

Great Organ plays at 9, 11 and 4:50
Familiar Melody and Lenten Chimes at 11:55

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Rain

Ready for the Thousands Who Will Buy New Clothes Tomorrow

There Is No End of the Prodigious Changes

going on in the life of the world. It is hard to find words to tell the miraculous effects produced by the uses of petroleum. Without it the enemies of the United States would have had hardly any chance to wage war after the first few months.

There could have been no effective aeroplanes or submarines if they had been compelled to depend upon coal for power.

The coaling stations, excessively expensive and difficult to obtain and maintain, will have to be dispensed with.

One of the wonders of the world are the gasoline stations everywhere. The difficulties of coal mining and the conservation of fuel will be materially affected by the ever-increasing inventiveness that substitutes the burning of coal oil instead of the use of the heavy, dirty, stone coal, expensively transported and laboriously stored, upon ships and wherever heat and power are required.

With electricity in the sky and fire and force under our feet, and the waves of the winds harnessed by the mind of man to be his servant—what next?

The revelations of the war have opened the gates to an upper staircase for every human being on the round globe. Think of it and waken to the great opportunities brought to our doors.

Go to it and begin again to grow.

[Signed] *Joe Wanamaker*

April 11, 1919.

Soft Vicuna Sports Coats the Newest of All

We are almost inclined to add "and the loveliest."

Every one of the new styles comes in a beautiful fawn color vicuna, and a vernal come also in deer, old blue, taupe and mouse gray.

They have plenty of new features, from a tuck all the way down the back and a new scarf to throw over the shoulder to an entirely new cut to the coat itself, so that instead of sleeves there are cape-like coverings for the arms and a high turnover collar of dark brown vicuna.

Some of the other models have Raglan sleeves, strap belts and large patch pockets. Prices are from \$87.50 to \$115.

(First Floor, Central)



200 Women's New Dresses at \$25 to \$35

Those at \$25 are dresses of jersey cloth in a great many different colors and styles. It is only necessary to add that no woman who has ever known the comfort and convenience of jersey will ever be without one dress of it in her wardrobe!

Those at \$32.50 to \$35 are foulard, taffeta, crepe de chine and Georgette—a great many of them veiled.

Also the colors and styles of these are many. All sizes in each lot.

(First Floor, Central)

New Blouses of White Voile

One, all white, with high turnover collar and hand-wrought dots, price \$5.50.

One with trimmings of pale pink or blue at \$10.

One buttoned up the back with straps of dotted rose color or blue across the front and a black satin stock at \$12.

And another with hand dots and drawn work and high collar also at \$12.

(Third Floor, Central)

"Why Are Women Buying So Many Plaid Skirts?"

Capes, coats and sweaters have all made these attractive skirts so popular, and the new plaids are lovely enough in themselves to make any woman want them.

At \$25 there are white box pleated serges with colored plaids and colored stripes, just as light looking and cool as can be, and from there prices go down to \$15 for soft plain plaid worsted skirts with shirred backs.

Also there are plenty of prairie cloths in black-and-white striped or plaid effects, and these are also very fashionable.

Tricolette and Brocade Vests to Gladden Easter Suits

In tricolette one may have dark or light blue or tan vests, with collars and belts of a contrasting color or no collars at all, \$6.50. Lovely brocade vests with gold and silver embroidery, \$8, \$10 and \$13.50.

(Main Floor, Central)

New Hat Pins for the Easter Hat

are in new and pretty designs, with small tops, usually of colored enamels in blue, pink, maize, green or violet, and are 50c to \$1.25 each.

(Jewelry Store, Chestnut and Thirteenth)

Women's Pajamas

Since Spring came in the requests for them have been constant. One-piece styles—Of pink or blue soiesette, \$4.50. Of pink or blue cotton crepe, \$3.85.

Of pink silk, \$8.50 to \$22.50. Two-piece styles—Of silk, \$12.50 to \$25.

(Third Floor, Central)



All the Latest Spring Fashions Are Reflected in the New Millinery—\$10 to \$15

Great, broad-brimmed Leghorns droopy with bright-hued flowers; picturesque rough straws trimmed with garden and wayside flowers; fine hair and transparent hats trimmed with ostrich bands or burnt ostrich—all are in this new collection of \$10 to \$15 hats.

And with them are smart tailored hats, new hats for general wear, and ever so many charming dress hats.

A Special Group of \$10 Black Hats for Dress includes malines and horsehair—charming models in large shapes, usually, and trimmed with burnt ostrich or other feathers. These are distinctive and attractive—and brand new!

Women's Ready-to-Wear Hats, \$3.50 to \$15 include trim, good-looking hats for motoring, traveling, business and general wear. They are in small and larger sizes, in black and the fashionable colors, and are interestingly varied.

Girls' Hats, \$3.50 to \$15 are suitable for school or dress wear, and are of fine or rough straws, in light or dark colors, trimmed with quills, ribbons and flowers.

(Second Floor, Chestnut)

Now for a Bright Palm Sunday to Wear All These Smart, New Suits, Frocks and Wraps in the Young Women's Store!

New Frocks First

for at least one new frock is a necessity, according to most girls' notions. Soft, pretty foulards, figured crepes, shining taffetas and gay novelty silks make the new dresses which are in delightful styles and many colors. \$28.50 to \$40.

She'll Want a New Suit

and if she wants one for better wear, here are three new styles: At \$45 an uncommonly good-looking suit of soft wool velour or silver-tone in Pekin blue, sage green or a soft, spring-like tan. There's an inverted pleat in the back of the new length coat, which is belted and finished with a straight row of buttons.

At \$47.50 is a distinctive and different suit, which has a Balkan blouse, many rows of black braid below and a tricolette vest. The suit is of good quality dark blue serge, and the tailoring is good.

At \$37.50 another suit of blue serge, also with a tricolette vest and with black silk braiding up and down the front and across the bottom. Lined with soft silk.

Other dress suits are in many styles, between \$32.50 and \$40. Sports suits of tweed and Jersey, \$27.50 to \$40.

Some of the Prettiest Capes

are those that have just arrived. They are of serge, of silver-tone velour and of poplin, in light and darker blues, tan and sand shades. Some have yokes, some have muffler collars, some are lined with gay silks. \$27.50 to \$40 each.

If She Wants a Topcoat

there are many new ones of velour or serge, in new styles. There are coats for every day or better wear and for many uses. Blue and tan are the best liked colors, and the prices are \$25 to \$40.

All these garments are in 14 to 20 year sizes.

New Suits for Junior Girls

include a becoming new model of black and white checked material, trimmed with black braid and made in blouse style, at \$32.50, and other new styles, for sports or better wear, of poplin or checked materials, at \$27.50 to \$32.50.

15 and 17 year sizes.

(Second Floor, Chestnut)



A Special Purchase of 3,000 Pairs of Women's Fine Silk Gloves—to Sell for 85c a Pair

There's a clear saving of 30c on every pair, too!

Lustrous Milanese silk of good quality is in every glove. They are carefully made, and every glove is double-finger tipped for longer service.

Just the colors that are fashionable, too—pongee and gray, as well as black or white, with self or contrasting embroidery.

Reduced to 75c a pair are Filosette gloves of chamois-finished lisle thread in white, drab or gray.

(West Aisle)

Enamel Powder Boxes—

to dangle from a little ring and chain, are in gay colors, round as to shape, and hold just enough powder to be useful. 75c, \$1 and \$1.25 each.

(Jewelry Store, Chestnut and Thirteenth)

New Redleaf Straw Hats for Children

are just over from England. They are in charming colors and shapes—there are demure little pokes, new close-fitting hats and other shapes suitable for children. They are simply trimmed, usually with ribbon bands and bows.

The straws are of particularly fine quality and the prices range from \$10 to \$20.

(Third Floor, Chestnut)

Quaint Challis Much Wanted for Frocks

A new shipment of the prettiest ring, dot, bar and striped designs, all-wool, at \$1 a yard. You may have either light colors or dark, as you feel inclined; all the designs are small and quaint looking, which is exactly what one wants.

(First Floor, Chestnut)

HOW many possessors of photograph albums know that they can be used for autographs as well? The Camera Store has the white pencils with which to write the names, and a particularly good album at \$1. It has a real leather cover and 50 black leaves 5 1/2 x 7 inches.

(Main Floor, Chestnut)

The Official Automobile Blue Book for 1919 Is Ready

Price \$3, in the Book Store, Main Floor, Thirteenth.

New Beaded Handbags for Easter Costumes

A handbag has become as much a part of a woman's costume as an article of wearing apparel. And at this time a new shipment of beaded handbags holds special interest.

These bags are in pleasing floral and conventional designs in beautiful colors. All have dainty silk linings.

There is a large size with shell finish or fancy celluloid frames at \$25 and \$35, and a smaller size, with covered frame, at \$10.

(Main Floor, Chestnut)

Royal Irish Linen Stationery at 50c and 75c a Box

There are two kinds of this famous paper in this special sale—

1—Fine plain paper and envelopes in white, buff and blue tint, at 50c a box for 24 sheets and 24 envelopes. Just half price.

2—Fine gold-edged paper and envelopes, in white and buff, 24 sheets and 24 envelopes, at 75c a box. Just half price.

We do not know of a better offer in fine stationery in a long time. But only 1050 boxes.

(West Aisle)



For Men Who Must Have New Easter Clothes

three things now matter above all others.

One is TIME.

Another is RIGHT SERVICE.

A third is RELIABILITY.

As to the first, all depends upon the man. He must know as well as we that Sunday a week is Easter Sunday.

As for the other two, we shall hold ourselves accountable. Right service and reliability mean having the reliable clothes that men want when they want them.

It is nothing new for this Men's Clothing Store to measure up to these requirements—it is the usual thing.

Our usual and regular business is to provide at all hazards the finest kind of clothing men can find anywhere for their money, and we think it can be said that whenever a man fails to find clothing of that kind in this, the store that gave a standard to the whole country, he need not hope to find it in any other.

The suits are priced at \$28 to \$65, and comprise a remarkably fine selection of waist-seam models for younger men.

Light-weight overcoats, \$35 to \$50.

(Third Floor, Market)

Man and His Easter Hat

Most men could learn something from their wives and sisters about hats. They could learn that a hat is too conspicuous for any shortcomings they may have to pass unnoticed.

Men who have some pride in their personal appearance are buying new hats now.

And men who know something about style are buying those hats, be they derbies or soft hats, at Wanamaker's.

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

(Main Floor, Market)

Men's English Silk Handkerchiefs

In all the years we've been bringing these beautiful silk squares from England, we've never had handsome ones than these.

The colors are rich and beautiful; the designs are distinctive, new and different.

Prices start at \$2.

(Main Floor, Central)

The Kinds of Half Hose Men are Buying Now

New Spring shipments include—

Silk socks in black, white and colors, 65c, 85c and \$1.25 a pair.

Mercedized cotton in black, white and colors, 45c and 75c.

Cotton in black, 35c and 50c.

Plenty of other kinds, too, and a fine assortment of sports hose for golf and tennis.

(Main Floor, Market)

London-Type Suits of Picked Woolens

An interesting addition in the London Shop—suits somewhat different from any other ready-to-wear suits to be found.

They are made to an order from selected suitings, specially fashioned to our notion, and vastly becoming to the young man who affects something different from the ordinary run.

The selection of chevots and tweeds is especially good.

Three-piece Spring suits, \$40 to \$55.

(London Shop, The Gallery, Chestnut)

A Man Gets His Color in His Shirts and Ties

But for his necktie and his shirt, Mr. Average Man would be a sober note in the Easter throng. But in these things custom permits him to indulge his taste for color.

Our Easter stocks of shirts are large and satisfying. Excellent shirts of muscas and percale and beautiful shirts of silk. Prices start at \$1.65 for a percale shirt and go to \$10, the garments at the higher prices being silk.

As for neckties, here is a very garden of them, in all the colors of the rainbow and all imaginable designs. Prices start at 50c and go to \$3, the last being for exquisite ties of English Spitalfields silk.

(Main Floor, Market)

In Summer Furniture Hickory Means Hardihood and Something More

Our Summer furniture exhibition is remarkable for the excellent choice of hickory comprised in it. Everybody who knows anything about porch and outdoor furniture knows something of the charm of hickory.

It should be noted, however, that this is hickory of a particularly good kind, being built of tough, young saplings.

The seats and backs are woven of the inner hickory bark. The legs of all rockers are bolted instead of merely nailed. Not only is this furniture constructed to last practically a lifetime, but it has been designed and shaped so as to possess a maximum of comfort, character and sightliness, along with which it has the additional advantage of being inexpensive.

\$3.25 for an armchair with spindle back.

\$4.75 for an armchair with a woven back.

\$8 for an armchair with high woven back.

\$10.50 for an armchair with curved woven back and sides.

\$4 for an arm rocker with spindle back.

\$5.25 for an arm rocker with a woven back.

\$8.75 for a rocker with high woven back.

\$11.25 for an armchair with curved woven back and sides.

\$9.25 for a woven-back settee.

\$11.50 for a curved and woven side settee.

\$13.75 for a settee with double curved woven back and sides.

\$15 for a three-panel back swing.

\$15 for a swing with double curved woven back and sides.

\$8.75 for a 39x36 inch square table.

\$9.25 for a 30-inch round table.

(Seventh Floor, Central)

\$10.50 for a 36-inch round table.

\$14 for a table 30x60 inch top.

\$18 for a table 48x48 inch top.

Lounges, tabourets, stands, leg-rests and other pieces will also be found in the assortment.

The entire display is very fine, comprising a world of wicker pieces in a wealth of finishes and upholstery effects; also a particularly good showing of garden and lawn furniture of the finely modeled types seen in the stately gardens of Europe.

Put Your Best Foot Forward in a New Easter Shoe

A host of fine new shoes from Wanamaker's will march in the Easter promenade. And hundreds of pairs of them will be bought tomorrow. We are ready with the goods and prepared to give good service.

High and low shoes for men and women. Styles that range from the last word in fashion to the last word in comfort. In all the good leathers.

An unusually complete assortment of white shoes, for which the demand is early and pronounced.

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

Women's shoes, \$4.50 to \$12.

(Men's Shoes, Main Floor, Market)

(Women's Shoes, First Floor, Market)