

Grand Organ at 9, 11 and 4:45
Lenten Chimes at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Unsettled

Ready to Take Good Care of the Easter Saturday Rush

To Live the Fullest Life Possible

must be our first endeavor. Many men and women are invisibly small because they play with toys all the days of their lives.

Among women, JEANNE D'ARC, QUEEN VICTORIA, CLARA BARTON, LUCRETIA MOTT, HARRIET BEECHER STOWE, FLORENCE NIGHTINGALE, EVANGELINE BOOTH, FRANCES WILLARD—

Among men, GEORGE WASHINGTON, BENJAMIN FRANKLIN, THOMAS JEFFERSON, ABRAHAM LINCOLN, U. S. GRANT, MARQUIS DE LAFAYETTE, ROBERT E. LEE, JAY COOKE, GENERAL GEORGE G. MEADE and THEODORE ROOSEVELT—all these named stood unceasingly and unselfishly for the greatest good to mankind.

The names above given are always to be spelled in capitals because they were mountains of character and characters that begot character.

Men and women can close the shutters upon themselves and go begging all their lives unrecognized and without a glint of Summer in their souls, or they may be grateful for noble examples and take encouragement and endeavor from the foremost folks of history to create a new atmosphere in life.

There is time enough left, but none to spare. We are speaking to ourselves as well as to others with whom we are associated.

[Signed] *Joe Wanamaker*

April 18, 1919.

Women's Suits and Dresses Priced at \$25 to \$35

Hundreds of each—their points being briefly these:

The suits are of suitings, homespuns, striped worsteds, mixtures, pin-stripes, shepherd checks, serges, gabardines—in short, of every material fashionable this season, and in every favorite color. Severely tailored and sports styles, braided and buttoned styles and styles with waistcoats are all represented.

Dresses are of taffeta, satin, Georgette, foulard, jersey, serge, figured Georgette.

Prices \$25 to \$55 each.

(First Floor, Central)

Time Enough for Young Women to Get New Clothes for Easter

Hundreds of fresh, new attractive frocks, suits and capes have come in within the last week. The styles are new and good and the prices are moderate.

New Spring Suits

Many young women want navy blue, and we have scores of models; there are dress suits and suits for general wear, also suits of Poirer twill, of serge and gabardine for many occasions. Sports and country suits of wool jersey and tweed are in attractive Spring materials and colors. They're all well cut and tailored and so well made they'll fit without alteration.

\$25 to \$60.

More New Capes Have Come

Smart new capes of serge and velour. Some with jackets, some with fancy vests, some with throw ties and some with the full gathered collar that girls like. They are in navy, tan, Copenhagen and Pekin blue and henna.

\$27.50 to \$55.

Plenty of New Dresses

Glistening taffetas and pretty crepes de chine in navy blue, henna, rose or taupe. All popular Spring colors, and there are the gay and Spring-like foulards and printed Georgettes as well, and new tailored serge dresses.

\$28.50 to \$50.

All these in 14 to 20 year sizes.

Dresses for younger girls, silk dresses for junior girls—

Dresses of taffeta, crepe de chine and crepe

(Second Floor, Chestnut)



Georgette in rose, pascada and navy, \$17.50 and \$27.50—and 15 and 17 year sizes.

Plenty new wash frocks for girls who wear 6 to 14 year sizes, in ginghams, voiles and other new cottons in plaids, checks and novelty effects.

Ever so many new styles. \$2.50 to \$20.

Women's Glove Silk Underwear Specials

Two surplus lots from one of the foremost makers of this sort of underwear. An opportunity for a welcome Easter gift for an intimate friend.

White or pink lace trimmed camisoles, \$1.35.

Pink envelope chemises, \$3.50.

(West Alley)

Hand-Embroidered Undermuslins for Large Women

Garments with such exquisite hand-done scallops and sprays of embroidery that it is no wonder women buy them the minute they see them.

Corset covers cut generously all round and with the much-desired peplums, \$2.85 and \$3.50. Combination corset-covers and drawers, \$7.50.

(Third Floor, Central)

Hats and Coats and Capes for Little Children

All sorts of pretty new hats are here, some from Paris—these fine and hand made—some from England and these in simpler, more tailored styles, and others made right here.

There are pretty straw hats and lingerie hats, hats trimmed with flowers and ribbons and rosebuds. \$1.75 to \$20 each.

The new coats include Spring-weight wraps for all the children from the little chaps who wear white cashmere on up to the youngster who wears pretty capes or regulation coats.

And speaking of regulations, there is an uncommonly good-looking coat, which we make in our own workrooms, at \$15.50, of a firm, dark blue serge and well tailored. Others come in plain or fancy styles, starting at \$3.50 for the infant's white coat and going up to \$25. And these include sizes up to 6 years.

Broadcloth capes in pastel shades for little girls, \$18.50—2 to 6 year sizes.

(Third Floor, Chestnut)

About Children's Shoes

Ankle-ties of patent leather and black Russia leather; sizes 8½ to 10½, prices \$3.25 and \$4.50. Sizes 11 to 2, price \$5.

Ankle-ties of tan Russia leather, sizes 8½ to 10½; prices \$3.50 and \$5. Sizes 11 to 12½, price \$6.

Young girls' pumps of patent leather and black Russia leather, heels 1¼ inches high, sizes 2½ to 6. Price \$6.

(First Floor, Market)

New Gloves for Everybody

Despite the busy days, there's still a fine assortment of all the fashionable styles of Spring gloves.

For Women

Soft mocha gloves, \$3 to \$5.25 a pair.

Capeskin gloves, \$2 to \$2.50 a pair.

Kid gloves in black, white or colors, \$2, \$2.50 to \$3.50 a pair.

Mocha suede gloves, \$2.25 and \$2.50 a pair.

Short suede gloves in black and colors, \$3 and \$3.50 a pair; long suedes in colors, \$3.25 to \$4.75 a pair.

For Children

Gray suede, \$2.25 a pair.

For Men

Gray mochas, \$3.25 to \$4.50 a pair.

Gray suedes, \$3.50 a pair.

Tan capeskins, \$2.50 and \$3; tan kidskin, \$3.50 a pair.

(Main Floor, Central)

Beaded Handbags Were Never So Popular

Women love their wonderful colorings, so eloquent of Spring and Summer.

We have an unusual assortment of moderately priced beaded handbags, both French and American.

Prices \$10, \$16.50, \$18 and \$22.50, the French bags starting at \$16.50.

(Main Floor, Chestnut)

And Here, Madame, Is Your New Easter Hat

All the Gray Salons will be aglow tomorrow with gay, fresh new hats, some of the prettiest we have had to show you.

A Special Group of Ostrich-Trimmed Hats for Dress—\$10 to \$15

Large, fine straws in picturesque, becoming shapes, trimmed with flat bands or pompons of soft, fluffy ostrich. The hats are in black, very new and distinctive—and there are ever so many from which to choose!

Other New Millinery—\$10 to \$20

include new flower-trimmed hats, smart turbans, little unusual shapes that are trimmed in just as unusual fashions as their shapes require and hats to wear with the new tailored suits.

Ready-to-Wear Hats, Too—\$3.50 to \$15

Here are hats to wear on the over-Easter motor trip, hats for business, hats for sport and hats for general wear. There are black and colors.

Girls' Hats—\$3.50 to \$15

Dress hats, and hats to wear to school of rough or smooth straws—dark or light colors, effectively trimmed with flowers, quills and ribbons.

(Second Floor, Chestnut)

Silver Flower Vases to Accompany Easter Flowers

Tall vases and short vases, everything from the tiny bud vase to the spreading vases for stately lilies.

Bud vases are here for as little as \$2.25 and the largest lily vase is \$60.

A fine and unusual pair of etched vases with little Chinese figures for handles, is \$105 for each vase.

(Jewelry Store, Chestnut and Thirteenth)

Women's Good Looking Coats at \$25 to \$45

As an instance, a woman can choose from wool poplins, serges and gabardines in the three most popular colors—black, dark blue or tan.

She can have styles with belts or others without, plainly tailored models or some with the new-shaped collars in a contrasting color cloth or silk.

Likewise she may have an excellent wool jersey cloth coat, a sports model and a great favorite, in brown, blue, heather or oxford.

Counting up the numerous styles, it seems certain that every woman is going to find the kind of coat she wants.

(First Floor, Central)

A Little Summary of Waists

Easter waists are five times out of ten Georgette waists, and the Waist Store has hosts of them, in light colors mostly, embroidered, ruffled, lace-trimmed or trimmed with wash satin, at \$5.50 to \$45.

Crepe de chine waists, tailored, or embroidered and otherwise rendered fluffy, are \$5 to \$16.50.

Cotton waists of voile, dimity and batiste; simple and otherwise, are \$2.25 to \$15.

(Third Floor, Central)

Women's Colored Handkerchiefs 25c Apiece

Sometimes there is a white linen center and colored border, sometimes the center is in solid color and the border is white, and sometimes the whole handkerchief is in color with lines or bars or stripes of white.

We have these handkerchiefs made just for us in Ireland, and you will look for to find qualities as good for the prices.

Children's handkerchiefs, 15c to 65c, are of all sorts of gay and pretty colors and many designs, some with embroidered figures in one corner.

Both kinds will make inexpensive Easter gifts.

(West Alley)

Last Call for Easter Flowers

A good variety will be on sale tomorrow—lilies, roses, hydrangeas, heather, genistas and crowds of other delightful things.

Lilies, 60c, \$1.20, \$1.80.

Azaleas, \$1.50 to \$2.00.

Hydrangeas, \$1 to \$1.25.

Golden Callas, \$2.50.

Cinerarias, \$1.50 and \$2.

Roses, including Baby Rambles and hybrid teas, some in fancy shapes, \$1.50 to \$3.00.

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 \$10.

Primulas, \$2.

Heather, 75c to \$2.50.

Bougainvilleas, \$5 to \$20.

Spiraeas, \$2.50 and \$3.

Forget-me-nots, 50c.

Plants bought up to closing time tomorrow will be delivered within our city delivery limits.

(East Alley and Fourth Floor, Central)

There's Time to Get the Easter Candy—

for the Candy Store will have plenty of fresh supplies till the bugle blows.

Decorated chocolate-covered eggs, 10c to \$1.50 each.

Satin eggs filled with hard candies, \$1.50 and \$2 complete.

Fancy boxes and novelties, filled with delicious sweets and ribbon tied—and big girls, as well as little girls, like candies for Easter, you know!—\$4, \$5, \$8 and \$10.

(Down Stairs Store, Chestnut)

Cotton Remnants

For skirts, blouses and the numerous little dresses and suits that the children will need.

Every kind of cotton goods, fresh and new from our stock and all marked at about a third less than the yard price.

(West Alley)

New Books of Interest

The author of "Elizabeth and Her German Garden" has written a delightful new book called "Christopher and Columbus." They are a pair of irrepressible 17-year-old twins with English a's and German r's rolling horribly, and they have a whole series of adventures in the New World, \$1.60.

"Birds of a Feather," by Marcel Nadaud, translated from the French by Florence Converse. The airy adventures of four young aviators, \$1.25.

"The Cricket," by Marjorie Benton Cooke. The cricket is a girl and a sort of Perceval among girls, and her story is full of entertainment, \$1.50.

"Political Leaders of Provincial Pennsylvania," by Isaac Sharpless. A series of essays on the leading Quakers who controlled the early government of this State up to the Revolution, \$2.50.

"Dramatic Technique," by George Pierce Baker. A practical book on the acting drama, \$2.75.

(Main Floor, Thirteenth)

BIBLES, prayer books and hymnals are to be had in the Book Store by people who wish to make the most appropriate of all Easter gifts; also there is a fair selection of Easter cards.

(Main Floor, Thirteenth)

The Compensation of a Last-Minute Man

The nearer it gets to Easter the greater should be his zest and pleasure in selecting Easter finery.

The less leeway he allows himself in the matter of time, the keener his satisfaction over having chosen the right things—just as the man who was barely in time for a train, which his heart was set upon catching, seems to enjoy the trip more than the people who sat so long in their seats waiting for it to pull out.

It is psychological. All normal people have a particular relish for the satisfaction they manage to secure by a good last-minute rush. Satisfaction—how is a man to make sure of it in the choosing of his Easter clothes at the last minute?

For one thing, he can forestall it in choosing the store.

Admittedly this Wanamaker business is one of great facilities of service. The last-minute man has all of these to call upon now.

And if he calls his common sense to his aid, he will readily see that these great facilities have come as the result of doing things better than they are generally done, of keeping our head and keeping our word and keeping steadfastly to a standard in men's clothing than which there is none higher anywhere and none we know of that is quite so high.

Suits, \$28 to \$65.

Overcoats, \$30 to \$50.

(Third Floor, Market)

Men Who Forgot to Get New Shirts and Ties

should know that it is not yet too late to choose these important parts of the Easter costume.

They can come into this Men's-Wear Store and take their pick of hundreds of fine madras, percale and silk shirts and thousands of beautiful ties.

The shirts range in price from \$1.65, for one of percale, to \$10, for a beauty of silk.

Neckties are in good variety at 50c, of imported foulard at \$1, and of splendid English Spitalfields silk at \$2.50 and \$3.

(Main Floor, Market)

Right Place for a Man to Get a Hat in a Hurry

Right because styles are right and in such good variety that there is a shape to suit every type and build of man.

You could "shop" all over town and not find better selection than you can make here in ten minutes.

Fine new soft hats and derbies, \$1, \$5 and \$6.

(Main Floor, Market)

Men's Silk Handkerchiefs \$1 Apiece

You've no idea how good looking they are till you see them—firm, white silk with colored borders, or colored plaids. The colors are good, too—colors men like.

(Main Floor, Central)

A Pleasant Foretaste of Summer Joy in the Display of Summer Furniture

The joy of Summer—we all know it and after all, what can equal it?

Winter, despite its harshness, is not without charm. Autumn, we know, has its own peculiar magic, but Summer, with all its sports and trips on land and water—well, there is nothing like it, nothing to compare with the free, glorious, abounding, laughing joy of it.

The sort of furniture that helps one to share in the joy of Summer—the sort that reflects the joy of Summer in material, outline, construction and decoration—is here in a most extensive variety—in fact, we believe there is no variety anywhere in this section that can be compared with it.

We are sure you will be gladdened by a walk through this great collection, up on the Seventh Floor, where you will find, not only hundreds and hundreds of individual pieces in reed, willow, cane fiber, maple, hickory and cypress, including those matchable into suits, but also a charming assortment of living-room, breakfast-room and bedroom suits of unique and novel design in delightful colors and decorations, most of them with upholstery of cretonne in patterns and colors of a very striking and attractive kind.

(Seventh Floor, Central)

Best Wishes for Fair Weather—But

In case it rains, there is a certain satisfaction for every woman in having an attractive umbrella to carry.

The newest colored silk umbrellas come in all the colors to go with Spring suits, and they are the prettiest colors that ever were seen in umbrellas.

With bakelite handles and tops to match the silk, \$5 to \$15. With wood handles trimmed with leather straps and plain, plaid and flowered silk coverings and some with striped borders, \$5 to \$10.

(Main Floor, Market)

Beautiful Glass Vases to Hold the Easter Flowers

Rich cut glass, gold-embellished glass, engraved glass, colored glass in iridescent hues of amethyst and blue; vases, baskets, old bowls, deep dishes, shallow dishes—everything conceivable in articles of fine glass to give a worthy setting to the beautiful blooms of Easter-tide.

And about each of these pieces there is something which makes it more than a mere receptacle. Each is in itself an object of beauty lending an ornamental influence to its surroundings.

(Fourth Floor, Chestnut)

For a Bed in a Cottage

The cottage bed needs its own kind of bed clothing—not a dear kind and not an unattractive kind, but just the right kind and the right kind has to be good and suitable and moderately priced.

The other day a woman walked into this bed clothing store and started to look around amongst the blankets and spreads. Then she picked up the telephone and countermanded an order for cottage bed clothing that she had placed in another store.

The things that appealed to her in this store will appeal to anybody who has a cottage, that needs the right kind of bed clothing. We don't print such statements for our own glory, but as information of value to our customers.

Among the goods that particularly impressed this woman were some solid blank, is of cotton and wool, in block patterns. Two grades, both specially priced, one at \$7.50 and the other at \$10 a pair. Those at \$7.50 are in pink and white, the others in a large variety of colors. All are in double bed sizes.

Also dimity bed spreads, of which we have thousands, one- and double bed sizes, crinkle, corded and woven in patterns, the imported spreads at \$5 to \$9.50 and the domestic ones at \$2.50 to \$4 each. Sizes from 62 x 90 up to 90 x 100.

A very attractive group comprises dimity spreads with scalloped and cut corners in two woven patterns, specially priced at \$5 each.

(Sixth Floor, Central)

There Won't Be Any Old Shoes in the Easter Parade

(Unless You Wear Them)

And, of course, you won't. If you haven't already bought your new Spring shoes you will come into Wanamaker's tomorrow and get them. Knowing you can choose just as satisfactorily in a few minutes here as you could if you had spent the week looking about elsewhere.

Low shoes and high shoes for men and women are in greatest variety. All the best of the new styles and all the good leathers, with excellent selection in white shoes. And an augmented sales force to take care of the rush.

Men's shoes, \$5.50 to \$15.