

9, 11 and 4:50—Grand Organ
11:55—Musical Moment, with
Easter Chimes at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

Fairly Teeming With New Goods for a Busy Outfitting Day

It Was on This Day, April 25, 111 Years Ago

that the famous Duke of Wellington, after twenty years of the most arduous service in the British Army, was promoted to the grade of Lieutenant-General and was made Commander-in-Chief of the forces in the Peninsula.

He was Prime Minister in 1820 and Commander-in-Chief of the British Army in 1827, later serving as one of the ablest and most valued advisers of the young and sprightly Queen Victoria.

In Revolutionary times General Washington and his officers had very few promotions until the war was over.

In these days when our soldiers are coming home we look eagerly to see what stripes and bars and leaves and eagles and stars they bring with them, to tell of their promotions.

One comes home with the stripes of a corporal. We give him a handshake and hearty congratulations. The next fellow comes home a captain and we have a dance around him.

Some of them have gone clean up to the grade of lieutenant-general, which was the rank which was held by Washington when he died; and Pershing and Bliss have been made generals, along with our own Pennsylvania General, March, all after long and most arduous service in one of the most difficult and exacting professions in the world.

Some people think that they ought to be recognized or advanced every ten days.

Let them read the biographies of these great soldiers to find out that great advancement comes only by means of great endeavor.

People say, "This is a big store of yours," and we often say, "It is not as big as it will be."

You would hardly believe how little it used to be—a little beggar of a store with hardly room to swing a cat around in it—and it did not grow up into a

Lieutenant-General of a Store

in a single day, nor in ten thousand days. Its progress was step by step, from rank to rank, slowly, surely, thinking, toiling, trusting, winning its battles by the power of its work and gaining its stature by the growth of its endeavor in the service of the people. Every sunrise brings its new opportunities.

[Signed] John Wanamaker

April 25, 1919.

Most Young Women Can't Get Along Without a Suit

for a suit has a place all its own in the feminine scheme of clothes.

For knockabout and general service, the sports suit of roughish tweed or of wool jersey has a prominent place. It is rather severely tailored, usually, and has an individual style.

But the suits for dress wear are particularly attractive this Spring. What with their little blouse jackets and narrow belts, their glistening and colorful vests and silken braiding, they are prettier than ever. Blue serge or tricotine makes them, generally. \$27.50 to \$45—14 to 20 year sizes.

(Second Floor, Chestnut)

Many Young Women Want Coats This Spring

and there are plenty of smart new models here at the minute. Silvertone velour makes some charming wraps, soft wool-lours are used for others, and wool jersey or firm, good serge for still more.

Tan shades, Pekin and navy blue are the most-asked-for colors, though we have others, too. Some coats have large collars, most all are belted and many are lined throughout. And the collection includes coats for all occasions.

\$25 to \$58.50—14 to 20 year sizes.

(Second Floor, Chestnut)

"Pass the Mints, Please"

Creamy, old-fashioned plaited mint, 40c a pound.
Parisian mints, 25c a jar.
Crystal mints, 60c a pound.
Doggie's Stairs Store, Chestnut

New Suits Call for New Blouses to Accompany Them

And these five new styles (all of crepe Georgette) are just out of their tissue wrappings—

\$6.75 for a white crepe with a round neck, a tucked vest and rows of hemstitching.

\$8.50 for a blouse of navy blue, with a double-pleated frill of bisque crepe at the neck and a knot of blue velvet.

\$10.75 for another deep blue blouse, with a bisque collar, vest and buttons, blue hand-embroidery and little crystal beads.

\$12.75 for a lovely blouse of white, with delicate hand-embroidery and insets of creamy venise lace.

\$16.50 for a flesh-color or white blouse, with many fine tucks, and a long roll collar trimmed with real felt.

(Third Floor, Central)

New Silk Pajamas for Women

The colors are pink, white and blue, some are trimmed with fine laces and ribbons.

One-piece style, \$8.50 to \$10.50.

Two-piece style, \$12.50 to \$32.50.

Japanese hand-embroidered silk pajamas, two-piece style, \$12.50.

(Third Floor, Central)

Confirmation and Other New Light Dresses for Girls

Some are of fluffy, snowy net, and billowy with frills, some are of fine crepe Georgette or crepe de chine.

Most of them are in white, but some few are in flesh color, or of white with flower designs in color.

Planned especially for girls who wear 15 and 17 year sizes.

\$16.50 to \$47.50.

(Second Floor, Chestnut)

Specially Priced Necklaces

Of sterling silver—slender, dainty chains with effective pendants of silver, set with gleaming rhinestones or with imitation sapphires or amethysts in new and attractive designs.

\$1.75 to \$4.

(Main Floor, Chestnut)



Gay Posies and Wreaths Make New Leghorn Hats Charming

Just out of the workroom, are the new Leghorns, Summery and lovely. Picture these—

A shady brimmed Leghorn, in creamy yellow, with rose pink crepe facing, delicate pink ostrich feathers and small pink flowers around the crown.

Or a new poke shape of Leghorn, with black straw facing, corn flowers flat against the crown and corn flower blue velvet bows.

Or a wide brimmed hat with lilac crepe facing on both sides of the brim, a frill of Valenciennes lace, and bows of lilac velvet.

These are just a few—others have wreaths of field flowers around the crown, or little garden posies which completely cover it. And there are medium and larger shapes and sizes.

To wear with Spring and Summer dresses—they'll be lovely!

\$10 to \$30.

(Second Floor, Chestnut)

New Fiber Silk Suits That Women Like for Summer

"Warm weather sports suits," some women call them and they certainly are about the coolest suits that one could wear.

In these new styles the colors are most beautiful—white, flesh, crimson, several variations of blue from navy to the palest baby blue, corat, taupe, gray, gold and even black.

Some have the straight sweater coat, others a new, little jacket gathered in the back into a wide belt and still others are the slip-on style. \$35 to \$45 are the prices.

(First Floor, Central)

Women's New Sports Suits Come Just in Time

By all odds they are the most useful garment in the entire wardrobe for Spring, and every woman feels the need of a light-weight wool sports suit if she expects to leave the city this Summer.

These new sports suits are made of jersey cloth or basket weave, some in the conventional style and others with a number of new features, such as the collar and cuffs of brushed wool, an effective bit of embroidery by way of trimming, long collar or facing of a contrasting color cloth.

Practically there is every color in that a sports suit should come in and all sizes, \$25 to \$45.

(First Floor, Central)

Women Who Like Oxfords With Long Narrow Toes

will find them here in black and mahogany color calfskin.

The toes of these shoes are extremely long and extremely narrow, with centre punching, and the heels are Cuban style.

Price \$7.

(First Floor, Market)

Girls' Tub Frocks Not Expensive

Sturdy gingham in pretty plaids and checks, plain chambrays in good colors, or fine cotton voiles.

Some are belted, quite a few have white collars, some have pleated, others gathered skirts.

All fresh and new and pretty—\$2.50 to \$7.75—6 to 14 year sizes.

(Second Floor, Chestnut)

A New Importation of Genuine Valenciennes Laces With an Interesting War History

All the time of the German occupation of Brussels these exquisite pieces of hand-work were hidden in moisture-proof boxes in a cellar near that city. It was only recently that the owner dared to bring them out and offer them for sale.

We selected the most beautiful patterns—there was no choice as to quality because every piece is made of the finest thread—and brought them to America.

No real Valenciennes laces, such as these, are being made today and there are only small quantities to be found here and there. Whenever they can be obtained they are very valuable and there is a growing fashion for their use on blouses and lingerie.

Prices start at \$2.50 a yard for a half-inch edging and go to \$28.75 a yard for one 3 1/2 inches wide. There are also a few insertions, in some cases they match the edgings. The prices are according to pre-war ratings.

(Main Floor, Central)

Paris Sends Some Exquisite New Sports Coats

Made of artificial silk, which is brighter and more glistening even than genuine silk, and each has shining metallic stripes.

The coats are in four colors—old pink, blue, mauve and a rich purple.

The price is \$75. Not a low price, but not too high for such beautiful and distinctive French garments.

(First Floor, Market)

Just Say "Reynier" to Any Woman Who Knows Gloves

and she'll agree with you that they are the finest handcoverings she knows.

New Reyniers are just here from France—beautiful new gloves of softest kidskin and as near perfect as the gloves can make them.

\$2.25 a pair for kidskins in black with self or white embroidery, all white, mode, beaver, tan, gray or gunmetal. 3 clasps, over-seam sewn and with Paris point embroidery.

\$3.50 a pair for pique-sewn gloves, in black, white, tan or gray, with 2 clasps.

(Main Floor, Central)

New American Gingham in Stripes and Checks

Also in this new shipment are some attractive plaids. The colors are clear and bright and the weave close as in the imported gingham.

They are 32 inches wide and 75c a yard. Plenty of other gingham are here in 32-inch width from 30c up to \$1.25 a yard, the latter being the finest Scotch gingham made.

(First Floor, Chestnut)

Sleeping Garments for Children

Pajamas are liked by many children, and they come in 4 to 14 year sizes. New pajamas, lately come, are of pretty plain or striped crepe, madras or solesette. Many have frogs and all have pockets. \$2 to \$3.75.

One-piece nightdrawers, in white or colors, are variously made and trimmed, come in 2 to 10 year sizes and are \$1.75 and \$2.25.

(Third Floor, Chestnut)

The Revue of Revues, 1919, \$1

This is the book of this year's show of the Mask and Wig Club of the University of Pennsylvania. "We'll Bring Our Heroes Home"—the official Victory Loan Campaign song of the Third Federal Reserve District—10c.

(Second Floor, Market)

"I'll Wait Till Saturday" Says the Man and Surely Our Men's Clothing Store Is Ready for Him

Saturday is inevitably the day for men. It is the day to which so many men postpone so many things and to which they naturally look forward to get postponed things done. Those of them who postponed the buying of new suits until this Saturday can put their trust in this store of men's clothing.

They can depend upon us to show them as fine an assortment of suits as any man can wish to see; they can depend upon the quality of these suits, upon the excellence of their fashion and the soundness of their tailoring.

They can depend upon the fairness of the prices, which are not any higher than the quality will justify and not any lower than they can be with safety to the men who buy them.

Our suits are priced at \$30 to \$65, and they include a particularly good assortment of the waist-seam models for youths at \$30 to \$50.



(Third Floor, Market)

New Spring Silks Suggest These New Ideas

New pussy willow taffetas in quaint, small flowered designs for wash dresses or blouses. They have white grounds with printings of pink, lavender or green.

We know that these silks launder well because we made the experiment. They are 40 inches wide and \$4 a yard.

New tricolette silks in orchid, Belgian rose and flesh color for sports dresses. They are very fashionable at certain Summer resorts in these lighter colors, 36 inches wide, \$6 a yard.

New Japanese striped pongees, vividly colored and washable for men's bath robes, blouses and women's sport skirts. They are a bit lively, but very attractive, 34 inches wide, \$2 a yard.

(First Floor, Chestnut)

Women's Silk Umbrellas at \$4

Of firm, lustrous taffeta and in addition to black there are green, purple, tete de negre, red and blue.

Plain and carved mission wood handles, some with silk cords, some with bakelite tops.

(Main Floor, Market)

Good Black Traveling Bags Special at \$9.75

These bags are made of black long-grain cowhide of excellent quality. They are well made in a high-cut, rooney shape and are in the best size—18-inch.

Any one who wants a good looking, serviceable bag at a price that is low today should see them.

(Main Floor, Chestnut)

"The Struggle in Flanders" By Philip Gibbs

A panoramic view of the war, knit of innumerable "close-ups" by one of the better-known correspondents. Price \$2.50.

The New Morning, a collection of verse by Alfred Noyes. Price \$1.35.

Lilies White and Red, by Frances Wilson Huard. A moving narrative of an old French woman and a little boy who passed their days under the shadow of an alien despoiler. Price \$1.50.

Adventures in Alaska, by S. Hall Young. A record of actual experiences of a veteran missionary. Price \$1.25.

(Main Floor, Thirteenth)

Boys' Suits

For boys still needing new suits, we have the right kind in large assortment.

Rich, dark chevrons, in gray, green and brown mixtures, all excellently modeled, tailored and finished.

Prices \$18, \$25 and up to \$38 for suits in 8 to 18 year sizes.

(Second Floor, Central)

Boys' Hats and Caps

The new creased-crown tweed hats for boys, \$3 and \$4. Bulldog hats are always popular, \$2 to \$3.

Boys' caps, \$1.50 and \$2; imported, \$2 to \$3.

(Main Floor, Market)

Men's Natural Panama Hats Are Smartest

The shapes as they are woven in are infinitely more graceful than any shape which can be blocked in. And the creamy color is richer than a bleached white.

We have some natural Panama hats from Ecuador and Peru that are pictures. As each hat needs band and ribbon to finish it, this is not too early to make selection. Prices \$15 to \$100.

(Main Floor, Market)

Men's Extra Size Handkerchiefs

They are of good linen, plain hemstitched and are \$6 a dozen. Colored handkerchiefs for men—Irish linen, good colors and pleasing design, also specially priced at \$6 a dozen.

(West Aisle)

Men's New Golf Hose From England

The London Shop has just received some fine woolen golf stockings for men. They are in all the colors imaginable and are \$3 to \$6.50 a pair.

(The Gallery, Chestnut)

Men's Half Hose Specials

25c for black mercerized cotton half hose with unbleached soles, "seconds."

50c for black, white and colored thread silk half hose, "seconds."

(Main Floor, Market)

Yes, Sir, the Silk Shirt Season Is Here

As any one can see by noting how many more men are buying and wearing these garments.

This notable collection of silk shirts comprises an astonishing variety of designs and color combinations, the designs being chiefly variations of stripes.

Prices are \$6.50, \$7.50, \$8.50 and \$10.

(Main Floor, Market)

Men's \$1 Neckties of Imported Foulard

Much finer ties than a dollar will usually buy today.

We imported the foulard, which is in dotted and figured patterns, and had the ties made by a good manufacturer here.

(Main Floor, Market)

Men's Cordovan Oxfords of the Better Sort

Among young men especially the Cordovan shoe with its rich mahogany color still is a great favorite.

We have a fine showing of Cordovan oxfords on straight English lasts and in brogue style. Prices are \$9, \$9.50, \$10.50, \$14 and \$15.

At the top price is an extremely smart brogue oxford with wing tip, saw tooth pinking and profuse perforations.

(Main Floor, Market)

A Great and Pleasing and Fairly Priced Stock of Fine Summer Rugs

So many people have complimented us on our showing of Summer rugs and our moderation in the pricing of them that it seems proper to put the facts and the figures again before the public, that any one needing such things may make selection with open eyes.

There are a great many makes of Summer rugs, some of them much more satisfactory than others. We have chosen only the better kinds and in all cases have priced them as low as is consistent with good business. In some instances early contracts have enabled us to make really special prices.

Rag Rugs

Plain centers with floral or band borders. Colonial and hit-and-miss effects.

9x12 ft., \$12.50, \$15, \$17.50, \$21, \$22.50, \$25, \$32.50, \$38.

7.6x10.6 ft., \$12, \$13 and \$20.

6x9 ft., \$8.25, \$9, \$13, \$17.50 and \$21.

4x7 ft., \$3, \$5, \$5.75, \$7 and \$9.

36x72 in., \$2.25, \$2.75, \$3.75, \$4.50, \$5.50 and \$8.25.

30x60 in., \$1.85, \$2.25, \$2.75 and \$3.75.

27x54 in., \$1.50, \$1.75, \$2.10, \$2.75 and \$3.25.

24x36 in., 95c, \$1.10, \$1.30 and \$1.50.

Special—25x50 in., \$1.25, and 18x36 in., 60c.

Fiber Rugs

9x12 ft., \$17.50.

7.6x10.6 ft., \$15.

6x9 ft., \$10.

Wool-and-Fiber Rugs

9x12 ft., \$25.

8.3x10.6 ft., \$22.50.

9x15 ft., \$30.

Japanese Rush Rugs

Checkerboard pattern with contrasting color blocks and oval shapes with band borders. All specially priced.

9x12 ft., \$42.50.

7.6x10.6 ft., \$40.

3x6 ft., \$7.50.

Oval

9x12 ft., \$28.50.

8x10 ft., \$24.50.

9x12 ft., \$17.50.