

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  
Unsettled

# Not Much Time Left to Complete the Easter Outfitting

## There Are Few Human Beings Who Do Not Have

an inextinguishable desire to rise higher in knowledge and every other quality that will promote advancement, happiness and usefulness.

Walking through a conservatory, it is interesting to study the tendency of plants to twist around a stick and climb by little tendrils and leaves, hooking on to something and winding themselves upward.

At almost every step we take, we meet the suggestion to catch on to whatever is near us and grow up.

To have remained in the old sheds of the railroad freight station would have been a crime against Philadelphia.

We've just got to grow.

(Signed) *John Wanamaker*

April 17, 1919.

## Most Women Love the Soft Luster of a String of Pearls

and, even though the pearls are imitation, enjoy wearing them. The Jewelry Store has a remarkably fine collection of those imitation pearls—the beads of unusual beauty, with sheen and color of unusual charm.

Necklaces in many lengths and of uniform or graduated beads begin at 75c for a special string and go on up to \$25 for a very handsome one.

(Jewelry Store, Chestnut and Thirteenth)

## Women's French Gloves Have a Charm All Their Own

Perhaps it is in the fine texture of the skins, perhaps in the careful cut of the gloves, perhaps it is in the dainty finish and the comfortable fit—but whatever it is, there is certainly a distinction in the French gloves.

Here are fine new French gloves—lately come—black, white, tan or gray at \$3 a pair; and black with white or black embroidery; white with white or black, or white, tan, brown, champagne or navy blue kidskin with wide contrasting hems and embroideries, at \$3.50 a pair.

(Main Floor, Central)



## Women's Fresh Jersey Dresses—\$25 to \$47.50

Every day brings in a few, so that the glass cases are all the time full of the most interesting and attractive things—tunic styles, chemise styles, coat styles. Some are plain, some embroidered; the jersey in them is of extremely good quality, there are sizes for everybody, including large women, and the colors are very many—browns, grays, sand shades, beige, tan, new blue, Pekin blue, taupe, henna, emerald, navy and black.

Prices \$25 to \$47.50.

(First Floor, Central)

## Sports Coats Are Assembling for Their Annual Meet

They are the very smart coats to wear with sports skirts and they are the most piquant, the most fascinating coats imaginable.

In silk poplin there is a new slip-on style with brushed wool collar, cuffs and deep band at the hem.

Another has a long shawl collar of the brushed wool and is faced with it. There are also quaint Paisley-design jackets in silk poplin and plain-colored short cape-coats. From \$65 to \$87.50.

Also these sports coats come in plain and checked velvet, some combined with duvetyne as a trimming, \$75 and \$85.

(First Floor, Central)

## Topless Sport Corsets

Some excellent Treo models are these:

An elastic-girdle hip confiner which gives perfect freedom. It is closed in the back, has a clasp in front and is suitable for golfing, tennis and bathing. Pink or white elastic, 12-inch length, \$3.50.

Another girdle for tall figures, 16 inch, white only, \$4.50.

Elastic hip confiner, 14-inch length, pink only, \$5.50. Elastic girdle for tall women, \$9; extra sizes, 16 inches long, \$9.50.

(Third Floor, Chestnut)

A GREAT many women feel that they must have some light little fur neckpieces, to put on the moment they leave off their heavier wraps. The Fur Salon has the favorite tiny boas of one and two skins in several different furs—Russian and Hudson Bay sable, natural and blended Japanese marten, natural mink, and blended and natural stone marten. Prices run from \$35 for mink to \$200 for Russian sable.

(Second Floor, Chestnut)

## WOMEN WHO HAVE ASKED FOR VELOUR CHECKED SKIRTS

will no doubt be glad to learn that they are at last here.

The model is an exceedingly attractive one and very new—with slight gathers around the waist and hip pockets. It is slightly slit at the bottom and finished with three buttons.

In small checks of blue, purple, brown or green combined with tan. All nice to wear with sports coats or capes, \$15.

(First Floor, Central)

CHALLIS is one of the old-time materials which fashion has revived for women's dresses—dotted or striped challis, made up with quaint collars, cuffs and sashes of white organdie.

The dresses may be seen in the Women's Fashion Salons, and are priced at \$32.50 and \$33.50.

(First Floor, Central)

## WOMEN'S FINE SILK STOCKINGS "SECONDS" AT \$2.35

480 pair of that high-grade accordion ribbed boot, thread silk stocking that would sell for more than double this price if first grade.

The imperfections are trifling and do not impair the wear.

(West Aisle)

## FLESH-PINK CREPE SPECIAL AT 28c A YARD

Very much liked for making Summer lingerie and negligees because it doesn't require ironing and is so easily laundered.

It is 30 inches wide and only in this one color.

(First Floor, Chestnut)

## Just When So Many Young Women Want Dark Blue Spring Suits, Come These at \$35

which are a bit better than \$35 usually buys, because we've had them in our own stocks at higher prices!

They are few-of-a-kind and include smart new models of Poiret twill, of firm gabardine and of the much-wanted serge.

They are of fashionable cut, in the late Spring styles, well tailored and carefully-silk lined.

Plain-tailored models, braid and fancy trimmed suits are included, and quite a number have the saucy little vests of contrasting color to add a touch of smartness.

14 to 20 year sizes.

(Second Floor, Chestnut)

## NEW FOR EASTER TRICOLETTE-EMBROIDERED VESTS

Only this one last touch was needed to make tricolette vests prettier—an embroidered design on the front.

There are no collars to these vests, and they come in dark blue, Copenhagen and tan, \$7.50 to \$15.

Plain tricolette vests, some of these with collars, \$6.50.

Or women may choose piques, madras, linen, poplin, broadcloth, satin, or brocaded satin, with prices from \$1 to \$13.50.

(Main Floor, Central)



## Easter Flowers

No lovelier greeting to a friend could be possible than a pot of snowy fragrant Easter lilies, or a gay little genista plant or a splendid azalea or rhododendron.

The variety of flowers is as great now as it was the first of the week.

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 Rambler and hybrid teas, some in fancy shapes, \$1.50 to \$30. Gardenias, \$1 and \$3. Deutzias, \$3 and \$4. Forsythias, \$2.

Daisies, white and yellow, \$1 and \$1.50. Rhododendrons, \$7 to \$20. Genistas, \$1.50 to \$8. Primulas, \$2.

Heather, 75c to \$2.50. Bougainvilleas, \$5 to \$20. Spireas, \$2.50 and \$3. Forget-me-nots, 50c. Crotons, \$1 to \$20.

(East Aisle and Garden Store, Fourth Floor)

## WAISTS AGAIN

Tailored striped dimity, all white, with high-low collars and link cuffs, \$2.25.

Batiste with tiny box-pleats both back and front, and Philippine embroidered collars and cuffs, \$7.50.

Cross-tucked voile with pink and blue trimmings; and another style with Valenciennes lace, hand embroidery and drawn-work, each \$10.75.

Batiste with real filet, \$12.

(Third Floor, Central)

## PARIS SENDS HER LOVELIEST VEILS

Veils that will mean everything to the Easter hat because they are the latest fashion word from Paris.

They are quite, quite different: new black patterns, dots arranged in novel ways, becoming scrolls and new variations of the trench veil. In black, brown, taupe or navy, 85c to \$4 a yard.

New French made veils are close to being the prettiest we ever had. They are on hexagon and filet meshes and like the veils by the yard, they are all new patterns. In black, brown, navy and taupe, \$2 to \$10 each.

(Main Floor, Central)

## THE MAID, TOO, WILL LIKE A NEW SPRING OUTFIT—

Crisp, new morning dresses in pink, blue or striped cottons, well made and trim, are \$3.50 and \$3.85 each.

Afternoon dresses in black cotton at \$3.50 and \$4.50 and gray cotton at \$4.50.

Or black or gray mohair dresses, \$6.50 and \$16.50.

White dresses for children's nurses are \$3.50 and \$4.50 each.

Morning and afternoon aprons, in many styles, 50c to \$3.50.

Collar and cuff sets, 25c to \$1.50.

Maid's caps, 5c to 65c.

(Third Floor, Central)

## APPLE-BLOSSOM

time is the best of all times to make photographs. If your camera is worn out or too small, please remember that the Camera Store always keeps all the best cameras—those made by the Eastman Kodak Co., Folmer, Schwing & Co., Anasco Co., Burke & James and the Gundlach and Seneca Co. A particularly good one is a folding camera with a lens corrected for color and straight lines. It makes a picture 2 7/8 x 4 7/8 inches, uses the regulation Eastman roll of film, and sells at \$8.50.

Other cameras, \$1.05 to \$252.80.

(Main Floor, Chestnut)

## LARGE SILK HANDBAGS WITH HEAVY PIERCED FRAMES

These are very good-looking bags indeed. They resemble the costly sterling silver frame bags that are so effective, but these frames are white metal in rather elaborate filigree work.

The bags are of good black and navy silk and are in two shapes and two sizes, both large, but one larger than the other.

Prices \$10 and \$12.50.

(Main Floor, Chestnut)

## CANDY JARS MAKE NOVEL EASTER GIFTS

They are, however, very popular indeed, and in preparation for Easter we have just received many new ones of charming designs.

Some are cut glass, others are engraved, but all are decorated with silver deposit or sterling silver tops. In addition, a number have the most exquisite hand-painted or enameled bands.

It is surprising to find such pretty gifts so inexpensively priced, \$6 to \$13.

(Jewelry Store, Chestnut and Thirteenth)

## REAL FILET LACES ARE QUICKLY CONVERTED INTO GIFTS

Into beautiful collar and cuff sets, for example, to give some woman friend for Easter.

Or even a couple of yards of these exquisite laces are welcome gifts.

There are both insertions and edgings in these at special prices. From 40c for a 1/2-inch width to \$4.75 for 6 inches wide. There is a saving of one-third the cost on each yard.

(West Aisle)

## FRESH EGGS!

Of cream cocoanut, chocolate covered and decorated. 10c to \$1.50 each.

Jelly eggs, 40c a pound.

Colored cream eggs, 10c each.

Easter baskets, filled with eggs and Easter novelties, 10c to \$18.

Easter nests, filled with eggs, \$1 to \$1.50.

(Down Stairs Store, Chestnut)

## Every Minute Counts for Men Who Must Have New Clothes for Easter

This Men's Clothing Store is a standard store all the time. It is not a one-day store or a one-season store, but an all-the-year-round store, equal to the occasion every business day of the year.

After this Easter we shall have a very fine selection of men's suits, just as we have a very fine selection today.

But the point is that any man who wants to have one of them for Easter must choose it at once.

We are on the tiptoe of readiness to serve him. We have everything needed to satisfy him.

With time so limited, it is a good thing for him that when he comes here to buy his suit he can leave doubt and uncertainty outside the door.

There is neither doubt nor uncertainty connected with these suits.

Everything connected with them is above board.

They are the finest ready-to-wear suits made in America.

They are here because nothing less could satisfy us.

They are here for men whom nothing less can satisfy. The prices are \$28 to \$65. If any man can find a better suit within this price-range than we can show him, he will have made a remarkable discovery and we hope he will let us know of it.

Spring overcoats are here also in excellent assortment at \$30 to \$50.

(Third Floor, Market)

## Men's House Gowns Make Fine Easter Gifts

Almost any man would like a fine house gown, but not every man would buy one for himself. He would be delighted, though, to find one on his chair Easter morning.

Redleaf house gowns from London, of light-weight woollens, are chiefly in gray with blue, black or red stripes, and some in green-and-white checks. They are \$35.

Silk house gowns are in blue or lavender stripes on white grounds, with collar, cuffs and girdle in solid color. These are \$25.

(Main Floor, Market)

## Easter Oxfords for Men

The man who wants a fine new pair of shoes for Easter can surely be suited here. If he likes the smart, narrow-toe English last he can choose from a number of styles.

If he prefers a somewhat rounded toe, there is also good variety of those.

If he wants a wide and notably comfortable toe, that is here, too.

Black and tan calfskin, black kidskin and an unusually good selection of mahogany-color cordovan.

Prices \$5.50 to \$15.

(Main Floor, Market)

## BOYS' TWEED HATS IN ALPINE SHAPE

They have rather more style to them than the customary rough-and-ready hats that boys get in tweed. We introduced this style only a short time ago and it has been high in favor from the start.

Prices are \$3 and \$4, the \$4 hats being of finest English tweeds.

Many men who wear small hats will like these.

(Main Floor, Market)

## Easter Handkerchiefs for Easter and Every Day

In other words, the good, practical kind liked by all men and women.

For men, in sturdy Irish linen, plain hemstitched, \$5.75 a dozen. This is a special price, since we made the purchase two years ago when linens were much, much lower.

For women, plain Irish linen, with rever hems, special at \$4 a dozen. These should rightly be half again as much.

Note.—There is still time to have handkerchiefs machine embroidered before Easter. Initials or first name, 75c a dozen. Full name, \$1.25 a dozen.

(West Aisle)

## 350 New Pieces of Summer Living-Room Furniture Added to the Half-Price Disposal

Some are of fumed birch, some of brown oak—not mission, however—and some in a soft brown mahogany.

For enclosed porches and Summer living-rooms these pieces are particularly suitable, and the opportunity to secure them at half price is so unusual that there is no need to emphasize it.

50 armchairs and rockers of mahogany wood, cane panel backs, damask upholstered, box spring seats, \$13.50 each.

25 armchairs and rockers with oak frames, cane panel backs, tapestry upholstered, box spring seats, \$12.50 each.

50 armchairs and rockers of fumed birch, all-cane backs and cretonne upholstered box spring seats, \$15.50 each.

(Fifth Floor, Central)

50 armchairs and rockers, in oak, English brown; the backs are all-cane, the seats are box spring, tapestry upholstered—\$17.50 each.

50 armchairs in fumed birch—sides and backs are spindled and the seat is cane. \$14.50 each.

50 side chairs in fumed birch, with cane seats and spindled backs—excellent breakfast-room chairs, \$9.75 each.

25 drop-leaf tables—when open they measure 32x43 inches, when closed only 11x32 inches.

The corners are cut and the finish is brown; very much liked for breakfast-rooms—\$22 each.