It Is Determination to Be the Best That Makes a Man or a Store

The Government Lighthouse at the Edge of the Sea

upon Sanibel Island, on the coast of the Gulf of Mexico, where at times the sea rolls over the whole island, makes it necessary to build the wind-swept, wooden houses of the lighthouse-keepers on iron piles ten feet above the surface.

Two men and their little families stand guard day and night at the lighthouse, one hundred feet high, where the revolving oil lamps, flashing the flood of light far away over the roaring sea, are visible sixteen miles from the shore.

With sleepless vigilance, one man must be always awake and ready for any emergency or accident from lamps, machinery, windstorms or tempests. All over the world the lighthouse-keepers in the silences of loneliness and peril faithfully guard our coasts, in times of peace battling with the elements to safeguard human life and properties of great value.

All honor to the brave, valiant soldiers who "hold the fort" and get old before their time as sentinels at their posts "over there" by the sea.

To do the duty of the day and night, hour by hour, wherever we are placed, is the real thing.

Doing the same thing over again may be tiresome, but it helps to do the thing

Paris Turns to Lace for the Loveliest of Gowns

Everywhere in the French capital there is lace, and

Many of the handsomest evening gowns from the

France, England and Belgium are now sending laces

The Lace Store is plentifully supplied with all the

There is a price range of from 6c a yard for a half-

most desirable kinds-real and imitation laces, metal and

spangle laces; in fact, every kind of white and black laces

inch imitation Valenciennes edge to \$45 a yard for a

(Main Floor, Central)

New Paris Dress Trimmings

Fairy-like new flouncings of filmy net, with rows of

Lovely new tunics of crepe Georgette in soft pastel

silky fringe in the novel ostrich effect, and rows of

shades-some spangled, some beaded, all with round necks, and all so nearly made that it will take little

effort and material to transform them into charming

New garnitures and ornaments of metal embroidery

New ribbosene work bands and ornaments-these

done on black net with the designs worked out in black

(Main Floor, Central)

real Carrickmacross applique flounce, 36 inches wide.

o us, and the new American laces are far better than

great dressmaking houses are being made entirely of

lace, and tunics, underskirts, jackets and trimmings of

the most beautiful lace, used in profusion.

lace are distinctly the fashion.

that are now being used.

glistening rhinestones.

and braid.

April 26, 1919.



Women's Finer Gowns of Tricolette

straight jackets; the vests, revers and pipings being of heavy crinkly crope. Others are straight gowns with the upper part of printed crope in contrast; or oddly cut gowns with blue embroidered lingeric collars; or gowns with odd waistcoats made of rows of cream-colored embroidery on batiste. A few styles are carried out in ribbed tri-

There are hardly two dresses alike. There is a great range of colors and prices are \$48.50 to \$165.

(First Flour, Central)

A Rich Choice of Oriental Rugs—Carpet and Small Sizes at Lowered Prices

Many of the rugs comprised in this collection are marked at less than prevailing wholesale cost, and all are at good savings. The selection of weaves and colorings is notable, especially in the larger rugs, comprised in which are these attractive pieces:

Chinese, 11.10x9 (t., \$295. Kermanshah, 15.9x9,10 Serape, 16.8x11.6 ft., \$595. ft., \$575. Shiraz, 18x11 ft., \$493. Arak, 13.4x9.6 ft., \$485. Savalon, 16.6x10.9 ft., Saruk, 11.5x8.8 ft., \$495.

Tabriz, 22.8x15 ft., \$1185.

., \$575. Mahal, 11.5x9,6 ft., \$249. Saruk, 21x14 ft., \$1575, Arak, 14.5x10.5 ft., \$397 Sparta, 12.8x9.6 ft., \$390 Saraband, 19.6x7.6, \$500.

Four Remarkable Groups of Smaller Rugs

Mosuls, 3x6 to 3.6x7 ft., \$39 to \$55. Shirvans and Daghestans, 3x1 to 4x5 ft., 855 to 875. Beluchistans, 2x4 to 2.6x6 ft., \$20 to \$45. Persian Hall Strips, 3 to 3.6x15 to 18 ft., \$100 to \$275, (Seventh Floor, Chestnut)

Music Rolls Reduced

These rolls may be played on any 88-note playerpiano, and include classical, operatic, popular air and word rolls.

The new prices are 25c, 35c and 50c. (Second Gallery, Market)

Among the Fascinating New Sports and Other Clothes in the Young Women's Salons

are some capes of knitted wool that are distinctly "different." They are in bright colors and have collars and ends of soft brushed wool which come down and cross in the front, \$40,

A charming little dress of tricolette is extremely simple, but most effective. There's not an atom of trimming, just a few tucks, a round neck and a new skirt. There is rose, mouse gray or black and it is \$50.

A novel sports suit is of natural color sports silk, with a little jacket or cape arrangement of lustrous black velvet. It is new of cut, quite unusual, fastens with silver buttons and is \$58.50,

crepe de chine in rose and white. China blue and white or black with white. The bodice is in color, the skirt in white, and there are several rows of glistening white braid for trimming. The dress is box pleated, the neck is V and the sleeves short. \$25.

One of the handsomest wraps we've had this Spring is of tricolette in a soft gray-tan shade, with callot collar and trimming of gray squirrel. It is very smart

A new two-piece blue silk suit is of soft taffeta, with a gathered and shirred collar, a bloused jacket, narrow belt and lining of soft tan silk. \$62,50,

In two colors is an attractive little sports frock of All in 14 to 20 year sizes.

(Second Floor, Chestnut)

Special Sale of Hosiery and Underwear

A large lot of goods—about \$25,000 worth—that goes on sale for \$15,000, which means prices average a little over half.

All seasonable merchandise, some of it second grade, but good second grade, with the service there.

A good many people will take this opportunity to stock up for the entire

Women's Underwear

121/2c for low-neck, sleeveless vests, "seconds," 18c, 3 for 50c, for low-neck, sleeveless vests. 25e for low-neck, sleeveless and bodice-top vests and imitation crochet-trimmed low-neck vests. 35c, 8 for \$1, for lace-leg combination suits,

50c for lace-leg combination suits. \$1.35 for glove-silk camisoles. \$3.50 for glove-silk envelope chemises.

Women's Stockings

25c for black mercerized cotton stockings, "seconds." \$1 for black full-fashioned silk with cotton tops and

New From Japan

Black Habutai Silks

for in a Summer silk, and habutai is not only cool but it stands perspiration better than any silk

popular for linings. By no means the least of its good qualities is its economical price.

circumstances and have priced them accordingly

Parisienne Corsets

cluding topless models, are \$10.50, \$13 and \$17; a girdle top is \$16; other low-bust models are \$13 to \$25 and medium-bust models are \$13 to \$26.

Parisienne corsets of coutil are \$8.50 to \$15.50.

Beautiful broche corsets, most of them in pink, in-

(First Floor, Chestnut)

Japanese black habutais we have ever had.

at \$1 to \$2.50 a yard.

Coolness is usually the first thing a woman looks

It is a strong silk also, and this makes it very

In this new importation are some of the finest

We bought them under the most favorable

\$1.25 for white full-fashioned silk, "seconds." \$2.35 for accordion-ribbed boot silk, "seconds,"

Children's Stockings and Socks

25c for fancy top mercerized cotton socks, 35c, 3 pair for \$1, for black ribbed mercerized cot-

Men's Half Hose

15c for black cotton half hose, "seconds." 25c for black mercerized cotton, with unbleached soles, "seconds."

55c for silk-striped mercerized cotton in black, white and colors.

75c for black and white full-fashioned silk 85e for black and white full-fashioned thread silk, "seconds."

It comes from an Irish maker who is celebrated for just such goods, woven of pure flax and in a choice of three patterns. A few washings will make it white as

The table linen comes in two widths, 60 and 63 inches wide, at \$2.75 and \$3 a yard.

(First Floor, Chestnut)

Music Made Paderewski Premier of Poland

Music was Paderewski's profession. Practice of it for sixteen or seventeen hours a day . gave him little time for anything else but reading. Yet when a crisis arose in the history of his native land it was the pianist who took the political helm.

People scoffed. Paderewski was sincere, they had no doubt, but what knowledge or experience had a musician-even a great musician-that would enable him to cope with the situation?

And Paderewski Showed the World What the Piano Had Taught Him

Showed that there was more to music than

Showed how it broadened a man and gave him vision and made him understand human

Because the great pianist was a musical genius, some people thought he was one-sided. He has proved that music makes a man many-

The piano is ready to help all of us live life more fully. For those of us who cannot play there is the player-piano.

> Chickering Schomacker Emerson Lindeman

In the Wanamaker Store are over fifty styles of these famous instruments-pianos, player-pianos and reproducing pianos — at prices ranging from \$325 for a J. C. Campbell upright to \$3250 for a superb Knabe Ampico grand reproducing piano. Any of them may be bought on convenient terms.

Knabe Haines Bros. Marshall and Wendell J. C. Campbell

Note. We have about a dozen grand planos and player-pianos that have been on demonstration or returned from rental that we will sell at savings of \$75 to \$400. They are all our standard makes and are in excellent condition, (Egyptian Ball, Second Place,

The Call of the Camera

This is the time of year when all outdoors is clamoring to be photographed. If your present equipment is old or worn out, you may like to know that the Wanamaker Camera Store has practically all the best makes of cameras, besides salespeople who are well equipped to give information if desired.

One of the best is a leather-covered camera which folds, makes pictures 31,x41, has a double lens and a Marvel shutter. Also it uses an Eastman film. The price-\$9.50- is much less than that of any other camera that compares favorably with it.

(Main Floor, Chestant)

That an Important Place the Rag Rug Fills!

Our great-great-grandmothers knew of rag carpet, but the rag rug is a comparatively recent thing. And instead of being made of old and not always clean rags, it is made (if it is a good kind) of fresh, new fabrics,

Because of its variety of design, the rag rug may be found in any room of the house, and often all the year round. It is primarily a Summer rug, however, owing to its light, bright colors, and right now when people are buying floor coverings for Summer homes we have a splendid showing.

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

9x12 ft., \$12.50, \$15, \$17.50, \$21, \$22.50, \$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. 18x36 in., 60c.

(Seventh Floor, Chestant)

WOMEN and girls who ride horseback find no velvet W jockey caps like our "Muster of the Hounds" style. Fresh ones are now ready in black, blue, green and brown for \$5 each. (Main Floor, Market)

GAULOIS, Panthere and Jean Bart are the woven names on these correct French sailor caps for boys. They are made of blue serge, with white strap and red pompom, and cost \$3. (Main Floor, Market)

A Tale of New Books "Blind Alley," by W. L. George. \$1.75. The

moving story of a typical English family during the Great War. "Flexible Ferdinand," by Julie M. Lippmann,

\$1,50. The hero enters the story at seven and leaves it at manhood "Red of Surley," by Tod Robbins, \$1.50. A

struggle of ambition versus environment. "Midas and Son," by Stephen McKenna. \$1,60.

A nevel of the tragedy of wealth. "Love Stories," by Mary Roberts Rinchart. \$1.50. A collection of love affairs young and old.

"The Mystery of the Summer House," by Horsee Hatchlason. \$150. A clever mystery story. "The Thunder Bird," by B. M. Bower, \$1.50.

"Against the Winds," by Kate Jordan. \$1.50. (Main Ploor, Thirteenth)

Special Blankets for Shore or Country Homes

White blankets, 76x84, with a mixed wool filling and cotton warp, special at \$6.50 a pair,

White blankets, 79x84, cotton warped and with a filling of wool and cotton, plak and blue borders, special

Plaid blankers, cotton warped and with a mixed wool filling, size 70x80, are special at \$7.50 a pair,

Then there are three grades of plaid blankets all at one special price-\$10 a pair.

These are in size 70x80 and the colors are pink and white, blue and white, brown and white and gray and

Sixtle Plant, Cententy

Tiny Occasional Tables

Dainty in line, about as light in weight as a pair of mittens and exceedingly useful in almost any room. The Little House is showing them made of oak, mahogany and hardwood, decorated. Some are arranged for sewing. The price is \$16. Also they can be decorated to Other little tables, wglnut finished, are \$18,

chittle Floor, Chestnut

Living-Room Suits at Reductions of a Third

In Beauty and Fineness Akin to the Bedroom and Dining-Room Suits in the New \$50,000 Purchase

\$295 for a 3-piece mahogany living-room suit with

burr inlaid frame; case becks; upholstered in blue,

gold and black striped velour. Louis XVI design.

Many people have been asking for fine livingroom suits of a character in keeping with the beautiful bedroom and dining-room suits in the new \$50,000 purchase which we are selling at one-third less than the regular prices.

We are very glad to have a handsome choice of just such living-room suits to show them in our own stocks at similar reductions. The living-room suits here told of are typical of many others, and all are excellent examples of good furniture making in design and construction.

\$85 for a 3-piece living-room suit, tapestry seats \$165 for a 3-piece living-room suit in mahogany

and old rose striped velour. \$215 for a 3-piece living-room suit all-upholstered in gray and blue velour; loose cushions. \$240 for a 3-piece living-room suit in mahogany and gray and light blue figured velour, Queen Anne

\$295 for a 3-piece living-room suit in mahogany, ane and blue and gold striped velour; heavy curved rame; double cane ends \$320 for a 2-piece mahogany living-room suit in cold and dark gray figured damask; very artist-lly done in Louis XVI style.

Chaises Longues Ten different patterns of chaises longues have been especially reduced. They range in price from

The \$25 longue is of mahogany and cane—an excellent copy of the Queen Anne style.

The \$110 longue is in ivory enamel, a faithful reproduction of Louis XV. The frame is Italian walnut and is attractively hand-carved. The curved cane side and head are of the double construction. (Fifth Floor, Chestnut)



French Ideas Regarding New Veils With very flat and very square dots of two sizes is

one new veiling, which is on a Russian mesh and is very

Another filet mesh has chenille icts, and a stuning other new one has the same filesh but a heavy border of hand embroidery. And as new are some veilings with hand-run effects in new designs. In hexagon mesh is still another new veil, which has little woven

They come in black, navy, taupe or brown and are 60c to \$5 a yard. (Main Floor, Central)

10,000 Yards Printed Voile at 18c a Yard

For women who can make these voiles into dresses themselves, the cost of several dresses is almost unbelievably small.

Many, many patterns and all of them very

The darker colorings are exactly what women

want for practical Summer dresses to wear in the city or to business. The lighter colors are lovely

for afternoons and evenings. (Wear Alsle)

Fine Lingerie From Paris A few very beautiful sets for trousseaux have just

received in the French Room, and in their fineness and elaboration remind us of the days before the war. The nightgowns are \$16.50 to \$47.50, and other garments are priced in proportion. A few of them are in a Chestnut Street window. (Third Floor, Chestnut)

Parasols for Sun or for Rain

New shapes—and many sizes.

All the fashionable colors—rich purples and greens, blues, reds, browns and taupes.
Smart handles of the correct length, many with loops

Table Linen and Napkins Cream or Silver Bleached-Call It What You Will

Matching napkins, 20x20 inches, \$6 a dozen.