

Band and Organ at 9
Organ at 11, 11:55 and 4:55
Lenten Chimes at noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

The Week Before Easter Is One of the Busiest of the Year

There Are Sunbeams to Be Gathered Up

every day and all-along the way.

A lovely young lady with bright sparkling eyes says she has never forgotten the greatest compliment ever paid to her years ago, when a little tot of a girl four years old looked up inquiringly into her face and said: "You has just got NEW eyes, hasn't you!"

What a different world this would be if we used our eyes to see the best in others, and encouraged each other by speaking of it!

Many thanks to the kindly people who think enough of the Store and its doings to write letters of approval.

(Signed) *Joe Wanamaker*

April 12, 1919.

Beautiful Flower-Trimmed Hats.

Black Hats for Dress Occasions, Smart Little Tailored Hats, Sports Hats for All Needs.

(Second Floor, Chestnut)

Exquisite Lace and French Handkerchiefs

For Spring brides or for unusual gifts these fine handkerchiefs are very appropriate. They are the rare, beautiful things personally selected in Europe, and it is doubtful if you will find their duplicates in many shops on this side the Atlantic.

Real lace handkerchiefs, of Valenciennes or Rose Point lace, \$5 to \$65.

Hand-spun handkerchiefs of cobwebby fineness, with that wondrous sheen which only the hand-spun handkerchief possesses, are in white and colors, and some show beautiful needlework as well. \$5 to \$15.

(Main Floor, Central)

French Beaded Handbags Just Off the Steamer

These exquisite pieces will add a crowning touch to the Easter costume.

The colorings are marvelous and are both light and dark, to please all tastes. They are combined as only the French can combine colors. Shapes are new and almost all are frame bags, chiefly shell-finish frames.

Prices \$25 to \$65. (Main Floor, Chestnut)

New Paris Dress Trimmings Handsome and Different

Fringes of wooden beads are among the novelties—they come in beautiful colorings and many combinations.

Panels of black satin, delicately but thickly embroidered with gold thread, are strikingly new. They'll give a Paris touch to any gown.

Black satin trimmings gorgeous with gold embroidery are new, too.

And motifs done in black silk and frosty-looking with silver or gold embroidery are perfectly beautiful; others are of colored beads on fine net.

Head and jet girdles in pleasing colors are ready to give a touch of distinction to new gowns.

But they are so handsome you will like to see them for yourself!

(Main Floor, Central)

24 Styles of Women's Low Shoes at \$6

Surely it would seem as if any woman could find what she wants among these. Here are some of the styles:

- Dull black calfskin straight lace oxfords with military or Cuban heels.
- Dull black calfskin blucher oxfords with low heels
- Dark tan calfskin oxfords with Cuban heels.
- Patent leather oxfords with Cuban heels.
- Black glazed kidskin oxfords with Cuban or low heels.
- Dull black calfskin pumps with Cuban or low heels.
- Tan calfskin pumps with low heels.
- Black glazed kidskin pumps with low heels.
- Patent leather pumps with Cuban or low heels.
- Tan kidskin oxfords with Cuban heels.
- Tan calfskin or gray glazed kidskin oxfords with Louis heels.
- Strap sandals in black glazed kidskin, patent leather or white calfskin.

\$6 a pair for any of them. (First Floor, Market)

2500 Waists in a Special Sale

1000 waists at \$3.85 to \$5. Georgette crepes and crepes de chine, tailored and trimmed, mostly light colored. Also natural colored pongee waists, tailored.

1000 waists at \$1. White and flesh color voile waists, a few with colored stripes or colored collars.

500 waists at \$1.65. Checked pink, lavender or blue voiles with white pleated collars.

(East and West Aisles)

Black and White Checked Norfolk Suits for Older Girls

They are in those jaunty sports styles which girls like so well, and all the suits are of clear black and white, and some in brown-and-white checks.

The materials are of good quality, the tailoring is all it should be. The jackets are silk lined and the suits are ones girls and young women will like for Spring and early Summer wear.

\$27.50 and \$32.50—14 to 20 year sizes. (Second Floor, Chestnut)

Hundreds and Hundreds of Women's Fresh New Easter Clothes

Suits at \$25 to \$150.

Dresses at \$16.75 to \$225.



Every day they have come rushing in—until now the racks and cases in the Fashion Salons are crammed with the pretty things.

Sports suits, country suits and suits of the simpler-tailored types are here at \$25 to \$47.50. The finer novelty suits—and very smart indeed they are—are \$50 to \$150. The two groups together include every fashionable color and material—Poiret twill, gabardine, serge, checks, tweeds, worsteds, taffeta, fiber silk, faille silk, jersey, basket weaves, wool velours.

Everyday dresses and a few evening frocks are here at \$16.75 to \$47.50; while from \$50 to \$225 there are finer frocks for morning and street, gowns for afternoon and evening.

A few are imported; still more are novelties by American designers, and there are quite lovely things among them. Materials are foulards, satins, nets, linens, voiles, chiffons, jersey cloth and serge, tricotine and moire, organdie and faille, not to mention the inevitable crepe de chine and Georgette crepes.

The variety is so great that we feel sure every one can be fitted and pleased.

(First Floor, Central)

New Beautiful Fashion Silks in Plain Colors

Ready for gowns that will be worn all Summer long and that is exactly what women are buying them for.

New crepes Georgette, in all the colors to use in combination frocks, \$2.25 a yard.

New crepes meteor, almost every wanted shade, \$3 and \$3.50 a yard.

New, heavy crepe de chine, in black or white, \$5 a yard.

New Japanese white habutais, one yard wide, \$1 to \$2 a yard. This is our own importation straight from Japan and very reasonably priced.

(First Floor, Chestnut)

The Women's Custom Tailoring Shop

is making a specialty of sports suits at \$50 upward, and finer suits at \$75 upward. Correct materials for both are here for the customer to select from.

This Shop also makes tailored waists and separate skirts to order.

(First Floor, Central, Thirteenth Street)

A Little Petticoat Special

150 silk petticoats of changeable taffeta with deep, finely pleated flounces, and in practically all the fashionable colors, at \$3.85.

(East Aisle)

Real Filet Laces Specially Priced

Many, many Summer dresses are just begging for a touch of real filet—at the neck and sleeves. And it is lovely on lingerie and negligees.

From 40c a yard for 1/2-inch width up to \$4.75 for 6-inch width. Both edges and insertions.

(West Aisle)

400 Sample Underclothes

Some of silk—being pink crepe de chine chemises and camisoles. And some of cotton—being envelope chemises and nightgowns. All at sample prices.

(East Aisle)

A Little Sale of Hosiery and Underwear

Spring and Summer weight goods for men and women. Some second grade, but all will give good service.

Women's Underwear
25c for low-neck, sleeveless vests, "firsts."

30c for low-neck vests, extra sizes.

50c for lace-leg combination suits.
\$1.35 for glove silk camisoles.

Women's Stockings
\$1.25 for black and white full fashioned thread silk stockings, "seconds."

(West Aisle)

Men's Underwear
75c for nainsook and madras athletic style union suits.

Men's Half Hose
25c for black mercerized cotton socks with unbleached soles, "seconds."

85c for full fashioned thread silk half hose with cotton tops and soles; black, white and colors.

(Main Floor, Market)

75 Interesting Silk Skirts

So pretty, so gay and fashionable, and so decidedly inexpensive. 50 are of the new plaid taffeta silks. These are \$3.75.

The rest of tricolette in gay colors—purple, pure orange yellow, blue and rose. They have sports pockets and are rather narrow, and their price is \$16.75.

(First Floor, Central)

ALMOST any woman you can think of would take delight in one of these marvelously soft Shetland shawls or scarfs.

The Art Needlework Store has just received a shipment of them from England—white, gray, dark olive and fawn-colored. Their prices are \$1.50 to \$5.50.

(Second Floor, Central)

3000 Yards Cotton Crepe 25c a Yard (Less Than Half)

Copenhagen blue, rose or green grounds with a pretty all-over design in a lighter color.

When you consider that it is 34 inches wide and it only takes 6 to 8 yards for a dress, every woman can see for herself what inexpensive frocks this crepe makes, especially for those who expect to do the making themselves.

(West Aisle)

Charme d'Amour for Warm Days

It is such a pleasantly refreshing bouquet odor with nothing of the cloying sweetness of some perfumes.

Extract, \$1.25, \$2.50 and \$5 a bottle.

Toilet water, \$2.50 and \$5 a bottle.

Face powder, \$1.50 a bottle. Talcum powder, 75c a box.

(Main Floor, Chestnut)

No Moth Has Any Liking for a Cedar Chest

Above all things, he hates the odor.

For this reason, every last woman likes such a receptacle for her most prized winter clothing, furs and blankets.

The best assortment of cedar chests that we have had for a long time is here now and they are all of proven quality.

Beautifully finished and in all sizes from \$18.50 to \$47.50.

(Fifth Floor, Market)

How to Beautify Lawn and Garden With Glowing Shrubs and Plants

We suggest to our customers that they look particularly into the quality of all shrubs and lawn and garden plants that are offered them. Note the size of the plant. Give attention to the plenitude of its roots. Observe the state of advancement of its buds. Make sure that it is a plant that will flourish.

We have taken the greatest care in the selection of plants for our customers, and we believe if you make your purchases at Wanamaker's you will be better satisfied than by going elsewhere.

Hardy Holland-Grown Shrubbery

- Rhododendrons, 75c and \$1.
- Pyramid box, \$2.
- Magnolias, \$1.25.
- Azaleas, 75c.
- Bush hydrangea, 25c.
- Tree hydrangea, 50c.
- Purple or white wisteria, 60c.
- Lily of valley clumps, 40c.
- Spiraea (von Houtte), 50c.
- Weigelia, red, 50c.
- Purple or white clematis, 50c.

American acclimated hardy Rose bushes, 35c each, 3 for \$1, \$3.50 per dozen.

- Deutzia, 65c.
- Spiraea, 50c.
- Mockorange, 50c.
- Golden chain, 50c.
- Lilac, 50c.
- Rose of Sharon, 50c.
- Bush honeysuckle, 65c.
- Snowball, 50c.

Grape Vines

Concord, Catawba, Moore's Early and Niagara Grape, 25c each. \$2.75 a dozen.

California Privet 1 Year

25 plants, \$5c.
100 plants, \$3.
1000 plants, \$28.

2-Year-Old

25 plants, \$1.
100 plants, \$3.75.
1000 plants, \$35.

(Fourth Floor, Market)

A Refreshing Show of the New Summer Rugs

"Refreshing" is the word. We chose it from a hundred synonyms as most expressive of the atmosphere of coolness and comfort and the restful colorings of this fine display.

You will find the showing on the Seventh Floor, Central, Juniper street side. It is an avenue of thick, richly patterned rush rugs and cool, clean crex and fiber rugs, with beautiful rag rugs and wool-and-fiber rugs hanging from walls and pillars. A lot of charming Summer furniture helps to show how these floor coverings may be used to the best advantage.

The porch rugs, which may be used on the tile and stone floors of open or enclosed porches, as well as on wood floors, are of rush, crex and fiber.

The Japanese rush rugs are the aristocrats of these and are made in both rectangular and oval shapes. The rectangular rugs are in the effective checkerboard design, with contrasting color blocks, and the 9x12 ft. size is \$42.50. The oval rush rugs have plain centers with band borders, and the 9x12 ft. size is \$28.50.

Wool-and-fiber rugs are for use indoors and are in all-over designs or plain centers with fancy borders. 9x12 ft., \$18 and \$25.

Of the favorite rag rugs we have a splendid variety in Colonial effects, hit-and-miss patterns and plain centers with fancy borders. Prices for 9x12 ft. rag rugs range from \$15 to \$38.

It is the sort of showing that makes one long for a Summer home to beautify—or makes one glad one has such a home, as the case may be.

(Seventh Floor, Central)

The Cottage Dishes Are Ready

And they are a cheering sight to see. English wares in gay and bright-colored decorations are the chief feature of the collection.

What delightful sets can be chosen from such a charming variety of wares—all being "open stock" patterns.

For country homes, these English dishes have a special appropriateness, for there is something about them that is at once rural and artistic. The less expensive dishes of American make are here also in large choice. For bungalow use these are particularly adaptable. In all, there are scores and scores of patterns to select from, floral, conventional and what-not.

You will also find a remarkably good selection of the inexpensive glassware so essential to the comfort of every country or seashore cottage.

And the time to choose is while the choosing is so good.

(Fourth Floor, Chestnut)

Finer Lawn and Garden Pieces Feature the Summer Furniture Display

Your lawn or garden is what you make of it. Every lawn or garden seems to say to the owner of it: "Well, here I am. It is for you to cultivate me, to develop me, to ornament me, if you please. Otherwise I can't help discrediting you."

So far as the furnishings are concerned there is a choice here

- \$24 for an armchair with curved seat.
- \$29.50 for an armchair with broad seat.
- \$40 for an armchair with scrolled arms.
- \$40 for an armchair with curved arm and back.
- \$32 for a 64-inch settee with slatted back.
- \$40 for a 64-inch settee with a double slatted back.
- \$48 for a 72-inch settee with high curved back.
- \$56 for a 72-inch settee with 3 panel back.
- \$69 for an 84-inch settee with curved arms and back.
- \$16 for a table with 22x35 inch top.
- \$27 for a 36-inch octagonal table.
- \$47 for an arbor section with curved or straight top.
- \$35 for a 36-inch round table, enclosed.
- \$104 for a curved-top hooded bench, latticed enclosed, with bird boxes.
- \$123 for a double-seated arbor with curved top.

(Seventh Floor, Central)

