

Organ plays at 9, 11, 11.55 and 4.50  
Chimes at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER  
Fair

# Opening the Great May Sale of White at Wanamaker's Tomorrow

## Part of a Conversation With Henry Ward Beecher

adding to a question printed yesterday:

Question—"What plan would you recommend to a young man for preserving the results of his reading? Have you yourself pursued any method to develop the power of retaining the subject matter you read—which is a very important thing? Have you any plan for marking books, journalizing, or copying the pith of what you read?"

Mr. Beecher's answer:—"No—but I think a Commonplace Book a very good thing indeed. I would advise every young man to get into the habit of keeping something of that sort. The great point is to read nothing without reflection. Dr. Macaulay, who used to preach in New York, told me that when he was a boy at college he began to read enthusiastically, but that, at the foot of every page, he stopped and obliged himself to give an account of what he had read on that page. At first, he had to read it three or four times before he got his mind firmly fixed. But he rigorously compelled himself to conform to the process until now, he said, after he read a book through once, he could almost recite it from the beginning to the end.

"It is a very simple habit to form early in life and is invaluable in acquiring accuracy and thorough knowledge of the material with which a man has to deal."

Success in one's life work often turns on small and simple things. Two little incidents in the life of the writer, when a boy, created the foundations for this business.

If Mr. Beecher's conversation here given is useful to any one, we shall be glad.

[Signed] *John Wanamaker*

April 30, 1919.

## Luxury Tax

The war luxury tax, in effect tomorrow, imposes 10 per cent tax on the excess above certain designated prices on goods classed as luxuries. The merchant must collect this tax at the time of sale.

All goods subject to this tax are designated by a small red sticker attached to the price ticket and showing the amount of the tax.

Please note that our advertised prices do not include this tax.

## New Tub Frocks for Girls and Juniors

Literally hundreds of them—fresh, new, pretty frocks, in styles prettier than most dressmakers would think up; in styles just suited to the ages of the girls who will wear them.

Fine gingham, sturdy linens, gay figured voiles and sheer lawns in delicate colors, as well as fine white organdies and voiles are included in the new cottons for Spring.

Plenty of blues and pinks and greens and tans; new ideas as to collars and belts and sleeves and pockets; many with colored stitching—hand done, too; many with pleated frills; some with white blouses and colored skirts.

There are dresses for morning and afternoon; dresses for all the times girls of 6 to 17 years need crisp, new tub frocks.

\$6.75 to \$20 for the colored dresses; \$12.75 to \$30 for the finer organdie dresses.

(Second Floor, Chestnut)

## New Crepes de Chine for \$1.65 and \$2 a Yard

Although we have been selling a good crepe de chine for \$1.65 a yard, this new shipment is an even better quality and in every way more desirable and there are all the newest colors—light and dark shades, also white and black. It is 39 inches wide.

The \$2 crepe de chine is a heavier and finer grade, 3 inches wide, and there are, likewise, all the best colors, including white and black.

Note—We have just received more of the beautiful sports satin for skirts. In several exquisite light colors, special at \$3.50 a yard.

(First Floor, Chestnut)

## Women's White Low Shoes in Many, Many Styles

White buckskin oxfords with Cuban or military heels and white or oak leather soles and heels, \$9, \$10 and \$11.

White canvas oxfords with Cuban or low heels and white or oak leather soles and heels, \$4.50, \$6 and \$8.

White buckskin pumps with low heels, \$10 and \$11.

White calfskin pumps with Louis heels, \$10.

White canvas pumps with Cuban, low or Louis heels, \$5.50 to \$9.

And a great variety of sports shoes of white buckskin and canvas at \$4.50 to \$10.

(First Floor, Market)

## Hundreds of New Pillows Dressed in Summer Coverings

Pillows for cottage living rooms and bedrooms, for porches, hammocks, canoes and every other purpose. And there are many people who stay in the city all Summer who like a few attractive pillows to make the rooms look cooler and more livable.

New round calico-covered pillows, \$1.25.

New cretonne pillows with tucked corners, \$1.75, and square ones, \$3.

New oblong crash pillows with bordered pattern, \$2.50.

New round plain-colored poplin pillows, \$3.

(Fifth Floor, Market)

## Silk Handbags of Some Note

Made of fancy black moire or black silk with dashes of white, they are distinctive.

In a roomy, practical shape, with inner compartments, and in one-piece effect.

Price \$1.75.

(Main Floor, Chestnut)

WE feel that we have a right to be proud of it—for several reasons. Getting a White Sale together was harder this year even than last. Cotton was so dear that we waited till a month later than usual to place our orders—till a moment when yard goods had dropped sufficiently to make a definite difference in the prices of made garments. Embroideries were scarcer than ever—for three or four years ships have been carrying other things than embroideries. Labor has been the most serious question of all.

But obstacles were made to be surmounted, and so here is a White Sale of thousands upon thousands of garments, snowy white, well-cut, desirable in every way, and priced at 10 to 30 per cent less than regular, and, in some instances, at 50 per cent less. In fact, now that cotton is going up again, some of the manufacturers would be glad to buy the undermuslins back.

Please note—

That this Sale has in it a very large number of hand-embroidered, hand-made garments from the Philippines—things so exquisite and so small in price that they come as a positive joy to women who have hitherto felt they could not afford such fine lingerie. Imagine corset covers with lovely hand work—with and without peplums—for only \$1 and \$1.50; and drawers, chemises, combinations and nightgowns at prices in proportion—the highest being \$6.75. There is actually one style of Philippine nightgown for \$2.65.

That there are more pink batiste nightgowns and chemises than ever.

That there are plenty of pink crepe de chine chemises at \$2.85 to \$5.

That there are pink silk camisoles at \$1 to \$2.75.

That the "bread-and-butter" domestic undermuslins include such asked-for things as perfectly plain hemstitched petticoats of sateen; high-necked nightgowns; petticoats with double panels; and drawers with eyelet embroidery; besides the thinner and more trimmed pieces.

That there is a large collection of undermuslins at \$1, and that prices generally run from \$1 to \$5, excepting in the case of the Philippine garments.

These new things will be found on the East and West Aisles, on the Cross Aisle, in certain Market Street Outposts and on the Third Floor, Central.

## 5500 Waists in the Sale of White

All new—some being samples and some little surplus lots; all at smaller-than-normal prices.

1500 waists at \$3.85 to \$5. Georgette crepes, both plain and prettily printed, and crepes de chine, tailored and embroidered. Mostly delicate light colors.

600 waists at \$1.85 to \$2.85. Cotton voiles with lace, novelty cottons with wash satin collars; white organdies, self-striped, with colored collars.

1800 waists at \$1.50 and \$1.65. Excellent plain white batistes, with tucking; white voiles with colored stripes or lace decoration, dotted Swisses with a little color; solid colored voiles with white pleatings. Nearly all these waists come below the belt.

1600 waists at \$1. Voiles—all-white, machine-embroidered and colored; some of the last having their color in checks.

(East and West Aisles and Market Street Outpost)

## Hand-made French Blouses for Girls in the White Sale

It is not often we can get fine hand-made blouses for girls, and so to have them, and at special prices, is very good news indeed.

Just two styles, one of batiste at \$8.50 and another of fine white voile at \$12.50; both with many tiny tucks, some hand embroidery and drawn work.

They are in good taste, are quite unusual for their prices, and come in sizes 32, 34 and 36.

(Third Floor, Chestnut)

## Good Corsets in the White Sale

L. Es first of all—discontinued models at \$1, \$1.25, \$2.50 and \$3. These include open-mesh, coutil and batiste; some of them in pink.

Then American Lady corsets—all sizes in this group, topless and low-bust models at \$2.50, and a low bust of white broche at \$3.50.

Kabo corsets at \$2 and \$2.50.

Warner Rust-proof corsets at \$1, \$1.50 and \$2.

Wanamaker Specials at \$1.25, \$1.50 and \$3.

(Third Floor, Chestnut)

Also C. B. "seconds" at 85c.

(East Aisle)

## Mosul Rugs \$40 and \$57.50

For practical service Mosul rugs are the most popular of Oriental weaves.

We are showing an excellent assortment in ecru, dark red, blue and green colors and in conventional designs. Considering how hard it is to secure rugs of this type, we have marked them at moderate prices—\$40 to \$57.50 for size 3.6x6.6 feet.

(Seventh Floor, Chestnut)

## New White Wash Skirts in Twenty-five Styles

We planned this brand-new shipment at this time because every woman wants all the tub skirts she can have to take away with her and it means a good deal to be able to choose from such a large assortment.

The best manufacturer we know made these skirts. There are such materials as tricotine, shrunken gabardine, pique, linen, ratine, imported Cossack linen and imported Ottoman cloth. They are the last skirts of Ottoman cloth and Cossack linen we shall probably have, as there is no more of these two fabrics.

Beautiful pearl buttons are used in the most novel ways as trimmings; in some cases the skirts button down the front, in others down the side or back. There are special styles even for larger women.

Prices from \$5.75 to \$13.50.

(First Floor, Central)

## Negligees, Petticoats, Aprons and Other Such Things

500 sample negligees at a third and a half less—\$5.50 to \$25. Georgette crepes, crepes de chine, nets over silk, fringed charmeuses, satins—a little of everything in fashion this season.

(West Aisle and Third Floor, Central)

500 silk petticoats at \$3.85 to \$6.50. Samples mostly, including messalines, taffetas, jersey silks and jerseys with taffeta flounces.

(West Aisle)

600 kimonos at \$2.85. Jacquard cottons in rose, pink and Gobelin blue.

(Outpost, Market Street)

3000 aprons at 18c to 75c—mostly white; large and small.

(Outpost, Market Street)

200 boudoir caps at \$1.50. Samples; lots of dainty things among them.

(Outpost, Market Street)

300 dressing saques at \$1.85. Heavy Japanese crepe, American cut in Japan. Blue, rose, gray and deep blue, all hand embroidered with most fetching flamingoes.

(Outpost, Market Street)

800 house dresses at \$1.85 and \$2. Mostly gingham, half a dozen styles.

(Third Floor, Central)

800 cotton petticoats at 85c and \$1. Dark and light colors.

(West Aisle)

## Here's a New Shipment of Imitation Ivory Toilet Articles—From France

When it comes to the making of these fine white toilet articles of imitation ivory, the French certainly have the process down to a fine art. This new shipment, just unpacked, is exceptionally fine.

Hair brushes are \$3.75 to \$9.25.

Mirrors, \$7 to \$12.25.

Combs, 75c to \$2.25.

Clothes brushes, \$4.50 to \$7.

Hat brushes, \$2.60 and \$4.

Puff boxes and hair receivers, \$4 to \$7.

Military brushes, \$12.50 to \$16 a pair.

(Main Floor, Chestnut)

## New and Fashionable Ribbons

Two-toned moire ribbons, in lovely colors and combinations, two inches wide, 90c a yard.

Glistening satin ribbon, six inches wide, in light and dark shades, \$1.15 a yard.

(Main Floor, Central)

## A Bigger, Better Sale of White Sale Garments for Children

Substantial, well-made little garments of many kinds, many made just for us and all selected with the greatest care—all clean, fresh, new and at prices that represent the utmost value for the sums mentioned.

Nightgowns, 75c to \$2 for 1 to 4 year sizes; \$1 to \$2 for 6 to 16 years; cambrie and nainsook, with good embroideries, some smocking and colored embroidery and stitching.

Philippine nightgowns, \$3 and \$3.25; two good styles, dainty, and hand made; 6 to 14 year sizes.

Drawers, 50c, 45c and 50c for 2 to 12 year sizes; 50c to 85c for 14 and 16 years.

Bloomers, 50c to \$1.25, white and flesh, and of crepe, muslin and batiste.

Princess slips, 75c, 85c and \$1 for 2 to 6 year sizes; \$1 to \$2 for 8 to 16 year sizes.

(Third Floor, Chestnut)



White Sale Prices	
On Regular Sizes	
Nightgowns, 85c to \$6.75.	Combinations, \$1 to \$1.65.
Corset covers, 50c to \$1.50.	Short petticoats, 65c to \$1.50.
Drawers, 50c to \$1.85.	Long petticoats, \$1 to \$3.75.
Chemises, 85c to \$2.75.	
On Extra Sizes	
Nightgowns, \$1.65 to \$2.85.	Long petticoats, \$2.50 to \$5.
Corset covers, 65c to 85c.	Combinations, \$1.50 to \$2.50.
Short petticoats, \$1 to \$1.65.	Drawers, \$1 to \$2.25.

### Staple Undermuslin Materials in the White Sale

Kinds that women find so well worth while to buy by the piece because it is so much more economical that way, and now, in the White Sale, the prices are even lower.

These savings come at exactly the right time for making up Summer lingerie, and they are very substantial indeed.

Longcloth, 10-yard pieces, \$2, \$2.25, \$2.75 and \$3, 36 inches wide.

Nainsook, 10-yard pieces, \$2, \$2.50, \$2.75 and \$3, 36 inches wide.

(First Floor, Chestnut)

### This Is the Handkerchief Shop's White Sale Special—2400 Snowy New 'Kerchiefs, \$1.75 a Dozen

They're for women, are of firm and snowy linen that is every thread linen, and are newly come from Ireland.

You'll look long and far to find their equals at the price.

(West Aisle)

### White Sale Bed Muslins Bring Most Welcome Savings

Particularly to the many women who have been waiting for just such a going down of prices before filling in the various articles they need.

These are some of the good values; with one or two exceptions all are standard makes.

Pillow Cases	Sheets
42x36 inches at 25c.	54x90 inches at 85c.
45x36 inches at 28c.	54x108 inches at \$1.75.
42x38 1/2 inches at 40c.	72x99 inches at \$1.50.
	72x108 inches at \$1.75.
	81x90 inches at \$1.25 and \$1.50.
	90x99 inches at \$1.75.
	90x108 inches at \$2.

(First Floor, Chestnut)

Long white petticoats, \$1 to \$3; cambrie and nainsook, lace and embroidery trimmed; of white sateen, with double panels, \$2; all in 32 to 36 inch lengths.

Camisoles, \$1 and \$1.25; of flesh-colored satin; 32 to 36 inch sizes.

White dresses \$1.50 to \$3.75 for 6 months, 1 and 2 years; \$2.75 to \$5 for 2 to 6 year sizes; and there is a remarkable variety and assortment.

Bloomer dresses, \$3.50 and \$3.75; of striped percale and chambray, well made, in pleasing new styles; 2 to 6 year sizes.