

Grand Organ at 9,
11 and 4:50
Lenten Chimes at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Cloudy

“Watchful That Articles We Sell Shall Be What We Say They Are”

It Requires Extreme Vigilance Not to Lose the Emphasis

and ability to guarantee qualities of what we sell—a guarantee which has always been an integral feature of this business.

We must have sharp eyes, in these days of resumption of manufactures, not to allow our customers to be imposed upon, by taking into our stocks linens that are part cotton, or cloths of silk that are part glue and of only half value to those who use them.

Some countries require silks heavily sized. They are sold to people who do not know that they are inferior and not all silk.

We shall be watchful that articles we sell shall be what they seem to be, as well as what we say they are.

[Signed] *J. H. Wanamaker*

April 16, 1919.

All the Gay Flowers of Easter Bloom on the New Hats

Flowers of the field and the garden and the wayside. New large hats, picturesque and becoming, in the new weaves of the season, hats in vivid colors and lovely, unusual shades—these, too, are here. The hats are charmingly trimmed—sometimes with wreaths, sometimes single flowers, sometimes with clusters of blossoms or bright-colored fruits. \$10 to \$15.

(Second Floor, Chestnut)

Bead Necklaces of Many Fashions and Varying Hues—

of many shapes and all the fashionable lengths—make the Jewelry Store a gay and colorful place these days. The necklaces are quite the fashion of the season—and it is an unusual woman who has not several necklaces in her trinket box. Carved beads and plain beads, beads on silken cords, beads with quaint pendants and odd amulet-like ornaments, colored beads and metal beads combined—all these are used. Imitation coral, lapis lazuli, amethyst, jade and sapphires are used, as well as many more. 50c to \$16.

(Jewelry Store, Chestnut and Thirteenth)

A Hundred Spring Frocks for Young Women Are Reduced to \$13.75 to \$20

and any young woman who finds herself in need of a practical serge dress, a pretty silk or wool jersey frock, will find it to her advantage to come see this group. They are dresses which have been from \$7.50 to \$10 higher in price, but are lowered because they are down to one and two of a kind or are broken in style or size. There are dark blue serges, silks in light and dark colors and pretty jerseys in dark and medium shades. The styles are attractive—some are braided, some embroidered and some in rather plain tailored styles. \$13.75, \$15 and \$20—and 14 to 20 year sizes.

(Second Floor, Chestnut)

The Fashionable Long Gloves for the Fashionable Short Sleeves

Some very delightful gloves for afternoon wear are of soft, fine French kid suede in pretty tan and gray shades. They are \$3.25 a pair for 8-button length, \$4 a pair for 12-button, and \$4.75 a pair for 16-button length. New silk gloves in black, white or pongee are \$1.50 for 8-button length and \$1.75 a pair for 12-button length, and \$2 a pair for black or white gloves in 16-button length.

(Main Floor, Central)

A Host of Pretty Styles in Women's Low Shoes

The woman who is looking for a pair of new shoes—or for several pair—will almost certainly be able to get the kind she wants in this store. There are pumps galore in all the good leathers; plain pumps and tongue pumps; pumps with bows and pumps that require buckles; low-heel pumps, Cuban-heel pumps, Louis-heel pumps. And there are oxfords in all leathers; narrow and round toe oxfords, welted and turn sole oxfords; low, Cuban and Louis heel oxfords. And plenty of white pumps and oxfords and white sports shoes. Prices \$5 to \$11.

(First Floor, Market)

American Lady Corsets

New models are these—A corset with low bust at \$2. A pink corset with girle top and cleared hip at \$2. A pink broche with low top—pretty and serviceable—at \$3.50. And a Madame Lyra—which is the finest of American Lady corsets—for average or tall figures. It is pink has eyelets and lacer below the clasp, and costs \$3.50.

(Third Floor, Chestnut)

Plain Colored Gingham Special at 35c a Yard

As a change from printed, figured or flowered frocks, many women like to have a few in plain colors, and gingham is one of the nicest materials for this purpose.

(Third Floor, Chestnut)

Easter Will Usher in a New Fashion in Coats

It is the Mandarin style, the new collarless coat, straight lined, slit up part way at the sides and with the widened slit cuffs—for all the world like a Chinese mandarin's coat.



(First Floor, Central)

Only instead of being made of silk these new coats are of wool jersey, heavily embroidered in Angora wool and with the lower part and the cuffs made of the Angora. One of these coats, a really lovely affair, is of rose color with gray Angora, and the other is tan with Chinese blue Angora. They are \$125 each. Also there is an entire new shipment of wool jersey capes and coats with collars of Angora wool and Australian ringtail fur. These are \$95 to \$125. They are striking looking garments and very pretty.

150 Women's Novelty Suits Reduced — Now \$25 to \$75

Fine suits of checked and plaid worsteds, of wool velours and silvertone cloths; beautiful in quality and color. There are no two alike, but there is a saving of \$10 to \$25 on every one. All sizes in the lot.

(First Floor, Central)

PEOPLE are asking if it is too early to send their furs in for storage. We are receiving furs every day, and the charges are no greater if they are sent in early. Telephone Filbert 1, if you would like a wagon to call.

(Third Floor, Central)

A Great White Wave of Dainty Bedspreads

First—a newly opened box of unusual spreads, specially priced at \$5 each. Pique quilts made in an English effect would be a more exact description of them. They are the closest copies of English spreads ever made in this country. All are in large double-bed sizes and finished with scalloped edges and cut corners.

New Waists With Color

First is a batiste trimmed with pink or blue striped gingham. Price \$2.25. Then a white batiste with solid pink or blue linen on the very oddly shaped collars and cuffs. Also \$2.25. Third, a self-striped white organdie with its scalloped collar and cuffs edged with rose or blue. \$3.50.

(Third Floor, Central)

Silk Chemises Envelope Style

One very airy affair of Georgette crepe with little embroidered band of pink satin ribbon is \$4.85. And another of crepe de chine with three rows of hemstitching and perfect plainness otherwise is \$2.50.

(Third Floor, Central)

A Little Disposal of Silk Sweaters and Slip-ons

Just 69 garments that represent a manufacturer's clearaway. Many styles and colors, but only one or two of a kind. Some mused from handling, but the price compensates. That is \$18.50. Regularly these goods would be a half more to more than twice as much.

(Main Floor, Market)

Women's Black Sports Pumps

Shoes of black Russia leather with imitation wing tips, small leather bows and 1/2-inch military heels. Price \$10. in the Exclusive Little Boot Shop.

(First Floor, Market)

One-Corner Embroidered Handkerchiefs—50c Each

All the embroidery is hand done, of course, and the handkerchiefs are just the dainty, pretty squares women like. They are of sheer Irish linen and have narrow hemstitched hems. Tuck one, two or a dozen in an envelope or an Easter box for a gift.

(West Alie)

Such Pretty Printed Voile Special at 18c a Yard

One may choose everything in the way of material from the most practical of morning dresses to the fluffiest of afternoon frocks, so great is the variety in the colors and patterns. There are tiny and medium designs, figures and flowers, on white, light or dark grounds. Ordinarily they would cost one-third more.

(West Alie)

THE present-day Easter bunny oftentimes brings

DIAMOND JEWELRY

Needless to say it is among the most welcome of all gifts. The Jewelry Store is showing many fine new diamond ornaments, such as rings, bracelets, bar pins, la Vallieres, veil pins, collar pins, earrings, and so on. The mountings are of platinum, in lace-work designs and very handsome. From a bar pin at \$185 to a two-stone diamond ring at \$4620.

(Jewelry Store, Chestnut and Thirteenth)

Easter Plants and Flowers

As fast as the plants are sold fresh ones take their places, so that you may be sure of always having plenty in good condition to choose from. The lilies especially are vigorous and fine, and there are hosts of other Easter favorites—from roses to hydrangeas and rhododendrons, azaleas and geranias and old-fashioned pelargoniums (Easter Greeting). Lots of little plants, too, are here.



Lilies, 60c, \$1.20, \$1.80. Azaleas, \$1.50 to \$2.00. Hydrangeas, \$1 to \$12. Golden callas, \$2.50. Cinerarias, \$1.50 and \$2. Roses, including Baby Ramblers and hybrid teas, some in fancy shapes, \$1.50 to \$3.00. Geranias, \$1 and \$3. Deutzias, \$3 and \$4. Forsythias, \$2. Daisies, white and yellow, \$1 and \$1.50. Rhododendrons, \$7 to \$20. Geranias, \$1.50 to \$10. Primulas, \$2.

(East Alie and Garden Store, Fourth Floor)

Boyish Caps for Boys

There is a difference in cap styles, just as in hat styles, and these boys' caps have a youthfulness and spirit. Good homespun and blue serge caps at \$1.50. Fine imported caps at \$2 to \$3.

(Main Floor, Market)

The China Store Has a Fine Exhibit of Lawn and Garden Furnishings

Now is the good time for furnishing the lawns and gardens, and here in the China Store is a fine display of the novel and attractive furnishings that add an air of dignity and delight to the environments of the home. It should be noted that there are pieces here not only for spacious lawns and large formal gardens, but even for the tiny home plot to which an ornamental touch adds so immensely. Select either white or gray pieces—both kinds are guaranteed to stand the weather. The white are of crushed marble and white cement and the gray of crushed granite and gray cement. In the assortment are various flower boxes, some with supports, priced at \$3.75 up to \$60. Bird baths—with and without pedestals—\$4.50 to \$15. Sun-dial pedestals, \$12 to \$30. Sun dials for pedestals, \$5 to \$40. Gazing-globe pedestals, \$12 to \$35. Gazing globes for pedestals, \$7.50 to \$25.



(Fourth Floor, Chestnut)

Robes for the Car and Clothes for the Driver

If you are planning a trip over Easter, why not get the chauffeur his new uniform now and get the new light-weight robes you were expecting to buy later? Chauffeurs' suits of light-weight whipcords and worsteds in grays and tans, \$30 to \$45. Chauffeurs' light-weight overcoats, \$40. Dusters of cotton, linen, chambray, mohair or pongee, for owner or chauffeur, \$2 to \$25. Light-weight robes of cotton, linen, wool, mohair, Bedford cord or whipcord, \$3.50 to \$60.

(The Gallery, Chestnut)

No Matter What the Weather on Easter—Here's an Umbrella for It

Umbrellas for sun and umbrellas for rain—and very often the same umbrella does service for both? Now that colored silk umbrellas are so much the fashion, there is really a wonderful assortment from which to choose, for the colors are many and the styles are varied. Blue, purple shades, greens, taupe, tete de negre, bright and subdued shades of red are some of the best-colored colors. Short handles, with silk, leather or novelty loops or cords, usually finish the umbrellas, and they have short ferrules and fancy tips. \$5, \$7.50, \$10, \$12 and \$15 each.

(Main Floor, Market)

Some Women Prefer Fine Seal Handbags

Silk and velvet and glove-leather handbags may come and go, but a little group of discriminating women will always declare for handbags of fine pin seal. We have a large and interesting assortment of pin seal bags in navy and gray, and in some of the darker colors, such as brown, dull and shiny finish and though the great majority are black. They are in many shapes and styles. Prices range from \$5 to \$20, with unusually good choosing under \$10.

(Main Floor, Chestnut)

New Books

"His Friend Miss McFarlane," by Kate Langley Bosher, \$1.50. A story of a boy who was sent to a reformatory and of some of the things that happened to him and to other people. "The Red Signal," by Grace Livingston Lutz, \$1.35. A story with thrills and romance and a little of the Great War in it.

(Main Floor, Thirteenth)

Prettier Hats and Coats Than Ever for the Children

This year's coats for little girls and boys of two to six years may be as trim and tailorish as you like, or they may be quite elaborate—all kinds are here. There are serge and tweed coats that are plain as the proverbial pipestems and very practical and good looking; there are soft silks and crepes de chine for little girls—coats in gay colors and most feminine styles. \$6.50 to \$40 is the way prices go. All sorts of new hats and caps and bonnets—fine hand-made caps and bonnets for the babies up to one year; new lingerie and pique and hand-embroidered hats for children of one to six years; new straw and tailored, as well as fancy straw hats for children of two to six years—\$1.75 to \$20.

(Third Floor, Chestnut)

For Men Who Appreciate the Right Kind of Clothing and Mean to Have It

The nearer we get to Easter the more vital it is for a man to have a clothing store to look to that he knows he can depend on for the best in fashion and quality and value for his money.

There is hardly a clothing store in Philadelphia that won't claim to be that kind of store, but claims are one thing and proving them is another.

This has become the standard store of men's clothing not by making claims, but by living up to them.

We are here to live up to the claim that we are able to give men better service and better clothes for their money than any other store can give them—all things considered.

For younger men a magnificent showing of specially modeled suits at \$28 to \$50.

For men of more mature age an unstinted selection of fine suits at \$30 to \$65. Light-weight Spring overcoats, \$30 to \$50.

(Third Floor, Market)

Every Husband Hopes for an Easter Gift Necktie

Some hope in vain, but others have wives who understand how much a man appreciates a little present now and then.

We invite these kind and thoughtful wives to see the kind of ties their husbands want. There is an almost limitless variety.

You can choose from an excellent lot of 50c ties, or from beautiful, summery ties of imported foulard at \$1, or from superb ties of finest English Spitalfields silk at \$2.50 and \$3.

(Main Floor, Market)

Cottage Furniture Unique and Lovely in Design and Decoration

Living-room, bedroom and breakfast-room suits, novel and charming in design and decoration, are the crowning glory of the Summer furniture exhibition.

We have given these delightful suits a special setting on the western side of the Seventh Floor, where, together with the Summer rugs, they constitute a particularly refreshing and beautiful display. A five-piece bedroom suit in enamel, decorated with brown stripes and Japanese hanging baskets of wild flowers, is marked \$163.50.

A living-room suit in willow, finished in a frosted brown, is upholstered in cretonne very prettily colored in tones of ivory, olive, terra cotta and old rose, the pattern being a Japanese pine with wild flowers and pheasants. Price \$175 for four pieces.

An ivory-finished and decorated breakfast-room suit at \$275 includes a buffet with large linen drawer, a sub-divided silver drawer and two cupboard; also a drop-leaf table 40x44, a china closet with slatted ends, and a serving table with large drawer. The chairs have quaint and curved backs.

A five-piece living-room suit in fawn and brown enamel is marked \$255, and comprises a settee, a three-deck removable-tray tea wagon and end table and two high-backed chairs. The color scheme in the upholstery is a tusk ivory shade with dark blue, decorated with an urn overflowing with crushed rosebuds. Among the other charming things are two breakfast-room suits, an ivory and a blue, both eight-piece suits, prettily decorated and priced at \$145 each. There is a particularly exquisite breakfast-room suit of eight pieces in a lovely shaded ivory with delightful touches of blue and gold on the turned columns at \$365.

The highest-priced suit in the collection is for the living-room, and comprises five pieces in ivory enamel and cane. The style is quaint turned Colonial, and the damask upholstery shows a combination of black with dull and bright gold and silver tone. The price is \$500.

Right beside this you will notice a delightful old tester bed—a four-post Colonial of beautiful mahogany—regularly canopied and flounced and draped in the most grand-motherly fashion. The posts show an elaborate degree of fine feather carving. Included with the bed are a box spring, a mattress, a bolster roll, pillow and all the draperies. Price for all is \$395.

Typically Colonial in style is a bedroom suit in an ivory finish with touches of pink and black, in addition to a floral decoration—for nine pieces, including twin beds, the price is \$350.

(Seventh Floor, Central)

Rag Rug Stocks Are at Their Best Just Now

Assortments are full and complete, and people liking a wide range of patterns to choose from will be well pleased.

Colonial and Hit-and-Miss Effects
9x12 ft., \$15, \$17.50 and \$21.
7.6x10.6 ft., \$11.50 and \$12.
8x10 ft., \$15.

(Seventh Floor, Chestnut)

Br'er Rabbit and All His Cousins

and brothers and mother and father, are down in the Candy Store at this very minute, waiting to make an Easter visit to some small girl or boy. Chocolate cream decorated eggs are 10c to \$1.50 each. Assorted cream eggs, 10c each. Jelly eggs, 40c a pound. Panorama eggs, 25c to \$2.25 each.

(Candy Store, Chestnut)