARE A DELIGHT

ONE of the things which people particularly like about this Summer furniture display is that there is so much in it that is new. It may be the more improved European type of white-painted garden furniture of matured cypress; or the neater lines of the wicker pieces or the novel colors and patterns of the cretonnes in which they are upholstered or all of these things combined; but at any rate, the newness and the freshness are there.

One man said to us regarding our Summer living-room suits—"Nearly all of them are new and so different and

attractive." He asked for a moderately priced suit and we showed him one in deep ecru, upholstered in a cretonne showing a wooded background with beautiful simulations of Spring foliage.

The settee is \$26.
The arm chair, \$13.50.
The arm rocker, \$15.
The 25-inch table is \$10.50.

"It's a nice suit, but I'd like something more elaborate," said he. Then we showed him one in tusk ivory with maroon trimmings on willow. The pattern is purely Egyptian. The double willow strands and all joints are fastened by withes and the upholstery is in keeping in design and colors. He bought

(Seventh Floor, Central)

one of these and seemed delighted with it.

The settee at \$52.
The arm chair, \$28.
The side chair, \$24.
The 27-inch table is \$21.

Of course, we have plenty of others. Here is one in beige enamel, which is putty color on ivory. The upholstery is in a harmoniously striped color effect adorned with wild flowers and butterflies. The settee, seven feet long, is \$100. A high back wing chair is \$36. High back arm chair is \$33. The lounge chair is \$44. The leg rest, \$22; glass-top oval table is \$38, and the tea wagon, \$35.

A suit in ivory, of close weave is upholstered in an

all-over foliage cretonne with a bird and a butterfly in flight. All of the pieces have double spring upholstered seats and upholstered backs.

The seven-foot settee is \$126.
The lounge chair, \$92.
The leg rest, \$18.
A high-back arm chair is \$49.
The four-wagon, \$25.
The chaise longue, \$100.

Another very striking suit is one in a silver maple finish on willow. The upholstery pattern reminds one of a maple grove, showing the colorings of early Autumn. Both seats and backs are upholstered on all of the pieces.

The 6-foot davenport is \$77.
The high back arm chair is \$24.
The broad arm rocker is \$29.
The leg rest is \$15.
The 27-inch table is \$11.50.

Women's Fiber and Silk Suits—\$35 to \$150

Two cases in the Fashion Salons are filled with fresh ones; and the colors—especially of the fibers—are quite enchanting. Peach color, orange, pure light scarlet, turquoise, tans, rose shades and pink, navy, many taupe and tan shades besides white and black—even their names are a pleasure! The heavier silks, such as silk poplin, crepes and taffetas, are in the quieter colors.

Styles include slip-ons, as well as a variety of coats, and prices run from \$35 to \$150.



(First Floor, Central)

Brand New Silks

Just out of their cases are these lovely new silks, all of fashionable importance—

Fine white Japanese habutai silks, \$2 a yard.

Striped Japanese shantung pongees in vivid colors, \$2.50 a yard. These will be useful for sports skirts, for linings, girdles, bags and trimmings, and it is of interest that these pongees are down to the same price they were three years ago.

(First Floor, Chestnut)

Special Silks on the West Aisle

Not great quantities, but small lots of desirable weaves and colors.

Crepes de chine, double width, all colors, \$1.50 a yard.

Striped Japanese habutai for shirts, \$1 a yard.

Striped and checked taffetas, \$1.50 a yard.

Checked Louisines, \$1 a yard.

Colored dress satins, street shades, \$2 a yard.

White washable satin, \$1.50 a yard; flesh color, \$1.65.

Blue dotted foulards, \$1 a yard.

Other new foulards, \$2 a yard.

Japanese habutais, 85c to \$1.75 a yard.

Natural shantung pongees, 65c, 85c to \$2 a yard.

(West Aisle)

The New "Kiss Me" Doll

A captivating little figure with real hair that may be used as a favor or an Easter gift.

Price \$3.50.

Candy Store, Down Stairs Store, Chestnut

Women's Spring Glove Specials

\$1.75 a pair for fine French lambskin gloves in black or white, with one row of embroidery, two clasps and out-seam sewn.

\$2.25 a pair for mocha suede gloves that are very soft and velvety, are in gray or taupe, half pique sewn and fasten with one clasp.

(Main Floor, Central)

COTTON Remnants, 15c a Yard

Hundreds of mused odds and ends of almost every kind of cotton goods there are, in the proper lengths for waists and children's dresses. A treasure heap for the mothers of little girls, and the more so as the original prices were from two to four times 15c a yard.

(First Floor, Chestnut)

A Fine Exhibit of Garden and Lawn Furnishings in the China Store

The furnishings which give such a pleasing touch of ornament to gardens and lawns are shown in unusual variety in the China Store. These are things which add to the charm of nature something of the charm of art. They are novel in character, and in design and decorative detail they are in good taste, following the models of the pieces to be seen in the famous gardens of Italy, but being much lower in price.

In this showing there are two kinds—one in white, the other in gray. The white pieces are made of crushed marble and white cement and the gray pieces of crushed granite and gray cement. All are warranted to withstand the weather.

(Fourth Floor, Chestnut)

A Kewpies' Easter Wedding

is attracting a good many glances just now in the Toy Store—and it is quite merry enough and droll enough to deserve them.

Close by are the Easter toys, such as—

Stuffed rabbits, 50c to \$2.
With bows, 75c to \$4.75.

Stuffed chicks, 75c to \$2.
Trimmed baskets, 25c to \$10.
Empty baskets, 10c to \$3.
Toys filled with toys, \$1.15 to \$8.25.

Net rabbits filled with toys, 25c and 50c.

Rabbit carts, 25c and 50c.
Filled eggs, \$2 to \$15.
Empty eggs, 15c to 50c.
Cotton rabbits, 5c to 65c.
Cotton chicks, 5c to 15c.

(Seventh Floor, Market)

WOMEN'S Umbrellas—\$2 Each

Specials, of course.

Sturdy frames and good covers of slightly American taffeta, which is really cotton, finished with a silk edge and with carved and plain mission wood handles with bakelite tops in white or colors; some have bakelite rings, others have silk loop cords for carrying.

(Main Floor, Market)

FOR April Wedding Gifts Silver Deposit Ware

Cheese plates, \$2.50 to \$4.50.
Pitchers, \$8.50 to \$17.
Pastry trays, \$6 to \$16.
Butter-ball dishes, \$4 and \$6.
Cheese and cracker dishes, \$12.
Sugar and cream sets, \$4.50 to \$5.50.

Sauce bowls and plates, \$6.25 to \$8.
French dressing bottles, \$3.50 to \$5.50.
Platenus, \$4 to \$9.
Candy jars, \$5.50 to \$28.

(Jewelry Store, Chestnut and Thirteenth)

NO Advance in the Prices of Fresh Eggs—in the Candy Store

They're fresh every day, too—and delicious!

Decorated chocolate eggs, 10c, 20c, 30c, 50c, \$1 and \$1.50 each.

Panorama eggs, 25c, 75c, \$1.50 and \$2.25 each.

Eggs filled and made more interesting by rabbits, ribbons and flowers, complete, \$3.50 and \$4.

Rabbits, \$1 to \$3.50 each.

Chocolate roosters, 30c and 50c.

Place-card novelties, 15c and 25c.

Painted flower holders, filled with fine chocolates and trimmed with ribbon and duck, \$4.
Baskets for the table, 40c.
Ducks and swans on cake of chocolate, ribbon tied, \$2.
Assorted caramels, 80c a pound.

(Down Stairs Store, Chestnut)

A Carload of Kennebec Canoes

Kennebec models, 16 to 18 ft., \$56.50 to \$58.50.

Kineo models, 16 to 18 ft., \$57 to \$59.

Sponson model, 16 to 18 ft., \$60 to \$71.

Sponson canoes with square sterns, 17 to 18 ft., \$76 and \$77.

Square-stern canoes, 17 to 18 ft., \$64.

Kennebec rowboats in the following models:

Belgrade, 16 and 17 ft., \$60 to \$63.
Maine Coast special, \$78.
Maine Coast lap strake, \$57.

Fisherman, \$31.
Canoe back rests, \$1 to \$3.
Sailing outfits for canoes with leechboards, \$12 to \$20.
Paddles, \$1.50 and \$1.75.
Oars, \$4 to \$5 a pair.
Canoe cushions, \$1.50 to \$3.50.
Paint, ropes, rings, flag poles, boat hooks, anchors, fog horns, rowlocks and so on.
Motors for rowboats and canoes:
Liberty drive motors, \$68.
Neptune motors, \$60.
Caille five-speed motors, \$100; without starter, \$90.

(The Gallery, Juniper)

